



Online Gambling Growth and Government Prevention in Indonesia

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Abstract. General Background: Online gambling has emerged as a critical socio-digital issue in Indonesia, associated with severe consequences such as violence, financial misconduct, and mental health disturbances. Specific Background: The rapid expansion of online gambling is driven by technological advancements, digital platforms, and integrated payment systems, despite its illegal status under national law. Knowledge Gap: While prior studies have examined psychological and behavioral aspects of gambling, limited research specifically addresses the trends of online gambling on digital platforms in Indonesia alongside government preventive strategies. Aims: This study aims to analyze the development trends of online gambling on digital platforms in Indonesia and evaluate the preventive measures implemented by the government. Results: Using a qualitative literature review, findings indicate continuous industry expansion facilitated by globalization, artificial intelligence, virtual reality, blockchain, and diverse digital payment systems, alongside aggressive social media advertising. Government responses include website blocking, law enforcement collaboration, international cooperation, and public awareness campaigns, although challenges persist due to technological adaptability and cross-border operations. Novelty: This study provides a focused examination of digital platform-based gambling trends in Indonesia integrated with policy responses, a dimension not extensively explored in previous research. Implications: The findings highlight the necessity for stricter regulation, enhanced public education, multi-stakeholder collaboration, and the inclusion of rehabilitation and mental health support to mitigate social and legal risks associated with online gambling.

Keywords: Online Gambling, Digital Platforms, Government Prevention

1 Introduction

Gambling online in Indonesia has become a big problem, and debts from gambling have led to violence and suicide. In one shocking case, a policewoman set her husband on fire because she was addicted to gambling. In another, a civil servant killed himself because he was in debt [1]. The Indonesian National Police arrested 142 people they thought were involved in this and told them to block 2,862 online gambling sites. Between July 2023 and June 2024, more than 2.1 million online gambling sites were blocked. There were IDR 327 trillion worth of online gambling transactions in the first three months of 2023. According to the data, 72.4% of Indonesian internet users saw ads for gambling, and Instagram was the most popular way to promote gambling [2]. Online gambling is growing quickly and is becoming a part of the digital economy,

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R. Lomotey et al. (eds.), *Proceedings of the 1st International Conference on Communication and Digital Multimedia 2025 (ICCDM 2025)*, Advances in Social Science, Education and Humanities Research 1020, https://doi.org/10.2991/978-2-38476-589-8_20

even though it is still illegal under the Information and Electronic Transactions Law. In general, the gambling industry wants to make money by helping the economy. Based on the information above, this study's research question is, "What are the trends in Indonesia's online gambling industry on digital platforms, and what steps is the government taking to stop it?" The study aims to provide an overview of the trends in Indonesia's online gambling industry on digital platforms and the government's preventive measures.

A significant amount of research has been conducted on online gambling, including a literature review by Montiel et al. that examined the prevalence of problematic online gambling among adolescents aged 11-21 over the past 20 years [3]. The findings indicated that the prevalence of online gambling issues fluctuates based on the instrument, sample, and duration of analysis. Another study by Dragicovic & Tsogas examined corporate social responsibility (CSR) within the gambling sector, emphasizing governmental apprehensions about social standards to safeguard players [4]. Budiman and his group did some research to get a better understanding of what was happening with young people who could not stop gambling online, and they learned that these teens were not being active or taking care of their bodies like they needed to, and they also had problems with their friendships and their emotions. This study brings home the importance of online gambling issues and corporate social responsibility while examining the trend of online gambling in Indonesia via digital platforms, a novel dimension of this research [5]. The aforementioned studies underscore the detrimental effects of online gambling—both psychological and behavioural—alongside discussions regarding the ethical and social obligations of gambling enterprises, especially in jurisdictions where gambling is permitted. Conversely, the current study investigates online gambling trends in Indonesia through digital platforms, a subject that has not been thoroughly examined, thus constituting a significant aspect of novelty in this research.

The Big Dictionary Bahasa Indonesia says that gambling is a game in which people bet money. Online gambling is thought to be more complicated than physical gambling because it is more popular and has more risks, which makes it harder to control and stop [6]. Online gambling is easy to access 24 hours a day, has a lot of interaction, and is more private. Gamblers are more likely to use it because it has anonymous profiles and lets them talk to other people [7].

The growth of the online gambling industry is linked to advances in internet technology and digital marketing, which make it easier to find a wide range of gambling games that promise money [8]. Betting promotions have cost more money, so ads cause good feelings toward betting [9]. Rogers' Diffusion of Innovations Theory explains how people use and share new tools. It looks at things like how easy they are to use, how much people trust them, and the dangers of betting online [10]. Even though a lot of illegal betting sites have been shut down, people still do bad things. Fintech platforms use safe ways to pay, and new sites appear, making it more difficult to follow gambling actions [11]. Social media is now an important part of digital marketing for online gambling, and people can gamble anytime and anywhere because they can use devices that are connected to the internet [12].

There are many different types of games available, such as sports betting and online casinos. This makes the experience more interesting than going to a real casino [13]. The chance to make a lot of money and the chance to win prizes are also reasons why people like to gamble online [14]. Internet gambling uses the latest technology to connect smoothly, which helps the financial system by controlling money and selling

goods online [15] [16]. The justification for this research arises from the previously discussed principles and scientific guidelines.

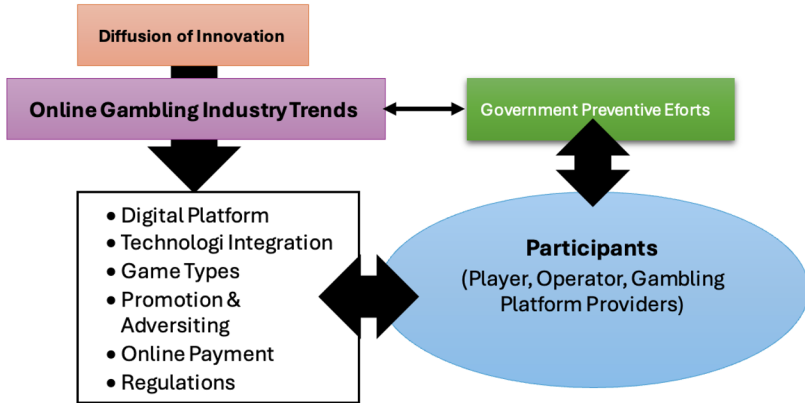


Fig. 1. Research Framework

The study's plan shows that even with online betting being against the law in Indonesia, it is getting more popular. Trends in the industry are changing as new technologies that use different algorithms are introduced. You can find lots of different gambling-type games on the internet, such as on social media, websites, and other online places.

These games are promoted and advertised. There are also many ways to pay online, such as e-wallets, cryptocurrencies, bank integration, and more. These payments involve players, operators, and gambling platform providers. We looked at these facts closely and found them on different websites that talk about online gambling in Indonesia and what the government is doing to stop it.

2 Method

This research used a way of looking at things, mixed with reading what's out there, to find and check info about online betting problems. Nazir said that looking at the information that is out there helps people understand their worries about betting online. It involves finding and collecting material from various sources, such as writings, images, and digital documents, which allows for a comprehensive understanding of the issue [17]. Purwono clarified that reviewing existing literature involves trying to expand knowledge of the subject being examined by consulting related books, writings, records, and papers. Info for this study came from papers, sites, and talks [18]. Then, the findings got checked by looking at old info and work.

Arikunto said in Irawati that papers from science magazines, news, and online were used to get info [19]. The gathered data was organized into documents to address research inquiries concerning the varieties of online gambling platforms on social media, websites, and other digital mediums. The data analysis was conducted through bibliographic annotation, incorporating conclusions from each source relevant to the research topic. This research successfully compiled a comprehensive dataset encompassing all essential components of internet gambling.

3 Findings and Results

The internet gaming scene has grown bigger as tech and being connected worldwide have become more normal. Since playing games for money online is happening more in Indonesia, the leaders there have said it's an "online gambling emergency" [20]. Some of the trends in this field are the use of digital platforms, the integration of technology, different types of games, different ways to promote them, online payment systems, and rules that govern them.

Players can play online gambling games on websites or apps that are part of digital platforms. In Indonesia, it is against the law to gamble online, but a lot of people go to popular sites like bheestybaultk.top. There are a lot of other gambling sites that link to this one, and a lot of its traffic comes from those links. Indonesian players also like other sites, such as dhayxeqnylmaparu.net and aungudie.com. These sites are registered in other countries, but most of their visitors come from Indonesia. In the online gambling business, technology integration means that different apps and systems can work together to make things better. People are now using things like blockchain, augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) to make gambling safer and more fun. For example, Slots Million lets people play casino games that feel like they're in a virtual world. Funfair uses blockchain and smart contracts to make sure that transactions are safe. Mobile gaming has also changed the way people gamble online. There are apps that let people talk to each other right away and have social features, so they can bet whenever and wherever they want. To learn what players like and to help improve things and come up with new ideas, you need to look at data. There are now more ways to pay, which makes it easier for people to use different methods, like cryptocurrency. The way the online gambling industry works and grows is affected by the rules and laws that each country has about it.

There are lots of different kinds of games you can find online if you enjoy gambling. These games can be split up into some basic categories. The first group is traditional casino games, which are slots (classic, video, and progressive jackpot slots), poker (like Texas Hold'em and Omaha), roulette (with European, American, and French versions), and blackjack. The second group includes table games like baccarat (Punto Banco and Baccarat Squeeze) and craps, a popular dice game that can now be played online. The third group is live casino games, such as live blackjack and live poker.

People can talk to the dealers in real time while the games are going on. The following group of games includes card games like Caribbean Stud Poker and video poker, skill games like fantasy sports, and thinking games like chess and dominoes. Another big part has to do with betting on sports, including putting money down while the games are happening and ahead of time. The last part has games of chance, tickets for quick wins, games made by computers, and betting on professional video game playing. These give players new ways to bet money on the internet.

Even though there are strict rules, the online gambling industry uses social media in creative ways to promote and advertise. A Populix survey found that 84% of Indonesians who use the internet saw ads for online gambling in the last six months. Of those, 63% saw the ads every time they were online. This means that a lot of people saw the ads. Online gambling sites use a lot of different ways to get people interested, like fun videos, quizzes, and helpful learning tools. They also use live video to chat with people who play. Users are constantly told about sign-up bonuses and other deals to get them to sign up. It is also common to work with popular or powerful people to help people know about betting, but some famous individuals have had legal problems

for promoting betting on the internet. Furthermore, online betting platforms utilize online advertising methods such as reaching out again, improving search results, and sending emails to connect with their users in a better way.

A lot of gambling sites let you open an account online, which makes it easy to add and take away money. Indonesians like OVO, DANA, Gopay, and LinkAja because they make it easy and quick to send money. But in October 2024, the group that runs digital and communication things told digital wallet companies not to let people gamble online. For example, DANA got more than 5 trillion rupiah in payments. You can also pay with a credit or debit card, but people in Indonesia don't use them as much because there are many rules. Another option is cryptocurrencies, which are private and cheap for sending and receiving money. There are also text message game passes and ways to pay, but not many people use them. In Indonesia, regular and online betting is controlled by laws about illegal acts, rules for betting, and laws about data and business done online, which can be hard to deal with.

The government is working to make sure people follow the rules about betting by giving people penalties like paying money or going to jail. To help stop gambling, the government has made firm rules, shut down sites that are not legal, and built tools to watch how gambling is done. The government also plans to team up with other nations and teach more people about the risks of gambling. Outreach programs are being put in place to teach people about the risks of gambling and how it affects them and their families. When the police investigate betting companies and keep watch over payment companies that process online betting payments, it helps them do their jobs better.

Just like lots of other businesses, the online betting business has come a long way with new tech by putting together computer and program systems that help people talk and share info more easily. This means connecting systems that handle customers with payment systems so that money moves faster and service companies can work together more easily. When some tasks are done automatically, fewer people are needed, which makes things run more smoothly. The gambling industry is changing what it offers by adding things like devices, detectors, places to store data, and web connections that are hard to understand. Liu et al. said that research shows that using digital technology is a big part of making things better in this field [21].

Digital media has also changed how online gambling is promoted and advertised, with companies spending more on ads. However, many well-known individuals are unaware that they are advertising internet betting, which is frequently presented like enjoyable activities [22]. It was shown that ads for gambling online can change people's actions and how much they want to gamble. This points out that gambling ads greatly affect what people do after they see them. Other results say that people who see these ads are more aware and involved in gambling compared to people who only gamble sometimes, which means they are more involved and understand gambling games better [23] [24]. The online gambling world always finds new ways to please and take care of its users. In Indonesia, gambling online is still not legal, even though some places allow it, which could help the country's finances. Because of this, strong and steady rules are needed to protect people from the harms of gambling. This includes the police, teaching people, and teamwork between the government, neighbourhoods, and groups in the area. Hopefully, such factors will make fewer people gamble online and lower the problems that come with it.

4 Conclusion

The online betting world has grown fast because computers have gotten better and the world is more connected. This has greatly changed our money and communities. Even though betting is not prohibited in Indonesia, online betting has still become popular there because it is easily accessible through phones and computers. This business uses new technologies like fake worlds, computer intelligence, and ways to pay that are all in one place. These technologies not only make using it more fun, but they also make sure payments are safer. A lot of online news sources promote and advertise online betting. Indonesian rules cover all kinds of betting, even online betting, and there are tough punishments for both people who bet and the people who run the betting sites. The government is trying to stop online betting by blocking websites, making sure people follow the rules, working with other countries, and telling people how dangerous betting can be. To make the bad things about online betting less bad, we need to be strict about enforcing the law and teaching people about the issue.

The government should continue to work with others to protect people from being hurt by online betting. This business can create jobs and make money, but there are some rules and cultural things to think about to keep bad things from happening. So, we need to use popular people, social media, and online sites to tell people about the bad things that can happen from online betting. To stop or lessen online betting stuff, important groups, charities, schools, and companies, especially computer companies and owners of online sites, need to work together. It is also very important to make programs that help people who have problems with gambling get better and give them mental health and advice to help them get over this addiction. We need to study more to learn about how online bettors in Indonesia act, what makes them want to bet, and how online betting affects our communities and money so that we can make better decisions about what to do.

Acknowledgements. Thank you to everyone who helped with this research, especially the Center for Human Resource Development and Communication and Informatics Research Medan for giving us the tools we needed to gather data.

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