



AI in Indonesia: Strengthening the Foundations for Enterprise Adoption

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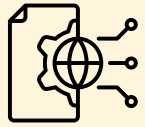
Indonesia is building the foundations for AI, spanning connectivity, data centre capacity, governance frameworks, and talent across a geographically complex and rapidly digitising economy. There are all the necessary national-scale investments countries need to make today, but they do not automatically translate into enterprise adoption of AI today.

For enterprises, maturity is defined by how effectively and quickly they convert growing national capability into operational strategy, measurable value, scalable systems, and reliable deployment.

1. AI Is Not Embedded in Business Strategy Yet

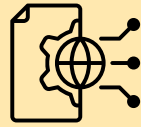
AI is being managed as activity, not direction, which limits its influence on operating models and investment decisions.

AI to Support Business Strategy



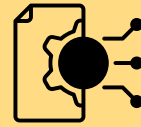
43%

Have no AI vision



22%

AI adoption ad hoc without a defined vision



21%

Have a loosely structured strategy, implementation remains reactive



14%

Have a formal strategy with organisational alignment

Source: Ecosystem, 2026

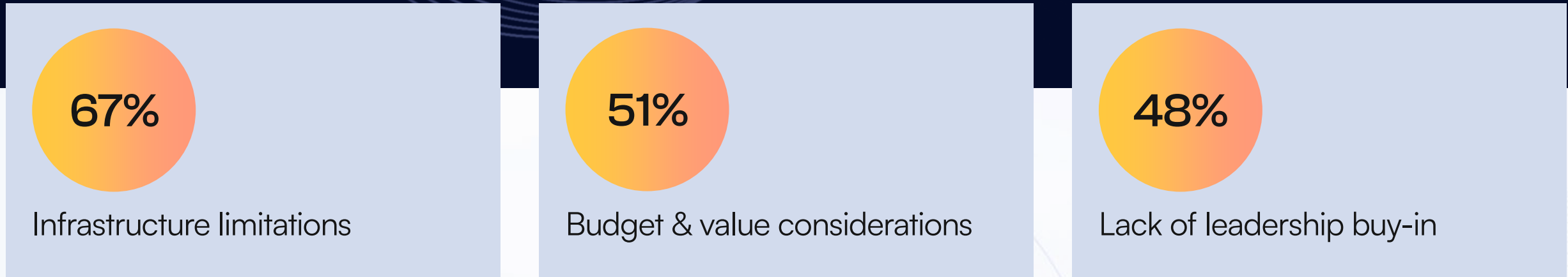


Organisations need to embed AI into core business planning by anchoring it to a small set of enterprise outcomes (growth, risk, customer, and efficiency) with clear executive ownership across business and technology teams.

2. AI Is Constrained by Delivery Conditions

Scaling AI is being slowed the inability to consistently fund, support, and operationalise it across the organisation.

Top Barriers to AI Adoption



Source: Ecosystem, 2026

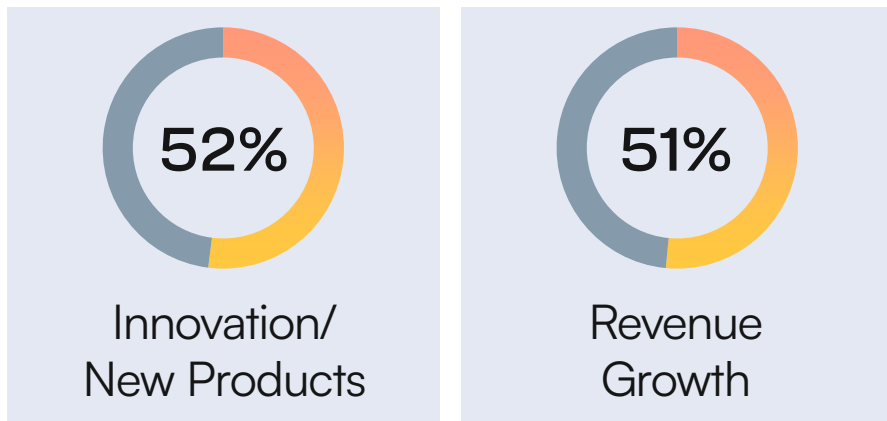


AI should be managed as a portfolio of outcome-linked investments, supported by shared infrastructure and governed through joint business — technology accountability for delivery performance.

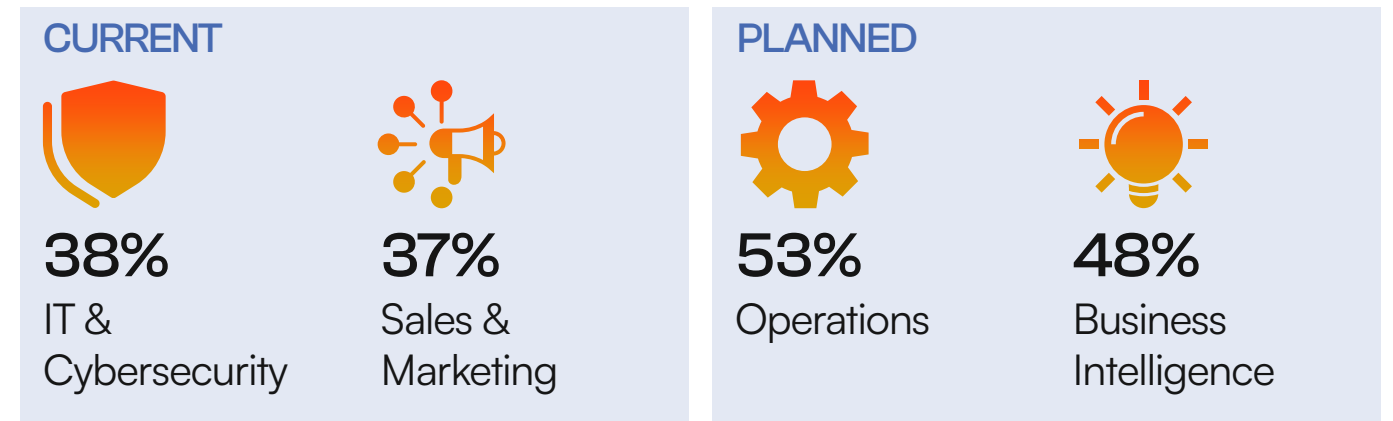
3. Strategy-Execution Gap in AI Priorities

AI ambition is oriented toward value creation, but execution is still largely directed toward efficiency, risk management, and reporting functions.

Biggest Outcomes Expected from AI



AI Deployment Focus



Source: Ecosystem, 2026

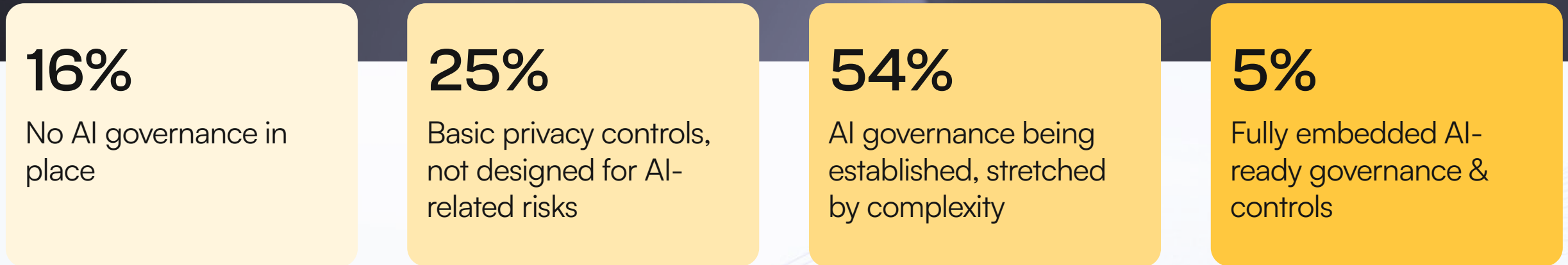


Organisations need to align deployment roadmaps with stated business priorities by explicitly linking AI investments to product, revenue, and market-facing initiatives, not just operational optimisation.

4. Governance Maturity Is Not Keeping Pace with AI Adoption

Governance is being retrofitted onto AI adoption, not designed alongside it, creating gaps between policy and how systems actually behave in production.

Governance Maturity



Source: Ecosystem, 2026

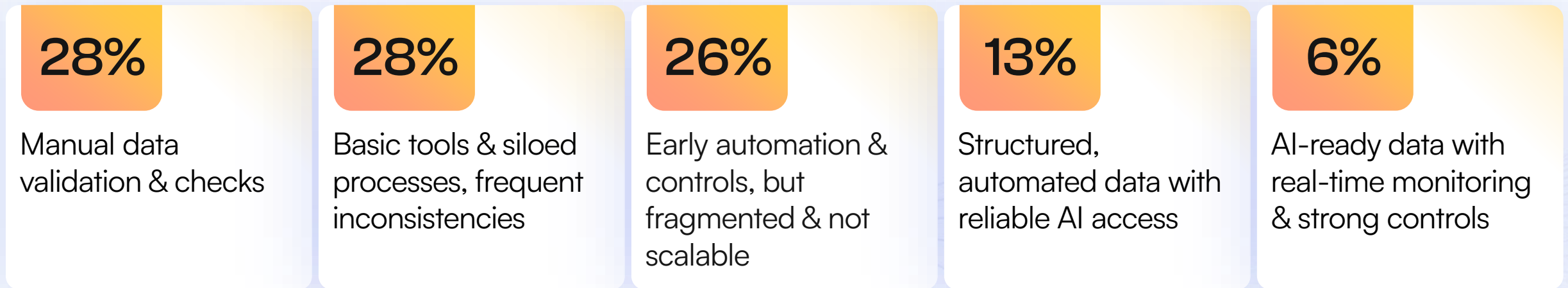


Organisations must embed controls such as access rules, audit trails, and data permissions directly into AI and data platforms, so governance is enforced through system design rather than separate review processes.

5. Data Consistency Remains a Structural Weak Point

Data pipelines are not yet functioning as a coherent infrastructure layer, but as disconnected processes across environments, limiting reliability for real-time and AI-driven workloads.

Data Readiness



Source: Ecosystem, 2026



Organisations should first standardise data flows across core systems and put in place baseline automated validation, before building advanced AI use cases on top of them.

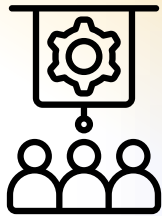
6. AI Talent Depth Remains Uneven

AI work is carried by a narrow base of specialists, making delivery dependent on a few teams rather than being distributed across the organisation.

Skills Gap

29%

No AI skills,
difficulty
hiring/retaining
talent



37%

Limited AI skills;
insufficient for
planned
initiatives



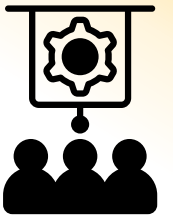
26%

Adequate AI skills
for current needs;
challenges in
hiring/upskilling



8%

Strong AI capability;
with robust internal
talent & active
upskilling



Source: Ecosystem, 2026



Organisations need to build AI capability into business teams through structured upskilling and shared delivery models, rather than relying solely on centralised specialist hiring.

Conclusion

Indonesia is strengthening its national AI foundations, but enterprise readiness is still uneven across strategy, infrastructure, data, governance, and skills. The real test ahead is how quickly organisations turn these capabilities into day-to-day operating models where AI is embedded across processes and decisions, rather than deployed as isolated use cases.



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