

“The development of e-Content in Indonesia is progressing rapidly”

How would you define the meaning of e-Content in your country in terms of its true meaning and practical implication?

e-Content is any information one can create, obtain, share, reflect on, discuss online with colleagues, and base decisions on. For individual developers, it is the result of self-expression and a desire to connect and be recognized for their work, with the possibility of gaining respect and profit, depending on the purpose of their being in the cyber world. Indonesians have strong business and entrepreneurial inclinations, are innovative and rich in culture and tradition, and have natural talents for entertainment and social networking. Much e-Content can be seen in various formats -graphical images and design, multimedia production in text or animated form, foreign content translated to Bahasa language so that it can be well understood, appreciated, and applied. There is a strong sense of nationalism in making as much information available in the national language in order to uphold national values defined in the country's Pancasila, the country's five basic principles: the belief in God Almighty, humanity that is just and civilized, the unity of Indonesia, democracy guided by the wisdom of representative deliberation, [and] social justice for all Indonesians.*

factfile

Population of the country: 234 million (ITU, 2008)
 Total Number of Internet connections: 25 million Internet users (APJII)
 Total Number of Telephone lines: 12 million
 Total number of Mobile connections/users: About 100 million users
 Total number of household having TV/cable TV: 16.10 per 100 inhabitants (ITU,2003)
 Total Number of PC installations: 2.0 per 100 inhabitants (ITU, 2006)
 Total numbers of universities: 1,600
 Percentage of literate population: 98.2% (UNESCO, 2002)
 Percentage of youth population? 70 million

5 pillars

of e-Content development in Indonesia

- ↳ Education
- ↳ ICT Infrastructure
- ↳ Governance
- ↳ Standards/policies
- ↳ Collaboration/Integration

Q What is the current status of e-Content in your country - across all industry and aspects?

e-Content for business, entertainment and social networking is very much evident in most of the websites, blog spots, social networks, and other communications media. Mobile/wireless technology, is widely accepted and used across the country. The radio, TV, and newspapers and magazines in print remain popular among Indonesians, especially those who have no Internet connection or access. Most of the national and local newspapers have digital versions on the net.

Q What area of e-Content is best developed in your country? For example, e-health, e-biz, e-culture, e-gov, e-entertainment, e-learning, e-science, or e-inclusion.

Category	High	Medium	Low
e-Government & Institutions			X
e-Learning & Education	X		
e-Health & Environment			X
e-Culture & Heritage		X	
e-Entertainment & Games		X	
e-Science & Technology		X	
e-Business & Commerce	X		
e-Inclusion & Participation			X

Q Which sector in your country is more aggressive in developing e-Content - business or private Sector; government or civil society?

All sectors across the country are working towards e-Content development, but the business or private sector is the most aggressive in building e-Content. Lately, the government has started pursuing the development of e-government websites, providing technical and financial support to the local government units.

Q How would you describe the gradual progress of development of e-Content in your country in terms

of its rise? Any timelines?

Internet was first introduced in Indonesia around 1995 and it started to take off in the late of 1999. From then, e-Content in Indonesia actually has been on the rise and in 2000 there were a number of Indonesian portals that were mostly dedicated to news, search and community. The first successful news portal in Indonesia is DETIK.com and it is the leading news portal till date. Now the development of e-Content in Indonesia is progressing rapidly since both private sectors and government are looking at the benefits of local e-Content as a trigger to help reduce the digital divide.

Q Can you list the major initiatives, which influenced and aggravated the development of e-Content in your country?

The major initiatives are in line with globalization effort. A major initiative to influence and aggravate the development of e content is when the government starts the program OSOL.

"One School One Computer Laboratory," a programme started by the Ministry of Communication and Information and Ministry of Religion, whose objective is to provide computer libraries in all schools in Indonesia. OSOL is a programme to reduce the problem of digital divide in Indonesia by targetting the young generation, particularly the school-age population. The OSOL initiative encourages schools to buy and build their own computer labs; however, in case where they cannot afford it, the OSOL programme will facilitate assistance from other stakeholders to the schools.

Bubu.com has encouraged the writing and development of blogs in the country. The first Bloggers' Party (PestaBlogger) was organized in Indonesia to gather the top Indonesian bloggers and scoop out the opportunities and threats posed by the bloggers and the Indonesian blogging scene. At the same time, the society was encouraged to blog and

utilize the blogging tool in a positive manner. At the very least, being seen to support engagement with the bloggers will help build goodwill to supporting businesses as well.

The Ministry of Women

Empowerment started programmes in training women in different cities and provinces to start to have their own e-mail account and create a blog. This also helps to influence the rise of the e-Content in Indonesia.

Q How would you describe the major bottlenecks on the path of e-Content development in your country?

The availability of free open source software (FOSS) has reduced the cost of computing, but the lack of PC units and connectivity is still a major problem in most schools in the country, especially in the rural areas, considering the geography of the country. IT security also poses a serious problem in Indonesia since the country is perceived to be unsafe for online business transactions.

Besides the security and the lack of PC Units, clearly the lack of good infrastructure in this country that has become the bottleneck in the path of e-Content development. It is hard to have a good Internet connection in the smaller cities, and there may not be a lot of Internet cafes that are affordable to users.

Q In majority of the countries, e-Content development is significantly dependent on ICT infrastructure and ICT facilities. But, in some countries that are quite developed, ICT has become part of daily life and e-Content development is primarily subjected to the initiatives of an individual/organization/government, etc. Whereas, in some countries, especially those, which are developing and under developed, e-Content development is largely dependent on ICT infrastructure. What is the situation in your country? Please explain in detail.

E-Content in Indonesia is significantly dependent on ICT infrastructure and ICT facilities. There are initiatives coming from the private and non-government organizations, such as APWKomitel, to set up tele-centers, cybercafés, and mobile services to broaden Internet access across the country.

Q How would you describe the ICT scenario in your country? Please describe in terms of infrastructure, penetration, acceptance and policies.

In terms of infrastructure, Internet connection is still relatively slow and costly. Although, now there has been a significant increase, for people are using mobile phones (about almost 100 million mobile users in Indonesia) to access the Internet. This has helped in the penetration of Internet in Indonesia. For the policies, the government has been struggling to finish

the final agreement on the Internet and Electronic transaction in Indonesia.

Q How do you see the future of e-Content development in your country?

Most of the e-Content in Indonesia is in Indonesian language. Since 90% on Internet content is in English, it is really a big challenge for Indonesians to cope with the international trends. Language issue is something that the Indonesian education system has to contend with. The Social Media, which include blogs and other Web 2.0 sites, have helped increase the awareness and the development of the e-Content as well.

The government recognizes the need to create a favorable environment to support ICT development in terms of regulations and policies, and the need to promote a nationwide infrastruc-

ture to cover remote areas, pushing further the government's move towards e-Governance.

Q Please explain which medium is the most preferred medium for e-Content development? Print? Or TV? Or Internet/Web? Or Radio? Or Mobile/Wireless? Or a combination of some of these?

Indonesia is already starting to enter the integrated media phase. However, e-Content now is strongest on the web and TV. Mobile/wireless cannot be looked down upon, since the mobile users are much higher than Internet users and mobile operators in Indonesia are actively pushing various contents through it. Print, radio, and TV are better alternatives to those that can't be reached by wired and wireless communications technology.

Best Practices

E-LEARNING & EDUCATION

Raharja Multimedia Edutainment (RME)
(raharja.ac.id/layanan-mahasiswa/)

The e-learning and e-services intranet facility of Perguruan Tinggi Raharja, Tangerang.

e-dukasi.net
(www.e-dukasi.net)
A free learning resources portal dedicated to share knowledge through tele-collaboration.

Situs Web Kimia Indonesia
(<http://www.chem-istry.org>)
An e-Learning community of university students and professionals in the chemistry field.

Universitas Pelita Harapan
(<http://www.uph.edu>)
Top Indonesian university website using ICTs in both its academic and administration services.

Universitas Bina Nusantara
(<http://www.online.binus.ac.id>)
Provides e-Learning facility reflecting the university's vision of establishing the future through S&T.

E-GOVERNANCE

Jambi Kota Beradat
(<http://www.kotajambi.go.id>)
The e-government website of Jambi City, providing opportunities for business partnerships.

DEPKOMINFO
(<http://www.kominfo.go.id>)
Website of Indonesia's Department of Communication and Information Technology.

Nyiu Melambai
(<http://www.sulut.go.id>)
The official e-government site of North Sulawesi.

Portal Nasional Republik Indonesia
(<http://www.indonesia.go.id>)
The official e-government portal of the Republic of Indonesia.

DIKNAS
(<http://www.diknas.go.id>)
The official site of Indonesia's National Education Department.

E-BUSINESS & COMMERCE

Lorco Interactive
<http://www.lorco.biz>
A creative e-Business website dealing with poster design, safety signage, and animation products.

Microtik Indonesia
<http://www.mikrotik.co.id>
A network and Internet solutions and training provider.

SendokGarpu.com
<http://www.sendok-garpu.com>
A highly interactive e-business and social networking website for culinary fans.

StudioKasatmata
<http://www.studiokasatmata.com>

A collection of architectural drawings, digital 3D media products, and animated films.

Siluwed.com

<http://www.siluwed.com>
A portfolio of wedding photographs shown to prospective clients.

E-CULTURE & HERITAGE

jBatik

A Java-based software enabling collaboration among batik art designers using fractal mathematics.

Sparkling Surabaya

<http://www.surabaya.go.id>
Website of the Surabaya providing information about the city's rich historical heritage and culture.

Tembi

<http://www.tembi.org>
A virtual museum of Javanese culture.

Wayang Indonesia

<http://www.wayang-indonesia.com>
Website featuring "Wayang," the traditional Indonesian puppetry and drama.

MonyetDaun Indonesia

<http://monyetdaun.blogspot.com>
Blogspot focussing on Indonesian primates and nature conservation.

E-ENTERTAINMENT & GAMES

Castle Animation

<http://www.castle-pro.com>
A portfolio of animation products and services for local and international market.

Cinema 21

<http://www.21cineplex.com>
Provides information, trailers, and online booking services on what's showing on theaters.

Jakarta Java Kini

<http://www.jakartajavakini.com>
An entertainment, lifestyle and culture website.

Tembang

<http://www.tembang.com>
A musical entertainment website featuring top Indonesian songs as well as latest concerts in town.

Detikcom

<http://www.detik.com>
An e-news portal of a popular newspaper in Indonesia.

E-SCIENCE & TECHNOLOGY

Netsains.com

<http://netsains.com>
Website promoting information exchange among teachers, science students and aspiring scientists.

Aircraft Tracking Tool

Software for route-tracking of aircrafts and real-time display of information.

Alat Klasifikasi Gambar

A computer-based application for studying, classifying, and analyzing visual images using decision trees.

Bubu.com

<http://www.bubu.com>
Website providing IT solutions and consultancy services.

Realta

<http://www.realta.co.id>
A computer and IT solutions service provider.

E-HEALTH & ENVIRONMENT

DechaCare.com

<http://www.dechacare.com>
Provides complete medicine information and health tips, with interactive facilities for its users.

Indonesia Tanpa Kusta

<http://www.transfor-masilepra.org>
Community health center focusing on leprosy prevention, control and rehabilitation in Indonesia.

YayasanJantung Indonesia

<http://www.inaheart.or.id>
Website of Indonesia Heart Association providing valuable information about heart diseases.

Medikaholistik.com

<http://www.medikaholistik.com>
A complementary medicine website.

Komunitas AIDS Indonesia

<http://aids-ina.org>
e-Community website of AIDS Indonesia Foundation.

E-INCLUSION & PARTICIPATION

Rotary District 3400

<http://www.rotary3400.com>
The official website of Rotary International District 3400 - Indonesia.

MASTEL

<http://www.mastel.or.id>
Provides information on the activities, partners and resources of Indonesian Infocomm Society members.

APWKomitel

<http://www.apwkomitel.org>
Online community of cybercafe and tele-center, WIFI hotspot and virtual office service providers.

ASPILUKI

<http://www.aspiluki.or.id>
Website of the Indonesia Telematics Software Association.

APTIKOM

<http://www.aptikom.net>
Website of the Association of ICT Lecturers in Indonesia.

Sources:

* Kamus Indonesia Inggris (An Indonesian-English Dictionary) 3rd Edition by John M. Echols and Hassan Shadily Copyright © 1989 by Cornell University
<http://www.itu.int/ITU-D/ict/e/y/DisplayCountry.aspx?code=IDN>
http://id.wikipedia.org/wiki/Kategori:Perguruan_tinggi_di_Indonesia