



.ID My Digital Indentity



CCNSO, Kobe March 2019
Indonesia .ID Domain Name Registry



Andi Budimansyah

Chairperson, CEO, President Director
Indonesia .ID Domain Name

Registry

andi@pandi.id

PENETRASI PENGGUNA INTERNET

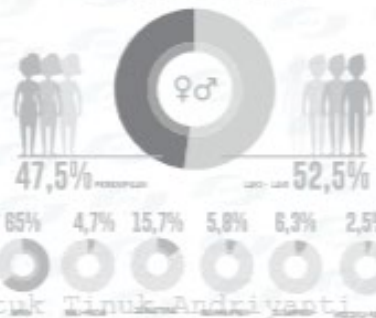
143,26
JUTA JIWADARI TOTAL POPULASI
PENDUDUK INDONESIA

262 JUTA ORANG

54,68%



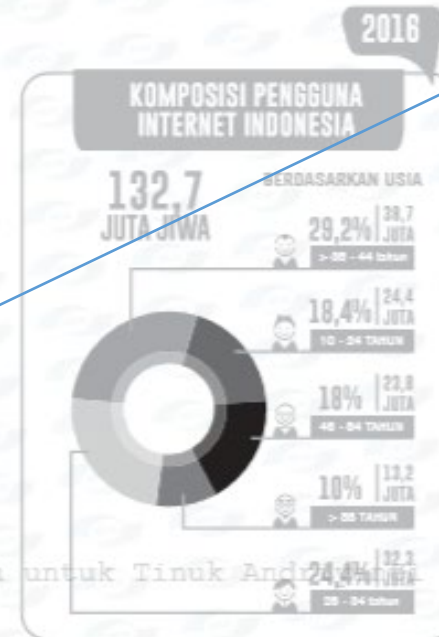
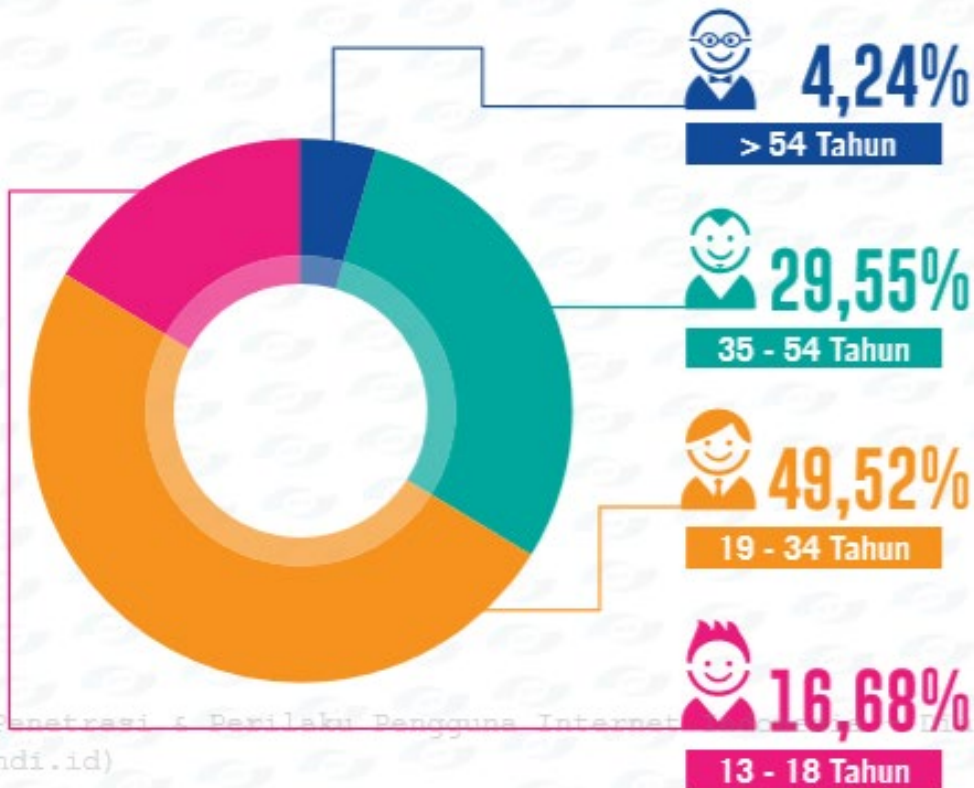
2016

PENETRASI PENGGUNA
INTERNET INDONESIA 2016132,7
JUTA JIWA

From APJII Survey in 2017:

Internet User
is **54,68%** of
Indonesian
population

KOMPOSISI PENGGUNA INTERNET BERDASAR USIA



Our TARGETING is to
**Millenial and
Z Generation**

Re-positioning of .ID

Bangga
pakai **.id**
www.pandi.id

(Proud of using **.ID**)
Nationality



.idmy
entity
www.pandi.id

(**.ID** My digital identity)



#BeDifferentWith**ID**
#Beyond**ID**entity



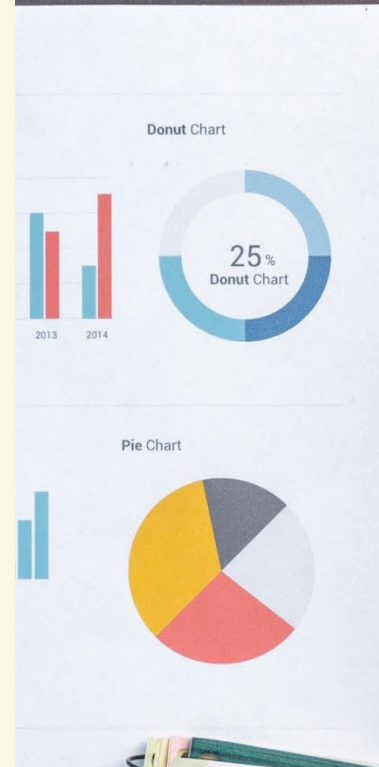
The Program:

1. Marketing activity with Registrars

- Smashed pricing package for certain session
- Spread digital advertising

2. Digital lifestyle existence

- Post useful information in the social media
- Develop new services; digital id numbering u.id, url shortener s.id and media/blog "my.id"
- Arrange **Community gathering**
- Regular workshop/FGD
- Organize competitions



Our digital Ads



Flash sale
On 73 years Indonesian
Independence day

.id PANDI
Diterbitkan oleh Soskom Pandi [?] · 16 Agustus 2018 · 🌐

FLASH SALE !!!
Hanya satu hari, tanggal 17 Agustus 2018, mulai pukul 00.00 sd 23.59 WIB
Seluruh domain apapun .ID (.id, co.id, web.id, biz.id, or.id, sch.id, dsb)
Diskon 73% tanpa syarat apapun!
Jangan sampai ketinggalan!!!
🏃🏃🏃 Lihat Selengkapnya



The graphic features a yellow background. On the left, a black shield-shaped sign with yellow starburst patterns is supported by two wooden sticks. A blue tag attached to the top left of the shield reads 'NOW! 73% DISCOUNT'. The shield itself has a white banner at the top that says 'APAPUN.ID' and two red banners below it that say 'FLASH' and 'SALE' in white. To the right of the shield is a silver, twin-bell alarm clock. In the top left corner of the graphic is the '.id my identity' logo, and in the top right corner is a small cartoon dog icon.

.id my identity
www.pandi.id

#BeyondIdentity

@PANDI_ID PANDI_ID PANDI_ID

id my .id
PANDI - Beranda

web.facebook.com/pandi.id/photos/a.552438681441914/2255041187848313/?type=3&theater



Keep it short and memorable, with .ID

<https://premium.pandi.id>

Get Premium .ID Domain Name
2 - 4 Character

@pandi_id pandi_id pandi.id

PANDI

Diterbitkan oleh Soskom Pandi [?]
Halaman Disukai · 4 Februari ·

It's all about first impressions. Premium Domain Name represents your business in the best possible light. Get a memorable domain name for a better branding with a special offers!

For more info :
<https://premium.pandi.id/>

#Domain #DomainID #DomainPremium
#PANDI_ID #BeyondIDentity

Tandai Foto Edit

Suka Komentari Bagikan

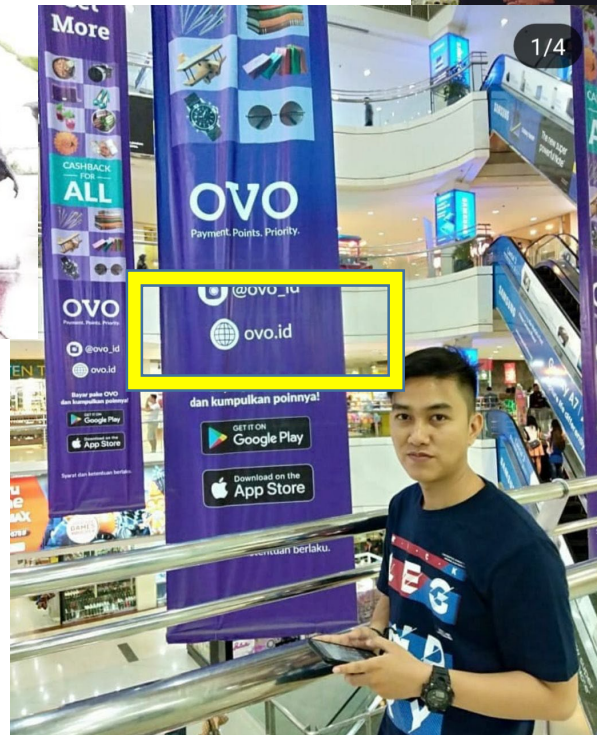
Tulis komentar...

Digital Ads



for Premium Domain

Weekly Selfie/photo contest .ID among us



Engagement with Communities thru Regular Workshops



Registrar Meeting on Marketing, Technical and Finance issue



Engagement with legal communities



CALL FOR ESSAY AND LAW DEBATE TEAM

KOMPETISI PENULISAN DAN DEBAT HUKUM NAMA DOMAIN INDONESIA
4 Februari - 2 April 2019



DEWAN JURI

- 1. Dr. Edmon Makarim, SH., LL.M.
- 2. Dr. Helni Mutiarsih Jumhur, SH., M.Hum.
- 3. Ahmad Firdaus., SH.



TOTAL HADIAH 34JT





pandi_id • Following

pandi_id Call For Essay And Law Debate Team

Kompetisi Penulisan dan Debat Hukum Nama Domain Indonesia

Mari ikuti ajang kompetisi menulis Artikel 3-7 halaman tentang Nama Domain di Indonesia.

Kompetisi ini terdiri atas 4 kategori tema, sebagai berikut:

1. Aspek-aspek Implikasi Hukum pada Pendaftaran Nama Domain
2. Pendaftaran Nama Domain sebagai Perlindungan Merek
3. Penyelesaian Perselisihan Nama Domain (PPND) sebagai Online Dispute Resolution
4. Pengguna Asing pada Nama Domain Indonesia

Akan dipilih 10 pemenang dengan total

👍 💬 ↗️

👤 Liked by chikahsp and 60 others

5 DAYS AGO

Add a comment...

Student Visit



Thank you



Instagram

@pandi_id



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PANDI Indonesia



helpdesk@pandi.id