

REQUEST FOR PROPOSAL (RFP)

DISCOURSE NETWORK ANALYSIS & SOCIAL NETWORK ANALYSIS

Date: 28 July 2021

The Asia Foundation (TAF) as a contractor of USAID ERAT (Pemerintahan yang Efektif, Efisien, dan Kuat) invites suitable companies to submit a proposal if interested to conduct discourse network analysis and social network analysis (DNA & SNA) for USAID ERAT program.

I. BRIEF DESCRIPTION OF USAID ERAT

The Asia Foundation (TAF) is awarded Task Order 1 of an Indefinite Delivery Indefinite Quantity (IDIQ) contract by USAID to establish ERAT management and implement the “Refine” Component of the Activity starting on January 19, 2021. The goal of ERAT is *for the citizens of Indonesia to benefit from effective local government by increasing the quality of policy implementation and service delivery at the subnational level*. The goal will be achieved through three interrelated intermediate results (IRs):

- (1) Coherence between national and subnational policies strengthened;
- (2) Performance of local service delivery enhanced; and
- (3) Local budget allocation and execution improved.

Overall expected outcomes by the end of the performance of ERAT Task Orders include:

- Institutionalized mechanisms for policy communication, coordination, and collaboration between and among various levels of government.
- Stronger policy clarity and implementation towards strengthening local governance and improving service delivery.
- More reliable and effective use of government data in planning, budgeting, and evaluating services and performance.
- Improved use of citizen input in planning, providing, and evaluating service delivery.
- Deeper responsiveness to gender equality and social inclusion in policy making, service provision, and resource decisions.
- Wider dissemination, adoption, and institutionalization of effective innovation, best practices, and replicable models for strengthening local governance and improving service delivery.
- Greater quality and transparency of spending at the subnational level.

ERAT's geographic scope are the provinces of: North Sumatra, Banten, East Java, West Kalimantan, South Sulawesi, and East Nusa Tenggara. In 2021, ERAT main activities are: (1) conducting political economy analyses (PEAs) on inter-governmental coordination, local governance, and public service delivery at the national level and in the six provinces; and (2) co-designing the theory of change and implementation plan of ERAT together with government and other stakeholders at the national and provincial levels.

Considering how information technology has changed daily and social life, and with 73.7% of internet penetration in Indonesia, ERAT intends to combine insights from internet and social media landscape to enrich the ongoing political economy analysis (PEA) being conducted at the national and provincial levels. The data from social media regarding relevant topic on public service delivery and good governance will be beneficial to support the planning, implementation, and monitoring of ERAT program. This will also complement the communication objectives of supporting advocacy, behaviour change, and social mobilization.

To provide insight and analytics of social media and mass media landscape, ERAT intends to procure the services of a subcontractor to conduct Discourse Network Analysis and Social Network Analysis (DNA & SNA).

2. SCOPE OF WORK

The subcontractor will be responsible for supporting USAID ERAT team in conducting Discourse Network Analysis and Social Network Analysis (DNA & SNA), data scrapping, and data analyses.

More specifically the scope of work includes the following:

1. Brainstorming with ERAT team to decide relevant keywords that can answer the research questions as follows:
 - How are the dynamics of structure, formal and informal institutions, state and non-state actors, and critical conjunctures (momentum) interact and support or obstruct:

INTER-GOVERNMENT COORDINATION	LOCAL GOVERNANCE	PUBLIC DELIVERY SERVICES
1. Improvement of communication, coordination, and collaboration between and inside various levels of government? 2. Improvement of usage of data and knowledge to evaluate performance and policymaking?	3. Improvement on access to public information on services delivery? 4. Support to citizen's participation on planning, procurement, monitoring and evaluation of services delivery? 5. Promoting inclusive and gender-responsive policymaking and budgeting?	6. Improvement of access and quality of services delivery? 7. Improvement of public finance management for services delivery? 8. Wider roles of the private sector in delivering public services?

- The research questions will be limited to national level and six provinces namely: North Sumatera, Banten, East Java, West Kalimantan, South Sulawesi, and Nusa Tenggara
 - Examples of relevant topic to be analysed:
 1. [West Kalimantan Governor stated that the Air Transportation Directorate General is not "Cool" Enough](#)
 2. [When the Governor of Banten Considers 20 Resigned Health Officials as Deserted Soldiers](#)
 3. [A Photo Showed Patients Sleep on the Floor without a Bed Went Viral. This is What the COVID19 Task Force Had to Say](#)
 4. [A Viral Video of Khofifah's Birthday Party Has Long Consequences, the East Java Police Received Several Reports](#)
 5. [Hashtag #ArrestEastJavaGovernor Trending on Twitter](#)
2. Web/ data scrapping to collect and import information and data on identified keywords and agreed timeframe. Expected collected data are, but not limited to news coverage/ article and social media content and conversations.
 3. Provide full report and recommendations to ERAT team regarding the identified and agreed research questions and feasible entry point/ intervention. Recommendations will be used to triangulate the political economy analyses data and as baseline to develop annual strategic communication strategies. Examples of expected recommendations are as follows but not limited to:
 - How the agreed/ identified viral/ trend was initiated?
 - Mapping of actors behind the agreed and identified political discourse
 - Impression of netizens/citizens towards agreed/ identified topic

- Who are potential actors/ social media users/ players to be engaged as entry point on discourse on service delivery?

Under the supervision of ERAT Communication Officer, the subcontractor will be responsible to conduct the DNA/SNA and produce two deliverables for USAID ERAT.

3. EXPECTED RESULTS & TIMEFRAME

The subcontractor is expected to produce these two reports as follow:

Deliverables	Due Date
1. Interim findings on the DNA and SNA	31 August 2021
2. Final report and recommendations of the DNA and SNA	31 October 2021

4. MINIMUM REQUIREMENTS OF THE APPLICANTS

The selection of applicant will be considered based on the ability to:

- Dedicate enough human resources to provide expected tasks and deliver high quality analyses and reports on a timely manner.
- Provide and recommend feasible keywords and data within the timeframe that are best to address the research questions within the budget range.
- Provide feedback and response on a timely manner for follow-up; questions; and revisions to ensure the quality of the final report.
- Have proven expertise to conduct Discourse Network Analysis and Social Network Analysis as shown through portfolio.
- Have extensive experience and knowledge working on social and political issues as shown through portfolio.
- Have experience to work with development program or non-government organization.
- Be sensitive with the confidentiality and dissemination of the data and produced reports and recommendations.

5. SPECIAL NOTES

The Asia Foundation fully support the government of Indonesia effort to prevent further spread and transmission of Coronavirus diseases. Offline meeting for this DNA & SNA contract is not recommended. Cost related to offline meeting will not be able to be charged.

6. PROPOSAL SUBMISSION AND BUDGET

Interested organizations/companies should submit their letter of interest to **sheila.kartika@asiafoundation.org** no later than **01 August 2021 COB** with subject: DNA & SNA Proposal [Company name]. The application should include (i) company profile; (ii) portfolio of relevant and similar projects; (iii) CVs of team members; and (iv) budget proposal (maximum of USD 40,000).