Transforming to A Better Life Through Access in Public Library:

PerpuSeru Indonesia

Harkrisyati Kamil
• **IFLA** believes that increasing access to information and knowledge across society, assisted by the availability of information and communications technologies (ICTs), supports sustainable development and improves people’s lives.

• **IFLA** wants to see access to information as a target in the post-2015 development agenda.

• The *Lyon Declaration on Access to Information and Development* shows that libraries, information intermediaries, and development organizations are united behind the inclusion of access to information in the post-2015 development framework.
132,7 M Internet users

48,2% 51,8%

2016 Survey by Indonesia Internet Service Provider Association
Geographical distribution

- Sumatra: 15.7%
- Java: 65%
- Sulawesi: 5.8%
- Maluku & Papua: 6.3%
- Bali & Nusa Tenggara: 4.7%
- Kalimantan: 2.5%
User Behaviour: Reason to Access

- To update info: 25.3%
- Work related: 20.8%
- Leisure: 13.5%
- Social: 10.3%
- Education: 9.2%
- Entertainment: 8.8%
- Business: 8.5%
### User Profile: Age Distribution

- **55+**: 10%
- **45-54**: 18%
- **35-44**: 29.2%
- **25-34**: 24.4%
- **10-24**: 18.4%
User Behaviour: Content frequently visited

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media</td>
<td>97.4%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>96.8%</td>
</tr>
<tr>
<td>News</td>
<td>96.4%</td>
</tr>
<tr>
<td>Education</td>
<td>93.8%</td>
</tr>
<tr>
<td>Commerce</td>
<td>93.1%</td>
</tr>
<tr>
<td>Public service</td>
<td>91.6%</td>
</tr>
</tbody>
</table>
User behaviour: Social Media usage

- Facebook: 54%
- Instagram: 15%
- YouTube: 11%
- Google+: 6%
- Twitter: 5.5%
- LinkedIn: 0.6%
Public Internet Access in Library Sector

- 27 February 2001

Ministry of Research & Technology in partnership with PT Myohdotcom dan HP Indonesia, launched Warung Informasi Teknologi (Internet Café) 9000. The objective is to set it up as an integrated data on science and technology to push community empowerment towards information society.

The programme attached to state and universities, national and provincial libraries and several business sectors.
Indonesia One Search (IOS)
onesearch.id

- IOS is an *open access discovery system at national level*. Similar to ‘google’ for resources of knowledge kept in repository institutions across Indonesia
- A programme initiated by our National library to support its mission on Empowering Discovery and Innovation
- To cover all sectors
  - Libraries, Archives, Museums, Galleries, and Science Park
  - Currently, only Libraries and Archives join IOS
- Statistics
  - **4,5 millions Records**
  - 586 Institutions
  - 655 Libraries
  - 3649 Repository
The Belief
Every Person, No Matter Where They Are Born, Deserves The Opportunity To Lead A Productive Life

PerpuSeru Started in 2012 With A Mission To Empower Indonesians By
• Bring Free Public Access Technology To Public Libraries
• Train Library Staff To Be Responsive To Community Needs, Especially Through The Use Of Publically Accessible Technology
• Reach Millions of Digitally Excluded People Through Public Libraries
• Up to 2016, The Program Has Been Participated By More Than 300 Libraries Across Indonesia, Benefiting More Than 6.7 Million People

Perpuseru Is An Important Collaboration With Multi Partners
• National Government
• Local Government Where The Library Is Located
• Private Sector
• NGO & Community Group
PerPuseru dropbox link
The Program Has Successfully Created Concrete Impact To Youth, Women & SMEs At Districts & Villages:

- Created Job Opportunities
- Created New SMEs Among Youth And Women
- Increased Revenue For SMEs With Expansion Of Their Market With On-Line Marketing
- Brought Back Youth To School
- Improved Agriculture Practices To Farmers
- Provided Health Information For Women
Achievements To Date

- **Working with 102 district & 584 Village libraries**
  53 District Libraries (52%) has increased computer units for library users
  69 District Libraries (68%) has increased internet bandwidth for services
  54 District Libraries (53%) has received budget increment in 2017, the rest are decreased or similar to previous year due to budget wise policy Ministry of Finance.

- **3,631** Community engagement activities conducted, 241,794 participants

- **1,674** District library staffs trained on Library Development Strategies
  - **1,132** DL staffs trained on basic computer & internet

- **2,641** Village library staffs and library supporters trained on Library Development Strategies, and basic computer & internet
The Success of PerpuSeru

- GOI’s programme on improving the infrastructures especially on ICTs
- Partnership and Support from many stakeholders
- The competence, expertise and experience of the team specifically on strategic plan design, community engagement and advocacy
- Indonesia is such a wide and diverse country, the idea of assigning facilitator champions in each province/districts is very effective
- Regular monitoring and well documented process
Thank you