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.
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.
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*.
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.
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**.
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
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.
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.
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.
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.
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.
Explore more examples from other APAC markets here.