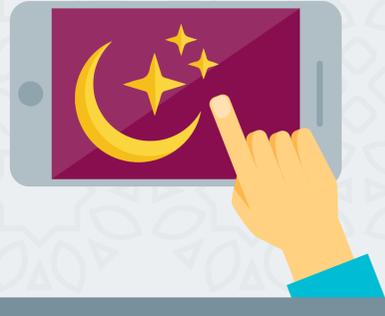


Micro-Moments in the Month of Ramadhan: What Do Indonesians Search For?



Ramadhan is more than just a time of focused religious observance for Muslims worldwide. During this period of spiritual cleansing, self-improvement, and togetherness, Indonesians' online activity ramps up as they search for all the ways to best observe and enrich the holiest of Islamic holidays.

Here are the most-searched keywords by Indonesians (based on Google Trends data from 2015) in their many micro-moments throughout the month of Ramadhan.

I-WANT-TO-KNOW MOMENTS: Personal and spiritual improvement



At its core, Ramadhan is a time of heightened religious awareness for Muslims. As Indonesians fast from sunrise to sunset, they go online to look for religious materials to strengthen the mind, body, and spirit.

MIND

Indonesians turn to the web to find fasting schedules and special diets.

TOP KEYWORDS:

- +300%** **Jadwal puasa** (Fasting schedule)
- +300%** **Diet puasa** (Fasting diet)
- +250%** **Puasa bagi ibu hamil** (Fasting for pregnant mothers)

BODY

Observers use the web to help them feel physically refreshed and radiant during Ramadhan.

TOP KEYWORDS:

- +200%** **Tutorial Hijab** (Tutorials to put on hijabs in new and beautiful ways)
- +200%** **Kulit kering** (Dry skin)
- +150%** **Bau mulut** (Mouth odor)

SPIRIT

Indonesians turn to online search for a refresher on rituals to help them stay centered and spiritually aware.

TOP KEYWORDS:

- +1,200%** **Amalan Ramadhan** (Ramadhan practice)
- +800%** **Kultum Ramadhan** (Islamic preach during Ramadhan)
- +300%** **Jadwal sholat** (Prayer times)

● = % Increase during Ramadhan

I-WANT-TO-DO MOMENTS: From the fast to the feast



Indonesians go online to find traditional recipes for pre-dawn breakfast ("Sahur"), breaking fast after sundown ("buka bersama"), and the feast of Eid. Mothers in particular search for the best dishes to prepare for loved ones to share and enjoy together after a long day of fasting.

TOP FOOD-RELATED KEYWORDS

+300% **FASTING MENU**

- Es buah** (Fruit ice)
- Menu buka puasa** (Break fast menu)
- Menu sahur** (Sahur menu)
- Resep kolak** (Banana and sweet potatoes with coconut milk and brown sugar)

+300% **COOKIES AND CAKES**

- Resep kue kering** (Cookie recipes)
- Kue nastar** (Small buttery pastry with pineapple filling)
- Kue coklat** (Chocolate cake)
- Resep kue lebaran** (Lebaran cake recipe)

+300% **LEBARAN MENU**

- Opor ayam** (Chicken cooked in coconut milk)
- Bolu** (Steamed sponge cake)
- Ketupat** (Rice patty)
- Rendang** (Spicy meat dish)

● = % Increase during Ramadhan

I-WANT-TO-WATCH MOMENTS: Staying entertained



During lunch breaks at work or in the "ngabuburit" time period just before break fast at sundown, many Indonesians search for popular music or entertaining videos to keep their minds off the anticipation of breaking fast.

TOP ENTERTAINMENT-RELATED KEYWORDS

- Lagu religi** (Religious songs)
- Maher Zain** (Muslim singer of Lebanese origin)
- Opick** (Indonesian Muslim singer)
- Preman Pensiun** (Popular Indonesian TV series from Ramadhan last year)

I-WANT-TO-BUY MOMENTS: Seasonal shopping sprees



Indonesians take advantage of extra disposable income from "Tunjangan Hari Raya," or the Lebaran bonus, to buy gifts for family and friends, purchase clothing to celebrate Lebaran, or treat themselves to the latest electronic goods.

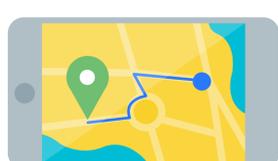
TOP SEARCHED BRANDS

- Lazada** (e-commerce brand)
- Tokopedia** (e-commerce brand)
- Bukalapak** (e-commerce brand)

TOP SHOPPING-RELATED KEYWORDS

- Baju muslim** (Muslim clothing)
- Baju anak** (Children's clothing)
- Gamis** (Muslim dress)

I-WANT-TO-GO MOMENTS: Homecoming and Eid



As Ramadhan comes to a close, Indonesians are excited to make plans to return home ("Mudik") to celebrate the end of the fast during Eid al-Fitr. Indonesians go online to find the best routes, look up ticket prices, and finalize their travel plans.

TOP TRAVEL-RELATED KEYWORDS

- Traveloka** (Hotels and plane tickets)
- Jalur mudik** (Routes for mudik)
- Tiket pesawat** (Plane tickets)
- Tiket kereta api** (Train tickets)

I-WANT-TO-SHARE MOMENTS: Rejoicing and celebrating together



Ramadhan is a time of togetherness. While celebrating Eid (popularly known as "Lebaran,") Indonesians are eager to extend well-wishes to friends and family, share photos of family spending the holiday together, and rejoice in the closing of Ramadhan.

TOP KEYWORDS DURING EID

- Ucapan lebaran** (Lebaran well wishes and greetings)
- Takbiran** (Prayers to praise God to celebrate Eid festive)
- Gambar Idul Fitri** (Eid pictures with well-wishes/greetings)