

10 March 2025

English

**United Nations Group of Experts on
Geographical Names
2025 session**

New York, 28 April – 2 May 2025

Item 9 (a) of the provisional agenda *

**Promotion and capacity-building: Strengthening publicity
and increasing awareness of the importance of
standardized geographical names**

**Fostering public participation by conducting competition to
uphold and protect geographical names**

Submitted by Indonesia **

Summary:

Government Regulation No. 2 of 2021 (GR 2/2021) provides clear guidelines for standardizing geographical names in Indonesia. Despite these guidelines, challenges persist in ensuring compliance, with numerous violations of the 10 principles of geographical naming being documented. While capacity-building programs conducted by the Indonesian Geospatial Information Agency (Badan Informasi Geospasial - BIG) for local governments and universities have progressed, a significant gap remains in engaging the general public. This underscores the urgent need for innovative outreach initiatives to bridge this gap.

To address this issue, BIG launched the *Junjung dan Lindungi Nama Rupabumi* (Julid NR) competition to increase public understanding of the 10 principles of standardized geographical names. The initiative encouraged community members to report naming violations through a photography competition, leveraging social media platforms. Participants identified and submitted photographs of geographical name signs that contravened naming principles. Submissions were evaluated based on their accuracy in determining violations, relevance, and contribution to raising awareness about the importance of preserving standardized geographical names. Winners were chosen for their exceptional ability to highlight violations and actively engage with the competition's goals.

The Julid NR initiative has raised awareness about the importance of standardized geographical names by engaging the public in identifying and reporting violations. It has also leveraged local knowledge to support early detection of violations. This community-driven approach is expected to instill a sense of ownership and responsibility among the public, encouraging active participation in maintaining compliance with the 10 principles outlined in GR 2/2021.

* GEGN.2/2025/1

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Fostering public participation by conducting competition to uphold and protect geographical names

Introduction

In 2021, Indonesia enacted Government Regulation No. 2 of 2021 on the Standardization of Geographical Names (GR 2/2021) to ensure consistency and accuracy in place naming. Standardized geographical names are essential not only for administrative purposes but also for preserving cultural and historical identity. They reflect the culture, historical geography, and landscape of a region while offering insights into the way of life of its inhabitants and fostering a sense of belonging within the local community (Wendelinus et al., 2022).

Over the past four years, the Geospatial Information Agency (Badan Informasi Geospasial - BIG) as Indonesian National Names Authority has been active in raising public awareness regarding geographical names standardization. One of the approaches used by BIG is through education and dissemination programs. BIG reaches out to ministries, local governments, and universities through various initiatives, such as capacity-building programs and the *Bhumandala* Award program. The *Bhumandala Nama Rupabumi* Award (2022-2024) recognized outstanding contributions to the standardization of geographical names. However, ensuring compliance remains a challenge as many cases violate the 10 principles in GR 2/2021.

Several offences of the principles occur in various parts of Indonesia, such as the use of institutional names on “*Stasiun LRT Pancoran Bank BJB*” and the use of foreign names such as “*Batavia Cove Golf Island*”. There is also naming after a living person, such as the “*Babah Alun Mosque*”. This poses a challenge for BIG as it is difficult to verify the name of a person who is only known in a particular region.

Recognizing these ongoing issues, BIG realized the importance of public participation in ensuring compliance with the 10 principles. However, a significant gap remains one that must be urgently addressed to improve public awareness of these naming standards.

In 2024, BIG organized the Julid NR competition, which is an acronym for ‘*Junjung dan Lindungi Nama Rupabumi*’. The title was deliberately chosen because *julid* is a slang term in Indonesia that means jealousy and envy of other people's success. ‘*Julid*’ is often associated with sarcastic comments on social media. The wordplay is expected to encourage public participation to report geographic naming violations through the Julid NR competition on social media.

Participants in Julid NR are asked to submit photos showing violations of the principles of geographical naming. The competition uses *julid* action as a positive step to raise awareness of the 10 principles of geographic naming. BIG launched the Julid NR campaign across its various social media platforms.

Julid NR Competition

The Julid NR campaign is packaged in various educational contents, ranging from regular content uploads, podcasts, to contests and competitions. The entire content is amplified through BIG's various social media channels to reach the widest possible audience.

The Julid NR campaign started in February 2024. Throughout that month, various contents were launched, from posters to videos. A special BIGTalks episode on BIG's YouTube channel was also produced, featuring guest speaker Ade Komara Mulyana - then Head of the Centre for Topographic Mapping and Toponymy, now Director of Land Topographic Mapping. At this podcast, the Julid NR competition was announced for the first time.

BIGTalk's promotional video trailer received a positive response on Instagram. To answer netizens' questions, BIG held an Instagram Live session to explain the rules of the NR Julid Competition, which attracted more than 2,700 accounts. To maintain excitement and engagement, a second Instagram Live session was held in April to announce the winners and keep the momentum going.



Figure 1. The 2nd Instagram Live session poster in April

Competition Method

The Julid NR competition serves as a platform for critiquing and analyzing geographical names through photographs. Submitted photos act as constructive critiques of discrepancies or irregularities in place naming.

Participants are required to post their competition entries on social media platforms X (Twitter) or Instagram. Before submitting, participants must follow and tag the official accounts @infogeospasial and @pprt.big on Instagram, as well as @infogeospasial on X. Each post must include the hashtags #JulidNR and #1PetalData1Nusantara.

One post may only feature a single object, and each account is limited to one judged submission per month. The post must also include a description specifying the name of the object, its complete location down to the *kelurahan* (village) level or its latitude and longitude coordinates, an explanation of the naming violation, and tags for three other users. The submission period runs from the 1st to the 25th of each month.

Assessment Criteria

The assessment criteria include originality, relevance to the theme of geographical name protection, level of community involvement, and long-term impact of the competition results. Therefore, the judging process for the Julid NR competition is based on compliance with the rules, validation of information by BIG, and the highest number of likes.

The winners are announced at the end of every month through the Instagram channel @infogeospasial, X @infogeospasial, and the SINAR website (sinar.big.go.id). Each month, three winners from each platform receive prizes as a token of appreciation for their efforts in raising public awareness of the importance of standardized geographical names.

If a participant submits more than one entry in a month, only the submission that meets the criteria and receives the highest number of likes will be considered. The object being reviewed must be a public facility, social facility, or natural element with a name that is not in accordance with the principles of geographical naming. The uploaded photos must be the participant's original work and clearly depict the object, and, if a signboard is present, ensure both the signboard and object are visible in a single frame or a photo slide format.

Competition Improvement

The Julid NR competition faces several obstacles in its implementation. One of the main challenges is the lack of public awareness about the importance of geographical names in historical, cultural, and administrative contexts. The lack of education on geographic naming procedures has also limited public participation. In addition, the interest of participants tends to be low because the topic is considered too technical and uninteresting, especially if the incentives offered are not motivating enough.

After two months of running, the Julid NR competition collaborates with the Geospatial Photo Competition which is routinely held every year as part of the Geospatial Information Day celebration. The Photo Competition x JulidNR invites the public to capture various moments related to geographical names through photography. This effort has proven to be able to increase appreciation for the importance of proper and appropriate geographical naming.

Obstacles remain after collaborating with the Geospatial Photo Competition. One of the main challenges was the lack of socialisation which led to a low number of participants. In addition, unattractive themes or overly complicated requirements discourage potential participants from participating.

Copyright and originality issues are also a challenge, especially in ensuring that uploaded photos are original and do not violate the rules. The risk of plagiarism, use of AI, or excessive manipulation is a concern for the judges who then conduct multiple verifications.

Publications Related to the Implementation of the Julid NR Campaign

Social media offers a vast reach and has proven to be an effective medium for disseminating information. Nevertheless, social media is not merely a tool for information dissemination but also a two-way communication channel for engaging with the public. Research by Yuan et al. (2023) demonstrates that government institutions that effectively utilize social media as a communication platform can foster public participation in digital government initiatives. Therefore, publications through social media in the Julid NR campaign can enable the public to provide feedback, ask questions, and share information related to geographical naming, thereby promoting public engagement.

Effective social media campaigns require strategic content planning to attract audience attention, enhance engagement, and achieve campaign objectives (De Vries et al., 2012). As the Julid NR program aims to educate the public about the principles of geographical naming, the target audience for this campaign broadly includes the general public, as well as local governments, academics and researchers, cultural and historical communities, and the younger generation.

Subsequently, the selection of social media platforms was based on the preferences of the target audience and the campaign's objectives. Each social media platform possesses distinct characteristics and user demographics, thus necessitating the precise selection of content and platforms to reach the desired target audience effectively. BIG utilizes five social media platforms: *Instagram*, *Facebook*, *Twitter*, *YouTube*, and *TikTok*. For the Julid NR program, the implementation of competitions is primarily focused on the *Instagram* and *Twitter* channels, while *TikTok*, *Facebook*, and *YouTube* serve as supporting channels to promote the Julid NR program campaign to a broader audience. This decision is grounded in the observation that the reach and user interaction levels among followers of BIG's Instagram and Twitter accounts are significantly higher compared to other platforms. The following outlines the content planning that has been implemented to support the Julid NR campaign.

Table 1. Julid NR content planning

Social Media Platform	Strength	Content Plan
Instagram: @infogeospasial Follower: 58.121 users	Attractive visuals have broad reachability, widespread among the younger generation.	Infographics related to JulidNR, short videos, stories, interactive quizzes and live streaming.
X/Twitter: @infogeospasial Follower: 28.005 users	Fast information, public discussion, academic, media, and government reach.	Educational tweets, informative threads of JulidNR competitions, expert quotes, and news.
YouTube: Badan Informasi Geospasial Subscriber: 9.763 users	Educational videos, activity documentation, expert interviews, webinars, and information related to geospatial policies.	Educational content, Julid NR casual discussions on BIGTalk podcast, Short/short video interview clips, live streaming Q&A
TikTok: @infogeospasial Follower: 2.141 users	Broad content reach, especially among the younger generation (Gen Z and Millennials), strong algorithms to spread viral content. Has interesting creative features and can increase interaction.	Educational videos of interview clips from JulidNR podcasts, creative videos (riding the waves viral content), interactive videos of Q&A sessions related to JulidNR
Facebook: Badan Informasi Geospasial Followers: 32.437 users	Broad reach, various age groups, group features for communities.	Content mirror with Instagram

Consistent content scheduling and the judicious selection of social media channels are critical elements in a successful content strategy. The initial phase of this activity was conducted from March to June, with a focus on introductory content, specifically the education of Geographical Naming Principles and the fostering of interaction and participation through the introduction of the Julid NR program. The subsequent phase, which followed the evaluation and follow-up of the preceding content, was implemented from August to October 2024 as part of the Geospatial Information Day series. In general, the Julid NR campaign was structured with regular content ranging from educational materials and podcasts to competitions. These contents were amplified across all BIG social media channels to maximize audience reach.

Challenges, Results, and Impacts

Challenges

Despite its innovative approach, the Julid NR competition faced several challenges during its implementation. The biggest obstacle was the limited public awareness of GR 2/2021 and its 10 principles. Since the regulation was introduced primarily to institutions rather than the general public, many people were unfamiliar with it, making it difficult to organize a competition focused on identifying naming violations. Even after a month of extensive promotion, the lack of public familiarity with the principles remained evident, as some participants still mistakenly submitted correct names instead of identifying violations.

Another major challenge was limited funding. A competition with smaller prizes struggled to attract participants, particularly when compared to larger, well-established contests. Without sufficient funding, encouraging broader participation and sustaining engagement became even more difficult. However, despite these challenges, the competition still managed to generate public interest and participation, leading to notable results.

Results

The Julid NR competition managed to attract participants, with submission numbers gradually increasing over time. Participation in the monthly competition remained steady, with 7 photo submissions in March, 6 in April, and 6 in May—all correctly identified naming violations. However, a significant surge in submissions occurred when Julid NR was integrated into the Geospatial Photo Competition in October, leading to a total of 164 submitted photos, of which 67 correctly identified naming violations. This sharp increase highlights the competition's potential when bigger prizes are offered and paired with a larger-scale event, demonstrating that greater incentives and wider exposure can significantly boost public engagement.

While the increase in participation after the collaboration with the Geospatial Photo Contest was remarkable, the high number of invalid submissions was also a notable concern. Many participants mistakenly submitted names that were already correct and did not violate any principles, while others failed to meet certain technical requirements. This highlights the need for clearer guidelines and better public understanding of the competition's objectives to ensure higher-quality submissions in the future. Despite these challenges, the results demonstrate that greater incentives and wider exposure can significantly boost public engagement in geographical naming awareness.

Impacts: Analysis of Social Media Impressions Related to the Julid NR Program

In general, the Julid NR program has garnered considerable attention, as evidenced by the impressions across several social media accounts managed by the Geospatial Information Agency. Media monitoring results on user engagement data indicate that Julid NR-related content, particularly interactive and educational content, has achieved a substantial level of engagement, as reflected in the number of likes, views, comments, and shares. The Instagram account @infogeospasial, serving as the primary channel for Julid NR implementation, demonstrates a significant increase in impressions, reach, and interactions for content related to the Julid NR program. This suggests that the program has effectively captured public attention and successfully raised awareness about the importance of adhering to the principles of geographical naming.

Table 2. List of Julid NR Content on Instagram along with Insight Metrics

Posting Date	Content	Likes	Reach	Impression	Interaction
6-Feb	Educational content: BIG's role as NNA	246	3.150	4.119	254
13-Feb	Educational content: Principles of Geographical Names Explanation	716	8.441	10.640	762
17-Feb	Educational content: JulidNR Podcast Teaser Video	6.400	202.692		7.324
21-Feb	Campaign content: JulidNR Live Streaming Promotion	125	2.741	3.425	131
23-Feb	Live streaming Q&A JulidNR	119	2.765		129
29 Feb	Campaign content: JulidNR monthly competition	641	8.371	11.419	783
21-Mar	Campaign content: JulidNR Competition Reminder	217	6.819	7.770	250
1-Apr	JulidNR Monthly Winner Announcement	340	6.211	8.004	366
2-Apr	Live streaming Q&A JulidNR	78	2.563		80
30-Apr	JulidNR Monthly Winner Announcement	302	5.516	7.365	326
6-Aug	Campaign content: Geospatial X Julid NR photo competition announcement	426	8.303	16.233	689
19-Aug	Competition content: Photo Competition & JulidNR (Timeline & Judges)	883	53.310	78.369	1.447
13-Sep	Competition content: Reminder JulidNR Last day	155	5.271	7.887	175
18-Oct	Announcement of Julid NR Competition winners	142	2.997	5.624	151

The figure below illustrates that throughout the Julid NR campaign across various BIG social media channels, there were several notable spikes in reach, particularly during February and leading up to September. This coincides with the posting timeline of Julid NR announcement content across BIG's diverse social media platforms.

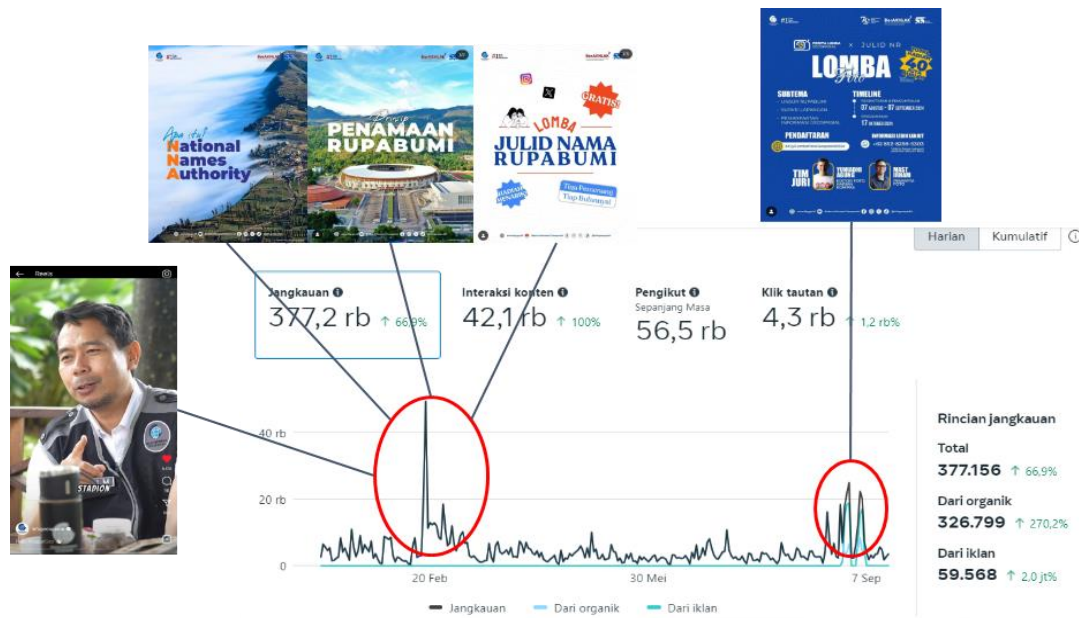


Figure 2. Content reach and interaction across all BIG social media in 2024

Based on the graph above, it is evident that in February, one of the highest engagement posts was driven by Geographical Naming/Toponymy educational content, which is the JulidNR introductory podcast teaser video. This content garnered likes and interactions from over 6,000 users, achieving a reach of 202,692, with the majority originating from non-followers (94.4%). This indicates that educational video content on the theme of geographical names is highly favored by a broad audience, not just BIG's social media followers. Netizens also highlighted the implementation of geographical name point placement activities and geographical name data collection using the Geographical Name System (SINAR) application. Sentiment analysis further revealed that the theme of geographical names received both positive and negative sentiments in February. Positive sentiments stemmed from public enthusiasm to participate in the JulidNR competition. In contrast, negative sentiments were influenced by discussions surrounding the naming of the Lukas Enembe Stadium, which was considered not to adhere to the Geographical Naming principles.

During September, geographical name content became one of the top three main discussion topics on BIG's social media. This was partly triggered by the change in the format of the Julid NR competition, which collaborated with a geospatial photography contest to commemorate Geospatial Information Day at BIG. This month, a considerable number of participants uploaded information regarding the naming of locations that violate geographical naming principles. Most sentiments on BIG's social media this month trended towards positive-neutral, primarily consisting of posts related to the Julid NR program, coinciding with the announcement of BIG's new employee recruitment. Evidence suggests that educational and interactive materials utilised in the Julid NR social media initiative have drawn attention and fostered greater audience involvement, thereby promising to amplify public knowledge concerning geographical names.

Conclusion

To raise public awareness of the importance of adhering to the 10 principles of geographic naming, BIG launched a social media campaign titled Julid NR (Uphold and Protect Geographical Names). This campaign aimed to educate the public on geographic naming principles in accordance with existing regulations and encourage active public participation in maintaining and preserving geographical names in their surroundings.

From March to May 2024, the competition was held monthly through BIG's official social media channels, with participation remaining steady—receiving 7 photo submissions in March, 6 in April, and 6 in May, all of which correctly identified naming violations. However, a significant surge in submissions occurred when Julid NR was integrated into the Geospatial Photo Competition in October, resulting in 164 submitted photos, of which 67 correctly identified naming violations. This sharp increase highlights the competition's potential when paired with a larger-scale event and broader outreach.

Despite its success, several challenges were encountered, including limited public awareness of naming regulations, low initial participation, and difficulties in ensuring compliance with competition requirements. However, strategic collaborations, such as the integration with the Geospatial Photo Competition, significantly boosted engagement and submissions, demonstrating the importance of broader outreach and attractive incentives.

The Julid NR competition has demonstrated the potential of community participation in safeguarding geographical names and serves as a valuable model for increasing public involvement in geospatial governance. By leveraging social media and interactive engagement, the initiative has successfully raised awareness about the 10 principles of geographical naming outlined in GR 2/2021. To sustain this momentum, strengthening collaboration, implementing continuous monitoring, and enforcing stricter compliance measures are essential to ensuring long-term adherence to geographical naming standards. Additionally, enhancing education efforts, simplifying participation requirements, and improving promotional strategies will help maintain public engagement and compliance. Through these initiatives, Indonesia can effectively protect its geographical names while fostering a well-informed and actively involved society.

Recommendation

The Julid NR campaign has succeeded in increasing public interest in understanding the principles of geographical names and encouraging active participation in reporting violations. However, monitoring and evaluating geographical names in accordance with Government Regulation No. 2/2021 has not yet run optimally. Therefore, follow-up on reports of violations is needed, including strengthening the socialisation of GR 2/2021 to the public and stakeholders to increase understanding and awareness of the importance of geographical naming standards. In addition, BIG can take corrective actions by issuing written notices to parties that violate geographical naming principles.

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