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Connecting Indonesia: Serving the Unserved

[ADD TO MY LIST](#)**Author(s):** [Albandjar, Chrisma](#) | [Rasyid, Hilman](#)**Journal:** [Online Journal of Space Communication](#)

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ABSTRACT

This article discusses the role of PT. Pasifik Satelit Nusantara (PSN), the first private satellite telecommunication company in Indonesia, in telecommunication industry in Indonesia. The author argues that satellite technology conveniently strikes observers as the only feasible solution to rise up to the challenge of catering to Indonesia's telecommunications needs. Satellites have a wide reach and can cover all of Indonesia. This Indonesia-based company focuses on becoming a fully integrated provider of satellite-based telecommunications products and services in the region. Being a satellite operator, PSN aims to pursue its vision "to serve the unserved." Providing isolated areas with telecommunications, the digital divide now existing may be eliminated or narrowed at some point in future. The authors also discuss the satellite network PSN has developed, utilizing the Garuda 1 satellite. Using this network, local small holders have established numerous Public Calling Centers, so that the surrounding community is able to communicate for economic and social purposes.

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