Indonesians cheered themselves up with online content as search interest in funny video grew by 173%.

We see a 280% increase in search interest in kode redeem (redeem code) with related keyword searches for online (playing game together) increased by 70% as Indonesians embraced gaming-related content.

As Indonesians look for ways to stay connected with their loved ones, video calls are being leveraged to host virtual events.

There was a 42% growth in search interest in data video call (video call quota), with the highest search interest coming from all the regions in Java (Central, West and East Java).

Growth in search interests in:

- Film Indonesia +17%
- Streaming sitcom +55%
- Streaming soap opera
- Anime +63%

Content that used to only be on traditional platforms is now migrating to digital, and consumers are following suit.

Consumers eager to consume online content are looking for additional mobile data quotas dedicated to specific media types.

The pandemic has accelerated the adoption of digital learning in Indonesia. We see search interest in e-learning rising by 144% as EdTech platforms gain traction in the country.

Indonesians gravitate towards content that's trendy and fresh.

More Indonesians are going beyond the constraints of formal education and diving into the learning opportunities accessible online.

Audio-focused video content is gaining popularity in Indonesia, with YouTube search interest in podcast growing by 350%.

As search trends on long-form content and OTT providers continue to rise, consider capturing this opportunity to drive engagement.

Indonesians across metro and non-metro regions have varied interests. They are looking for content that resonates with the brand's Waktu Indonesia Belanja campaign, keeping tabs on their national popularity.

The key to success in Indonesia is to keep your audience engaged and satisfied. Tackle new challenges with fresh ideas and creative ways to sustain engagement.

Growth in search: 350%