



What makes a trend

Human truths behind the
Top 5 YouTube trends

Indonesia



What are millions of people
choosing to watch on the **world's
largest video platform?**

**And what is it
that makes
these videos
so popular?**



Here, we look at the **top 5 YouTube trends**
from the last year and the **human truths** that
are driving them.





TREND 1

The success of sequels

Some of 2021's most successful videos were **follow-ups** to top-viewed videos.

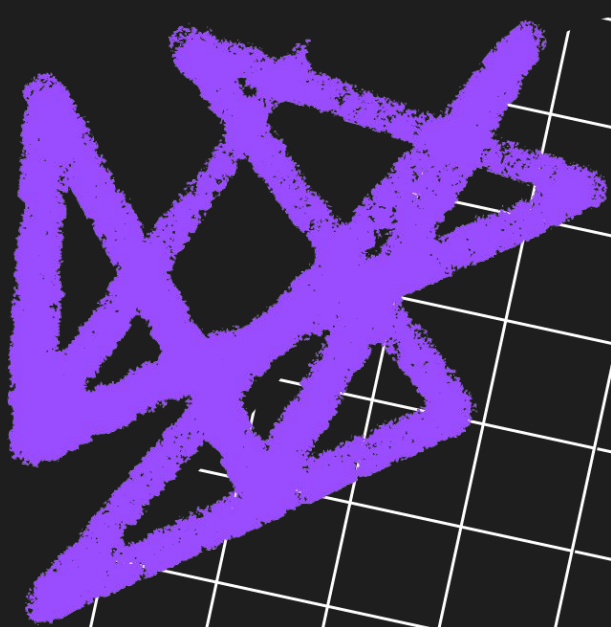
Raditya Dika's popular comedy series “Wenseriesnya Radit” now has **17 episodes**, attracting a total of **17.9M views**.

WHAT WE LEARNED:

If it ain't broke, don't fix it

The success of sequels reveals how viewers are taking **comfort in familiarity**, particularly amid times of uncertainty.

Once viewers are **invested** in content they love, they begin to actively seek out **more of the same**.





TREND 2

Live streams are mainstream

Creators are using **live streams** to connect with their audiences in **real time**, making cultural moments a **communal** affair.

When VINDES live streamed a competitive table tennis match among its team of creators, the channel's **1.8M fans** joined in online to root for their favorites, making the event trend at **No.2 on Twitter**.

WHAT WE LEARNED:

Connection tops credentials



You don't need big budgets or intricate scripts to captivate audiences. The popularity of live streams shows that viewers are placing value on **authentic and immediate** content that **reflects real life**.

TREND 3

You play, I watch

Once a subculture, gaming is now undeniably pop culture. The first half of 2021 saw over **800B gaming-related views** on YouTube.¹

Sarah Viloid infuses her gaming videos with humor and conversations about daily life, entertaining her **4.69M subscribers**. Her most popular gameplay video from 2021 has **4.1M views**.

1. Source: YouTube data, Global, H2 2021

WHAT WE LEARNED:

Create shared experiences to bring people closer

Gaming is more than holding a controller — it's **joining a community**.

Digital audiences seek content they can **relate to** and **tribes they can align with**, and gaming pop culture provides a colorful backdrop for **diverse storytelling** and **engaging experiences**.





TREND 4

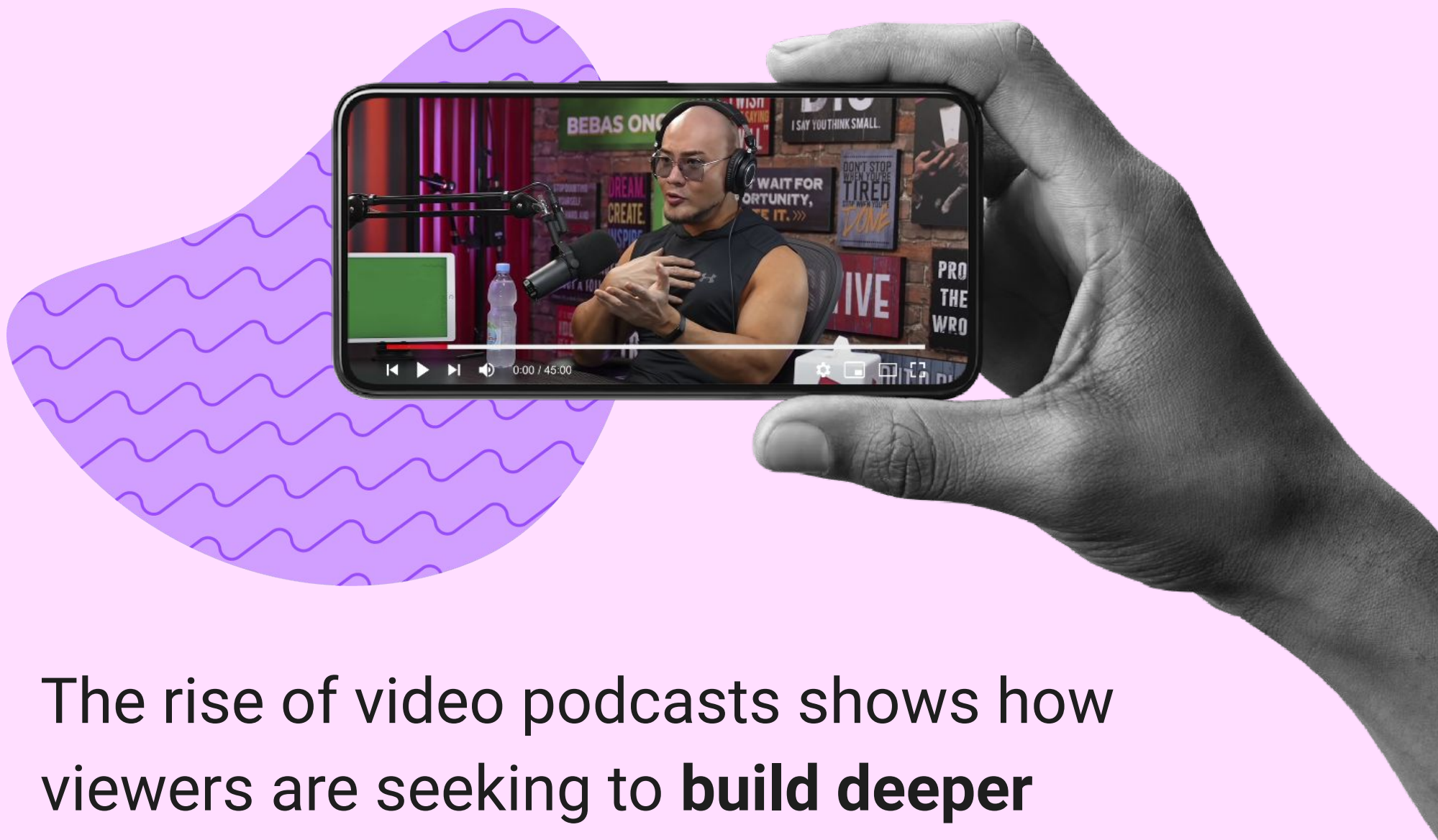
Podcast enthusiast

YouTube is now an established **podcast destination**, buoyed by greater demand for **audio content** and **multisensory experiences**.

Deddy Corbuzier's video podcast Close the door, which has over 700 episodes and **17.7M subscribers**, gets anywhere between **2 to 3M views** in a single day.

WHAT WE LEARNED:

Show how content is made



The rise of video podcasts shows how viewers are seeking to **build deeper connections** with the content and creators they care about.

Providing **behind-the-scenes access** can help to establish virtual proximity for viewers, while offering creators and brands an opportunity to show a **different** or more **intimate side of themselves**.



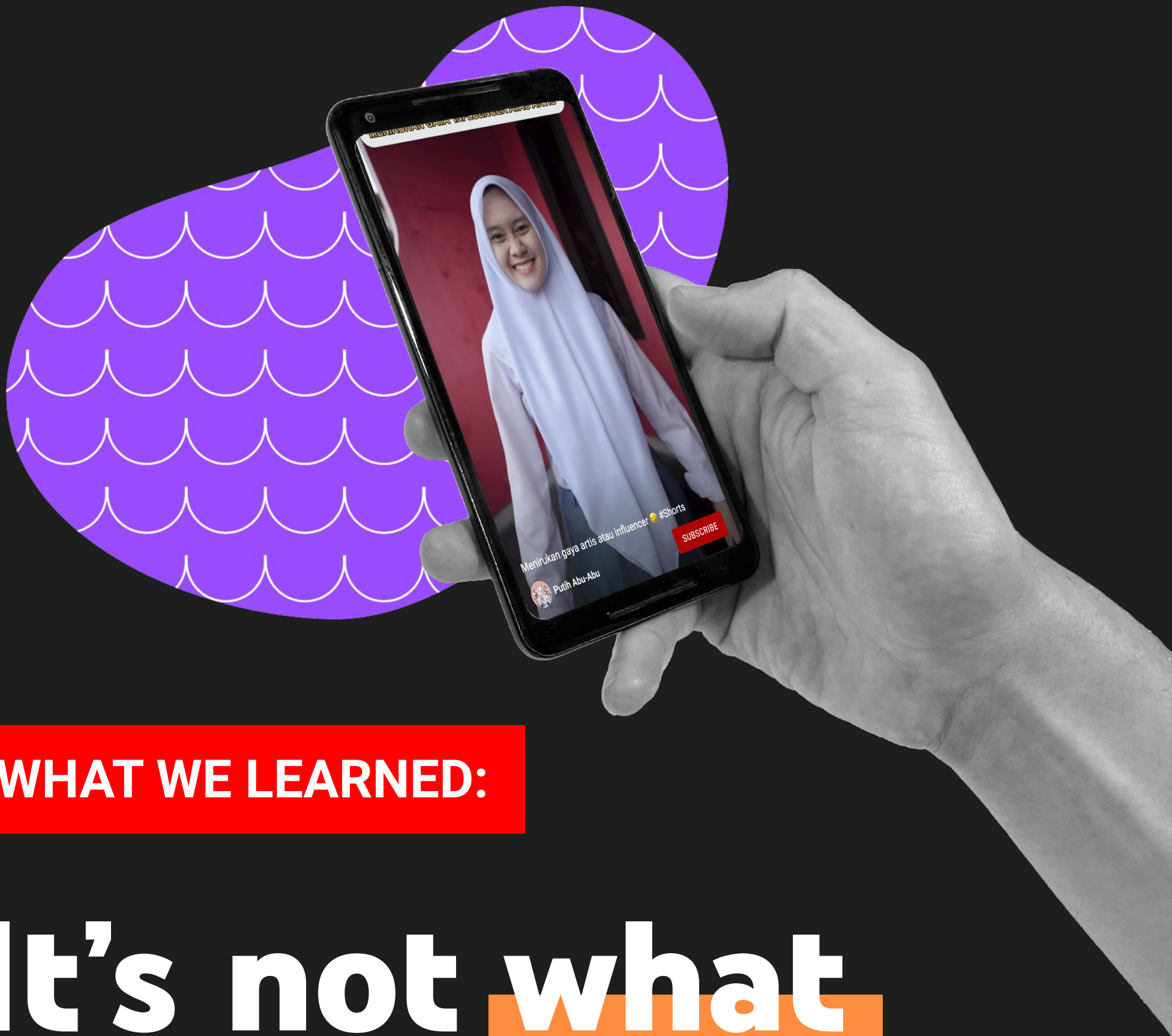
TREND 5

Short and sweet

Is reality more captivating than fiction?
Millions of people seem to think so.

Putih Abu Abu's Shorts, which regularly trend on local YouTube charts, have helped her gain **408K subscribers** and a **74% increase** in channel impressions.

Top creators are tapping into the **quick, informal** aspect of Shorts to spotlight the **humor and relatability** of daily life.



WHAT WE LEARNED:

It's not **what**
you say,
it's **how** you
say it

Regardless of themes or topics, this year's most popular Shorts had one thing in common: they were **relatable**.

Today's viewers are looking for content that is **unfiltered** and **unpretentious**.

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