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**SITUATIONAL ANALYSIS  
INFORMATION AND COMMUNICATION  
TECHNOLOGY AS A STRATEGIC MEANS FOR  
THE PROMOTION OF WOMEN  
EMPOWERMENT AND GENDER EQUALITY  
IN INDONESIA**



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INDONESIA**

# WHERE IS INDONESIA?



# INTRODUCTION

- **ICTs – tools in transforming social, economic and political life globally**
- **ICTs – has direct impact in creating new opportunities and challenges in various sectors including education and economic**
- **But, in Indonesia, the benefit of ICTs in particular computer and internet remains unexplored and women who use and develop ICTs remain under represented**

# **GENDER AND ICT IN INDONESIA**

## ***FACTS AND FIGURES***

- **POPULATION per July 2007 : 234.6 Million**
- **Female : Male – 50.13 : 49.87**
- **The principle of equality between men and women embodied in all regulation and legislative acts of the Republic of Indonesia**
- **In 2000, Presidential Instruction on Gender Mainstreaming in National Development was issued**
- **EDUCATION :**
  - **Primary school – boys and girls are equal**
  - **Illiterate women and men tend to decrease**

# ***FACTS AND FIGURES***

- **HEALTH PROGRESS:**
  - **INFANT MORTALITY RATES FOR : (2007)**
    - **BABY GIRLS 26.63 PER 1000 LIVE BIRTHS**
    - **BABY BOYS 37.39 PER 1000 LIVE BIRTHS**
  - **LIFE EXPECTANCY (2005) M : 67.8 F: 71.6**
  
- **ECONOMIC DEVELOPMENT: (1995-2005)**
  - **AGRICULTURE M : 43% F : 45%**
  - **INDUSTRIAL SECTOR : M : 20% F : 15%**
  - **SERVICE SECTOR : M: 37% F : 40%**

# ***FACTS AND FIGURES***

**HDR, 2007/2008 :**

**– Out of 177 Countries :**

- **Rank No. 107 – Medium HD countries**
- **HDI (2005) 0.728**
- **GDI rank 94 – value 0.721**

**Indonesia behind Malaysia, Thailand and  
the Philippines in ASEAN Countries**

# **OVERVIEW OF ICT IN INDONESIA :**

**In 2007 :**

**Fixed Telephone lines per 100 inh. 7.70**

**Broadband internet subsc per 100 inh. 0.10**

**ISP grows fast from 50 in 1999 to 298**

**No. of internet user from 4.5 M in 2002 to 25 M**

**Users and subscribers of Internet , about:**

**75% located in Jakarta**

**15% located in Surabaya**

**5% other places in Java**

**5% out side Jawa**

# **OVERVIEW OF GENDER AND ICT IN INDONESIA :**

- **INTERNET USERS (2001) :**
  - **Women only 35 % and men 65 %**
  - **Usage for E-mail 42%, Reading Articles 39%**
- **No of Tel. Cellular subsc. 6.5 M in 2001 increase to 63.8 M in 2006**

# **OVERVIEW OF GENDER AND ICT IN INDONESIA :**

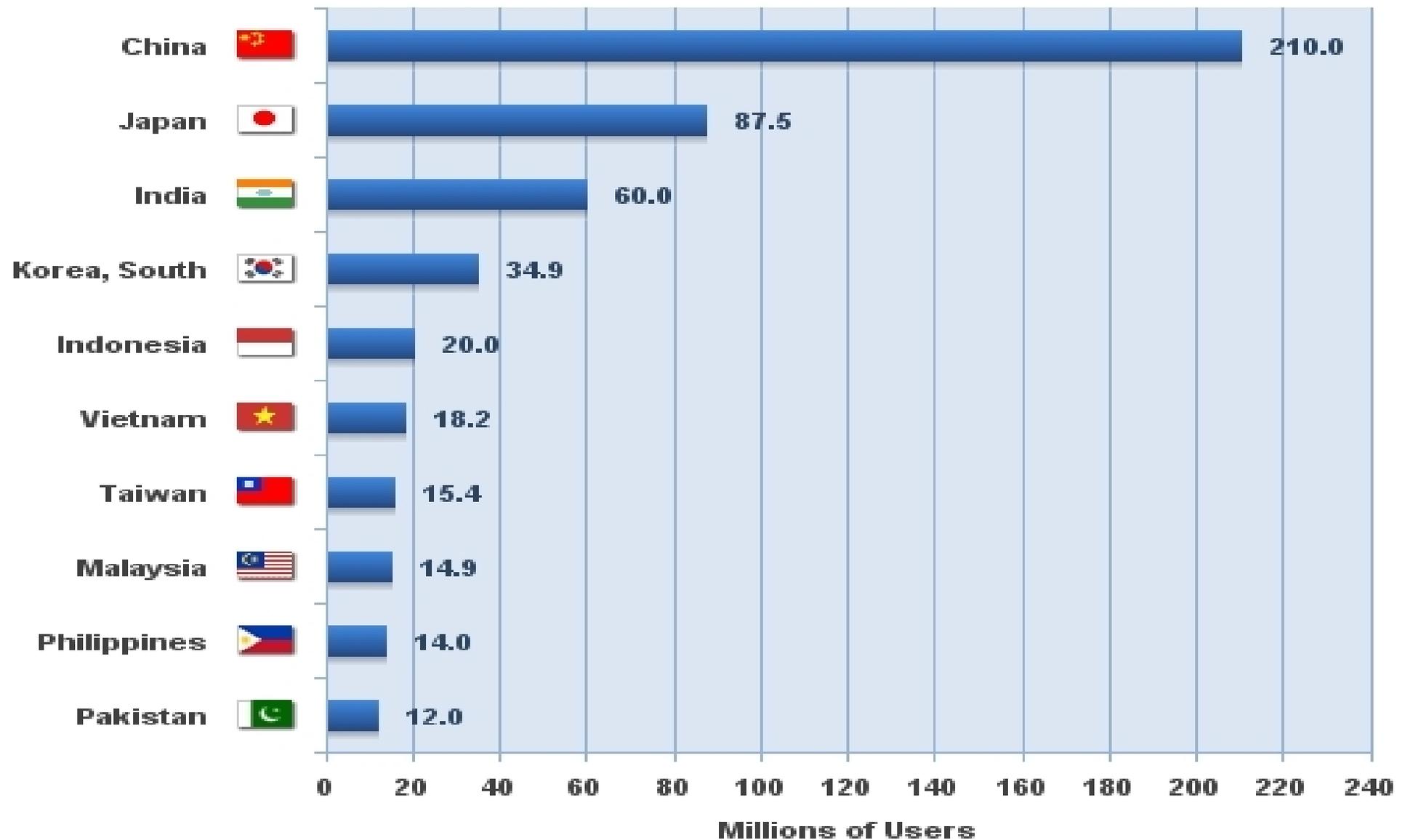
## **INTERNET USERS BASED ON PROFESSIONS :**

**STUDENTS 39%; WORKERS 22%; MANAGERS 17%;  
ASSISTANT MANAGERS 5%; PROFESSIONALS 5%;  
DIRECTORS 4%, ENTREPRENEURS 3 %; OTHERS 5%.**

## **USERS BASED ON EDUCATIONAL BACKGROUND:**

**ELEMENTARY AND JUNIOR HIGH SCHOOL 2%; HIGH  
SCHOOL 41%; COLLEGE GRADUATE 9%; UNDER  
GRADUATES 43% AND GRADUATES 5%**

# Asia Top 10 Internet Countries December 2007



Source: Internet World Stats - [www.internetworldstats.com](http://www.internetworldstats.com)  
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# **ICT FACTS AND FIGURES**

- **INTERNET ACCESS (2002) :**
  - **PUBLIC INTERNET KIOSK 43%, OFFICE 12%, UNIVERSITY 3% AND SCHOOL 1%**
  - **MALE ACCESS 75.6 % AND FEMALE ONLY 24.4%**
  
- **WOMEN MAILING LIST :**
  - **MANGROVE MAILING LIST, BIRD MAILING LIST, PEREMPUAN MAILING LIST, KSH-IPB MAILING LIST**

# **WOMEN AND ICT IN EDUCATION**

- **GOVERNMENT PLAN TO USE ICT TO EXPAND EDUCATION THROUGH:**
  - Collaboration with industry and educational Inst.
  - Development and implementation of ICTs
  - ICTs as learning tools
  - Establish distance education programs using ICT
- **ICT IN EDUCATION CAN BE CLASSIFIED INTO :**
  - FORMAL SCHOOL
  - NON FORMAL SCHOOL

## **ICT IN EDUCATION**

- **Computer and Internet is used in certain schools (gifted and international schools) as a means for Education, Communication and Promoting the schools**
- **In the non formal education, computer and internet courses are offered by many institutions/ private educational insts.**
- **It is observed that men's participation is greater than women**

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- **No of Tel. Cellular subsc. 6.5 M in 2001 increase to 63.8 M in 2006**
- **Indonesia is in the TOP 10 EMERGING MOBILE MARKETS that registered the largest increases in new mobile subscribers in 2006**

# **OVERVIEW OF GENDER AND ICT IN INDONESIA :**

## **MOBILE INTERNET :**

**Mobile phones are cheaper than PCs, almost 3-4 times more of them, growing at twice the speed, and they increasingly have internet access.**

**The World Bank estimates that more than 2/3 of the world's population lives within range of a mobile phone network.**

**Mobile is going to be the next big internet phenomenon.**

**(Eric Schmidt / CEO of Google – Financial Times 22 May 2005)**

# **OVERVIEW OF GENDER AND ICT IN INDONESIA :**

## **USERS BASED ON PROFESSIONS :**

**Students 39%; Workers 22%; Managers 17%;  
Assistant Managers 5%; Professionals 5%; Directors 4%,  
Entrepreneurs 3 %; Others 5%.**

## **USERS BASED ON EDUCATIONAL BACKGROUND:**

**Elementary And Junior High School 2%;  
High School 41%; College Graduate 9%;  
Under Graduates 43% And Graduates 5%**

# **WOMEN AND ICT IN EDUCATION**

- **GOVERNMENT PLAN TO USE ICT TO EXPAND EDUCATION THROUGH:**
  - **Collaboration with Industry and Educational Inst.**
  - **Develop and implement ICTs curricula**
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# **ICT IN EDUCATION**

## **Major government initiatives in ICT for education:**

- **Radio Broadcast for Primary School Students**
- **IT Program in Vocational Schools**
- **WAN Kota – to connect schools within and between cities**
- **School 2000 – connect 2000 schools to internet**
- **E-ducation – internet based learning materials for Mathematics, Physics, Chemistry, Biology, Electronics and Information Technology**

## **WOMEN USING ICT IN THE ECONOMIC ACTIVITY**

- **Out of 15,000 IWAPI members only 12% using ICT for running their business**
- **Internet mostly used for e-mail**
- **On-line e-business by women :**
  - **ButikBunga.com, Simplight.net, ButikTravel.com**

## CASE STUDY : Women owned online e-business: [www.butikbunga.com](http://www.butikbunga.com)

Owner Adeliska Viwarnni

Owner wanted to start a business where she did **not have to spend much money and use the network** and resource she already has. So she decided to contact an established flower shop and extended that flower shop business to an **online business**. She was able to ask her friend to build her a simple site as a favor and utilized small and affordable hosting company to start her online business. In 2001, she started what is **now one of the biggest online flower shop in Indonesia**.

Technically, she only provides a store place online and the products are provided by the flower shops it self. Her concept was to cater to individuals who have no time to buy flowers for special occasions. It is a quite simple concept, people can easily buy flowers for their friends or loved ones without leaving their homes and for people in Indonesia, they can do the payment transaction via BCA, a bank that caters to **internet banking in Indonesia**, BNI, Western Union, Bank Transfer and Visa and Master card payment using a payment gateway called Nsia( [www.nsiapay.com](http://www.nsiapay.com))

Source : Sinta WD, 2006

## ButikBunga.com

- 25% are international buyers, 70% of buyers are men.
- Selling about 35-50 flowers in a month.
- Sales went up 20% since Credit Card payment method is introduced.
  
- Her site becomes more professional as time goes by.
- In 2005, she expands to a new venture called ButikTravel ([www.butiktravel.com](http://www.butiktravel.com))- Gateway to e-Travel. ButikTravel works with travel agent and airlines, it might not be 100% online but she claims that she can get good percentage fees from the agents and airlines without putting too much effort.

# **ICT FOR COMMUNITY DEVELOPMENT GOVERNMENT INITIATIVES :**

- **WARINTEK**

- **Program of Ministry of Research and Technology for grass root levels**
- **Implementation of Warintek in cooperation with district/ regional government**
- **Provide CD Rom for all kind of appropriate technology for rural people and written in Indonesian**
- **Free access to CD Rom not to internet**

- **CLTC : COMMUNITY LEARNING AND TRAINING CENTER**

**Provide computer and software TRAINING and internet access with affordable price**

**Although there is no comprehensive evaluation in terms of gender related issues, women's participation remains low.**

# **IMPACT AND OBSTACLES FACED BY WOMEN IN USING ICT**

- **POSITIVE IMPACT :**
  - **ICTs provide skills, training, market as well as technology information, etc**
- **NEGATIVE IMPACT :**
  - **Spend more time and money, moral degradation (for porn sites), less socialization and infiltration of western culture**
- **OBSTACLES OF WOMEN IN USING ICT :**
  - **Low of educational attainment**
  - **Financial and time constraints**
  - **Related to behavioral, cultural and religious practices**
- **OTHERS OBSTACLES related to under-developed infrastructure in several places – rural areas**

# **APPROACHES TO GENDER EQUALITY IN THE INFORMATION SOCIETY**

- **GOVERNMENT SUPPORT : GENDER PERSPECTIVE ICTs POLICIES AND DEVELOPMENT**
  - Gender equity and equality should be formulated explicitly as the objective of ICTs policies and ensure equal opportunities for employment and promotion in this field
  - Gender disaggregated data in various ICTs field
  - ICTs infrastructure
  - Women-friendly working arrangement
- **EXPANDING INFORMATION-RELATED EDUCATION PROGRAM FOR WOMEN: FORMAL AND NON FORMAL SCHOOL – (including E-business/ E-commerce)**
- **WOMEN'S ACTIVE PARTICIPATION IN ICTs – Fostering Women Entrepreneurial Networking sites on the NET**
- **INDUSTRY AND NGO SHOULD PROMOTE WOMEN IN ICTs**

In order women to fully benefit from ICTs, the government and other ICTs stakeholders should support women's ability to take advantage of ICT for empowering themselves by providing the conducive policies and enabling environment, including access to affordable ICT services, development of ICT infrastructure, facilitate women with minimum reading skills and availability of local language contents.

ICT policies, programs and projects that do not incorporate gender as a key factor and concern run the risk of widening inequalities between men and women.

 *Thank you*

**Wati Hermawati and Achie S Luhulima**

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