Technology

Some pandemic-related changes are likely to linger even after the crisis wanes. Realizing that they will be spending more time at home in the foreseeable future, Indonesians have started researching for products that support their new hybrid lifestyles.

Being housebound during the pandemic gave Indonesians a deeper understanding of how to make their living spaces better. We see consumers looking to upgrade their homes with smart and connected devices.

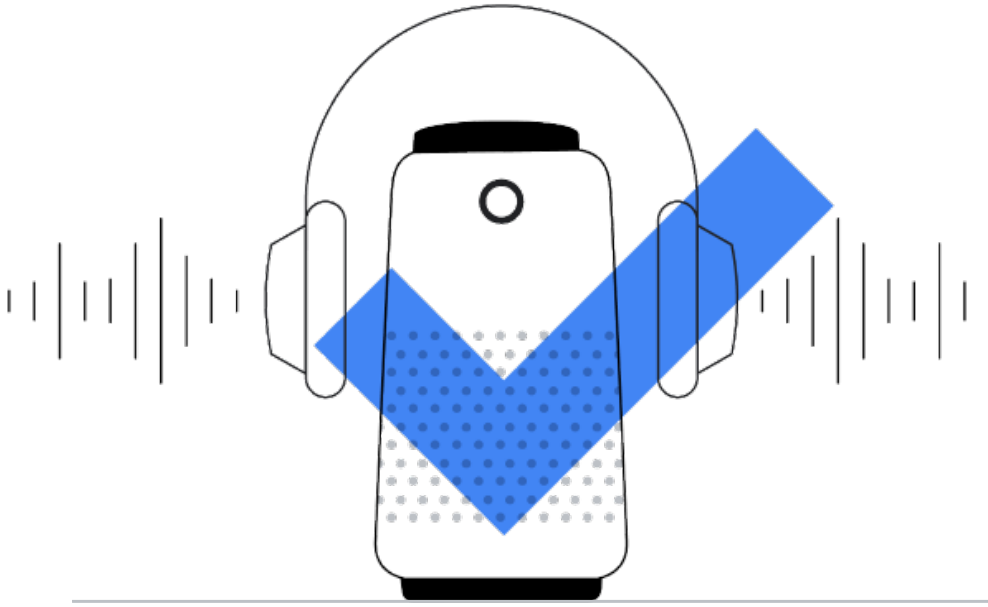
42%

Smart home devices grew in popularity, with search interests in smart lamp rising by 22% and smart refrigerator by 42%.

smart assistant saw a 22% growth in search interest as Indonesians embrace the idea of a futuristic home.

22%

Searches for top device recommendations increased, like portable speaker terbaik (best portable speaker).



Indonesia saw a 58% growth in search interest in elektronik rumah (home electronics).

+58%

With 63% of Indonesians watching online content on TV[1], search interest in smart TVs grew.

Growth in search interests in:

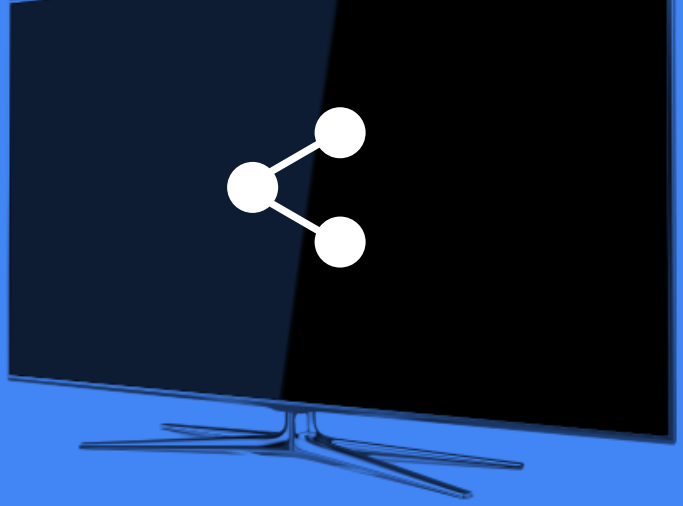
smart tv 43 inch **+50%**

alat smart tv **+39%**

tools for smart TV

tv untuk game **+22%**

TV for gaming

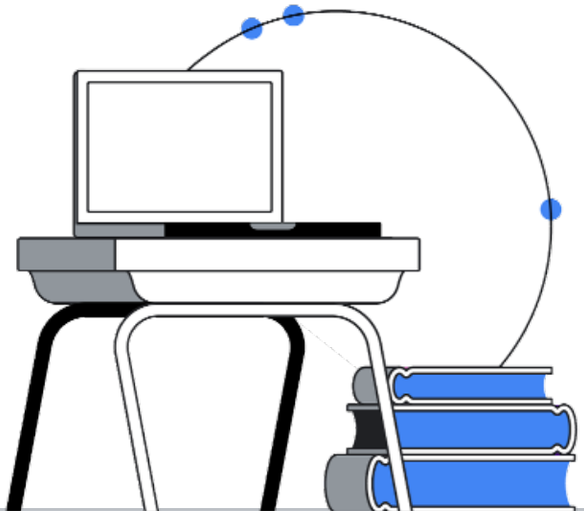


As Indonesians work and attend school from home, they're searching for ways to enhance these experiences with digitization.

1

In 2021, Indonesians were interested in more sophisticated and specialized gadgets...

Growth in search interests in:



tablet kuliah **+100%**

tablets for college

laptop untuk sekolah **+82%**

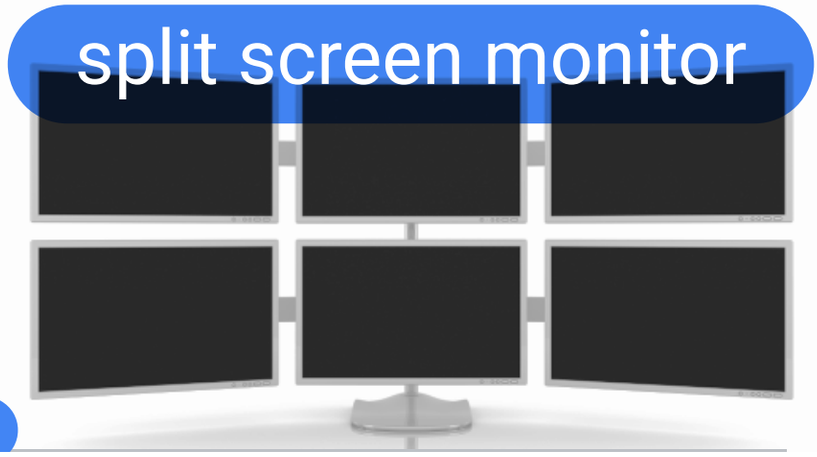
laptops for school

monitor untuk sekolah **+57%**

monitors for schools

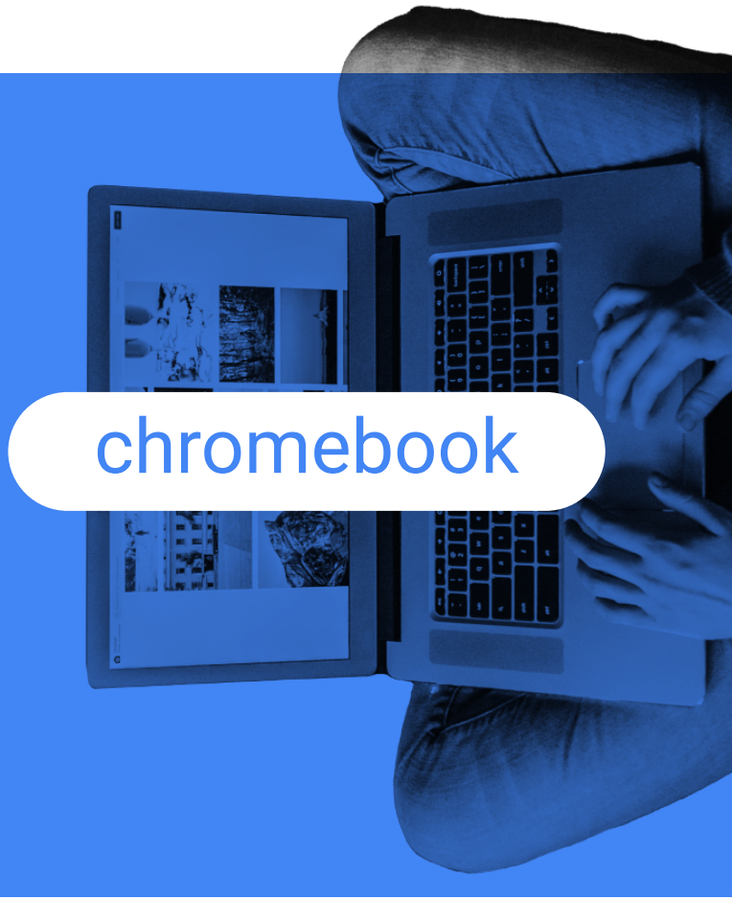
split screen monitor also saw a 83% growth in search interest.

+83%



chromebook saw a 73% growth in search interest as consumers conduct research on specific brands and models that they prefer.

+73%



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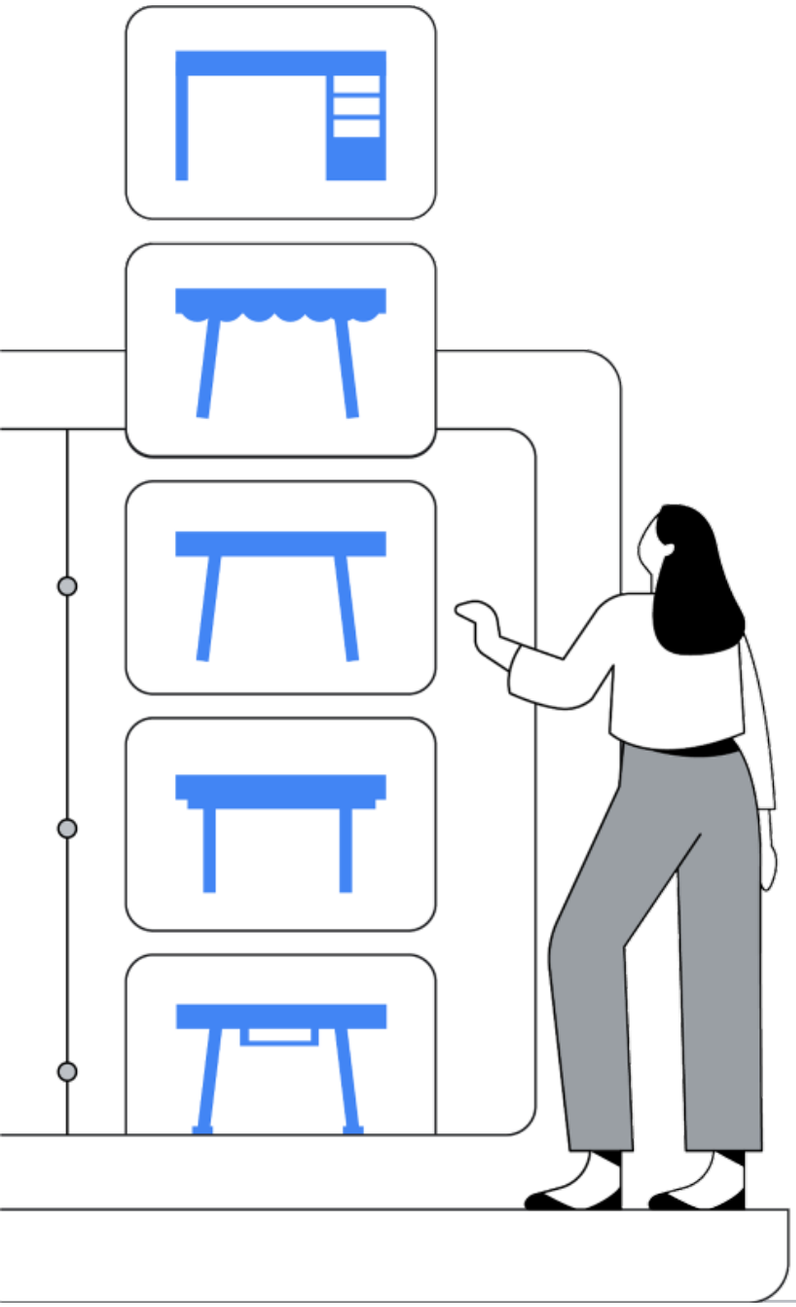
...as well as the tech accessories that complement them.



standing desks were particularly trendy, seeing 175% more searches.

+175%

Search interest in laptop stand rose by 44% in Indonesia.

+44%

webcam laptop
experienced a 50%
growth in search interest.

+50%

Being a mobile-first country, Indonesia is seeing greater demand for "jack-of-all-trades" smartphones. Whether it's their first smartphone or an upgrade, Indonesians expect more features and better performance.

Search interest in
hp 5g (handphone 5G)
grew by 216%.

+216%

Growth in search interests in:

chipset hp	+44%
hp nfc	+33%
hp with high battery capacity	+32%
ram hp	+25%

Searches for hp gaming 3 jutaan grew by 20% as people look to invest in a phone that can support their gaming needs.

Did you know?

Search interest in hp fold grew by almost 80% in 2021, with the category dominated by Samsung's Galaxy Z Fold. Brands don't have to wait for the market to catch up — they can take ownership of a search term and spark a trend even

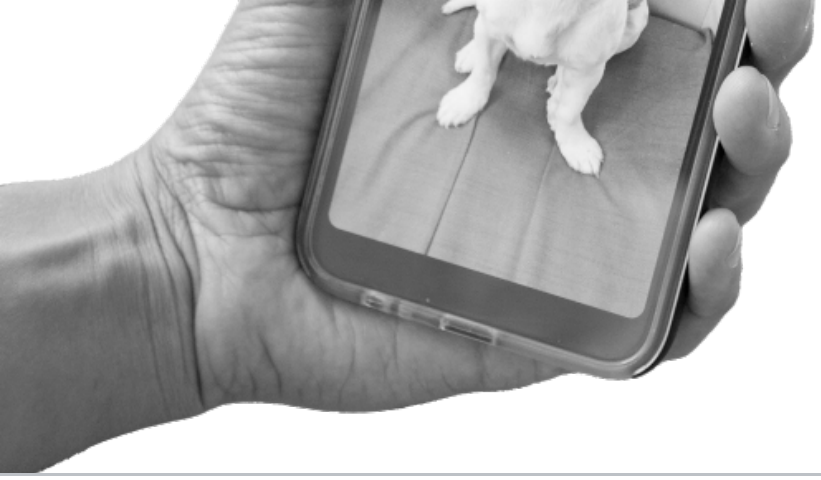
before the market responds.

In this digital age, anyone can be a content creator. People are learning how to create successful content and looking for the right devices and tools.

Search interest in resolusi kamera hp (handphone's camera resolution) grew by 31% in Indonesia.

+31%

We see a 16% growth in search interest in hp fotografi (handphone for photography) as consumers search for



devices that can meet their specific needs.

+16%

Indonesia saw search interest in ring light grow by 36%.

36%

YouTube search interest in cara membuat konten (how to create content) rose by 90% as more Indonesians take their first steps in content creation.

90%

More health-conscious Indonesians are keen to acquire electronics that can support their health and fitness.

As COVID-19 continued to rage, search interest in air purifier grew by 63%.

+63%

Search interest in hepa filter rose by 73%.

+73%

Indonesians are also purchasing devices that can help maintain their health habit and monitor their fitness level.

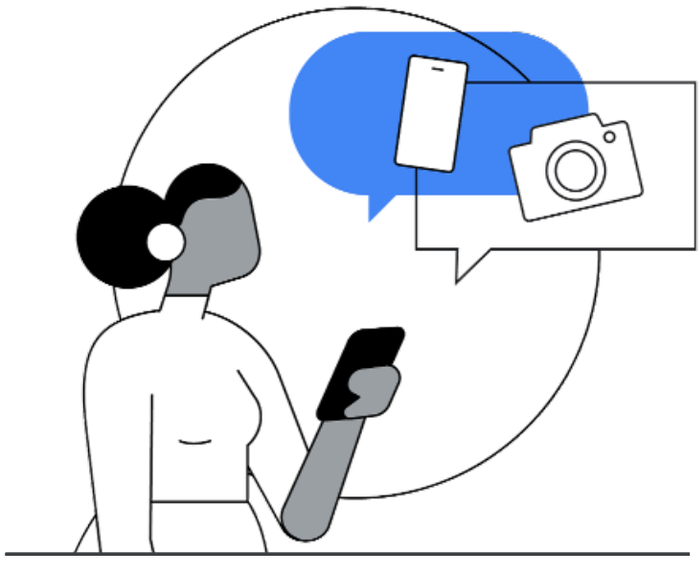
Growth in search interests in:

- walking pad **+262%**
- air fryer **+97%**
- hitung langkah **+71%**
  steps counting
- aplikasi hitung kalori **+38%**
  applications to count calories

When it comes to deciding which device to purchase, Indonesians turn to digital sources in the Zero Moment of Truth...

Indonesians have been looking for electronic recommendations:

- rekomendasi elektronik **+78%**
  electronic recommendations
- rekomendasi hp **+38%**
  handphone recommendations



YouTube search interest in review gadget grew by 82%.

82%

...even when they end up completing their purchase offline.

Search interest in toko elektronik terdekat (nearest electronic stores) grew by 30%.

Indonesia saw searches like toko hp terdekat (nearest handphone store) and outlet hp terdekat (nearest handphone outlet) rise by 20%.

MARKETING IMPLICATIONS

1 Broaden your keywords coverage to capture cross-selling opportunities

Stay abreast of the trends that consumers are searching for, even if they seem unrelated to your business. By identifying relevant trending keywords and including them in your Search campaign, you can boost brand discoverability and expand your reach.

TIP

With home improvement flourishing over the last few years, consider adopting this keyword in your next Search campaign.

Samsung Indonesia added Broad Match keywords related to home appliances to its Dynamic Search Ads campaign. This ensured that Samsung was top of mind when Indonesians searched for various products to improve their homes. The campaign achieved a 21% uplift in CTR and a 26% reduction in CPC, exceeding industry performance benchmarks.

2 Create an integrated online-to-offline shopping experience

More people are discovering and researching products online, even if they opt to buy offline. Your brand can be present throughout your customers' purchase journey by leveraging digital tools to improve the quality of your online presence, which willl drive traffic both online and offline.

Location extensions can help people find your stores by showing your ads with crucial information like your address, a map to your location, or the distance to your business.

Image extensions help to compell your audience with visual elements, and make it easier for people to find those products at your store.

Vivo Indonesia implemented location extensions to drive phone and foot traffic to its stores. The brand was also the first Indonesian smartphone brand to add image extensions into its Search ads, which boosted mobile CTR by 15%.

3 Build your online presence across all touchpoints in your customers' purchase journey

Consumers embarking on their buying journeys experience a wide range of emotions, from confusion to conviction, and often struggle to find trusted touchpoints. To make more confident and assured purchase decisions, shoppers turn to Search as their top touchpoint for relevant information. Ensure your brand stays top of mind by providing relevant and trustworthy content online, which can increase consumer preference by more than 70%.

OPPO Indonesia implemented Shopping Ads in its Search campaigns to ensure the brand stood out when consumers searched for products, recommendations, and reviews. By combining Search and Shopping strategies, OPPO successfully became more cost-efficient and obtained SKU-level performance insights for the first time.

Sources:
All Google Search data points included in this report are from Google Trends, Indonesia, Sep 1, 2020 - Aug 31, 2021 vs. Sep 1, 2019 - Aug 31, 2020, unless indicated otherwise.

1. Think With Google, The Rise of Connected TV in APAC, August 2021