



Digital Economy of Indonesia

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Digital Economy Vision

Becoming the biggest digital economy in 2020

INDONESIA THE DIGITAL ENERGY OF ASIA 2020 GO DIGITAL VISION



E-COMMERCE POTENTIAL TOWARDS 180 T *)

The government is confident that e-commerce will be the economic driver in the future. Many e-commerce websites have proven to be able to keep growing and developing, they are even feasible to be included in investment-grade category.

Opportunities and challenge run concurrently. Like what?

*) presidenri.go.id

Source : *kompas* 2016

E-COMMERCE POTENTIAL TOWARDS 180 T

- Total trade transaction (e-commerce)
- “ 2013 → US\$ 8 billion
 - “ 2014 → US\$ 13 billion
 - “ 2015 → around US\$ 20 billion
 - “ By 2020 predicted will reach US\$ 130 billion or more than Rp180 Trillion (ER: Rp13.900 per US\$)

Source : Kompas 2016

INFOGRAPHIC OF INDONESIA



Demography

Demographic bonus:
By 2020-2030, productive age 180 million > 60 million, or 10 people cover 3-4 people → Expected high public saving
(source: Kompasiana)

Trend PC to mobile

~internet penetration 34% of population
~users of mobile 64,1 million
(source: We are Social 2015)

Government Support

Creating conducive business environment :

- ✓ Issuing Economic Policy Package assuring open 100% foreign investor in marketplace with minimum investment of IDR 100 billion (US\$ 8 million) or 49% open for foreign investors for minimum investment of < IDR 100 billion;
- ✓ Roadmap of Ecommerce;
- ✓ 1 million domain names;
- ✓ 50 million SME's to go digital;
- ✓ 1000 techstart-up entrepreneurs in 2020;
- ✓ Infrastructure of broadband to build across nation (regency) with target in 2019 all capital city of Regency/Municipality (514) are connected with fiber optic.

(source: MCIT 2015)

Digital Industry

Internet users:
~2015 : 88.1 million
~2017: 135 million (prediction)
→ attracts foreign investor to invest in Indonesia
(source : APJII,2015)

Creativity and Innovation

Readiness to adopt digital life style or digital era such as the start-up, e-commerce, e-health, e-fishery, e-agriculture, etc.



6 STARTUP IT SUKSES DI INDONESIA



"An Ojek for Every Need"

Gojek – Transportasi

Go-Jek didirikan Nadiem Makarim pada 2011

Saat ini armada Go-Jek mencapai 12 ribu driver.



"Jual-Beli Online Mudah dan Terpercaya"

Bukalapak – Toko online

Achmad Zaky mendirikan Bukalapak.com, Februari 2010.

Bukalapak dikunjungi lebih dari 900.000 pengunjung setiap harinya, dengan dua juta pelanggan dan lebih dari 400.000 pelapak/toko online.



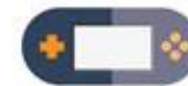
"Cari tiket murah dan juga cepat"

Traveloka – Reservasi tiket & hotel

Traveloka.com didirikan Desember 2012 oleh Ferry Unardi, konsep awal berfungsi sebagai mesin pencari untuk membandingkan harga tiket pesawat dari berbagai situs.



Alegrium



"Happiness"

Alegrium – Game

alegrium.com didirikan pada tahun 2011, sukses diunduh dan dimainkan oleh 15 juta pengguna smartphone di dunia.



"File Hosting Gratis Indonesia"

Indowebster – Hosting & Sharing file

Indowebster.com didirikan Juny Maimun pada April 2007.

Anggotanya berjumlah 1.261.080, dokumennya berjumlah 1.202.230, dan kapasitasnya berjumlah 130,24 TB.



"Self Published Your Own Book"

NulisBuku – Edukasi

Didirikan Oktober 2010 oleh Aulia Halimatussadiyah & rekan.

Hingga pertengahan tahun 2014, NulisBuku memiliki lebih dari 50.000 member dan telah menerbitkan lebih dari 3.000 jenis buku.

Sumber : Berbagai sumber

Thank you

A black and white illustration of the words "Thank you" written in a cursive, handwritten style. The text is slanted upwards from left to right. A pen nib is shown at the end of the word "you", with a small shadow cast to the right, suggesting it is just finishing the final stroke of the letter.