This year, we accepted that the world as we knew it had been altered. We adapted to the idea of constant flux and recurring disruptions. We began taking slow, steady steps toward moving on and healing. For some Indonesians, this means reevaluating our values, habits, ways of working and living.

And in a sea of ceaseless changes, we kept searching. Every day, people all over the world turn to the search bar to satisfy their curiosities and to deepen their knowledge. Collectively, these searches paint a picture that gives us unique insight into what people really care about.

Understanding consumers is the foundation of every marketer’s role. But how do you begin making sense of the billions of searches that happen every year? Our Year in Search report uses search data to identify the top five consumer trends that will help guide your marketing strategy into the next year. We also dive into trends across six specific industries where times are changing more rapidly than ever.

In 2021, we saw how Indonesians began to adapt into a “blended” way of life, where there is no straight line when it comes to making decisions or looking for answers. As the ripple effects of the pandemic continue to compound challenges across Indonesia, everything we once knew about our customers and their behaviors must be reexamined. From newfound prioritization to increasing expectations of brand accountability, this new consumer climate is unchartered territory.

So, let’s learn from 2021—because we need to look back in order to move forward.

From us to you.

Randy Jusuf
Managing Director
Google Indonesia

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If 2020 saw millions of consumers migrate online, 2021 showed the staying power of digital. From shopping to services, new users who may have begun their online journeys due to necessity are now proactively deepening their usage.

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The pandemic created an inflection point that led people to reassess their priorities and needs, and buy goods and consume information and entertainment in new ways.

3. Bridging distances

Consumers moved beyond finding brief moments of connection to finding new ways to express themselves and nurture deeper, more ongoing relationships, both online and offline.

4. Truth seekers

As data breaches reached an all-time high in 2021, searches related to privacy also continued to rise alongside people’s growing concerns about their digital safety.

5. Growing inequalities

The pandemic not only exposed existing inequalities, but accelerated them. People are turning to the internet for help: consumers are searching for ways to overcome the social challenges they face.

FORWARD

Look back to move your marketing forward

Indonesia

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### MARKETING IMPLICATIONS

Following the sudden disruptions of the pandemic, people emerged in 2021 with a renewed desire to meet their lifestyle needs at home. With increased searches, businesses are shifting their focus to the things that matter most to them. Consumers today view wellness through a broader lens, valuing physical, emotional, and mental health.

#### Insights

<table>
<thead>
<tr>
<th>Category</th>
<th>Increase/Decrease</th>
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<tbody>
<tr>
<td>Cryptocurrency</td>
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</tr>
<tr>
<td>NFT</td>
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<td>Mental health</td>
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<td>Cryptocurrency and Internet</td>
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</tr>
<tr>
<td>Stock for beginners</td>
<td>-56%</td>
</tr>
</tbody>
</table>

With the new insights on SERP, businesses can forecast better and adapt their advertising strategies accordingly. An adaptable advertising strategy allows businesses to act on what works and what doesn't, ensuring the acceptance of our new blended lives.

1. When consumers research, they don't always have a specific product in mind yet. Can you put your brand on top of their search and retain the top touchpoint?
2. After implementing app deep linking, we see a 35% increase in search interest in 'bersama keluar ga' (together out) and an 8% growth in search interest in 'keuangan' (financial).
3. Similarly, search interest in 'kemasan ekonomis' (economic packaging) grew by 60%.

Global Web Index Core, a leading Indonesian e-commerce platform, leveraged this understanding to increase their search coverage with relevant queries, by 56%.

#### Prioritizing Building a Diverse and Inclusive Workplace

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The emotional value of digital marketing implications

1. In Indonesia, search interest in gift box grew by 65% as sending gifts became the new way of showing care to friends and family.

2. In-person interactions are decreasing while virtual events are increasing. Search interest in virtual conferences grew by 300%.

3. In Indonesia, search interest in virtual escape rooms grew by 250% as people are increasingly open to using digital to do so.

4. In the beauty and personal care products market, an in-store experience is key to in-person interactions.

5. With COVID-19 variants emerging, it's clear that the pandemic isn't quite over yet. COVID-19 is still a top concern for people and how ever, over taken basic human needs for personal connection and belonging. Regardless of physical distance, rising searches for hobbies online. There's been growth in search interest in escape room online + 250%.

6. Digital for personal connection — that use skin recognition technology to offer a personalized experience with you will cause them to do "what people will continue to find new ways to connect, and they are increasingly open to using digital to do so.

7. An Emotional Connection Matters More Than Customer Satisfaction. In-person interactions are becoming increasingly important.

8. People are searching for ways to show affection without touching. Love languages are keeping up with the changing times.

9. When it comes to beauty and personal care products, an in-store experience is key to in-person interactions.

10. In-store experiences can connect and inspire, and our advertising efforts can be a key lever to build emotional relationships with their customers, where both sides stand to win.

11. Provide timely, accurate, and relevant information across text, display, and video assets to target consumers during the decision-making process.

12. Research shows how the consumer's path to purchase is changing nature of consumer behavior by leveling up customer relationships and virtually test out the brand experience in the digital world.

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