Nomination: 21188

Indosat Ooredoo Hutchison Pioneering AI Sovereignty for Indonesia's Digital Future

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Page: General Information

Name of Organization / Company

Indosat Ooredoo Hutchison

Logo

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Web Site Address

https://ioh.co.id (https://ioh.co.id)

Page: Entry Information

Entry Title

Indosat Ooredoo Hutchison Pioneering AI Sovereignty for Indonesia's Digital Future

Category

C01 - C12 Award for Innovation in Communications / PR > C04. Award for Innovation in Public Affairs Communications

Submission Format

An Essay of up to 625 Words

Essay

Artificial Intelligence (AI) is reshaping national competitiveness, driving economic growth, education, and government efficiency. Recognizing AI as a strategic asset, Indosat Ooredoo Hutchison has championed Indonesia's AI Sovereignty. Through a bold public affairs strategy and strategic partnerships, Indosat has influenced public policy, fostered collaboration, and positioned AI as a national priority.

Indosat's communications campaign transformed AI from a niche topic into a national agenda, influencing government decisions, legislative discussions, and regulatory frameworks. This submission highlights how Indosat's strategic advocacy is shaping Indonesia's AI-driven future.

Driving Policy Change Through Strategic Communication
Indosat's AI Sovereignty initiative underscores AI's role in national progress, boosting workforce productivity by 3.5% and GDP by up to 6.9% annually. Through a well-crafted public affairs strategy, Indosat has positioned AI as a catalyst for economic and social transformation.

At the core of this success is an approach that bridges corporate, government, and societal interests. Engaging with regulators, Indosat advocates for AI-friendly policies aligned with national goals. The company has facilitated high-level discussions, including closed-door briefings and public forums, educating policymakers on AI's potential.

Indosat ensures businesses, educators, and the public understand AI's benefits, fostering national awareness and investment.

Strategic Partnerships for AI Adoption
Beyond advocacy, Indosat drives AI adoption through key initiatives. Partnering with NVIDIA, Indosat launched Indonesia's first sovereign GPU Cloud service, enabling high-performance AI computing for enterprises and government agencies. This strengthens national AI infrastructure.

The AI Experience Center at Solo Technopark, developed with Huawei, fosters AI training, innovation, and policy discussions. Indosat also launched GPU Merdeka, an AI Cloud and GPU-as-a-Service platform with Lintasarta and NVIDIA, accelerating AI adoption across industries.

To extend AI's benefits beyond urban centers, Indosat prioritizes AI accessibility in Eastern Indonesia, including Papua and Maluku. A key milestone was establishing the AI Center in Jayapura, Papua, in collaboration with the government, reinforcing AI's role in regional development.

Indosat introduced Banking AI Day, uniting financial institutions to explore AI's role in operational efficiency and security. Internally, Indosat implemented AI-driven Robotic Process Automation (RPA), reducing administrative processing from a full day to just 10 minutes, setting a benchmark for AI-powered efficiency.

Elevating AI as a National Priority
Indosat's communication strategy ensured AI became a mainstream topic. The company hosted Indonesia AI Day, convening over 1,000 participants, including government officials, industry leaders, and AI experts. The event generated 700+ positive media coverages, reinforcing AI as a national priority.

The forum played a pivotal role in catalyzing the government's commitment to an AI regulatory framework. Indosat's efforts culminated in a historic announcement where Minister of Communication and Digital Affairs, Meutya Hafid, endorsed AI Centers across Indonesia. This declaration, widely covered by media, positioned Indosat as a key driver of Indonesia's AI policy agenda.

Empowering Indonesia's AI Future
Indosat's AI advocacy has turned communication into concrete policy actions. AI is now officially part of Indonesia's digital transformation agenda, driving increased public and private investment in AI-related infrastructure, particularly in underdeveloped regions. AI regulations are now actively discussed in parliamentary sessions, ensuring structured and inclusive governance.

By aligning corporate initiatives with public policy advocacy, Indosat has reshaped the national AI discourse, influenced regulatory frameworks, and accelerated Indonesia's journey toward becoming a global AI powerhouse. Elevating AI from a technological innovation to a national priority underscores the power of a well-executed public affairs campaign.

A Model for Public Affairs Excellence
Indosat's innovative public affairs communications campaign has set a new benchmark for AI advocacy in Indonesia. By leveraging strategic partnerships, targeted media engagement, and high-impact public forums, the company has successfully driven policy change, increased AI adoption, and positioned AI sovereignty as a national imperative.

This strategic approach exemplifies excellence in public affairs communications, making Indosat a deserving recipient of the Award for Innovation in Public Affairs Communications.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in communications or public relations since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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