



Indonesia: Bridging Digital Creativity Potentials and Connectivity Challenges

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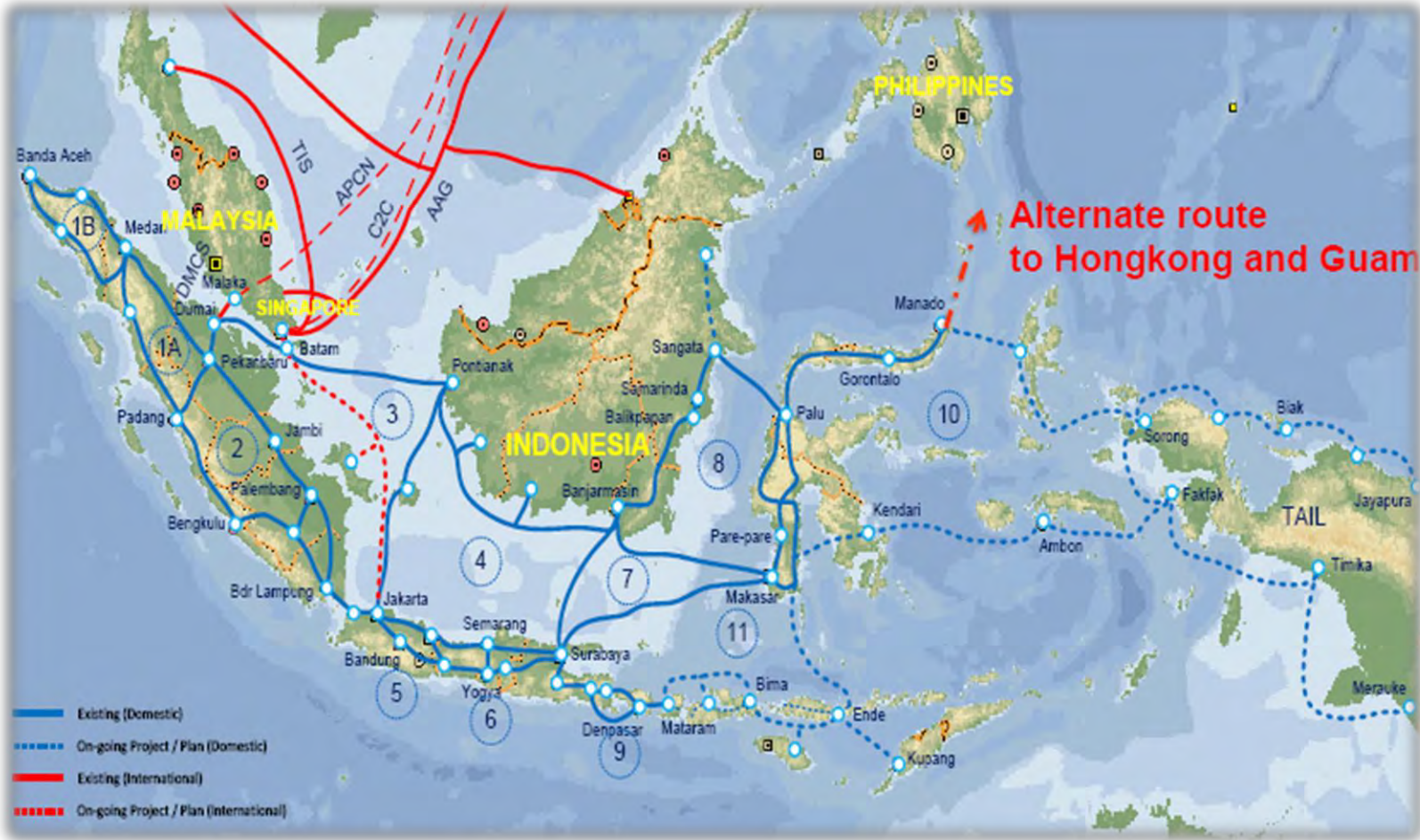
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AGENDA

1. Indonesia ICT Profile
2. Vision of Ministry of CIT
3. ICT Development in MP3EI
4. Internet in Indonesia
5. ICT Connectivity and e-Literacy Challenges
6. Nurturing Creativity and Innovation
7. Internet Economy



Brief Look: Indonesia ICT Profile



Indonesia ICT Profile

- Archipelago of 17,504 islands. Some of Indonesia's larger islands (Sumatra and Java for example) have large interior mountains.
- Total Area : 1,910,931 km²
- 33 provinces :
 - 502 Regencies/Cities
 - 6,633 Sub-Districts
 - 76,155 Villages
- Population : 237,556,363 (2 The people are spread out in more than 6000 islands.
- 62 M household`

Network Infrastructure and Access Gap

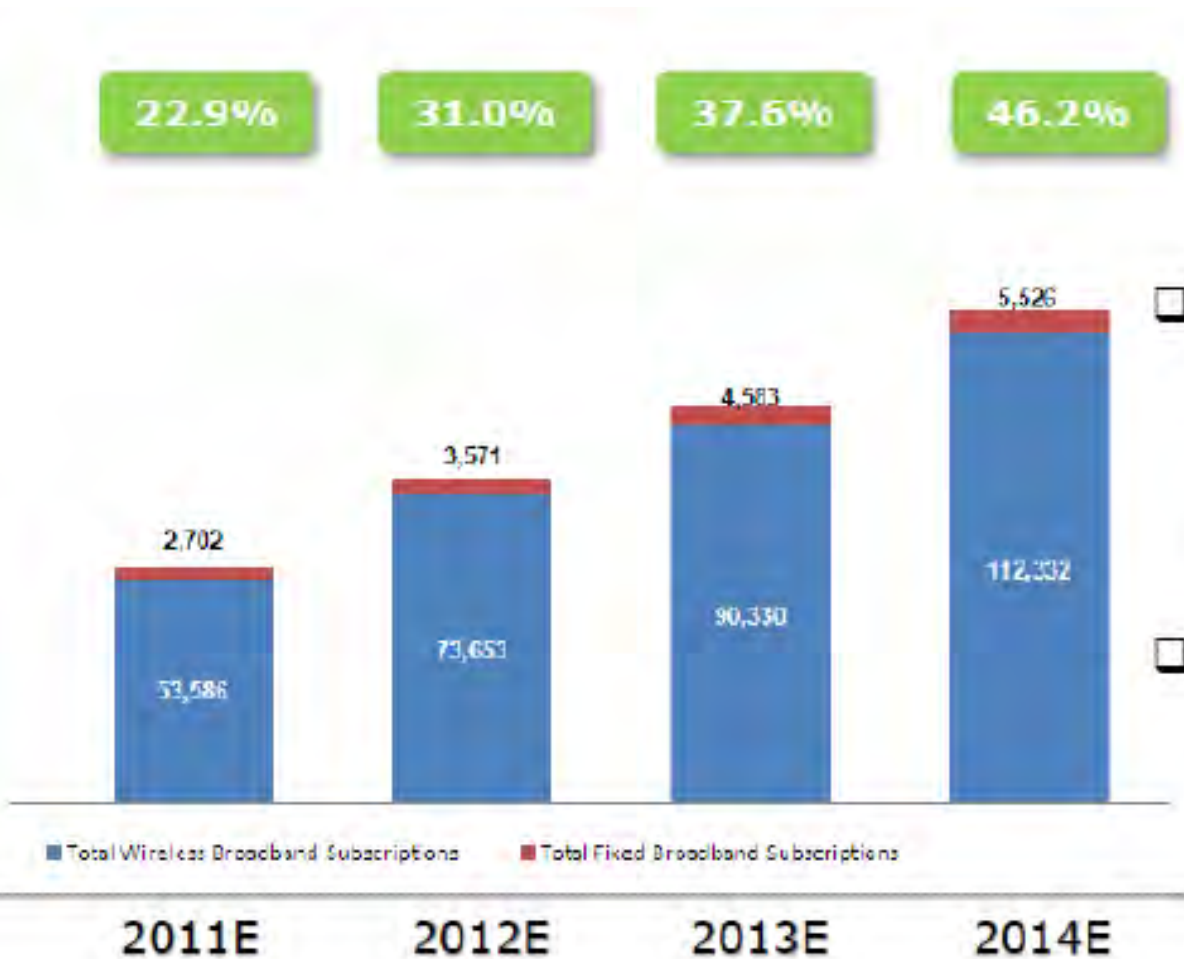


Broadband Services Today :

- LIS Broadband : 5,552,457
 - Wire line : 34%
 - Wireless : 66%
- Coverage : Urban / Sub Urban
- Technology : HSPA, EVDO, WIMAX, DSL, MSAN, GPON, HFC`



Indonesia Broadband Subscriber



- ☐ Indonesia has already shown a strong inclination towards smart phone use, with close to 3 M BlackBerry handset users in the market
- ☐ 2nd largest “facebook” after the USA and “Twitter” world's highest penetration rate at 20.8% -the demand is huge,

Our Vision

Indonesia Connected

- Telephony access in all Villages
- Internet access in all Sub Districts
- e-Government Master Plan
- ICT Security Master Plan
- Development of Human Resources
- Growing ICT literacy

Reducing digital gap

Indonesia Informative

- Fiber optic links to all Districts capital
- Broadband access to all Districts and Cities
- Electronic Systems implementation on major public services

Transformation into Information Society

Indonesia Broadband

- Progressive improvement of Broadband access capacity
- Empowering national competitiveness through ICT

Building knowledge based economy

Indonesia Digital

- Electronic systems for major public services in all Districts
- ICT based nation

Civil Society



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ICT Development in MP3EI

Master Plan Acceleration and Expansion of Indonesia Economic Development



Quote from MP3EI:

“The government should be the driver in the development of connectivity between regions through... improve ICT networks to facilitate all economic activities, and national education sector activities”

**22 main economic activities as prioritized by MP3EI*

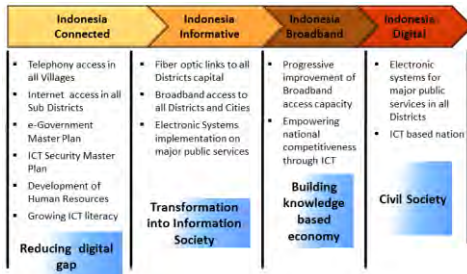


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ICT Development in MP3EI

Master Plan Acceleration and Expansion of Indonesia Economic Development

Vision of Kominfo



Indonesia Digital as engine for national growth by year 2018 and onwards

Quote from MP3EI:

“ICT is a meta infrastructure which is becoming and important prerequisite for maintaining the sustainability of economic growth. Development of ICT should continue to be accelerated in order to improve the nation’s competitiveness to create a knowledge based economy”

2010

GDP: USD 700 Billion
Income/Capita
USD 3,000

2025

GDP: ~ USD 4.0 – 4.5 Trillion
Income/Capita
estimated ~ USD 14,250 –
15,500 (country with high
income)

2045

GDP: ~ USD 15.0 – 17.5 Trillion
Income/Capita
~ USD 44,500 – 49,000



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Internet in Indonesia

2000 ----- 2007 ----- 2012

onwards

Voice and SMS

Data

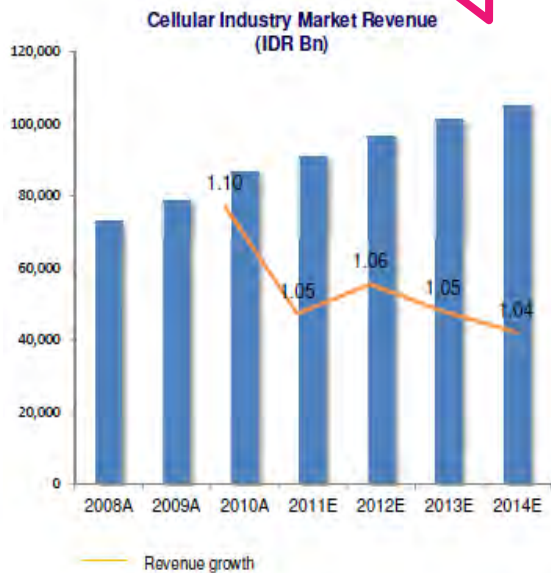
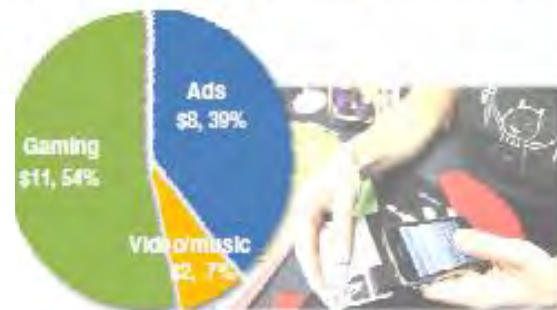
Enabler



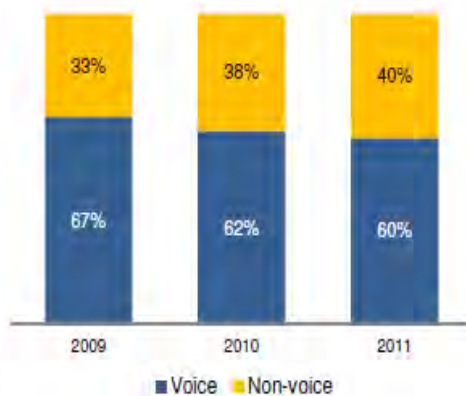
Digital Services and Future Internet

Need to introduce new services: MVAS and Internet access

Online Commerce Market Size, 2010 (USD Mn)



Voice vs. Non-voice Revenue Composition (%)



Mobile Commerce Revenue Projection (USD Bn)



Indonesia Internet User Growth

YEAR	INTERNET USER
2000	2 Million
2006	20 Million
2007	25 Million
2008	31 Million
2009	40.4 Million
2010	48,7 Million
2011	55 Million
2012	62 Million

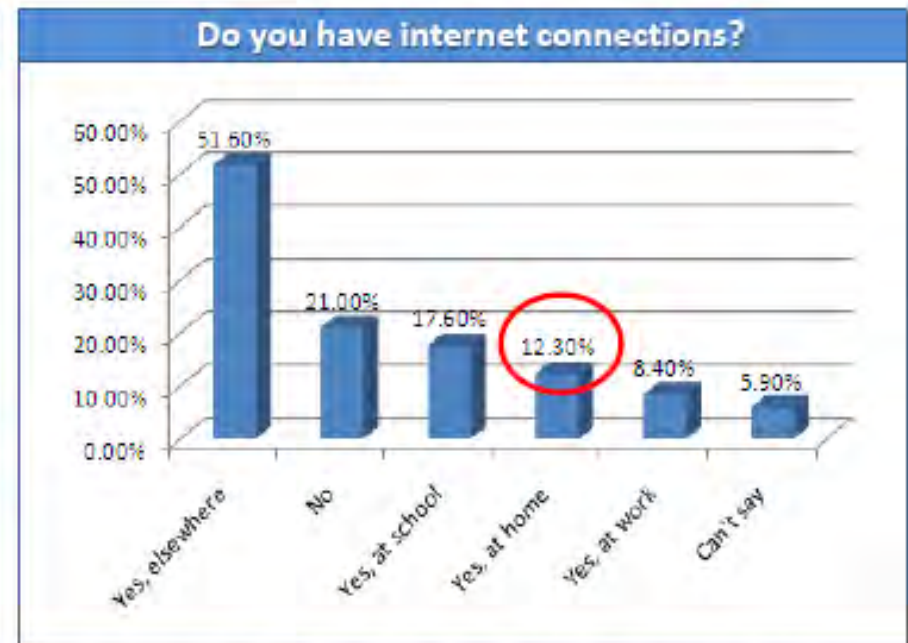
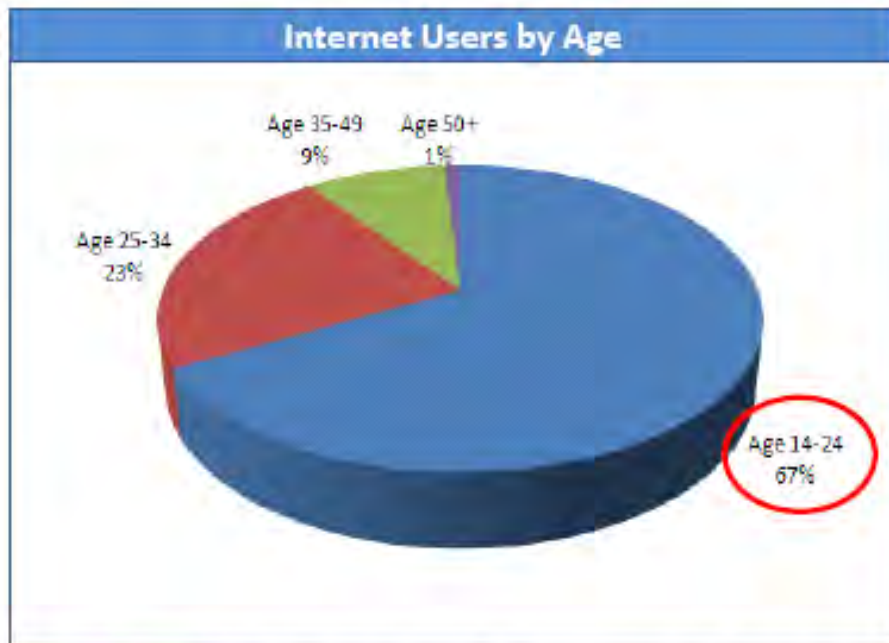
Within 10 years, 2600 % increase !!!

Source : IDC, PT Telkom, Nokia Siemens Network.



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User Profile



- Net citizen in Indonesia is dominated by “Teen & Youth” (14th-24th) 67% and 25th-34th 23%, 90% in total.
- Only 12,30% of Teen & Youth has fixed internet line at home



SOCIAL MEDIA PROFILE

Social Media Indonesia



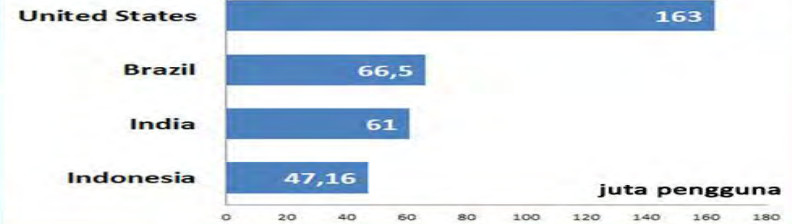
47.16
juta
pengguna



59%



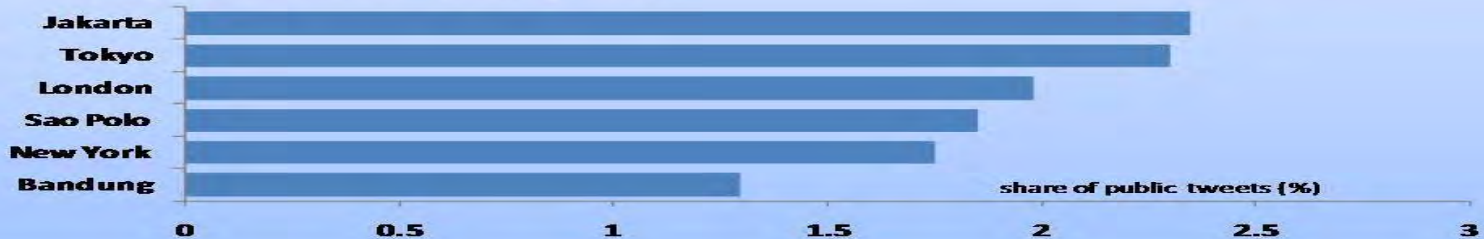
41%



sumber: socialbakers, Maret 2013



Jakarta (#1) & Bandung (#6)
di antara kota dengan
pengguna twitter paling aktif



sumber: semiocast, Juni 2012



Community Access Point CAP
- W@RDES



CREATIVE COMMUNITY CENTER



MOBILE-CAP



MOBILE-PLIK

Community Access Points



Community Access Point

Mobile CAP



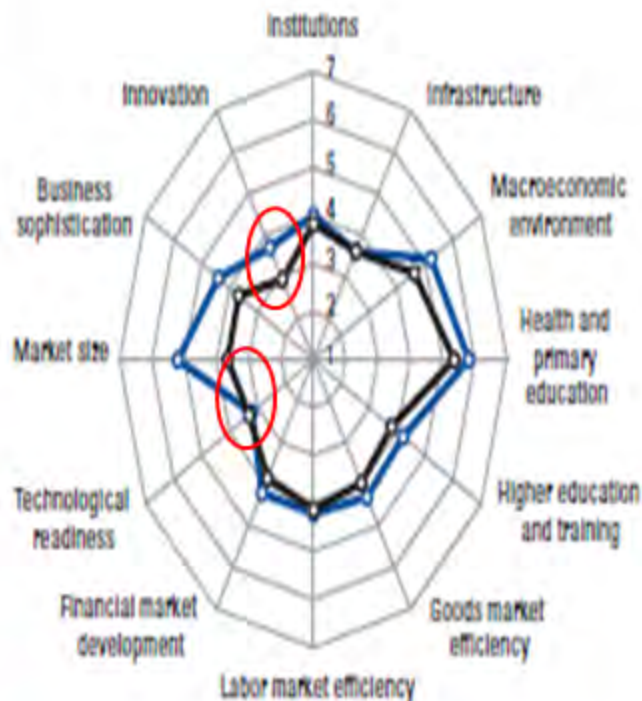
Boat-CAP



Motor CAP

	Rank (out of 139)	Score (1-7)
GCI 2010-2011	44	4.4
GCI 2009-2010 (out of 133).....	54	4.3
GCI 2008-2009 (out of 134).....	55	4.3
Basic requirements	60	4.6
1st pillar: Institutions.....	61	4.0
2nd pillar: Infrastructure.....	82	3.6
3rd pillar: Macroeconomic environment.....	34	5.2
4th pillar: Health and primary education.....	62	5.8
Efficiency enhancers	51	4.2
5th pillar: Higher education and training.....	66	4.2
6th pillar: Goods market efficiency.....	49	4.3
7th pillar: Labor market efficiency.....	84	4.2
8th pillar: Financial market development.....	62	4.2
9th pillar: Technological readiness	91	3.2
10th pillar: Market size.....	15	5.2
Innovation and sophistication factors	37	4.1
11th pillar: Business sophistication.....	37	4.4
12th pillar: Innovation.....	36	3.7

Stage of development



Indonesia Economies in transition from 1 to 2





- Ajang lomba karya cipta kreativitas dan inovasi di bidang TIK terbesar di Indonesia. Memasuki tahun penyelenggaraan ke-7, INAICTA diselenggarakan untuk mendorong terus berkembangnya produk-produk TIK lokal diikuti dengan peningkatan kualitasnya bagi pengembang perseorangan dan perusahaan-perusahaan lokal.



- Harapannya agar nantinya para pengembang dan perusahaan lokal tersebut dapat tumbuh semakin banyak dengan tingkat kualitas yang juga semakin tinggi sehingga dapat menjadi penopang daya saing ekonomi nasional.



APICTA 2012

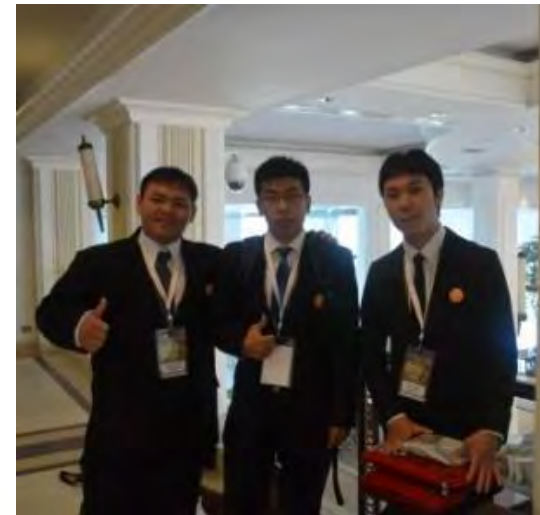
Dari 17 kategori yang dilombakan, delegasi Indonesia berhasil mendapatkan **2 winner** dan **5 merit awards**.

Award Winner

- *e-Inclusion and e-Community*- AKSARA, DREAMBENDER INDONESIA
- *Tertiary Student Project*- LexiPal, UNIVERSITAS GAJAH MADA

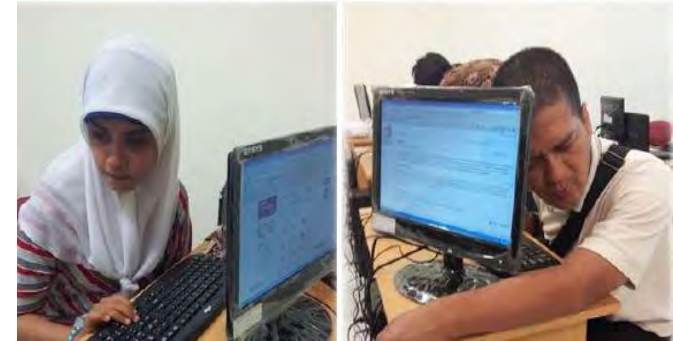
Merit Awards

- *New Media and Entertainment*- Amplification Creme, Kuassa: DSP and Audio Software
- *Tertiary Student Project* - VEDA, Fakultas Ilmu Komputer Univ. Indonesia - eMart, Universitas Gadjah Mada (UGM)
- *Secondary Student Project*- SecureX, SMKN 4 Bandung - Edunesia.org, SMAN 1 Sidoarjo



FACILITIES FOR THE LESS FORTUNATE

1. Outer Islands and Border Area Community
2. People with Disabilities
3. Disaster Area Community
4. Women Communities in Remote Area
5. Communities in Rural Area and Villages
6. River-based Community (Boat-CAP)
7. Remote Area Community (Motor CAP)



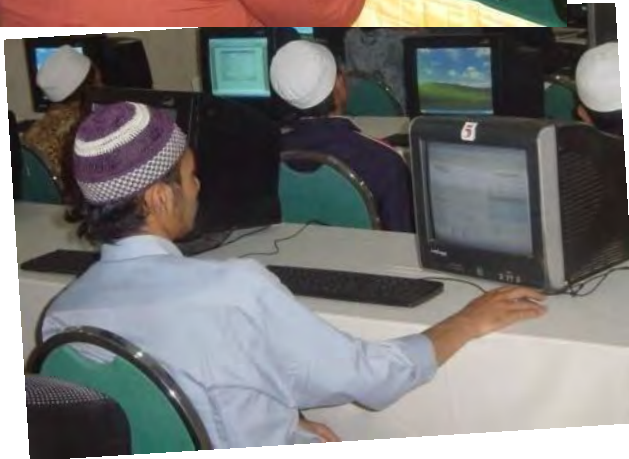
ICT EMPOWERMENT AT VILLAGES



- Penguatan Relawan DeMIT Desa Masuk IT)
- Pemberdayaan Aparatur Desa 2.0



INDONESIA ICT VOLUNTEERS



Edukasi dan Sosialisasi Pemanfaatan dan Pembelajaran TIK untuk peningkatan kualitas hidup dalam rangka menuju Masyarakat Indonesia yang Informatif



Relawan **TIK**



Impact of Internet on Economy

Ceramic business
(Dewi)



Only door to door marketing

Only customers from Malang and Surabaya (local)

Introduction of internet

Place new products on website each month, email customers who can check immediately

Before

Today

IMPACT:

50% increase in profit

80% grow in employees

From stocks to ordering

New product development

Customize & fulfill client product requirement

Today with website (since 2005) both regional and international customers (Indonesia, UK, Australia, France)

Today the majority of orders come via website and email

Expand existing business

The Successful ICT Development is Reflected on Economic Improvement of the Society. Thus, Local Community should be economically and socially empowered.

