

# John Sihar

## Simanjuntak ST., MM.

Chairman/President .id Domain Registry

 [s.id/johnsihar](https://s.id/johnsihar)



## About PANDI

Indonesia Internet Domain Name Registry (PANDI) is a non-profit organization incorporated as an association consisting of Indonesian multi-stakeholder internet representatives who are representatives of the Government of the Republic of Indonesia, academics, and business people.

In line with the vision and mission, PANDI plays an active role in developing the .id domain in the digital era.

## PANDI Decree as Registry .id



MENTERI KOMUNIKASI DAN INFORMATIKA  
REPUBLIK INDONESIA

KEPUTUSAN

MENTERI KOMUNIKASI DAN INFORMATIKA  
REPUBLIK INDONESIA

NOMOR 218 TAHUN 2023

TENTANG

PENETAPAN PERKUMPULAN PENGELOLA NAMA DOMAIN INTERNET  
INDONESIA SEBAGAI REGISTRASI NAMA DOMAIN INDONESIA

MENTERI KOMUNIKASI DAN INFORMATIKA  
REPUBLIK INDONESIA,

- PANDI has endorsed as Indonesian Domain Name Registry
- PANDI has assignment to formulating policies, preparing, operating, and maintaining the required infrastructure, providing electronic systems, and carrying out domain name registration following regulatory provisions.
- PANDI also facilitates Domain Name Dispute Resolution (PPND) and creates guidelines for procedures for resolving domain name disputes.

## .id Registry as a Multistakeholder Organization

### University

1. **Yudistira Dwi Wardhana Asnar, S.T, Ph.D.**  
(Institut Teknologi Bandung)
1. **Prof. Yudho Giri Sucahyo, S.Kom., M.Kom., Ph.D. CISA, CISM**  
(Universitas Indonesia)
1. **Helni Mutiarsih Juhur SH, MH**  
(Universitas Telkom)

### Government

1. **Teguh Arifiyadi, SH, MH**  
(Kementerian Komunikasi & Informatika)
1. **Muhammad Neil El Himam M.Sc.**  
(Kementrian Pariwisata dan Ekonomi Kreatif)
1. **Drs. Slamet Aji Pamungkas, M.Eng.,**  
(Badan Siber dan Sandi Negara)/BSSN\*\*

### Internet Industry

1. **Muhamad Arif Angga**  
(Asosiasi Penyelenggaraan Jasa Internet Indonesia)/APJII
1. **Merza Fachys**  
(Asosiasi Penyelenggara Telekomunikasi Seluruh Indonesia (ATSI))
1. **Ery Punta Hendraswara**  
(Indonesia Blockchain Society)/IBS
1. **Prof. Dr. Ir. Hammam Riza, M.Sc, IPU,**  
(Kolaborasi Riset dan Inovasi Kecerdasan Artifisial (KORIKA))
1. **Prof. Dr. Suhardiman, S.E.**  
(Jejaring Siber Lembaga Edukasi dan Inovasi Indonesia)/IDREN\*\*
1. **Ruby Zukri Alamsyah, S.T., M.T.I.**  
(Asosiasi Forensik Digital Indonesia)/AFDI\*\*

## About .id

### There are 13 Second Level Domains, including:

.ac.id, .biz.id, .co.id, .desa.id, .go.id, ~.id, .mil.id, .my.id, .net.id, .or.id, .ponpes.id, .sch.id & .web.id

### ccTLD

.id the country code top-level domain, which represents the country code of Indonesia.

### Domain Under Management:

**780.736** Total Domains (August 2023)

### Rank-1

Since August 2021, quoted from the APTLD website, PANDI has been in first place with the highest number of domain names in Southeast Asia.

### 26 Registrars

PANDI has 26 accredited Registrars

**.id** Representing Indonesian country also can be interpreted as **"Identity"**

# Innovation and Digitalization at **.id**

Currently, the digital platforms that are often used are URL Shortener and Biolink. Biolink has become very popular because it offers the convenience of having a professional landing page that is easy to use, even by people with no technical skills.

## Url Shortener Platform

bitly

Rebrandly

## Biolink Platform

Linktree\*

milkshake



S.id is a FREE platform for sharing information, knowledge, expertise, and product information through the features provided.

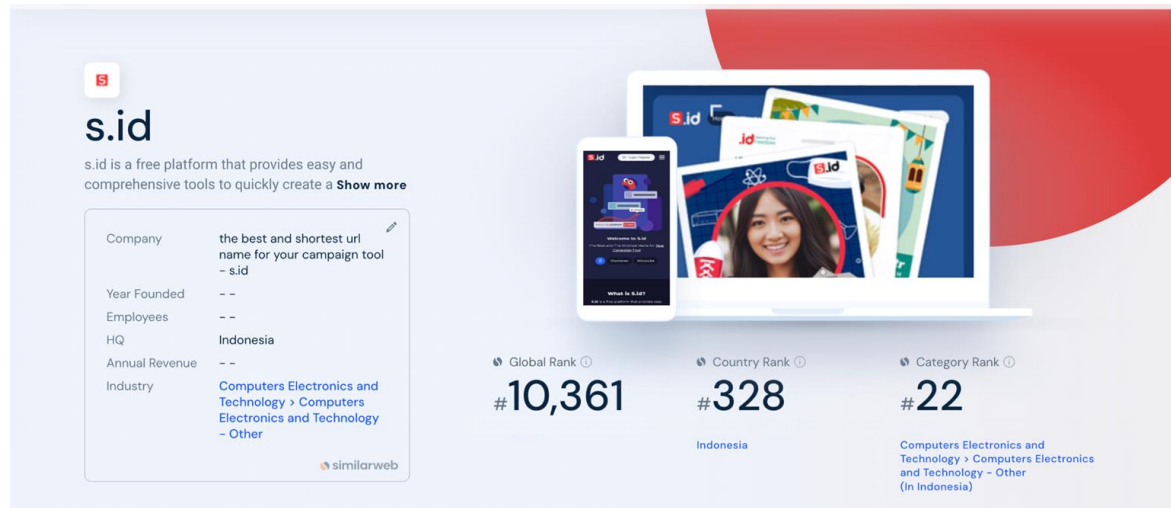


<https://s.id>





## S.id Statistics



Source:  
<https://www.similarweb.com/> (August 2023)

**821.358**  
Total Users

**129.590**  
Total  
Microsites

**10.612.513**  
Total Links

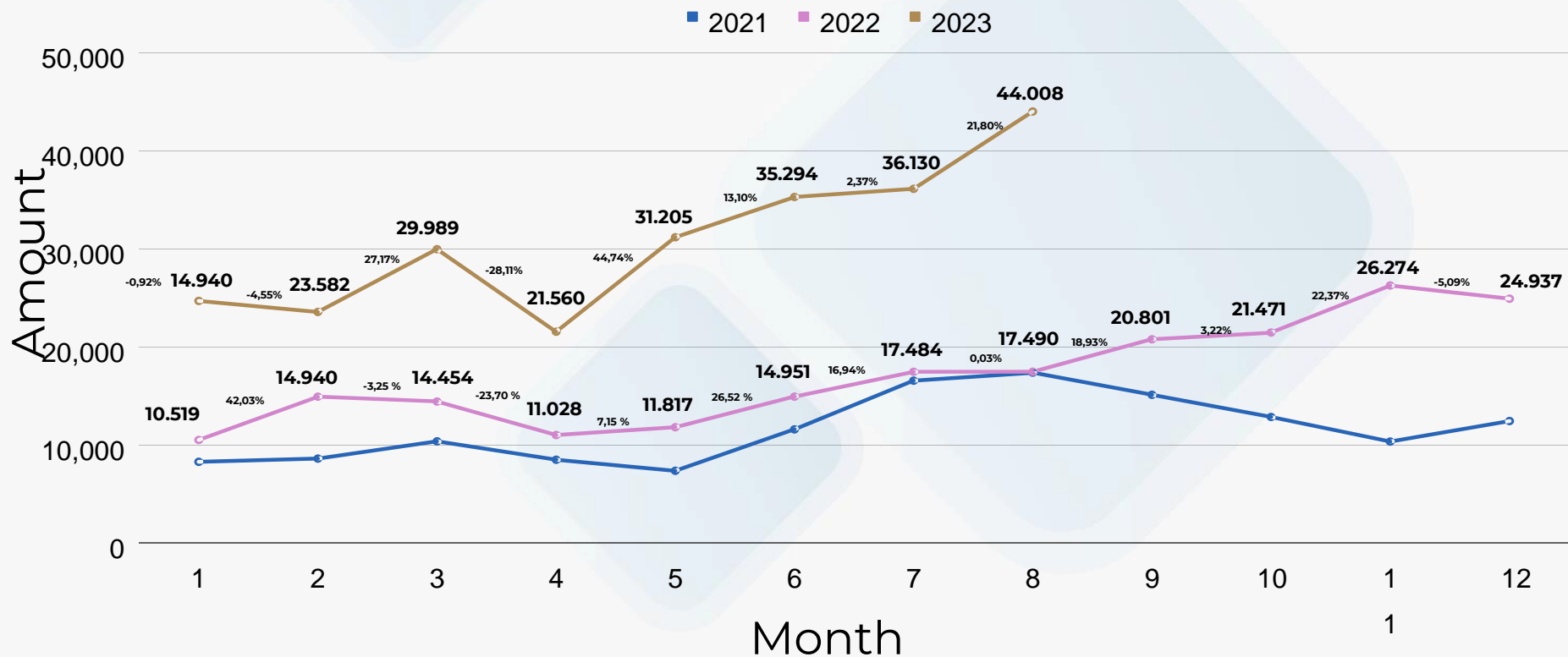
**100.000.000++**  
Average Monthly Visitors

Source:  
Internal (September 2023)

# Number of User Additions (User Growth)

## Per Month 2021 - 2023

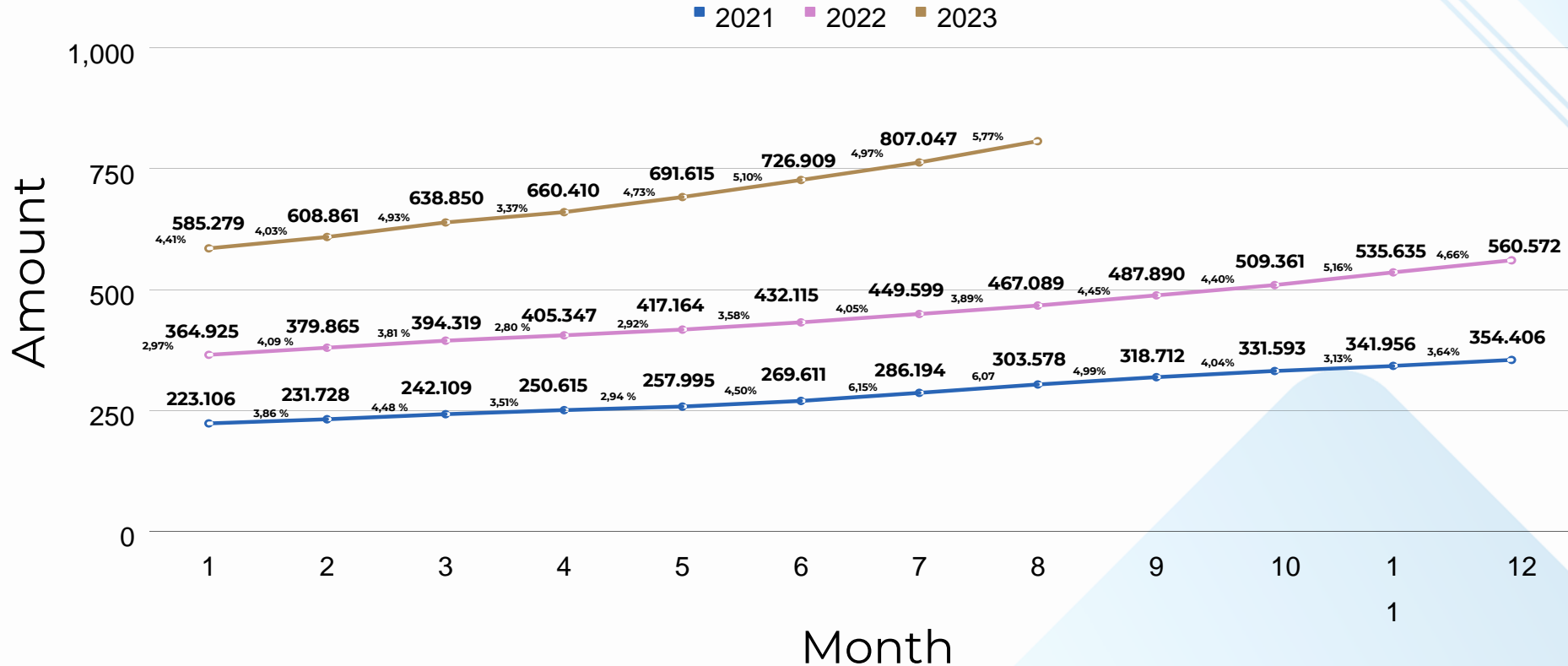
Total Users : 807.047 ▲ 421.80%



# Total Number of Users (User Amount Total)

## Per Month 2021 - 2023

Total Users : 807.047 ▲ 421.80%



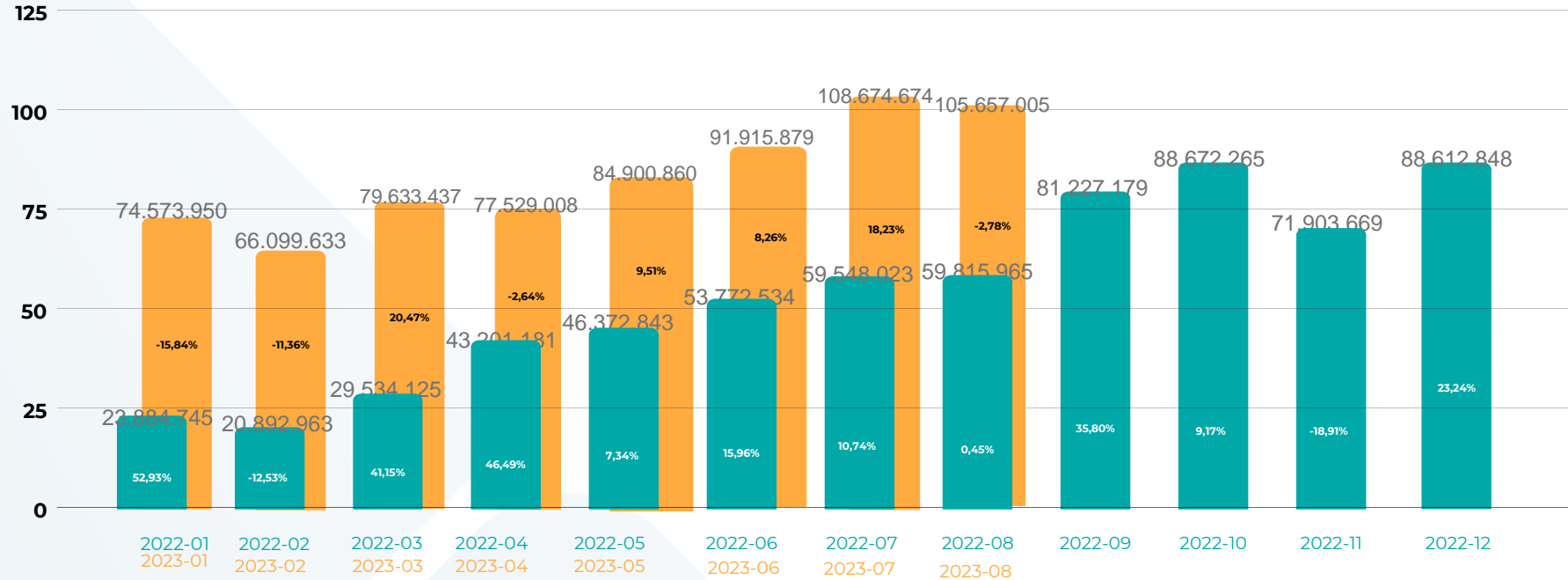
# Number of Visitors S.id

## Per month

Total Redirect s.id/ : 1.371.996.747

▲ 8,34%

■ Visitor



Year and Month

URL Shortener



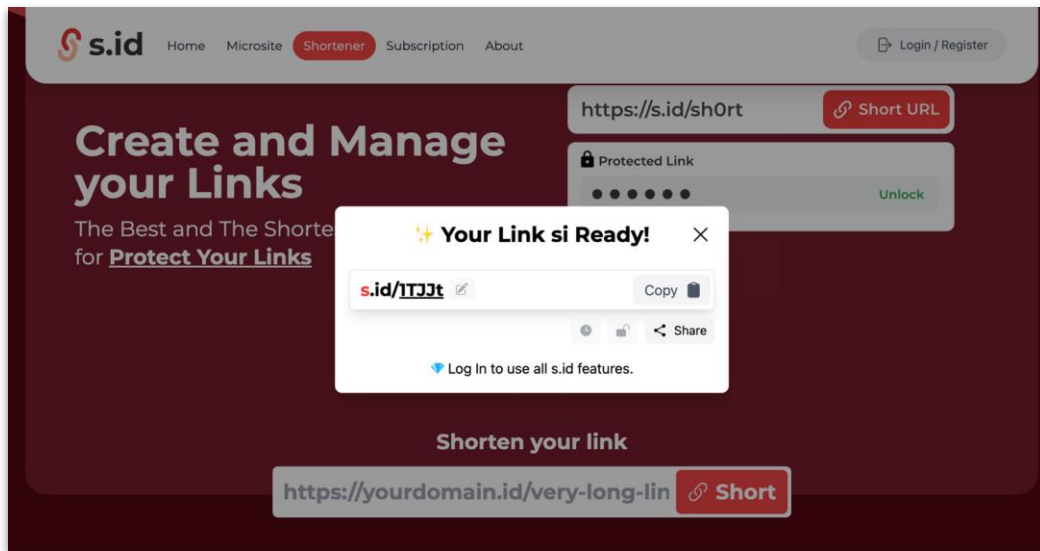
Biolink  
(Microsite)



QR acrylic tent

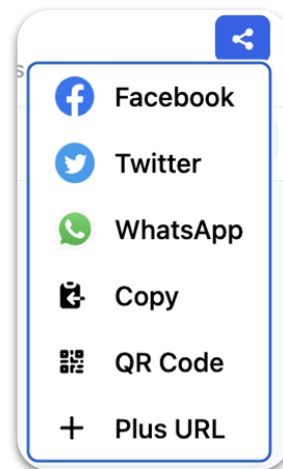
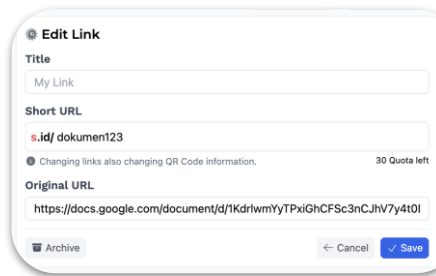


ID Card

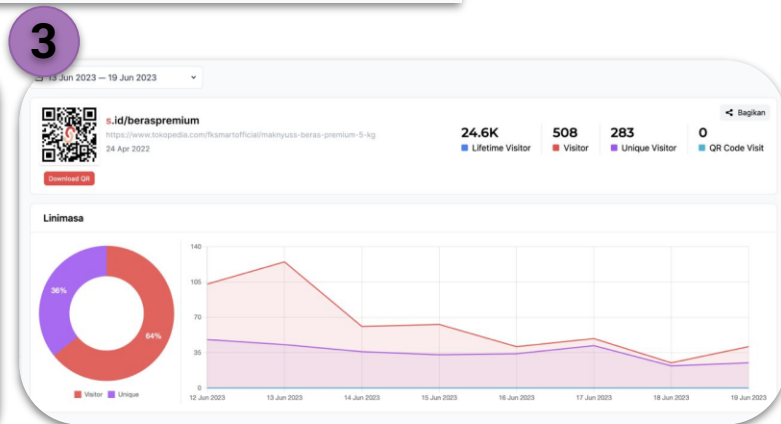
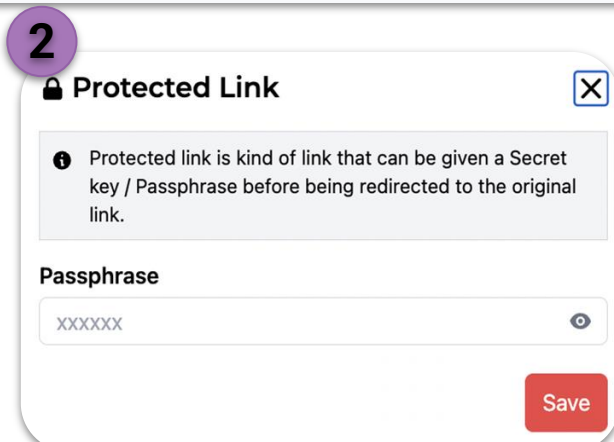
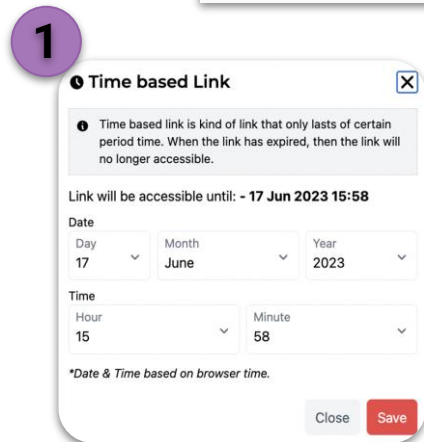
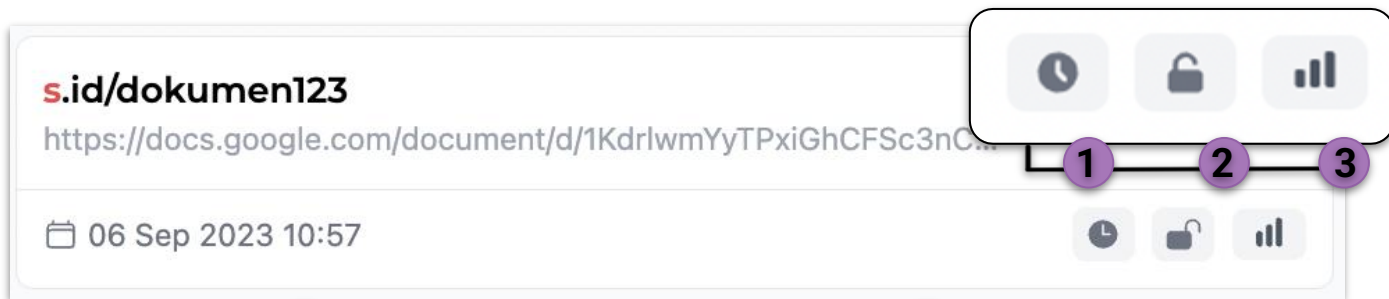


# Link Shortener

Shortening of long addresses into short ones and can be customized



## Shortener Features





Microsite



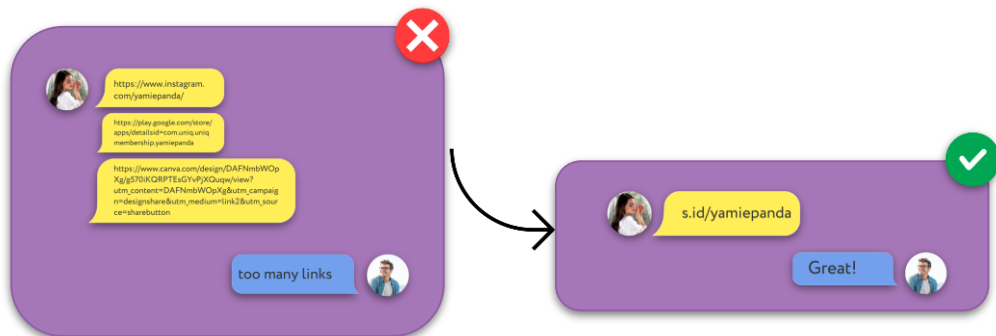
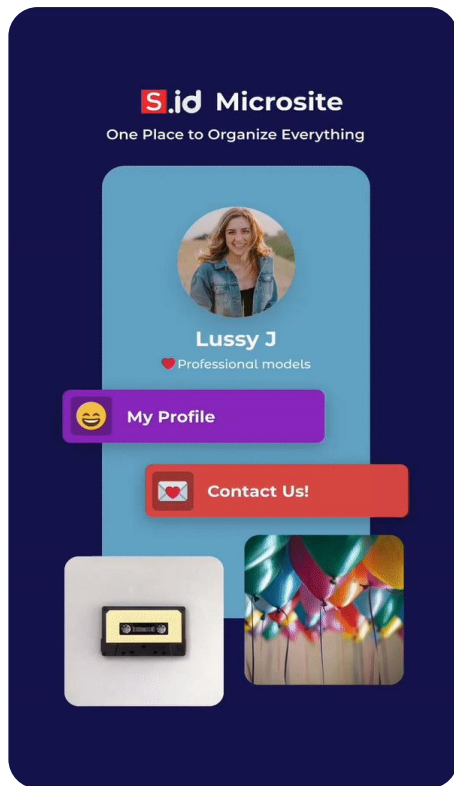


# Microsite

a place that contains many links into just one link.

## Microsite Functions:

1. Branding
2. Valid and updated information source
3. Easy and FREE!
4. And many others.

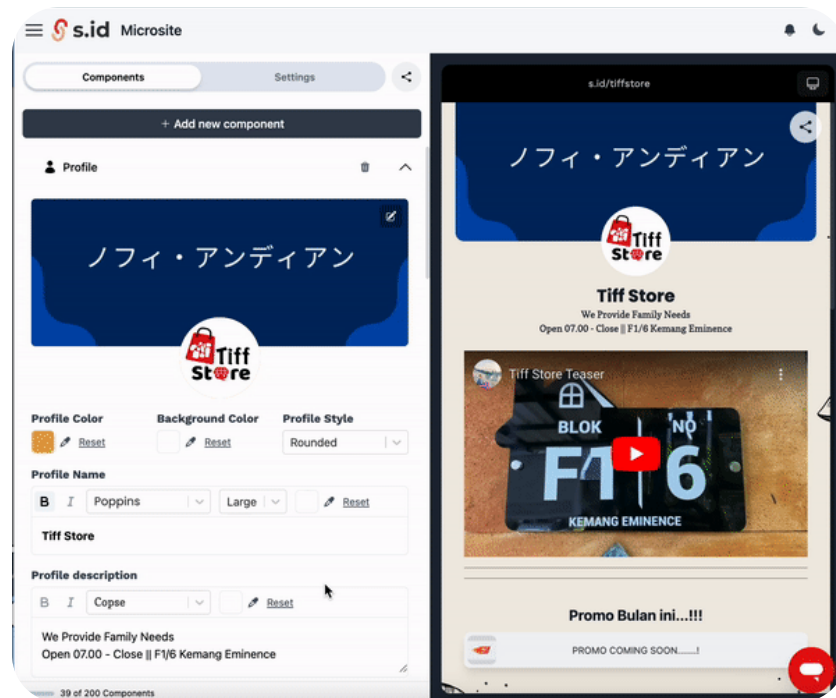


## Microsite Components:

### Add new component

<b>Profile</b> Profile component contains profile image, primary text and sub text	<b>Link</b> Component that include Link with text and image icon as optional	<b>Text</b> Component that include styled text content
<b>Divider</b> Create blank space or border in between component	<b>Embed</b> Component that include embed media	<b>Countdown</b> Component that include countdown timer
<b>Maps</b> Component that include embedded maps from google maps	<b>Image</b> Component that include custom image	<b>Image Slider</b> Component that include custom image slider
<b>Horizontal Link</b> Items that are included in your social media links	<b>WhatsApp</b> Component that include WhatsApp link	<b>Telegram</b> Component that include Telegram link
<b>Email</b> Component that include link to	<b>Phone</b> Component that include call to	<b>Instagram</b> Component that include Instagram

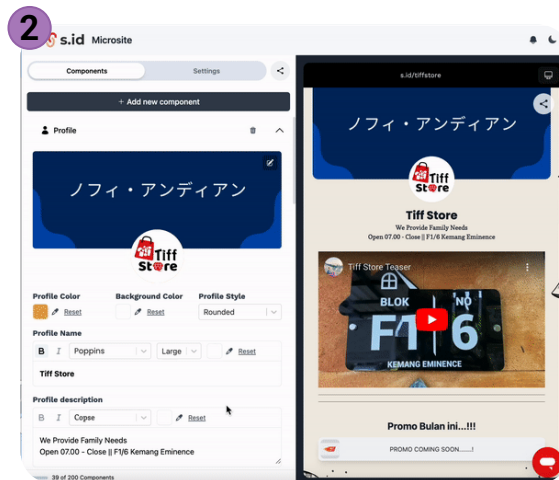
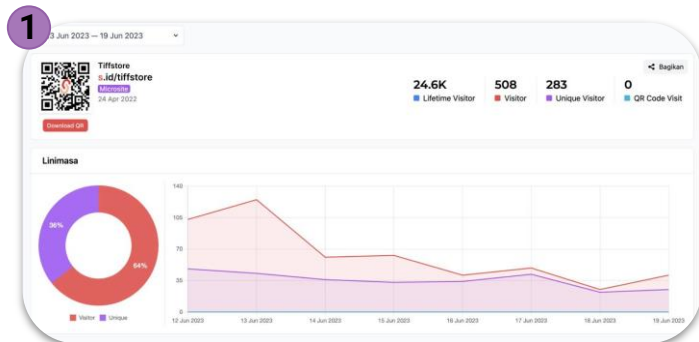
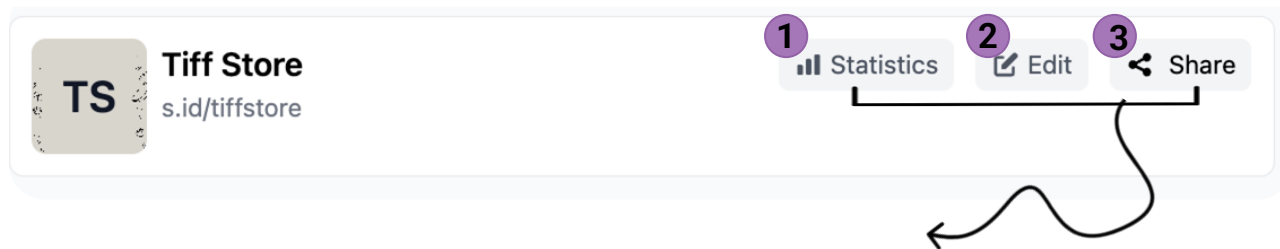
Add New Content at : Start



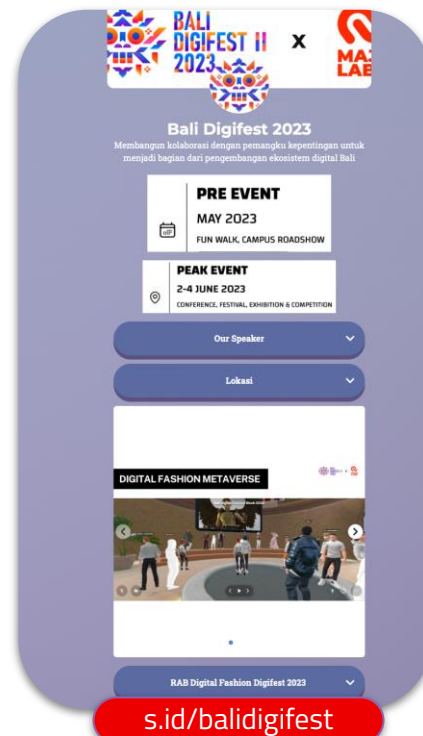
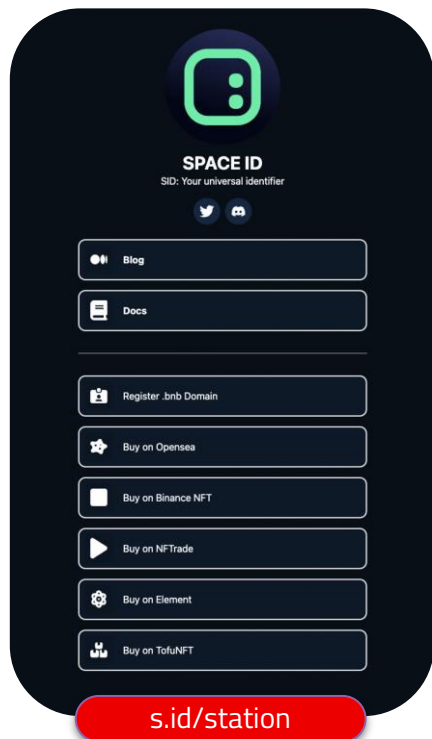
s.id/tiffstore

## Microsite Features

Example : s.id/tiffstore



## Examples Microsite





tap tap

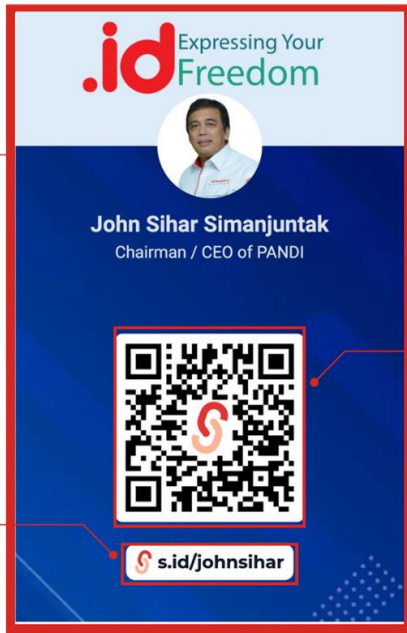
by  s.id

ID Card

# NEW WAY FOR YOUR **BUSINESS CARD**

Tap )))

Type



Scan



TapTap is a business card that is connected to the S.id microsite features.

TapTap revolutionizes connecting, networking, and exchanging contact information in the digital era.

# Thanks