

# Digital Indonesia: Challenges and Opportunities in the Digital Revolution

## Abstracts and Biographies

### Program

08.30	Coffee with pastries
09.00	Ross Tapsell: The Media Industry
09.30	Nicole Andres: Centurygate: Media Scandals and the Toppling of Sri Mulyani
10.00	Andina Dwifatma : Kompasiana: The Opportunities and Challenges of Citizen Media in Indonesia
10.30	Morning tea
11.00	Onno Purbo: Bridging the 'Digital Divide' in Indonesia
11.30	Budi Rahardjo: Cyber Security
12.00	John Postill: Digital Indonesia in Comparison
12.30	David Hill: Discussant

### Event information

<b>Venue</b>	Murdoch University Sports Pavilion by Murdoch University Sports Oval Discovery Way (opposite St Ives Retirement Village) Please see attached map The venue has free parking
<b>Date</b>	Monday 19 September 2016 9.00 am to 1.00 pm Coffee/pastries from 8.30 am
<b>RSVP</b>	Registration is necessary for catering/seating purposes  Please RSVP via email by Wednesday 14 September 2016 to Inga Scarpello at i.scarpello@murdoch.edu.au  The event is free of charge

### Ross Tapsell – The Media Industry

The business models of the mainstream media industry have been thrown into disarray since the arrival of the internet, which has enabled widespread diversification of media content, mostly delivered for free. Indonesia is no exception, despite its slow growth in internet penetration. This presentation provides an overview of the Indonesian media landscape, arguing that digitalisation has allowed for further concentration and conglomeration of the industry. Put simply, big media is getting bigger in the digital era, and medium-sized and smaller media companies are struggling to survive. Indonesia's media landscape is dominated by Jakarta-based, national digital conglomerates, most of which look the same in business structure, operations and in the media content they provide. While 'digital giants' Google, Facebook and Twitter provide a serious threat to the industry's financial health, Indonesia's media companies are swiftly adapting to become not only media content providers, but larger, digital information and service 'ecosystems'. Despite new digital media technologies and participatory media

platforms, industrial journalism remains a key space where elites exert their power. Media owners in Indonesia have generally gained wealth, are more politically powerful and have become more dynastic. As a result, the media has become considerably partisan, as exemplified by coverage of the 2014 elections.

#### About the Author

Ross Tapsell is a lecturer and researcher at the School of Culture, History and Language at the Australian National University. Upon completion of his PhD, Ross was a recipient of the Australian Government Endeavour Postdoctorate Award. He has been a Visiting Fellow at the University of Indonesia (Jakarta), Airlangga University (Surabaya) and Indiana University (Bloomington, US). He has previously worked in Indonesia with The Jakarta Post and the Lombok Post. Ross is involved in a number of Southeast-Asia activities at the ANU, including the Indonesia Project, the Southeast Asia Institute, and the academic news/analysis website New Mandala. He is also on the editorial board of the scholarly journal *Asiascape: Digital Asia* (Brill).

### Nicole Andres – Centurygate: Media Scandals and the Toppling of Sri Mulyani

The introduction of legally guaranteed press freedom and democracy following President Suharto's fall in 1998 changed the relationship between the media on the one hand and the political and business elite on the other. But what has the significance of press freedom for elite politics been? The argument is that the politico-business elites have, to differing degrees, harnessed the concept of press freedom by incorporating the media as a political weapon in their power struggles over key positions in political institutions and over political resources. Crucially, the heterogeneous and mostly privately-owned media companies have positioned themselves as actors in the intra-elite contestations. This paper examines the ways in which the elite has integrated the media into the Bank Century scandal, and analyses the vested interests of the owners and practitioners of the media in those struggles. Ultimately, it establishes two key points. First, the elite employed scandal as an opportunity to change the composition of a democratically elected government; and second, during those political scandals the owners or prominent

editors of particular media organisations, either consciously or otherwise, formed temporary coalitions with particular elite factions based on shared interests defined by structural conditions and personal relations.

#### About the Author

Nicole Andres is a PhD candidate at the Asia Research Centre. Her thesis, which has just been submitted for examination, focuses on media-elite interactions in post-Suharto Indonesia. Nicole holds a Master's degree (Magister Artium) in Southeast Asian Studies from Humboldt Universität zu Berlin. As a former Dharmasiswa scholarship holder, she studied Bahasa Indonesia at Universitas Indonesia (BIPA Program) and gained deep insights into the country's society and culture. During her studies Nicole has worked in program management for a range of institutions including Burma Projekt e.V. and Goethe-Institut, and as a research assistant at Murdoch University.

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### Andina Dwifatma – Kompasiana: The Opportunities and Challenges of Citizen Media in Indonesia

With the emergence of internet and social media use, journalism is changing. News is no longer the monopoly of mainstream media. There is a shift from audience to users, meaning they can decide on what content they want to consume and why. The audience also have transformed from consumers to producers, as they are not only able to read or watch, but also to conduct their own news analysis, to write opinions, to correct errors, and even to add other sides of events that are not covered in the news. News has become more like a conversation instead of a lecture. Unlike another social media with limited characters like Twitter, blogs allow people to write at length. This presentation looks at Kompasiana, the first citizen blog under PT Kompas Cyber Media, part of the giant media conglomerate Kompas Gramedia Group. Kompasiana was established in 2008 as a blog especially dedicated for Kompas daily journalists. After being opened to the public, Kompasiana is now the largest citizen media outlet in Indonesia with 300,000 members and 1,000 posts every day. The presentation contends that the three most intriguing attributes of Kompasiana are its qualities as a citizen journalism website, watchdog watcher of the mainstream media (or the 'fifth estate'), and whistle-blower media. Each will be explained through case examples, followed by recommendations on how Kompasiana and citizen media in general can achieve their full potential in shaping Indonesia's digital democracy.

#### About the Author

Andina Dwifatma is a lecturer at the School of Communication, Atma Jaya Catholic University of Indonesia. Her research interests include journalism, new media, and gender studies. Prior to beginning her teaching career, Andina worked as a journalist and was awarded the Anugrah Adiwarta award in 2011. She also has a life in creative writing. Her debut novel, "Semusim, dan Semusim Lagi" ("A Season, and Then Another") won a Novel Writing Competition held by the Jakarta Arts Council in 2012. She has also co-founded a longform website, PanaJournal.com. Andina lives in Jakarta with her husband and baby daughter.

### Onno Purbo – Bridging the 'Digital Divide' in Indonesia

Indonesia's internet penetration is only around 20%, far below other countries in Southeast Asia including Malaysia (68%), Vietnam (52%) and the Philippines (44%). This presentation will review the predicament Indonesia faces, which is poor internet access in rural areas and villages. For many years, the Indonesian government has tried to rectify this problem. This presentation will examine 'top-down' government approaches, as well as 'bottom-up' community-based self-financing approaches. It argues that 'top-down' government approaches have largely failed. For example, in 2012 the government started to build internet infrastructure in Indonesian villages and districts through its 'cyber cafe' and 'mobile cyber cafe' programs. These programs were deployed with very limited field surveys on the needs of citizens, and not much training for the human resources that would handle the system. By 2016, they were widely reported by the Indonesian media as having failed.

On the other hand, various communities have run ICT training activities at colleges and schools through local self-financed initiatives. This has resulted in the growth of community neighbourhood networks in many rural areas. As of June 2016, 3,374 villages were running neighbourhood networks to provide internet access in rural areas. Purbo's experience in the field has shown that 'top-down' approaches with limited attention to the user needs tend to fail, while the slower, self-financed 'bottom-up' approach with heavy community empowerment tends to be successful.

However, the legal telecommunication framework clearly states that only licensed operators may deploy network infrastructure. This presents a problem for some unlicensed 'bottom-up' initiatives.

The presentation argues that the simplest option to increase internet penetration in Indonesia is to improve the empowerment processes of citizens, and conduct larger surveys before infrastructure deployment is implemented by the government. This is essential to ensure that future 'top-down' policies do not follow the path of their predecessors.

#### About the Author

Onno W. Purbo (STKIP Surya, Indonesia) holds a Ph.D in Electrical Engineering from University of Waterloo, Canada, is a copy left, educator and ICT evangelist. He has published 40+ books, including a free ICT e-book for high schools in 2008. The latest books in 2016 are entitled, "Perjuangan Menyebarkan Internet" ("The Struggle to Broaden Internet Access") and "Buku Pegangan Internet untuk Desa" ("Guide to the Internet for Villages"). He led the first internet connection at ITB and used it to build the first education network. He liberated Wi-Fi frequency, and introduced neighbourhood network and 'wajanbolic' (homemade) antennas. He led the first community telephony network over internet, VoIP Merdeka, later known as VoIP Rakyat and uses +62520 and +62521 area code. He is currently active in introducing e-learning, running the largest free e-learning servers with 15,000+ participants.

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### **Budi Rahardjo – Cyber Security**

This presentation documents the status of Indonesia's cyber security. Due to its large population, and an increasing amount of digital applications and programs being used on a daily basis, cyber security is an increasing concern for citizens, the private sector and the Indonesian government. Problems include web defacing, online frauds and service attacks, amongst others. Indonesia is ranked second among countries where cyberattacks are launched, and is most prone to cyberattacks. The amount of cyberattacks in Indonesia rose by 33 percent in 2015 from the previous year. Various security initiatives, from ad-hoc local attempts to more centralized, structured approaches have been tried. The Indonesian government is currently developing a nation-wide Cyber Security Council, and there are efforts to develop 'cyber war' capabilities. Cooperation with organisations and agencies in this region are also in progress, including increased collaboration with the Australian Federal Police. This presentation details the root causes of cyber security problems in Indonesia, and the initiatives being developed to combat these issues.

#### **About the Author**

Budi Rahardjo is a lecturer at the School of Electrical Engineering and Informatics, Institut Teknologi Bandung (ITB). After graduating from ITB in 1996, he pursued his Masters and Doctoral degrees in Canada. He received his PhD from University of Manitoba, Canada, in Electrical Engineering in the field of Very Large Scale Integration (VLSI) Design. He ran the .ID (Indonesia Domain name) from 1997 to 2005. He also founded Indonesia Computer Emergency Response Team (ID-CERT) in 1998 and co-founded an information security consulting company. His research area includes security (cryptography, elliptic curve cryptosystems, software security) and big data analysis (social network analysis).

### **John Postill – Digital Indonesia in Comparison**

As the internet and digital media become an ever more integral part of our social and political lives, the struggles over control of these technologies continue to intensify. Recent years have seen the emergence of a global digital rights movement led by citizen initiatives such as WikiLeaks, Anonymous, Wikipedia, and Global Voices. This heterogeneous, rapidly evolving movement draws together tech-minded activists from around the world working on equal internet access, mass surveillance, online censorship, intellectual property and related issues. The study of the digital freedom movement and its impact on political reform is still in its infancy in Southeast Asia, a region where the movement is rapidly gaining momentum. The presentation will explore ways in which digital rights activists in Indonesia (and elsewhere) seek to translate or 'modulate' key digital rights issues for diverse constituencies across the private, public and civil society sectors. It draws from ethnographic research in Jakarta and Yogyakarta on three digital initiatives: SAFEnet, Kawal Pemilu and EngageMedia. It argues that Indonesia's digital rights activists have developed a social typology in which three particular digital personas stand out, namely victims (korban), volunteers (relawan) and voices (suara) of the digital age. Each of these media personas (or agents) is endowed with specific attributes and entangled with its own set of digital issues, but they all contribute to a common range of discursive practices embedded in Indonesia's political culture, yet with obvious parallels to other countries in the region and beyond.

#### **About the Author**

John Postill is a Vice Chancellor's Senior Research Fellow at RMIT Melbourne. He holds a PhD in anthropology (UCL) and specialises in media and digital anthropology. He has conducted long-term field research in Europe and Asia-Pacific, including Malaysia and Indonesia, and is particularly interested in digital activism and socio-political change. He is the author of *Media and Nation Building: How the Iban Became Malaysian* (Berghahn, 2008), *Theorising Media and Practice*, (ed. Berghahn, 2010), *Localizing the Internet: An Anthropological Account* (Berghahn, 2011) and *Digital Activism and Political Change* (Pluto, forthcoming).