



Strategic Research & Advisory  
Bridging Data, Field Context, and Analysis  
for Sustainable Decision-Making

Vision

To be a **trusted research partner** that connects data, field realities, and strategic analysis to enable accurate and **sustainable decision-making.**

Mission

- 01 Deliver research grounded in primary field data and digital analytics

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- 02 Support strategic decisions through accurate, empirical evidence

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- 03 Assist organizations in data-driven policy formulation and evaluation

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- 04 Analyze social dynamics and socio-political risks for structured management

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- 05 Advance sustainability through Carbon, ESG, and impact analysis

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- 06 Bridge data, field realities, and analysis for precise, transparent decisions

We partner with governments, enterprises, and development actors to address complex social and policy challenges.

By integrating rigorous primary data collection with advanced digital analytics, DataGig delivers field-validated, actionable intelligence that bridges local realities and strategic decision-making, enabling public and private organizations to design policies, programs, and investments that are evidence-based, context-aware, and impactful.

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38

Provinces covered

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4

Practice areas

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10+

Years experience

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3

Client sectors

## Four practice areas. One integrated methodology.

01

### Field Data Intelligence

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Field-verified evidence via primary data collection. 38-province network. Supports policy design, monitoring, and evaluation.

02

### Sustainability Advisory

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Market intelligence, social due diligence, and ESG/carbon policy alignment tailored to Indonesia's regulatory landscape.

03

### Political Strategist

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End-to-end electoral support: strategic planning, message testing, voter targeting, and on-the-ground mobilization.

04

### Policy Lab

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Mixed-methods policy evaluation measuring effectiveness, identifying bottlenecks, and producing evidence-based recommendations.

## 01 Field Data Intelligence

Field-verified evidence combining primary data collection and digital analytics to capture social realities at the community level.

### Key Capabilities

Local expert network — 38 provinces, vetted by expertise

Face-to-face surveys (B2B, B2C, B2G)

In-depth interviews & focus group facilitation

Monitoring & evaluation for development/NGO programmes

Commodity intelligence & location-based pricing

## 02 Sustainability Advisory

Market intelligence, social due diligence, and stakeholder strategies for the carbon and ESG space—tailored to Indonesia's emerging landscape.

### Key Capabilities

Carbon project development & feasibility study

Carbon readiness study for government clients

FPIC Specialist & Project Design Document (PDD)

Socio-environmental research & SESA analysis

CSR programme design & ESG reporting support

## 03 Political Strategist

End-to-end support for political candidates and movements—from strategic planning, message testing, and volunteer mobilization to voter targeting and on-the-ground execution.

### Key Capabilities

Popularity & electability polling

Voter data management & voter ID analysis

Digital campaign & political branding

Political infrastructure management

Social media sentiment research

## 04 Policy Lab

We evaluate policies and reforms using mixed-methods research—measuring effectiveness, identifying bottlenecks, and offering evidence-based recommendations for government and institutions.

### Key Capabilities

Impact & performance evaluation

Government policy design (Naskah Akademik)

Technical assistance for regional regulations

Participatory Action Research (PAR)

Economy, governance & impact programmes

# What sets us apart.

01



## Proven in High-Stakes Environments

From public policy and political dynamics to sustainability—our work is calibrated for precision and contextual judgment where accuracy is critical.

02



## Cross-Sector Trust

Our track record spans government bodies, public institutions, NGOs, and the private sector—demonstrating multi-sector credibility and adaptability.

03



## Decision-Ready Insight

We go beyond analysis, delivering recommendations designed to directly inform policies, strategies, and real-world actions.

04



## Impact-Oriented by Design

Every engagement is measured by how insights are applied and outcomes improved—not just by deliverables produced.

## Political & Electoral

- 2018** Popularity & electability survey, North Sumatera Gubernatorial Election
- 2020** Campaign management, cyber operations & voter intelligence — Pilkada Malinau
- 2021** Social media content & political management — Puan Maharani & Partai Prima
- 2023** National voter behavior survey on social media, General Election
- 2024** Political infrastructure management, DPR RI. East Java (3 Dapil) & DKI Jakarta (1 Dapil) constituencies

## Policy, Research & Sustainability

- 2021** Rural Academy 4.0 platform development research — Ministry of Village & Disadvantaged Regions
- 2022** Cultural trending topics consolidation study — Indonesian National Police
- 2023** Monitoring & evaluation — AMAN (Indigenous Peoples' Alliance of the Archipelago)
- 2025** Carbon trade potential study — East Lampung Regency
- 2025** Social & ecological assessment for national strategic projects — Merauke, Batang, Konawe

OUR CLIENTS

Trusted across government, enterprise, and civil society.

GOVERNMENT



ENTERPRISE



POLITICAL ORGANIZATIONS



CIVIL SOCIETY



# Development of Cooperative Frameworks Between BUMDes and Other Legal Entities



Ministry of Villages and Development of Disadvantaged Regions (Kemendes/PDT)

## Context

Scaling BUMDes (Village-Owned Enterprises) operations requires external capital injections and third-party market access. However, this expansion is frequently hindered by ambiguous legal standings and inadequate contract governance, rendering partnerships vulnerable to disputes. This research aims to formulate secure, legally compliant, and mutually beneficial Business-to-Business (B2B) partnership frameworks.

## Approach

This research utilized a comprehensive institutional approach and collaborative governance mapping to establish secure and lawful Business-to-Business (B2B) partnership guidelines.

The study focused on two BUMDes:

- BUMDes Tirta Mandiri in Ponggok Village, Klaten Regency
- BUMDes Tawang Sari in Ketawang Village, Malang Regency

## Result

The research delivered a standardized agreement blueprint that ensures legal certainty for investors, safeguards village assets, and facilitates the transformation of BUMDes into highly competitive corporate business entities.

# Public Perception Study on the 5 Priority Programs of the Ministry of Primary and Secondary Education

Ministry of Primary and Secondary Education (Kemendikdasmen)



Kemendikdasmen

## Context

This research aims to evaluate the extent to which Kemendikdasmen's national priority programs (Revitalization, Digitalization, SPMB, BOSP, and 7KAIH) go beyond mere public "awareness", ensuring that their mechanisms are comprehensively "understood" and their benefits are actively "experienced" by the community.

## Approach

This research employed a national-scale mixed-methods approach. Quantitative data was collected through CAPI (Computer-Assisted Personal Interviewing) surveys, while qualitative insights were gathered via in-depth interviews and Focus Group Discussions (FGDs).

The study engaged approximately 441 respondents distributed across 34 provinces, categorized into four primary clusters:

- Education Agency Officials
- School Principals/Teachers
- Parents
- The General Public

## Result

The research indicates a significantly high level of public awareness (69.2%) alongside strong satisfaction ratings (4/5). However, a comprehension gap persists, primarily attributed to the overly bureaucratic language utilized in government socialization efforts. Furthermore, while all five priority programs demonstrated a positive impact, they remain hindered by various operational constraints. These challenges include the rigidity of zoning regulations, the uneven distribution of technological devices, and a lack of flexibility within technical implementation guidelines.

# Social and Ecological Assessment Study for the 2025 National Strategic Projects (PSN)

Ministry of Energy and Mineral Resources (ESDM)



## Context

The massive scale of the National Strategic Projects (PSN) necessitates comprehensive evaluation instruments to ensure that the acceleration of economic downstreaming does not compromise social welfare and ecological sustainability within the affected regions.

## Approach

This research is anchored in a Strategic Environmental and Social Assessment (SESA), employing the ESQO scoring method to map multidimensional risk levels objectively and quantifiably. The study was conducted across three key PSN regions:

- The Food Estate and Bioethanol Program in Merauke
- The Integrated Industrial Estate (KIT) in Batang
- The Nickel Industry in Konawe

## Result

This approach yielded a strategic mitigation blueprint and a comprehensive risk classification framework, effectively transforming the evaluation paradigm of the PSN. Ultimately, this research establishes socio-ecological dimensions as primary indicators for measuring the success of national strategic projects.

# Service Roadmap for the Electronic-Based Government System (SPBE) of East Lampung Regency 2025-2029



East Lampung Regency Government

## Context

The East Lampung Regency Government faces the challenge of fragmented IT systems (silos). To comply with national regulations (Presidential Regulation No. 132/2022), an integrated digital governance blueprint is essential to establish a transparent bureaucracy and optimize the integration of public services.

## Approach

This research focused on restructuring the digital landscape through the design of a public sector Enterprise Architecture. The key steps included evaluating the maturity of regional domains—encompassing services, data, applications, infrastructure, and IT security—and constructing an integrated SPBE architecture across Regional Apparatus Organizations (OPD).

## Result

The research delivered the 2025-2029 SPBE Roadmap Document, which serves as the legal foundation for all technological investments within the region. Its primary impact includes budget efficiency by preventing application duplication through a centralized IT procurement Monitoring & Clearance mechanism. Furthermore, this research established standardized governance through an IT work program matrix and facilitated service integration, providing a solid technical foundation to unify electronic licensing at the Public Service Mall (MPP).

# Research Study on the Carbon Trading Potential of East Lampung Regency 2025

East Lampung Regency Government



## Context

East Lampung Regency possesses significant carbon asset potential but currently lacks the requisite framework for legal monetization. A comprehensive strategy is imperative to align regional policies with national Carbon Economic Value (NEK) regulations, thereby transforming the region's status from a Net Source into a strategic player within the carbon market.

## Approach

This research employed an end-to-end approach focusing on economic and ecological equilibrium. The scope encompasses:

- Technical carbon inventory (focusing on mangroves and wetlands)
- Spatial planning policy alignment
- The design of an equitable Benefit Sharing Mechanism
- The development of commercialization scenarios

## Result

This research yielded a Regional Carbon Trading blueprint. Its strategic impacts include comprehensive guidelines for legal integration into the National Registry System (SRN), the establishment of a reinvestment model to fund sustainable environmental conservation, and the facilitation of access to new economic incentives for local communities.

# CONTACT & HEADQUARTERS

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# Let's work together.

datagig labs combines rigorous research methodology with deep field expertise to deliver intelligence that matters. We work where the stakes are highest.

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