

## **ABSTRACT**

Indonesia as a nation has proven steady growth of ICT industry for last 5 years of more than 10% even though this number still behind other countries in the Asia Pacific Region. Indonesia must enhancing the growth in order to narrowing digital divide gaps. The ways to narrowing digital divide gaps we are having 3 priorities which are : Infrastructure (Access & Cost), Human Resources (Skill & Usage) and Application (Including content). All statistical indication showing us that potential growth of industry as well as user acceptance is already high, therefore since 2006 until current condition operator is doing massive infrastructure roll-out and marketing activities to push out Mobile Broadband and Mobile Data to enhancing lack of Internet Access and Mobile Data Access in Indonesia.

Strategy being choose by Indonesia and Indosat especially in order to fulfill user needs is by creating trend (lifestyle) then pushing different kind of new innovation and services with lowering down entry barriers especially introducing low tariff for unlimited mobile broadband internet access, with this strategies all user which has mobile phone and in the nomadic situation can easily accessing internet using their on-hand device without using PC anymore or by using broadband modem connected to their laptop or PC.

Result of that activities are proven as follows : enhancing the take up growth of mobile broadband services by 600% annually , increasing internet access user significantly by 100% annually, increasing mobile user penetration by 70% therefore with this result digital divide for Indonesia for sure is getting narrow, especially huge increase for Digital Opportunity Index in Indonesia for 2009 onwards.