

**PRESENTATION BY  
MINISTER OF COMMUNICATION AND INFORMATION TECHNOLOGY  
OF THE REPUBLIC OF INDONESIA**

**AT THE 10<sup>th</sup> CONFERENCE  
OF ASEAN MINISTERS RESPONSIBLE FOR INFORMATION (AMRI)  
VIENTIANE, 5 NOVEMBER 2009**

**ON THE THEME “ENHANCING MEDIA COOPERATION IN THE  
PROCESS  
OF THE ASEAN COMMUNITY BUILDING”**

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*Excellencies,*

*Distinguished Delegates,*

*Ladies and Gentlemen,*

It is an honor and privilege for me to present before you the Indonesia's paper on the theme of this conference “**Enhancing Media Cooperation in the Process of the ASEAN Community Building**”.

Media is important because it covers all events that happen in world and all events that occurred can not be separated from the media. This is because the relationship between the two is very tight so that they become interdependent. All events that occurred in the world become the source or content of information for the media. The media has its duty and obligation to accommodate all kinds of events that occurred in the world by publishing it them in various forms. In other words, the media have important role that can influence the world or vice versa.

In order to build the ASEAN community the ASEAN Ministers for Information has obligation to ensure the enhancement of the public communications connectivity. It is very important for us to build a strong and active community to achieve better quality of life for every ASEAN citizen. A strong and active community can be empowered by the media. Ensuring the people's connectivity was not an easy task, but it is not an impossible task to achieve. Media can play its effective role

in creating awareness of the people in the community. Media is an important ally in our efforts to bringing the people of ASEAN closer which at the end we could build the ASEAN community. To achieve this, the information conveyed by the media must reach all levels of society in all area of the ASEAN community. To disseminate the information to reach all levels of society in all area of the ASEAN community requires cooperation between and across the media.

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Cooperation of the media should include all types of media to ensure the equitable dissemination of information. In line with technological developments, there is a significant growth in the utilization of digital and information technology in the field of media. The cooperation of the media that use digital and information technology needed to get more attention without ignoring our attention to the other types of the media, including traditional media. Traditional media still used by many people because it has the ability to reach the grass-root level in the society particularly in remote and border area. Having both modern and traditional media, I believe that building a solid ASEAN community could be achieved. This kind of collaboration is expected to provide the vast level of information penetration in the ASEAN community, for example, people with higher education level may access information from high-tech technology such as the internet and people with lower educational level might access information from regular media such as television or newspaper. With the collaboration of modern and traditional media it is expected that building a strong society could be achieved since in most parts of ASEAN states there are many people who still live in remote area that have not been reached by high-tech information media.

Currently, there is also exists a type of media that involve public participation called citizen journalism. Citizen journalism is also an effective medium in

building a community, including ASEAN community. Citizen journalism involved the public participation in the distribution, search, and recipient of information. Citizen journalism is favored by the public in accessing information, especially through online media. The information in citizen journalism is spreading very fast, so that it is very suitable to be positioned as an information media, socialization, motivation, discussion, and education in building the ASEAN community.

*Ladies and Gentlemen,*

While we embrace the media's positive contribution to our community, we cannot disregard some of the contradictions relating to the media, such as reporting for public interest versus profit motive; observing greater sensitivity versus freedom of expression; adopting international perspectives versus national perspectives. In many countries, including ASEAN, freedom of information and the related freedom of the press is a relatively new phenomenon and in search of new form and definition. In order to achieve our goals to build a strong ASEAN community based on sharing and caring society, it is necessary to overcome those problems mentioned above by considering each national needs and interests.

To conclude, I sincerely believe today's conference of AMRI will provide us with a comprehensive outcome to enhance the cooperation in the field of media in building ASEAN community. We must explore all possibilities avenues and strive to enhance our community in order to seize the opportunities that the technology of information could achieve the people with lower education and living in the remote area. With that intention, we could ensure the establishment of the people's connectivity of ASEAN.

Thank you very much for your attention.

**MINISTER OF COMMUNICATION  
AND INFORMATION  
TECHNOLOGY  
OF THE REPUBLIC OF  
INDONESIA**

**TIFATUL SEMBIRING**