

Think with Google

How COVID-19 is changing the way **Indonesians** **search**





Self-care

People are turning to Search to take action and find ways to care for themselves at home. They're looking for facts and treatment options from trusted healthcare experts and verified sources, and even turning to Search for information and tips on how to maintain their mental health in these challenging times.



People are turning to Search to find ways to care for themselves at home by getting facts and treatment options from trusted healthcare experts and verified sources.

125%

rise in searches for “**meningkatkan imun**” and “**penambah imun**” (strengthen immunity)



2X

rise in searches for “**berjemur**” (sunbathing) — to verify if sun exposure can prevent COVID-19



105%

rise in searches for “**double masker**”

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Self Care

Indonesians are also looking for **treatments they can do at home** from trusted sources

131%

rise in searches for **“isolasi mandiri”** (independent isolation)



2.5X

rise in searches for **“cara mengembalikan penciuman”** (how to get your sense of smell back)

14.3X

proning



rise in searches for **“proning”** — a position that helps distribute air through the lungs

Aside from taking care of themselves and their loved ones physically, more Indonesians are using Search to seek information about mental health.



kesehatan mental 🔍

mental health 🔍

2X

rise in searches related to
“**kesehatan mental**”
(mental health)



Searching for Protection

People are actively searching for ways to get vaccinated and embracing that vaccine certificates are the new normal. While people are still searching for “vaccine side effects”, search interest for “vaccine registration” or “vaccine requirements” is on the rise.





1.9X

rise in searches for
“vaccine requirement”

5.7X

increase in searches for
“vaccine certificate”

sertifikat vaksin 

40%

growth in
searches for
“vaccine side effects”

However, misinformation about vaccines is still a concern. High search interest for queries relating to “vaccine price” shows that people are unsure if vaccines are free. Indonesians are also comparing and searching for information on the different types of vaccines available.



1.2X

rise in searches related to “**vaccine price**” and “**free vaccines**”

perbedaan vaksin



jenis vaksin



perbandingan vaksin



55%

growth in searches related to **comparing and choosing the different types of vaccines available**

Trend **3**

Proactively Helping Out

Last year, people turned to Search to [show their support](#) for medical frontline workers and doctors. This year, more Indonesians are looking for ways to proactively contribute to the community by helping out with blood drives and community volunteering.



10%

growth in
searches for
“blood donation”



2.9X

increase in
searches for
“plasma donation”

2.2X

increase in
searches for
“COVID-19
volunteers”





3.7X

increase in searches for
“**donasi COVID-19**”
(COVID-19 donation)

6X

increase in searches for
“**warga bantu warga**”

Warga Bantu Warga is a community support initiative aimed at pooling resources for the community.

Adopt a “Gotong-royong” or community mindset



GoTo's Rumah Oksigen Gotong Royong facility:

Recognizing that the second wave had put a strain on Indonesia's healthcare infrastructure, GoTo partnered with the Indonesian Chamber of Commerce to build the Rumah Oksigen Gotong Royong facility for COVID-19 patients.

The facility provides oxygen to patients, with gas piped directly from Samator Group's oxygen production plant located nearby. It's the first semi-permanent health facility in Indonesia equipped to support those exposed to COVID-19.

Leverage your scale and strength to contribute to COVID-19-related initiatives

Loket.com's vaccination drive:

Despite not operating in the healthcare space, Loket.com partnered with the Ministry of Health to offer their ticket management services for vaccination registration. People can now easily find clinics closest to them and register for vaccines through vaksin.loket.com.



Provide helpful, verified information to educate Indonesians



Google's Get the Facts campaign:

As uncertainty rose during the second wave of COVID-19 cases, Google initiated the Get the Facts campaign to battle misinformation and drive people to verified sources of information. The campaign helped prompt urgency amongst Indonesians to learn about vaccinations, while also providing tips on keeping themselves and others safe during the pandemic. The campaign was created in collaboration with the Ministry of Health across Search, YouTube, and social media channels.