

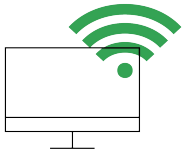
Think with Google

A grayscale photograph of a woman wearing a patterned hijab and a face mask. She is holding a smartphone in her right hand and a large, crumpled paper bag in her left arm. The image is positioned on the left side of the frame, partially overlapping the text.

# YEAR IN SEARCH 2020

INDONESIA

Looking back to move your business forward

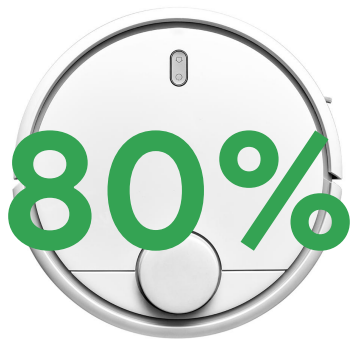
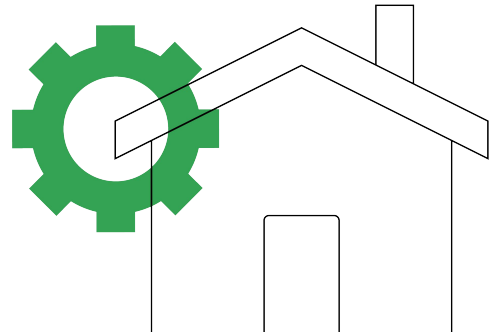


# Technology

Technology has played a crucial role in keeping our society functional in a time of lockdowns and quarantines. With few places to go to or reasons to spend, Indonesians staying indoors are upgrading their home-offices.



Indonesians are turning to technology to make their homes cleaner and more comfortable.



80%

rise in searches for  
“**vacuum robot**”



45%

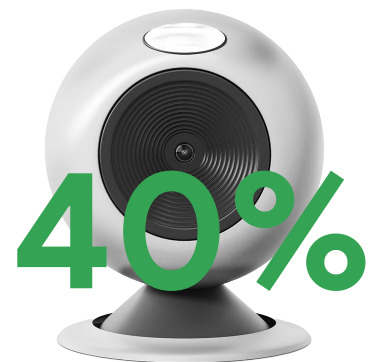
jump in search queries  
for “**air purifier**”

...and to help boost their productivity.



60%

rise in searches for “**stylus pen**”,  
in comparison to 14% in the  
previous year



40%

jump in search queries for  
“**webcam**”, in comparison to  
negative growth in the previous year



Indonesians are also leaning on technology to enable an active lifestyle and keep them fit while they remain indoors.



"smart scale"



▲ 225%



"treadmill"



▲ 75%

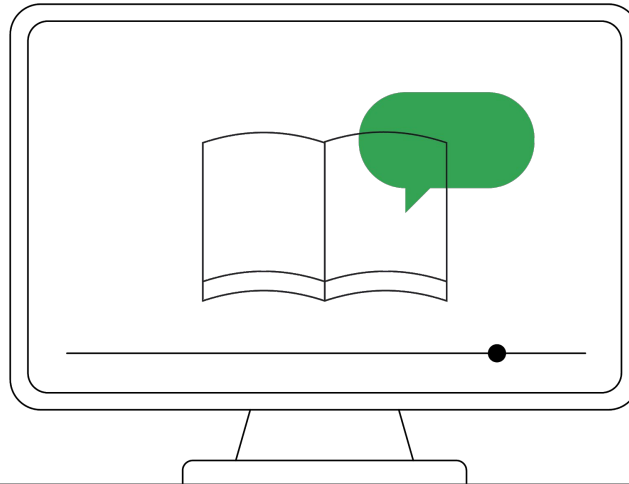


"sepeda statis"



▲ 30%

(static bike)

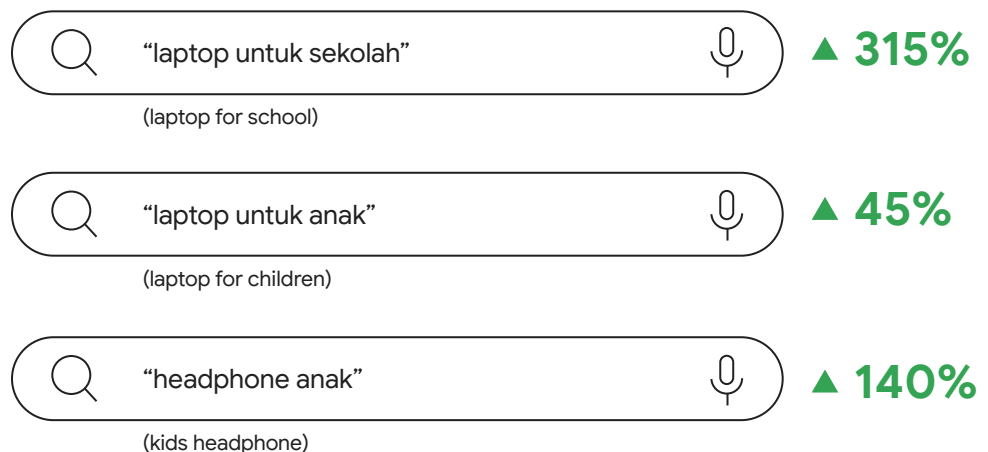


Education is going online. With schools remaining shut, parents are giving their little ones a taste of technology to ease their transition to online schooling.

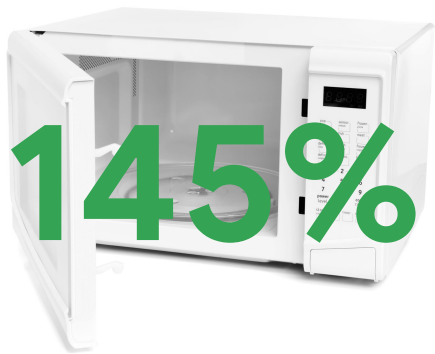


rise in searches for  
“elearning”

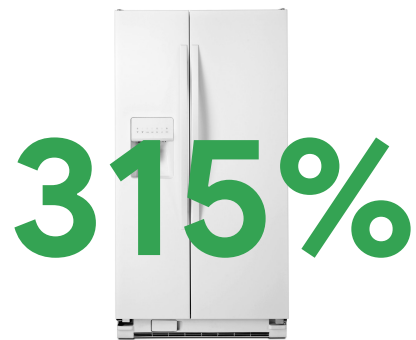
Growth in top  
keywords:



Search remains a popular choice for consumers looking to begin their purchase journey. Indonesians staying at home are taking their culinary skills to the next level by purchasing appliances that aid their experiments in the kitchen. They only want the best.



growth in searches for  
**“oven terbaik”** (best oven)



rise in searches for  
**“kulkas terbaik”** (best refrigerator)

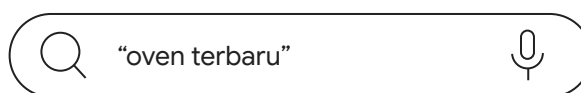


rise in searches for  
**“mixer terbaik”** (best mixer)



increase in searches for  
**“rice cooker terbaik”** (best rice cooker)

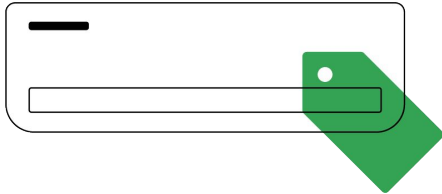
...and must be the  
latest model.



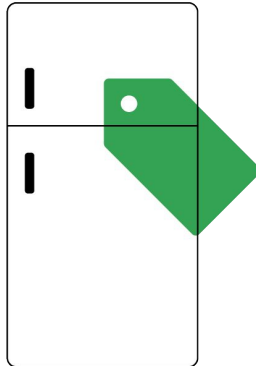
(newest oven)

▲ 315%

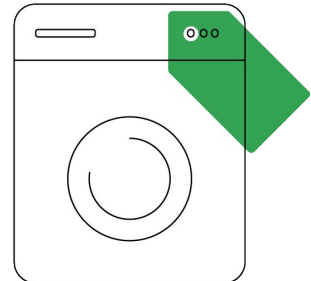
...but it also has to be value for money.



40% increase in searches for  
**“harga ac terbaik”**  
(best priced ac)



25% hike in searches for  
**“harga kulkas terbaik”**  
(best priced refrigerator)



20% rise in searches for  
**“harga mesin cuci terbaik”**  
(best priced laundry machine)

## How Samsung is answering consumer inquiries with Search

“

With Search, we are able to answer high intent queries and provide customized offerings to Indonesian consumers who are looking for information on Consumer Electronics products from the comfort of their homes. Search helped us to drive stellar, stronger-than-industry campaign performance of 21% click-through-rate (CTR) and 26% lower cost per click (CPC), indicating that our Search ads are relevant and successful in answering our consumer inquiries when they are looking for the best product.

**- Simon Sim, Head of Consumer Electronics, Samsung Electronics Indonesia**

”





Once a decision is made, Indonesians also use Search to purchase offline.



“toko elektronik terdekat”



▲ 30%

(nearest electronic store)

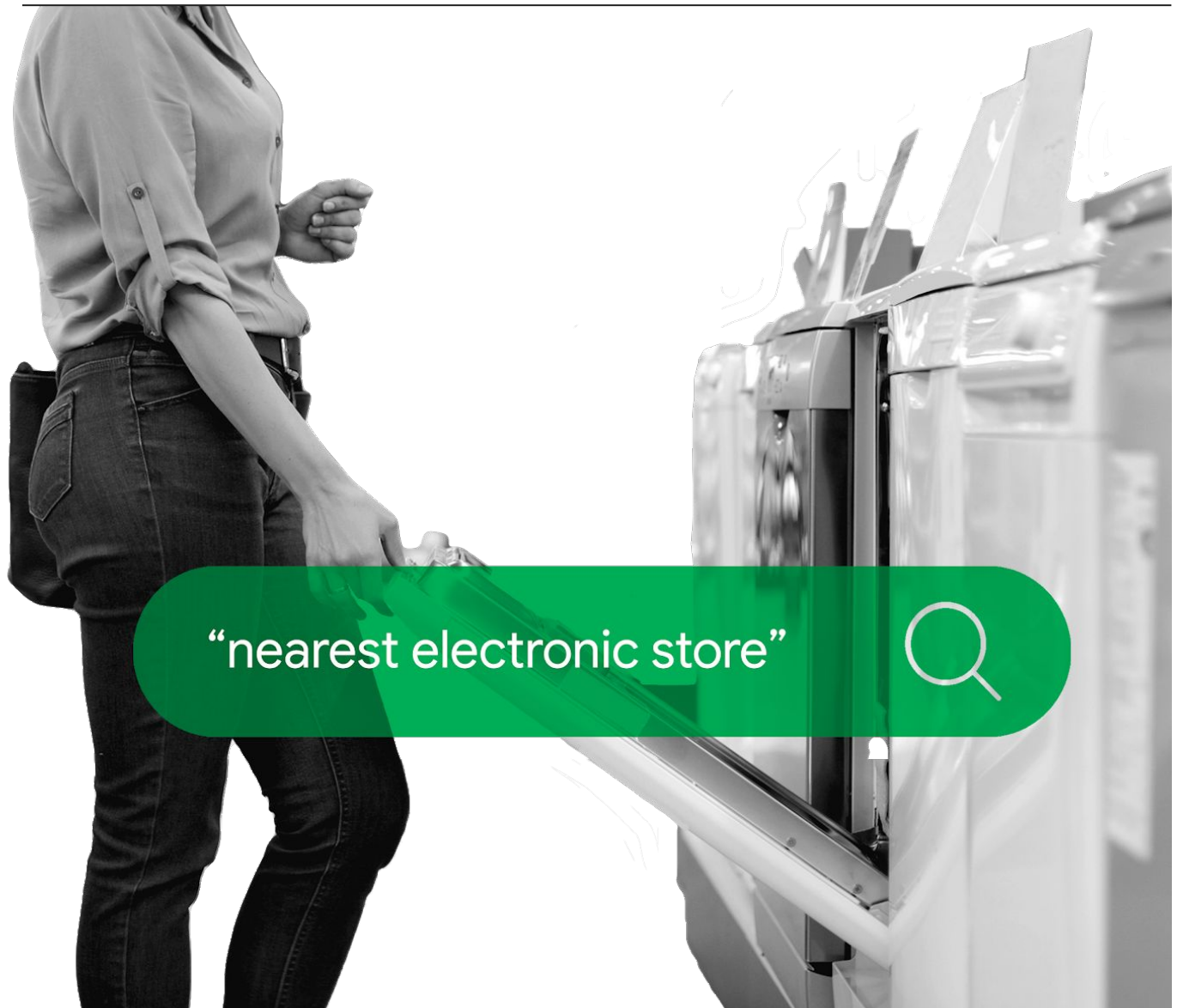


“toko sparepart elektronik terdekat”



▲ 300%

(nearest electronic spare part store)

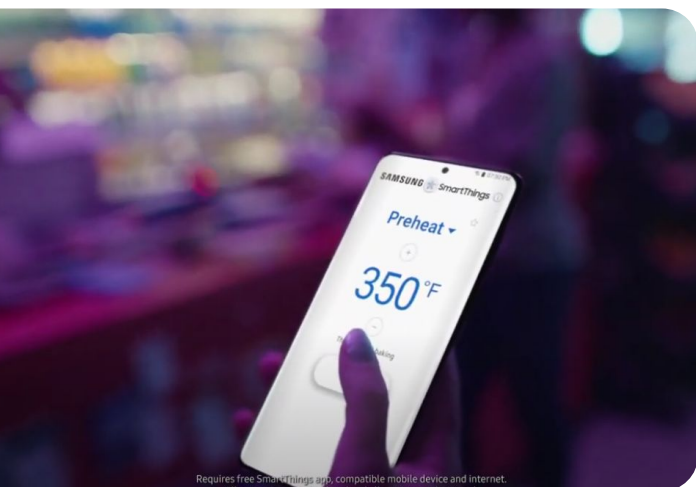




# Takeaways for brands

## 1. Adapt your message according to your consumer's changing technology needs.

With more people working from home now than ever before, stay relevant by angling your communication in a way that best showcases how your product can be helpful for both the professional and personal worlds. Highlight ways your products can boost productivity or help with house chores.

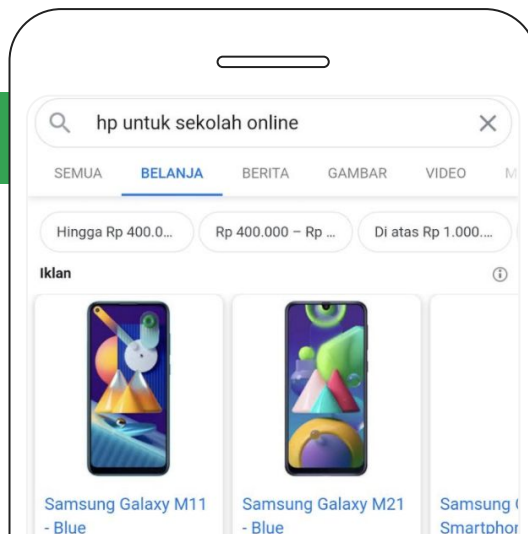


Requires free SmartThings app, compatible mobile device and Internet. All prices are approximate and subject to change.

**Samsung** launched its Connected Appliances: Unwrite the Rules campaign to highlight its new products/services and help people discover new ways of cooking and cleaning.

### Tip

Use rising Search terms on Google Trends related to the pandemic and WFH, such as **“hp untuk sekolah online”**, to reach people who have intent to purchase.



# Takeaways for brands

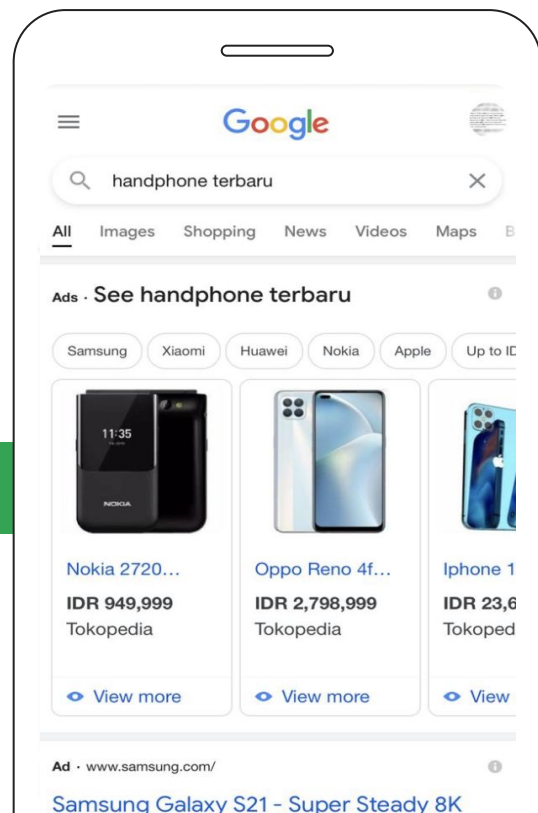


## 2. Highlight the most sought-after features of your technology product as more consumers are proactively searching for the best.

Consumers have always been searching for the best products. But now, more than ever, they are going online to proactively search for products that they trust would be the best, of the latest model and value for money. Emphasize these features when you advertise your products to capitalize on this demand.

### Tip

Use product listing ads and ensure you are set up on Google Shopping to boost discoverability for when your consumers are looking for your tech products.



# Takeaways for brands

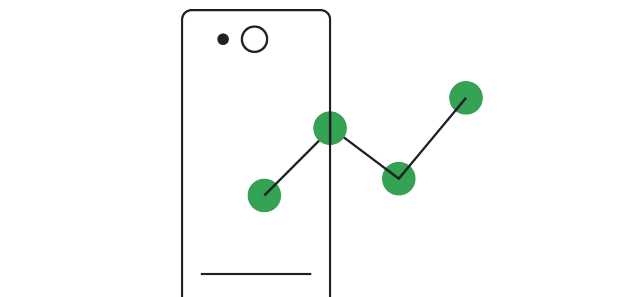
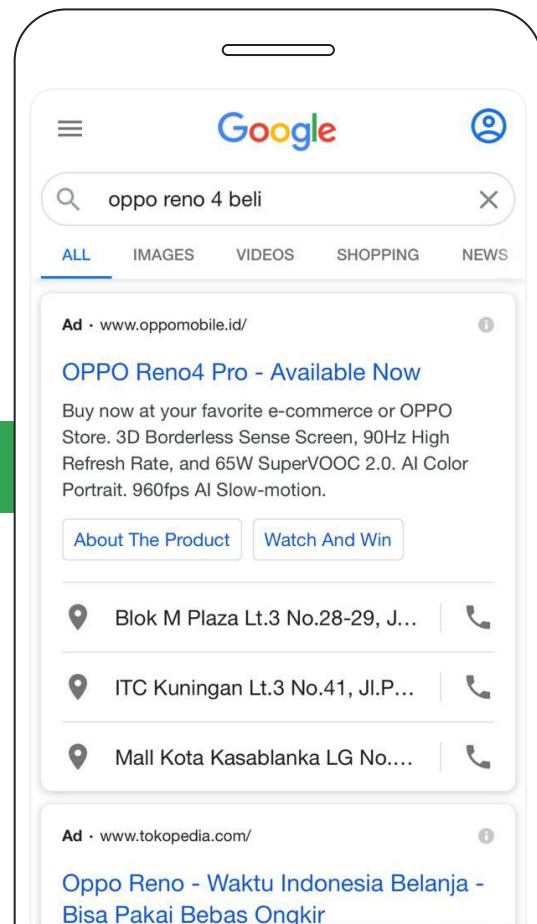
## 3. Ensure that your brand is omnipresent in offline and online retail.

As consumers navigate numerous touchpoints, meet customers where they are: both when they are looking for your technology product online or when they are looking for the nearest electronic store. Brands that successfully connect the O2O experience will thrive in this new normal.

### Tip

Get listed online. Register your business with a physical storefront on [Google My Business](#) so consumers find you on Google Maps and Search.

Adopt [location extension](#) to help people find your locations by showing your ads with your address.



# Sources

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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

1. GlobalWebIndex, Wave Q3 2020
2. Google Trends, Worldwide, Shopping, 2019 vs 2016
3. [Pew Research Center](https://www.pewresearch.org), The future of the global Muslim population
4. Superfood Asia; 5 reasons to be part of the Halal food industry now
5. GlobalWebIndex, Coronavirus Research Release 3: Multi-Market Research, March 2020, Countries across APAC answered 'somewhat agree' to using humour
6. Google/Kantar/SixthFactor Gen Z Indonesia Report 2020
7. Google, Temasek and Bain, e-Conomy SEA 2020: At full velocity — Resilient and racing ahead, Nov. 2020.\*

# YEAR IN SEARCH 2020 INDONESIA

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