

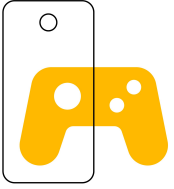
Think with Google



YEAR IN SEARCH 2020

INDONESIA

Looking back to move your business forward



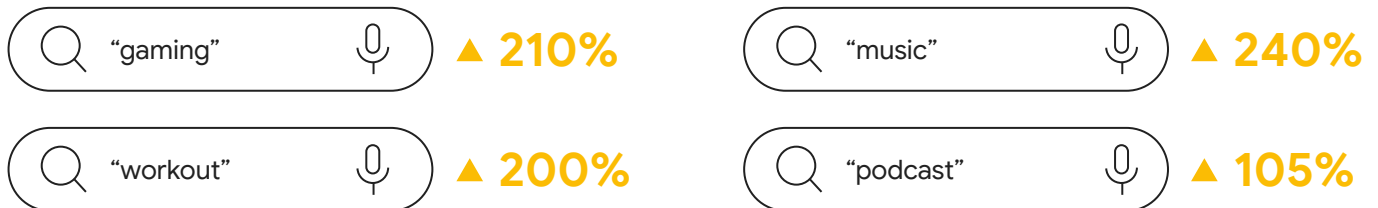
Media and Entertainment

With more time on their hands, Indonesians are seeking creative ways to spend time with their families while indoors. They are heading online to get their regular fix of information and entertainment.



New entertainment trends have emerged and favorite hobbies have resurged as people seek ways to stay engaged.

Rise in searches:



growth in searches for
"smart TV"



jump in searches related
to **"hp gaming"**



spike in search queries
for **"game konsol"**
(game console)

DID YOU KNOW?

Indonesian online shoppers spend 20% more of their personal time online per day even after the peak of lockdown has passed.

Hours spent
online per day:



pre-COVID



During the pandemic



Indonesians love YouTube. They log on to the video-sharing and streaming platform to get their regular fix of information, gaming and entertainment.



200%

rise in searches for recipes for desserts such as “**cookies**” and “**kue**” (cakes)



130%

jump in search queries for “**drama korea**”



80%

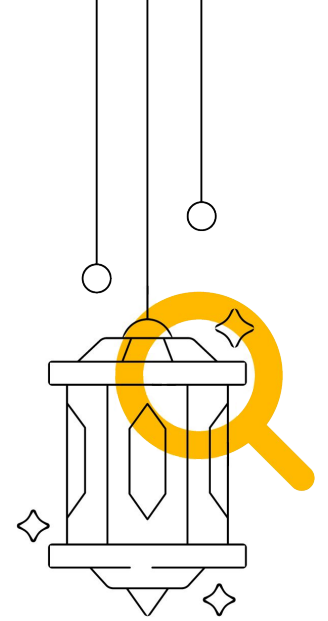
spike in watch-time for **knowledge videos**, such as how-to content, or topics related to business, history, law and science



50%

growth in searches related to “**multiplayer online battle arena**” videos

While nothing can truly replace in-person interactions, Indonesians are turning to online services to help them keep in touch and reconnect with loved ones while staying safely at home.



Ramadan was celebrated online in 2020, which brought along a 4x jump in searches for:

“online get togethers”

“aplikasi untuk video call”

“silaturahmi virtual”

“video call banyak orang”

“cara video call”

“main game bareng”

“video call 8 orang”

“buka bersama online”



Gaming is still a hit, with COVID-19 and lockdowns accelerating the adoption of online gaming.



spike in searches for **“MMO”**
(massively multiplayer online)



rise in searches for
“mabar - main bareng”
(playing together) on YouTube



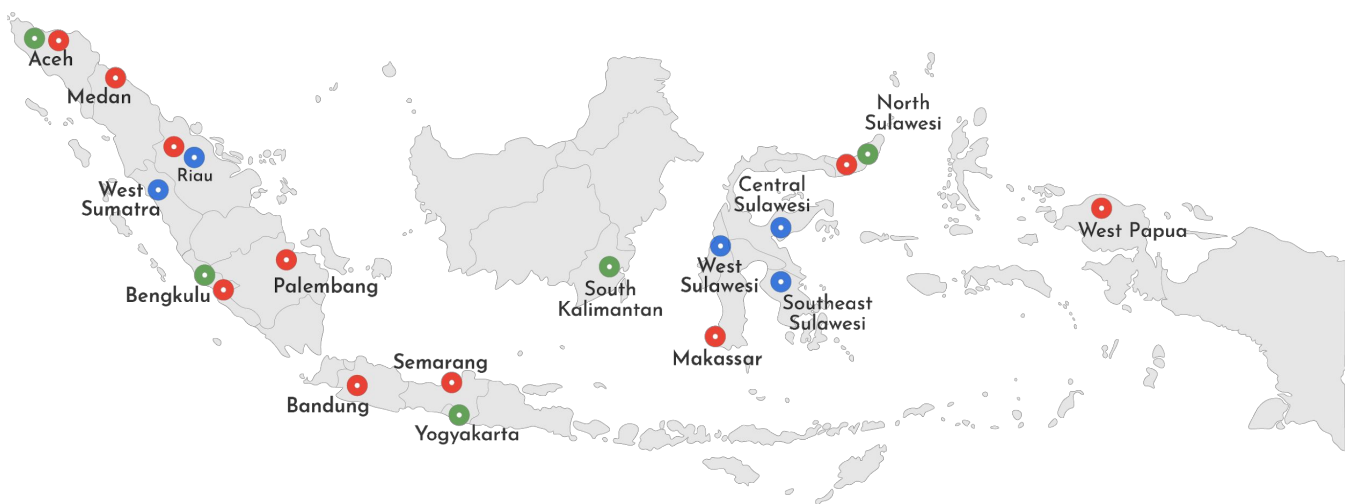
growth in searches related to **esports**,
as more players tried competitive,
organized video gaming



DID YOU KNOW?

PC gamers are upgrading. This year, searches for graphics cards (RTX 3060, 3070, 3080) grew significantly as gamers sought ways to improve visuals and get superior performance to hit that fine gaming spot while staying indoors.

The coronavirus has changed the way we use the internet. Both metro and non-metro Indonesians depend even more on their data quotas for their daily usage.



● “kuota internet”

18% rise in searches, with highest search interest from the regions of West Papua, Aceh, Bengkulu, Riau and North Sulawesi, and the cities of Bandung, Medan, Palembang, Makassar and Semarang

● “kuota belajar”

has seen significant growth in searches in the regions of West Sulawesi, Riau, West Sumatra, South East Sulawesi, Central Sulawesi

● “kuota multimedia”

has seen significant rise in searches, while there’s been 150% growth in searches for “kuota streaming” in the regions of South Kalimantan, North Sulawesi, Bengkulu, Aceh and Yogya



"telco apps"



35% jump in searches
for "telco apps"

But they are all actively seeking out
rewards and incentives to make their
data packs last longer.



"promo kuota"



▲ 25%

(data quota promo), in comparison to
negative growth in the previous year



"bonus kuota"



▲ 30%

(quota bonuses)

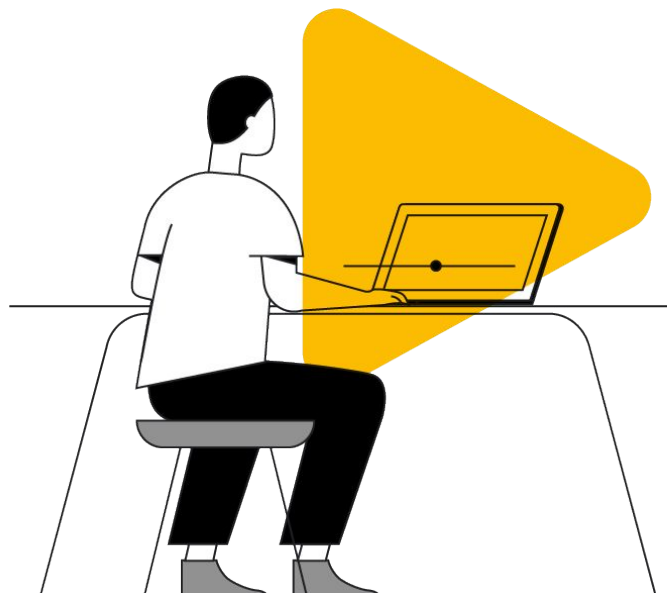


"kuota internet gratis"



▲ 100%

(free data quota), in comparison to
negative growth in the previous year



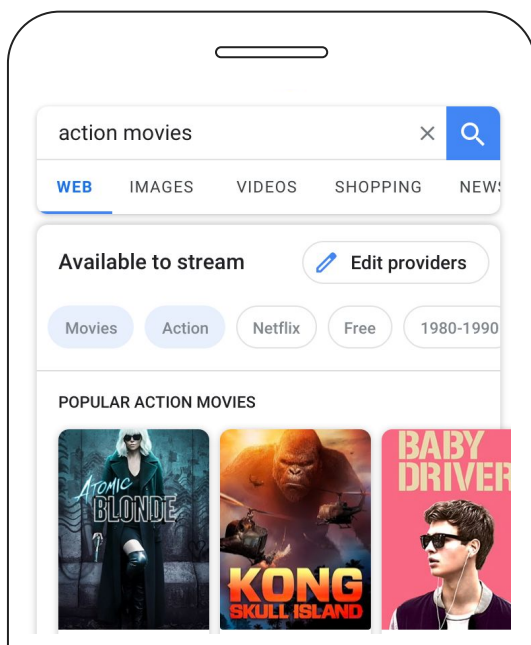
Takeaways for brands

1. Ride the content wave to stay relevant.

The boom for the Media and Entertainment industry has created growth in gaming and movie content in the country. Ensure that you are tapping into this opportunity, even if you are not a Media & Entertainment brand.

Gaming: Reach out to diverse users by partnering with labels to provide co-funded, in-game perks or participate in gaming subcultures

Gojek tapped into this opportunity by creating a viral campaign with Pevita Pearce and Joe Taslim, incorporating their GoPay x Google Play partnership into a game-like ad.

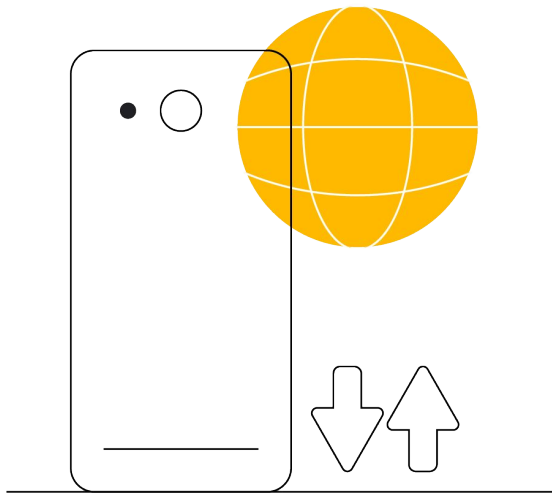


Movies: More important than showing up in consumers' searches is delivering meaningful content when they're searching for you.

OTT players could consider activations such as Search Partnerships or leverage Search's **"What to watch"** feature, where users come for movie recommendations.

Telco players could highlight packages that help users watch their movies with buffer-free data packages, invest in Search Ads, and bid on arts and entertainment keywords related to movies.

Takeaways for brands



2. Continue to personalize your product offerings.

As consumption of content grows, consumers in metros and non-metros are relying on fast and reliable internet access more than ever. Yet, what Indonesians are consuming in these areas vary. Reach out to these consumer segments by creating hyper-local and separate internet quota packages that cater to the different consumption patterns.

3. Push for more entertainment through different hardware.

With home entertainment being the main source of entertainment for Indonesians at the moment, consumers do not mind paying more for a better viewing experience. Capture this demand by marketing hardware products such as smart TVs, bigger screens, speakers, gaming mouse and headphones.



Sources

All Google Search data points included in this report are from Google Trends, Nov 1, 2019 - Oct 31, 2020 vs. Nov 1, 2018 - Oct 31, 2019, unless otherwise indicated.

Brand examples are primarily curated using [trendwatching.com](https://www.trendwatching.com) premium subscription

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