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International Education Marketing Guide

INDONESIA

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Introduction



Overview

Indonesia is an archipelago country located in Southeast Asia. Made up of thousands of islands, the country shares land borders with Papua New Guinea, East Timor, and Malaysia. A population of over 255 million, spread over 34 provinces, makes Indonesia the 4th most populous country in the world. The capital, Jakarta, is located on the island of Java, where nearly 60% of the population lives. Jakarta is also the largest city in Indonesia and is considered its cultural, economic, and political centre.

Indonesia is made up of many distinct ethnicities, with Javanese as the most prominent (42%). As a result, there are hundreds of languages spoken throughout the country. Bahasa Indonesian is the official language and is used for commerce, administration, education etc. While approximately 4 out of 5 Indonesians speak it, many people speak other local languages as their first (Javanese being the most common).

Economy

Indonesia faced extreme political turbulence throughout the 1960s, resulting in the deterioration of its economy. Through a combination of tighter administrative policies and rising global oil prices (oil is Indonesia's largest export commodity), the economy was eventually stabilized and rapid growth took place throughout the 1980s and early 90s. 1997, the country was the hardest hit by the Asian Financial Crisis, resulting in even stronger governmental reforms. The economy has since recovered and continues to grow steadily.

Indonesia has one of the fastest growing emerging economies in the world and boasts the largest economy in Southeast Asia. Its currency is the Rupiah, and it has an industry-focused economy. The government is still heavily involved in the economy through

measures such as price setting of many basic goods (fuel, rice, electricity), and its many state-owned enterprises. The economic outlook in Indonesia is good: the country is rich in natural resources, it is a large exporter of energy (oil, gas, palm oil), and consumer spending is rising.

Religion

Religion plays an important part in Indonesian culture, politics, and daily life. Islam is by far the most prevalent religion (87.2% of population)—in fact, Indonesia is the most populous Muslim-majority national. The second most common religion is Christianity, practiced by approximately 10%.

The fundamental principle of Indonesia's religious stance is the belief in one God, with the right to worship however one chooses. Despite its constitutional guarantee of religious freedom, in practice, this means that Indonesians are required to adopt one of the six official religions: Islam, Protestantism, Catholicism, Hinduism, Buddhism and Confucianism (atheism is not an option, and blasphemy is illegal).

Political Systems

Indonesia is a presidential representative democratic republic, meaning the president is both head of state and head of government, and of a multi-party system. The country had been under authoritative rule for several decades, with only two presidents from 1945-1998. After a series of riots in 1998, a political transformation began, leading to better democratic processes and greater regional authority.

While the current president, Joko Widodo, has promised to tackle the issue, corruption is still very prevalent. It can be found in both civil service (e.g. accepting bribes as a part of business) and the judiciary system (failure to uphold justice), and should be a major consideration for anyone choosing to conduct business in Indonesia¹.

Useful links

More information about Indonesia:

<https://www.cia.gov/library/publications/the-world-factbook/geos/id.html>

¹ The Economist (2015)

Education System

Approx. age

18	Secondary Education	Islamic Upper Secondary School	General Upper Secondary School	Vocational Upper Secondary School	} Mandatory Education	
17		Basic Education	Islamic Lower Secondary School	Lower Secondary School		
16				Lower Secondary School		
15	Islamic Primary School		Primary School			
14						
13						
12						
11	Islamic Kindergarten		Kindergarten			
10	Pre-School					
9						
8						
7						
6						
5						

Overview

Education in Indonesia follows a 6-3-3 system: six years of elementary school, three years of junior secondary school, and lastly, three years of general secondary school (or vocational school). Public education is provided for free (including an optional year each of pre-school and kindergarten), although there are additional costs for books, uniforms, etc.. Initially school was only compulsory for nine years, but as of 2013, all Indonesian children are required to complete 12 years of basic education. Students can choose between public nondenominational schools run by the Department of National Education or religious—usually Islamic—schools run by Department of Religious Affairs (although only 15% of students choose this route)².

Children attend school five or six days a week depending on the institution, and the school year is divided into two semesters (mid-July to December and January to mid-June). The grading system runs on a 100-point scale, with 100 as the highest and 0 as the lowest. A failing grade can range from < 54-75, depending on the subject.

Elementary (*Sekolah Dasar*)

Elementary school runs from grades 1-6 and caters to children aged 6-11. Enrolment and completion are very high with an average drop-out rates of only 1.6% in 2008³. However, these numbers vary according to region, with richer districts boasting attendance rates of

² Library of Congress

³ Canada Trade Commissioner (2012)

nearly 100%, and poorer districts reporting much lower attendance rates⁴. Students must complete a school-administered exam at the end of grade 5.

Junior Secondary (*Sekolah Menengah Pertama*)

Junior secondary school runs from grades 7-9 and caters to children aged 12-14. Drop-out rates in 2008 were approximately 2.2%⁵, however, with school compulsory until grade 12 as of 2013, dropout rates may now be lower. Upon graduation, students will be issued a Certificate of completion by their school. Students who pass the National Examination (*Ujian Nasional*, or UN), a nation-wide standardized test, will receive a Certificate of Graduation with the results indicated on the certificate.

Secondary (*Sekolah Menengah Atas*)

Secondary education runs from grades 10-12 and caters to children aged 15-17. The first year of secondary school is fairly generalized, while the second year requires students to specialize in one of four disciplines (while still continuing to study core subjects): Natural Sciences, Social Sciences, Languages, or Religion. These specializations often determine the students' field of study at the post-secondary level, although less emphasis is being placed on specialization over the last decade⁶. Once again, students are required to take a standardized test, the National Examination, upon completion of secondary school. The results of the exam are used in conjunction with other considerations to gain post-secondary school admission.

Post-secondary

Students choosing to pursue a public university education are required to take the National University Entrance Exam (private universities and polytechnics have their own entrance exams). At public universities, 60% of first-year spots are reserved for top-scoring candidates (administered by the Ministry of National Education), while the remaining 40% are distributed according to the university's own criteria. Many public universities give priority to students from their province or district.

Although enrolment in tertiary institutions is rising quickly⁷, competition to gain entrance at the country's best universities is intense. In 2010, 447,000 students sat for the National University Entrance Examination, with just 80,000 seats available⁸.

⁴ The Economist (2014)

⁵ Canada Trade Commissioner (2012)

⁶ World Education News and Review

⁷ Inside Higher Ed (2013)

⁸ World Education News and Review

Indonesian Education Market

Global

The trend of the rich sending their children abroad blossomed in Indonesia in the 1990s when overseas educational institutions started high-profile campaigns about the benefits of overseas study in several big cities like Jakarta, Bandung, Semarang, etc.. Today, approximately 95% of Indonesian international students receive full financial support from parents or families. However, the number of Indonesian families who can afford to send their children to study overseas has been steadily increasing because of the country's continuous development.

According to the Ministry of Education, out of over 1,000,000 students graduating yearly from high school, 50,000-60,000 (or 5-6%) will choose to study overseas. The most popular destination for several years has been Australia, getting almost one third of Indonesia's student exports. Other top destination countries include the US, UK, Malaysia, and Singapore⁹.

Reasons for wanting to study abroad:

1. Improve English
2. Receive better quality education and better learning environment
3. Inability to afford/gain entrance to a local Indonesian university
4. Locally-available programs do not suit their interests
5. Studying abroad is becoming more affordable
6. International experience can lead to better job opportunities
7. Desire to be independent

Factors affecting choice of destination:

1. The popularity of the country of destination in the market and the availability of information about the country
2. The presence of family members in the destination country
3. Financial capability of the family
4. Status symbol (e.g. studying in UK or USA is seen as more prestigious than studying in Australia)
5. Influence from friends and peers
6. Influence from education agents

Canada

Out of the thousands of Indonesian international students, the proportion that choose to study in Canada has been quite low. This is largely due to several factors, including some misconceptions about Canada from the Indonesian market.

⁹ Canada Trade Commissioner (2012)

Barriers to the market:

- Lack of overall promotion about the country
- Lack of Government and Industry Support(The Canadian Embassy in Indonesia provides support to visiting Canadian educational institutions and organizes an annual education fair focused on student recruitment, but the visible presence of Canada is significantly less than that of its competitors in the market.)

Indonesians' negative perceptions of Canada:

- Canada is a part of the United States, and hence, living and studying there is as expensive as studying and living in the United States.
- Canada is extremely cold and is always covered by snow 12 months of the year.
- Canada is very far away, and it takes much longer to travel to Canada than to the US or European countries.
- Canada is a very quiet and boring place¹⁰.

Agent Information

Education agents in Indonesia generally represent institutions in multiple countries¹¹. Approximately two-thirds of Indonesia's provinces are now covered by an education agent, with the main locations as follows: Jakarta (34%), Surabaya (9%), Semarang (9%), Yogyakarta (7%) and Malang (7%). Reputation plays an important role for many Indonesian families when trying to choose an agent. The family may choose an agent based on a positive experience from other family or friends¹².

The Trade Commissioner Service in Jakarta works with Canadian Education International to provide training to local education agents annually. The training includes information session from Immigration officers regarding tips for successful study permit applications.

A full list of agents and contacts can be found at the end of this report.

¹⁰ Canada Trade Commissioner (2012)

¹¹ Canada Trade Commissioner (2012)

¹² Australian Education International

Study Permit Information

Study permits can be applied for online or in person at the Canadian visa application centres in Jakarta and Surabaya. Applications are processed in the Jakarta office and currently take four weeks on average. However, processing times are only reported quarterly; the most up-to-date information can be found on the CIC website:

<http://www.cic.gc.ca/english/information/times/temp/students.asp#asia>

Indonesian international students in Canada with valid permit(s) in calendar year¹³

Year	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Students	2,012	1,959	1,803	1,675	1,572	1,468	1,356	1,320	1,379	1,459

Useful Links

CIC Processing time:

<http://www.cic.gc.ca/english/information/times/temp/students.asp#asia>

Permit application tips:

<http://www.cic.gc.ca/english/resources/publications/delay.asp>

¹³ Citizenship and Immigration Canada

Contacts

Trade Commissioner Service Jakarta	World Trade Centre 1, 6th Floor, Jl. Jend. Sudirman, Kav. 29. Jakarta, 12920 Indonesia Tel: (011-62-021) 2550-7800 Fax: (011-62-021) 2550-7812 jkrta-td@international.gc.ca
Embassy of Canada in Bangkok	World Trade Centre I, 6 th Floor Jalan Jend. Sudirman Kav. 29-31 Jakarta 12920 Indonesia Tel: +62 (21) 2550 7800 Fax: +62 (21) 2550 7811 canadianembassy.jkrta@international.gc.ca
Canadian Visa Application Centre - Jakarta	Kuningan City Mall, 2nd floor No. L2-19, Jl. Prof. Dr. Satrio Kav. 18, Setiabudi, Kuningan, Jakarta - 12940 Tel: +62 21 30418708 info.caid@vfshelpline.com
Canadian Visa Application Centre - Surabaya	Graha Bukopin, 10th Floor Jalan Panglima Sudirman No. 10 – 18 Surabaya, 60271 Tel: +62 21 30418708 info.caid@vfshelpline.com

Sources

Australian Education International

https://internationaleducation.gov.au/research/Publications/Documents/Profiles_Indonesian_Provinces.pdf

Canada Trade Commissioner (2012)

<http://www.tradecommissioner.gc.ca/eng/edu-canadapro/market-reports.jsp>

Citizenship and Immigration Canada – Facts and Figures (2013)

<http://www.cic.gc.ca/english/resources/statistics/facts2013/temporary/5-2.asp>

Inside Higher Ed (2013)

<https://www.insidehighered.com/news/2013/11/15/indonesia-seeks-higher-education-strategy-fill-its-needs-gap>

Library of Congress

<http://www.loc.gov/collections/country-studies/?fa=location%3Aindonesia&st=grid>

The Economist (2014)

<http://www.economist.com/news/asia/21636098-indonesias-schools-are-lousy-new-administration-wants-fix-them-schools>

The Economist (2015)

<http://www.economist.com/news/asia/21653671-jokowis-arduous-task-cleaning-up-government-damnable-scourge>

World Education News and Review

<http://wenr.wes.org/2014/04/education-in-indonesia/>

Agent List

*Grey area = unknown

Agent	Website	Email	Contact	City	Education Level				Type		Country				Education in Canada Recommended
					Elementary	Secondary	Tertiary	Language	Public	Private	CAD	USA	UK	AUS	
Alfalink	http://www.alfalink.net/	info@alfalink.net	Mr. Mahendra Baroto, Branch Manager The Boulevard, 3rd Fl. Jl. Fachrudin Raya No. 5 Jakarta 10250 Tel. (62-21) 3199-1308 Fax:(62-21) 3199-1307 mahendra@alfalink.net	Jakarta, Bandung, Makassar, Malang, Semarang, Surabaya			X	X	X	X	X	X	X	X	X
Anindo	http://anindo.co.id/	anita@anindo.co.id	Ms. Anita Liliansa Sutandya, Director Gd. Bank Panin Pusat 8th fl. Jl. Jend. Sudirman – Senayan, Jakarta 10270 Tel. (62-21) 572 – 1018 Fax (62-21) 584 –5555	Jakarta		X	X	X	X	X	X	X	X	X	X
Bridge Blue	http://www.bridgeblueglobal.com/bb/	jakarta@bridgeblueglobal.com	Kompleks Prisma Kedoya Plaza, Blok C No9 Jln Raya, Perjuangan Kebon Jeruk, Jakarta Barat, 11530 Indonesia Tel: 62 21 5310035	Jakarta, Surabay, Pontianak, global		X	X	X	X	X	X	X	X	X	
Canadian Education International	https://www.facebook.com/CanadianEducationInternational/timeline	wely.kustono@canada-edu.org	Wisma Metropolitan 1, 11th Floor Jl. Jend. Sudirman Kav. 31, Jakarta 12920 Tel: 62-21-525-4905	Jakarta							X				
Canadian Education Services International		inquiry@studyandworkincanada.org sara_brayudhi@yahoo.com	Ms. Sara S. Brayudhi, Country Manager Canadian Education Services International (CESI) The City Tower, Level 12, Unit 1N Jl. M.H. Thamrin No. 81	Jakarta		X	X					X			X

			Jakarta 10310 Tel.(62-21)2960-1451 Fax:(62-21)2960-1452 Email: sara_brayudhi@yahoo.com															
Edlink+ ConneX	http://www.edlinkeducation.com/		Plaza Sentral 10th Floor, Jl. Jend. Sudirman 47, Jakarta, Indonesia 12930 Phone: 62212524568	Jakarta, West Java, Malang, Mebourne, Lampung, Yogyakarta , Medan			X	X	X	X	X	X	X	X				
EDU World	http://eduworld.co.id/	info@eduworld.co.id	Ruko Mega Grosir Cempaka Mas, Blok Q/9 Jl. Letjen. Suprpto Cempaka Putih Jakarta Pusat 10640 Phone : +62.21.42888.411 /622 /623 Fax : +62.21.42888.412	Jakarta			X		X		X	X	X	X				
ELC Education	http://elceducation.net/	info@elceducation.net	Jl. Lamadukelleng No. 58-60 Makassar, South Sulawesi Indonesia, 90112 Tel: (+62) 411 835168	Makassar			X	X	X	X	X	X	X	X				
Fortrust Education Services	http://fortrust.com/indonesia.php	gani.d@fortrust.com	Mr. Gani Djuandi, Director FORTRUST Education Services Jl. M. Ichwan Ridwan Rais No. 6 Gambir Jakarta 10110 Tel. (62-21) 344-0555 Fax (62-21) 345-0488 E-mail: gani.d@fortrust.com	Jakarta, Surabaya, Semarang, Palembang , Pekanbaru			X	X			X	X	X	X				X
Future Educational Consultancy	http://www.future-educons.com/	fecjkt5@cbn.net.id	JL. Hybrid Raya, Blok 10 No. QG 28, Kelapa Gading - Jakarta Utara (Among the SMAK 5 PENABUR and TAIPEI SCHOOL) Tel: 021 4584 6676 HP: 0878 7878 7190/0821 1234 3130	Jakarta				X			X	X	X	X				
IDP Education	https://www.idp.com/indonesia/studyabroad	Isla.winarto@idp.com Canada.info@idp.com	Ms. Isla Rogers – Winarto, Country Director Suite 501, Wisma Budi Building 5th Fl. Jl. HR Rasuna Said Kav C-6, Kuningan Jakarta 12940 Tel. (62-21) 252 3291	Jakarta, global	X	X	X	X			X	X	X	X				X

			Fax (62-21) 522 4933 Email: Isla.winarto@idp.com																	
Interlink Education Services	http://www.interlink.co.id/web/	marta@interlink.co.id	Ms. Martha Legowo, Director Grand Slipi Tower, Lobby K Jl. Letjen S. Parman Kav. 22 - 24 Slipi Jakarta 11480 Tel. (62-21) 5366-6025-7 Fax (62-21) 2902-2179 Email: marta@interlink.co.id	Jakarta			X		X	X	X		X	X						X
RV Centre Indonesia	http://www.rvgroup.com.sg/	rvcentreindonesia@gmail.com	Ms. Soraya Rudianto, Director Jl. Sungai Sambas III No. 5 Kebayoran Baru Jakarta 12130 Tel. (62-21) 2905 4025 Fax (62-21) 2923 6728 Email: rvcentreindonesia@gmail.com	Jakarta			X				X									X
Sun Education Centre	http://www.suneducationgroup.com/?lang=en	kebonjeruk@suneducationgroup.com	Ms. Vonny Agustine, Product Manager Gedung Graha Kencana, Level 9 Unit A Jl. Raya Perjuangan No. 88, Kbn Jeruk Jakarta 11530 Tel. (62-21) 5366 0001 Fax (62-21) 5366 0012 E-mail: vonny.a@suneducationgroup.com	Jakarta			X	X	X			X	X	X	X					X
Syscom Education	https://www.facebook.com/syscomeducation/services/info?tab=overview	setiawatys88@yahoo.com	Ms. Setiawaty Soepratman, Director Jl. Cideng Timur No. 60, 2nd Fl. #2A Jakarta 10160 Tel. (62-21) 3483 0301, 386 5233 Fax (62-21) 351 1020 Email: setiawatys88@yahoo.com	Jakarta			X					X	X	X	X					X
Universal Services	http://universal-jkt.blogspot.ca/	suwitogas@dnet.net.id	Mr. Suwito, Service Manager Rukan Gading Park View Jl. Boulevard Timur Blok ZC1/35 Kelapa Gading Jakarta 14240	Jakarta, Bandung, Malang, Semarang, Surabaya,		X	X	X	X	X	X	X	X	X	X					X

