



2019 Year in Search Indonesia

Insights for Brands

Think with Google



Anticipate what matters

Understand what matters to consumers to deliver what matters to them.

Today, complex digital journeys and heightened consumer expectations make it more challenging than ever to keep up with consumers. What matters to consumers as they are trying to make a decision about where to go, what to do, or what to buy?

The best opportunities that shape the consumer journey and drive real impact for businesses are when people look for help when making choices. Year in Search reveals relevance—trends that matters to consumers—to help identify consumer motivations and shape their entire purchase journey. By championing what truly matters to their consumers, brands can transform this disruption into opportunity.

Marketers, advertisers, and brands need to evolve from understanding consumers to anticipating what matters to them.

Don't wait for consumers to express intent. **Anticipate it.**

Don't chase the consumer journey. **Shape it.**

Are you focused on what matters?

Are you there when it matters?



The internet economy
is thriving across the major
Southeast Asian countries,
**with Indonesia being a rocket
that is taking off faster,**
pulling away from the pack,
and bolting ahead

Indonesia's internet economy*
is valued at

\$40B

in **2019**, and is expected to grow
over 3x to **\$130B** by 2025

All sectors are on fire, fuelled by intense competition between Indonesian and regional players

The four pacesetters include:

E-commerce

\$20.9B in 2019 to **\$82B** by 2025
4x growth

Online media*

\$3.5B in 2019 to **\$9B** by 2025
2.6x growth

Ride-hailing*

\$5.7B in 2019 to **\$18B** by 2025
3x growth

Online travel*

\$10.2B in 2019 to **\$25B** by 2025
2.5x growth

Top 5 country trends



E-money adoption

E-money is facilitating the growth of digital transactions and helping move consumers down the purchase funnel

Non-metros growth

Non-metros will be playing a bigger role in growing online users





TV viewing going online

A large number
of Indonesians are watching
television content on digital

Sophisticated consumer

Consumers are becoming
more sophisticated in what
they expect from brands



Sustainability

Consumers are increasingly
aware of their impact on
the environment

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E-money adoption

E-money* is facilitating the growth of digital transactions* and helping move consumers down the purchase funnel

Indonesians are rapidly adapting to e-money and seeing it as a convenient and practical option for monetary transactions. Brands are also helping further drive this trend by offering major incentives to consumers through promotions.

E-wallet payments
in Southeast Asia:

Over 5x

year-on-year growth

\$22B

total value in 2019

\$114B

expected value by 2025

Driven by three
key factors:

Convenience

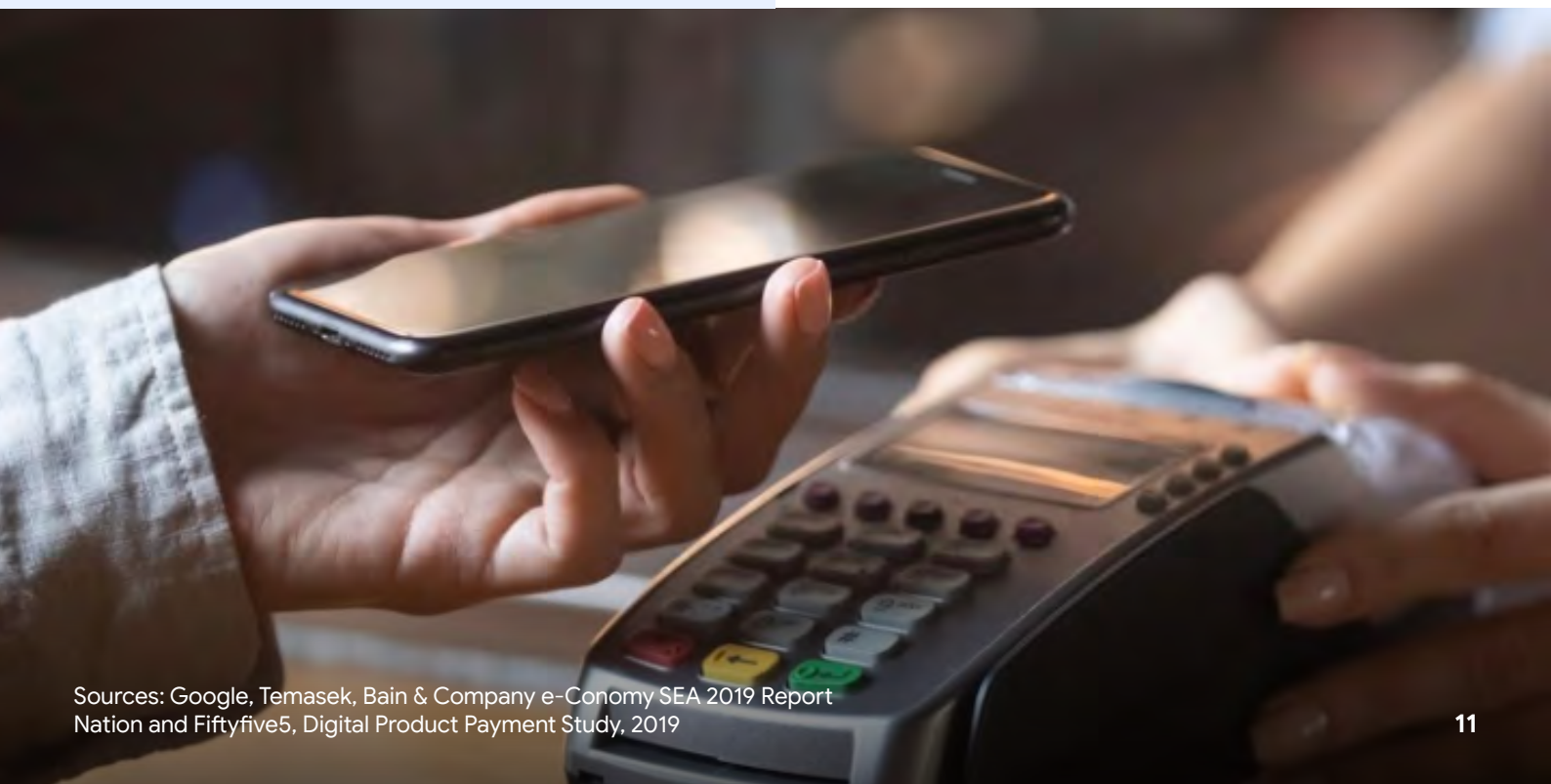
Simple, easy to use,
and works anytime

Practicality

Quick payment
methods that need
no queueing up

Promotions

Provides discounts,
rewards, and cashbacks



Across Indonesia,
there is a surge of interest
in digital wallets* on Search

2.7x

jump in queries related
to **digital wallets** with
a rise in searches for
“**dompet digital terbaik**”

2.9x

increase in searches
revolving around **how**
to pay using e-money

In particular,
women are
rapidly adapting
to e-money

86%

of all connected
female users use digital
payments, in comparison
to **32%** in 2017

...and more
Indonesians are
looking to become
e-money merchants

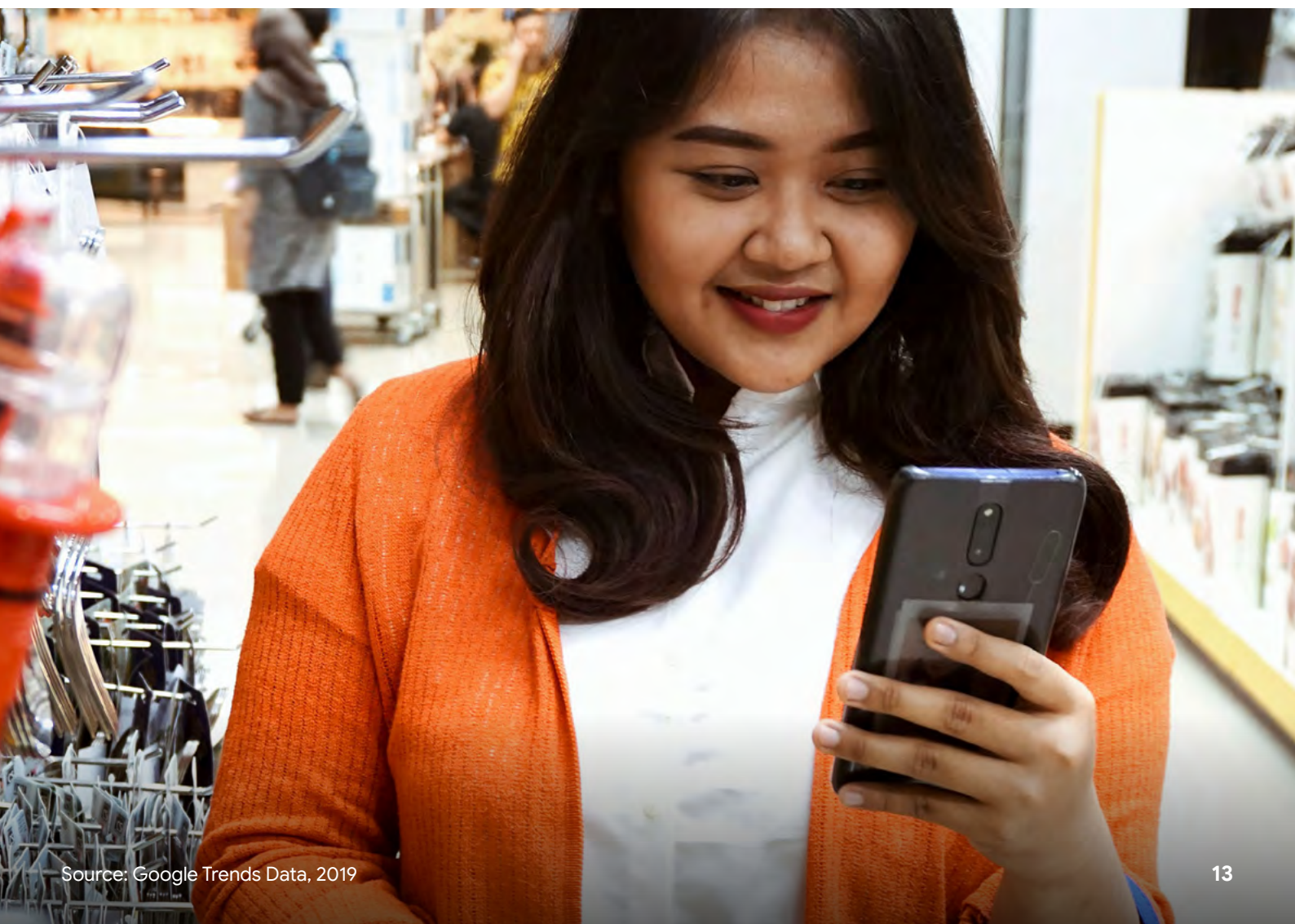
4.9x

increase in searches
on **how to become**
an e-money merchant

Did you know?

The highest search interest per capita in Indonesia comes from Yogyakarta. Despite having a significantly lower population than Jakarta, the city shows a very high level of interest towards digital wallets.

The government of the region is also implementing certain policies to help encourage e-money payments. This includes simplifying the process of buying train and other commuting tickets through digital wallets.



Non-metro growth

Non-metros* will be playing a bigger role in growing online users

Even as metros* continue to dominate Indonesia's online landscape, non-metros are fast catching up. Consumer spending in these regions is rising at a rate that is almost twice that of the six big cities.

Gross Market Value per capita in 2019

Metros (Jabodetabek)

\$555

Expected growth by 2025: **2x**

Non-metros

\$103

Expected growth by 2025: **4x**

What are Indonesian consumers looking for?

Metro

Seeking greater convenience and higher value for their digital and offline experience

Non-metro

Seeking products and services that were previously unavailable to them

Beauty, Auto, and Travel represent some of the highest growth in interest in non-metros

82%

rise in searches related to **Auto** in non-metros

80%

increase in searches for **beauty and personal care** related queries outside the metro areas

“flights to”

queries experienced a **90%** jump, with the highest search per capita coming from Eastern Indonesia

TV viewing going online

A large number of Indonesians are watching television content on digital

There is a big rise in searches for **TV shows**, popular **TV celebrities**, and **news-related topics** on Search and YouTube. TV content is now being consumed by viewers across mediums, with mobile being their most preferred viewing device.

“Our company has primarily spent offline (OOH and TV), however when we saw the insights that TV Show interest on YouTube Search has been growing exponentially, we decided to diversify to digital and conduct a study that confirmed higher return on Google platforms, resulting in 3x ROI vs. other channels”

- Fahroni Arifin,
SVP Head of Brand Management & Strategy, Indosat

Over 79 million

unique viewers
above the age of 18
watch YouTube
every month

95%

of all connected
Indonesians*
watch online
videos on mobile;
an increase
of **63%** since 2016



“sinetron”

1.2x growth in searches
on YouTube

TV celebrities

2x growth for TV celebrities
on Youtube Search as they
now have their own channels

television shows

2x growth in YouTube
searches for topics related
to television shows, with news
being the trending content as
Indonesian viewers keep up
with current affairs



Sophisticated consumer

Consumers are becoming more sophisticated in what they expect from brands

Buyers are looking for high quality products and services that enhance productivity, increase convenience, and add comfort to their lives.

1.3x

rise in searches
for “**best**” products

The most popular “**best**”
products on Search are:

moisturizers

foundations

toners

eye creams

mascaras



“**keyless**”

1.6x growth in searches,
with top searches revolving
around “**keyless vehicles**”

“**lounge**”

1.4x increase in queries,
with searches for **lounges**
in airports topping
the category



Sustainability

Consumers are increasingly aware of their impact on the environment

Indonesians are starting to make purchasing decisions that are driven by their desire to live an eco-friendly life. For many of them, it is important to find products and services that have a low impact on the environment.

“As the pioneer and leading mineral water brand in Indonesia, AQUA-Danone aims to promote sustainability and goodness for Indonesia. Delivering the quality hydration for Indonesia has always been our core. We continue to work on sustainability efforts focusing on water resource protection sheds and optimization of our packaging.

Today, majority of our volumes are in reusable gallons, while all remaining products already contain recycled plastic. As part of our sustainability commitment, we have launched the first 100% recycled plastic bottle in Indonesia – AQUA LIFE. We invite consumers to join in our #Bijakberplastik movement for a better Indonesia.”

- Ethan Lim,
VP Marketing, Danone Waters

“kualitas udara”

3.9x growth in searches, with most search per capita coming from **West Kalimantan, Riau, and Jakarta**

“sedotan stainless”

3x increase in searches, especially in **Yogyakarta** and **East Kalimantan**

“tas daur ulang”

6.3x jump in searches

2.7x

rise in queries for “**electric car**”, searches are not just concentrated around **Jakarta** but also coming from regions like **North Sumatra**



Did you know?

There was **1.5x** growth in searches for the term “**sustainable**”, primarily driven by searches related to sustainable agriculture

Auto



**Search
is the most
popular
choice for
auto-related
information
in Indonesia**

83%

of all auto buyers
use **Google Search**
on their path to
purchase

YouTube is the
second most popular
source of information
and is used by **53%**
of all auto buyers

82%

**increase in
auto-related queries
in non-metros**

Indonesians are looking for more value-add features for their cars



1.8x

growth in search volume for “gps navigation”

1.6x

rise in searches for “**keyless**”, with top searches revolving around **keyless vehicles**

...and are also concerned about the environment



“catalyst”

1.2x rise in searches
related to fuel catalyst,
a device that improves
fuel efficiency in vehicles

“mobil hybrid”

3.5x growth in searches

“motor listrik”

1.6x increase in queries

“electric car”

2.7x rise in searches,
with highest search
per capita coming from
North Sumatra



Online videos are leading buyers to take action

“Leads are extremely valuable in the auto industry. We’ve run digital campaigns with Toyota before, but never with results this high. We believe YouTube drives results by bringing us closer to the people who want to buy our clients’ products.”

– **Dennis Handoko**,
COO, EMC Group



Beauty and Personal Care



There
is a rapidly
growing
interest in
beauty and
personal care
products in
Indonesia

30%

increase in search
terms related to
**beauty and
personal care**



2.3x

growth in **skincare**
related queries

Trending searches include:

skincare routines



skincare reviews



In non-metros, the online personal care shopper is actively purchasing more than the offline shopper

Non-metro users who use Google Search are

1.6x

more likely to purchase **beauty** and **home care products** than offline users

82%

of all shoppers who have purchased **face care products** in the past 3 months use **Google Search** daily

Did you know?

The ad recall among **non-metro** and **Gen Z** consumers is **60%** higher on Google properties like Search and YouTube than on social media



Sources: Google/Ipsos/Quantum, P2P 2.0 Facecare, ID, June 2019, n=831 people
YouTube Shopper Profile Study, 2019

Consumers today are
more sophisticated and
only want the “best”

1.3x

growth in search for “best” products

The most popular
“best” products on
Search are:

moisturizers



foundations



toners



eye creams



mascaras



Consumers are looking for that dewy, glowy look



“glowing”

2.4x growth in
YouTube searches

“hair oil”

2.4x rise in searches,
including searches
on natural products
such as **coconut oil**
and **argan oil**



...and want problem-free skin

83%

of all women who
bought **facial care
products** are looking
for **solutions** related
to **problem-free skin**



kulit kering



1.3x growth in searches, with
most queries revolved around
how to combat the problem

untuk kulit berminyak



1.3x rise in searches

kusam



1.2x increase in YouTube searches

Indonesians are becoming increasingly aware of the importance of good personal hygiene



“antiseptik”

1.5x growth in searches

“cuci tangan”

1.8x rise in searches

“pasta gigi”

1.8X increase in queries,
with most searches revolving
around its **benefits**

...while healthier hair and convenience are top of the mind

1.5x

rise in searches around “shampoo”, with “dry shampoo” being the most frequent query

“rambut sehat”

1.3x growth in searches

“shampoo penumbuh rambut”

3.2x jump in searches

“conditioner”

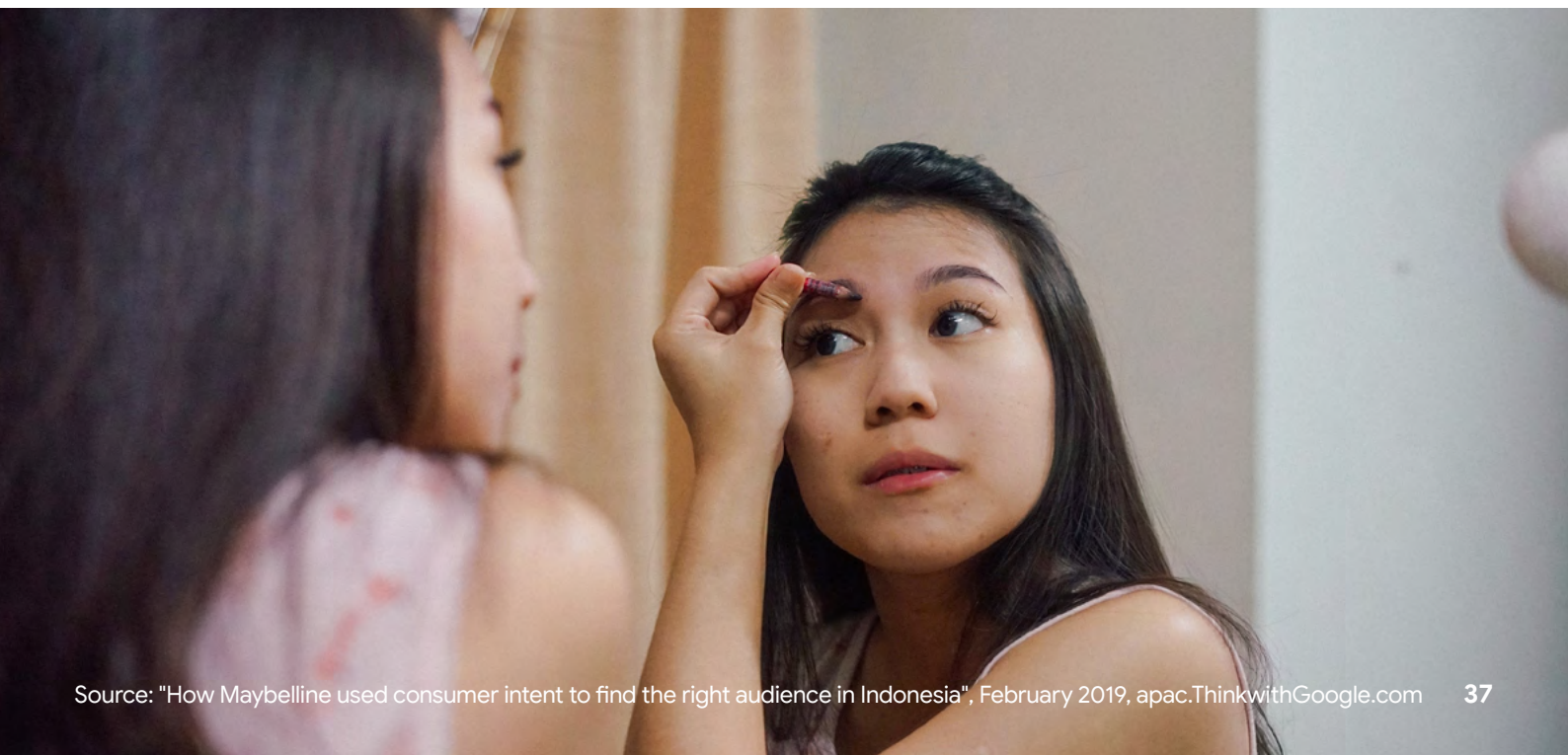
1.5x increase in queries, with the most searched term in the category being “conditioner anti bilas”



The right keywords help you better reach your target audience

“By targeting users who are looking for specific keywords, our brow campaign managed to overcome the challenge of getting the right product benefit to the right audience, which resulted in amazing business results with significant sales uplift and share gains.”

- **Cinantya Davina Amerini**,
Marketing Director at Maybelline Indonesia



Food and Beverage



Experiential content about food and beverages is proving to be a big hit with Indonesians

asmr



3.9x jump in
YouTube searches

mukbang



2.6x increase in
YouTube searches

1.8x

year-on-year
growth of **food and
beverage** related
topics on Search

When it comes to food and beverages, Indonesians are looking for healthier options

1.5x

growth in search terms related to “**healthy**” with terms such as “**healthy food**” and “**healthy recipes**” topping the list

1.2x

growth in searches for “**mie instan**”, with a large number of queries revolving around **how many calories they contain** or **whether it is safe for pregnant women to consume**

1.8x

growth in searches for:

vegan



sugar free



shirataki



nasi merah



They also want to be well informed about the benefits of the products they choose

“chia seed”

3.9x growth in searches, with queries about “**manfaat chia seed**” increasing by 2.4x

“himalayan salt”

2.9x rise in searches, as many users are interested in **learning about its benefits**

Did you know?

The highest search per capita for “**turmeric**” comes from **Bali and West Nusa Tenggara**. This healthy cooking ingredient saw 2.3x growth on Search

Baking continues to be a popular topic among Indonesian food enthusiasts

The watch time for baking-related videos in Indonesia more than **doubled** in 2019

“**brownies lembut**”

2.7x growth in YouTube searches

“**bolu panggang**”

1.4x increase in queries



Traditional coffee is making a comeback, while Taiwanese drinks are seeing explosive growth

kopi



1.3x rise in searches,
a trend that continues after
the big hype of last year

gula aren



2.2x increase in searches

11.6x

rise in queries for “**boba**”
on Search

7.3x

jump in YouTube searches
for “**boba**”, with “**asmr**”,
“**reviews**” and “**recipes**”
topping the interest charts

7x

increase in searches
for “**cheese tea**”



Media and Entertainment



News and gaming are the two pillars driving growth in media and entertainment across Indonesia



NEWS

Indonesians choose to stay informed about current affairs through online news videos

Indonesians spend

1.2x

more time **watching digital videos** than accessing **social media**



75%

of all those who consume news online state that **YouTUBE** is their **preferred channel** for watching **news videos**

2.3x

rise in searches for **“news channels”** on YouTube



Sources: Kantar LightSpeed Online Poll, N=3352, 2019
Google/Kantar, Online News Readers, ID, Sept 2019
Google Trends Data, 2019

Did you know?

Searches related to Kalimantan becoming Indonesia's new capital have gone up by **2.9x**, with a jump in queries for "**ibukota**" and "**Kalimantan**" across the country

In comparison, searches for the same topic have gone up by **4.3x** on YouTube



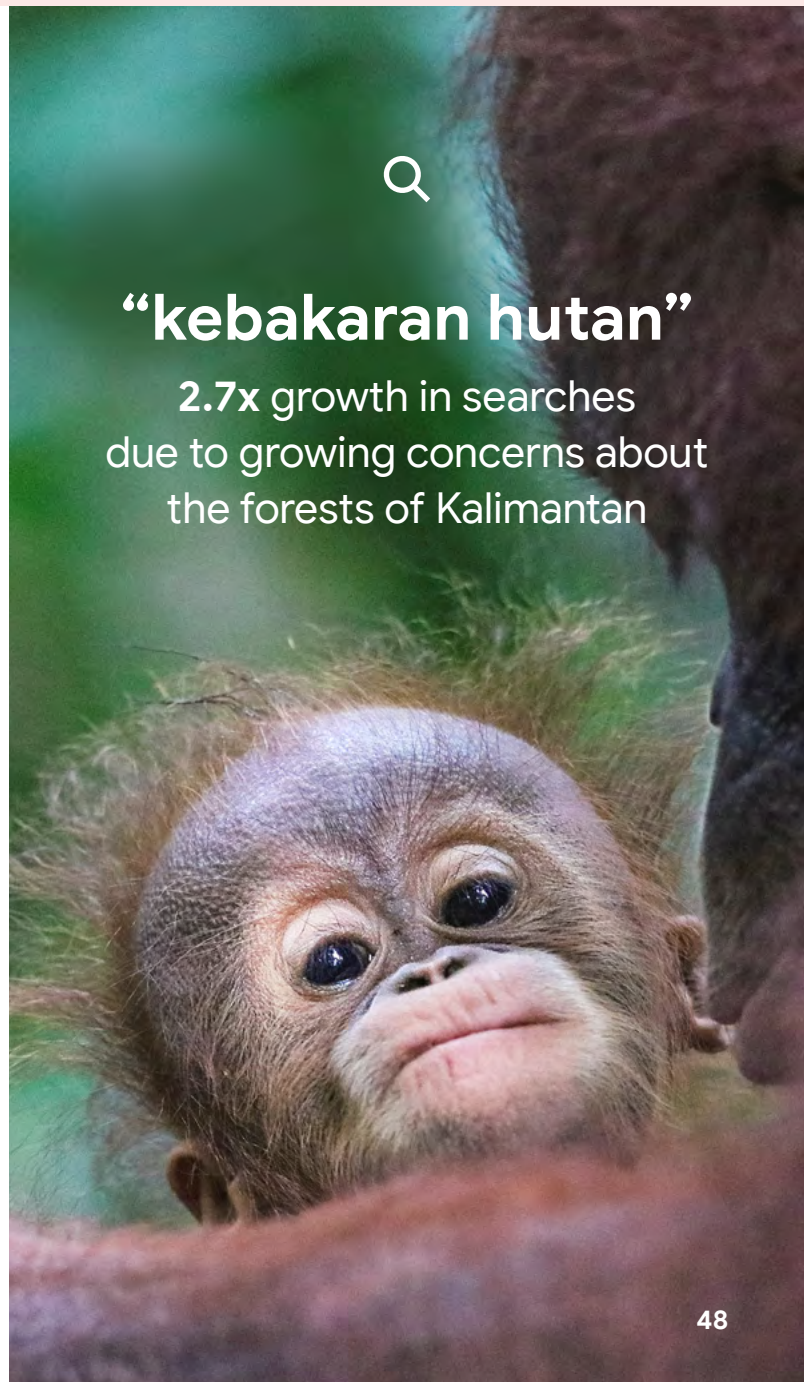
Gen Z consumers go online to get their daily news fix and stay updated on environmental issues

Indonesian news consumers, especially **Gen Z***, are deeply concerned about the **environment**

85%

of all connected **Gen Z** consumers read news on a daily basis

The **environment** is the **second most popular genre** among them



“**kebakaran hutan**”

2.7x growth in searches
due to growing concerns about
the forests of Kalimantan

GAMING

Most of Gen Z have smartphones and use their devices to play online games

According to an online research poll conducted in Indonesia,

98.8%

of all connected **Gen Zs** use smartphones, making up **17.5%** of the total user base

Over one-third

of all **Gen Z** smartphone users play online games daily



Videos about gameplay are taking off in Indonesia

Top video content
in the gaming category
includes:

Let's Play

Created by gamers to showcase a game's look, feel, and gameplay experience, often encouraging viewers to buy and play those games

Sketches

Comedic real-life recreations, creative edits, and mashups of humorous moments in games

Guides

Tutorials on how to play a game and win it

Professional play

Videos of professional gamers playing against other players or teams. These are often part of tentpole events for new or upcoming games

Reaction videos

Comedic content that focuses on players' reactions to moments in a game

Gamers want to stay updated about the latest trends and newest titles



free fire



2.9x jump in searches

gaming



1.6x growth in YouTube queries

game baru



1.4x rise in YouTube searches

Online Shopping



**Harbolnas
and Ramadan
continue to
be the top
two shopping
seasons in
the country**

As Harbolnas
approaches, there is a

1.2x

spike in searches for:

electronics

fashion

cosmetics



As Indonesians prepare to welcome friends and family for halal bihalal, there is a jump in interest for household appliances and furniture



“kulkas”

1.5x rise in searches

2x growth in queries for

“rice cooker”

“oven”

“sofa”

2x increase in related queries during the weeks leading up to Ramadan

“vacuum cleaner”

4x jump in searches

They also show a keen interest in dressing up for the special season

1.8x

growth in apparel-related searches

...and want to make sure that they capture those special moments

1.3x

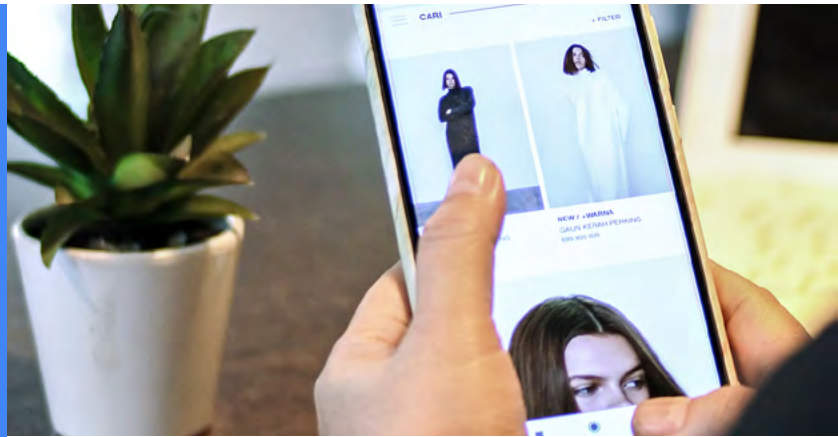
surge in searches for “kamera” during Ramadan season



There is also a spike in interest during the “other” big shopping days of Indonesia

Did you know?

Apart from the two major shopping seasons, additional peaks in sales are seen during celebratory dates such as **brand anniversaries** and **double-digit promotion days**



“12.12”

Over 50x increase
in searches in 2018
vs. 2017

“9.9”

4x increase in searches
in 2019 vs. 2018

Rising internet connectivity is proving to be the gateway to online shopping for consumers

88%

of all shoppers
start their purchase journey online

71%

of all users state that Search **made them consider new smartphone models** that they hadn't previously considered

And to support their growing online usage, Indonesians are increasingly searching for **high-performance features** for electronic gadgets

snapdragon



1.3x increase in searches

speed test



1.5x rise in searches

fast charge



1.4x growth in queries

Indonesians are increasingly interested in investment products and convenient payment options



emas



1.2x increase in queries, with the highest search per capita coming from **East and Central Java, Papua, and Nusa Tenggara**

official store



1.4x growth in searches

Connected users also want **easy** and **secure** payment options

19x

jump in “**paylater**” searches, as many Indonesians want to clear dues at the end of the month or through installments. Most of these searches are coming from **Central Kalimantan** and **North Sulawesi**

2.7x

growth in “**insurance**”

...while also seeking value from non-tangible products



2.1x

rise in queries
related to
**e-commerce
credit**

“voucher”

1.5x increase in searches,
driven by digital products such
as “**ride hailing vouchers**”,
“**gaming vouchers**”, and
“**e-money vouchers**”

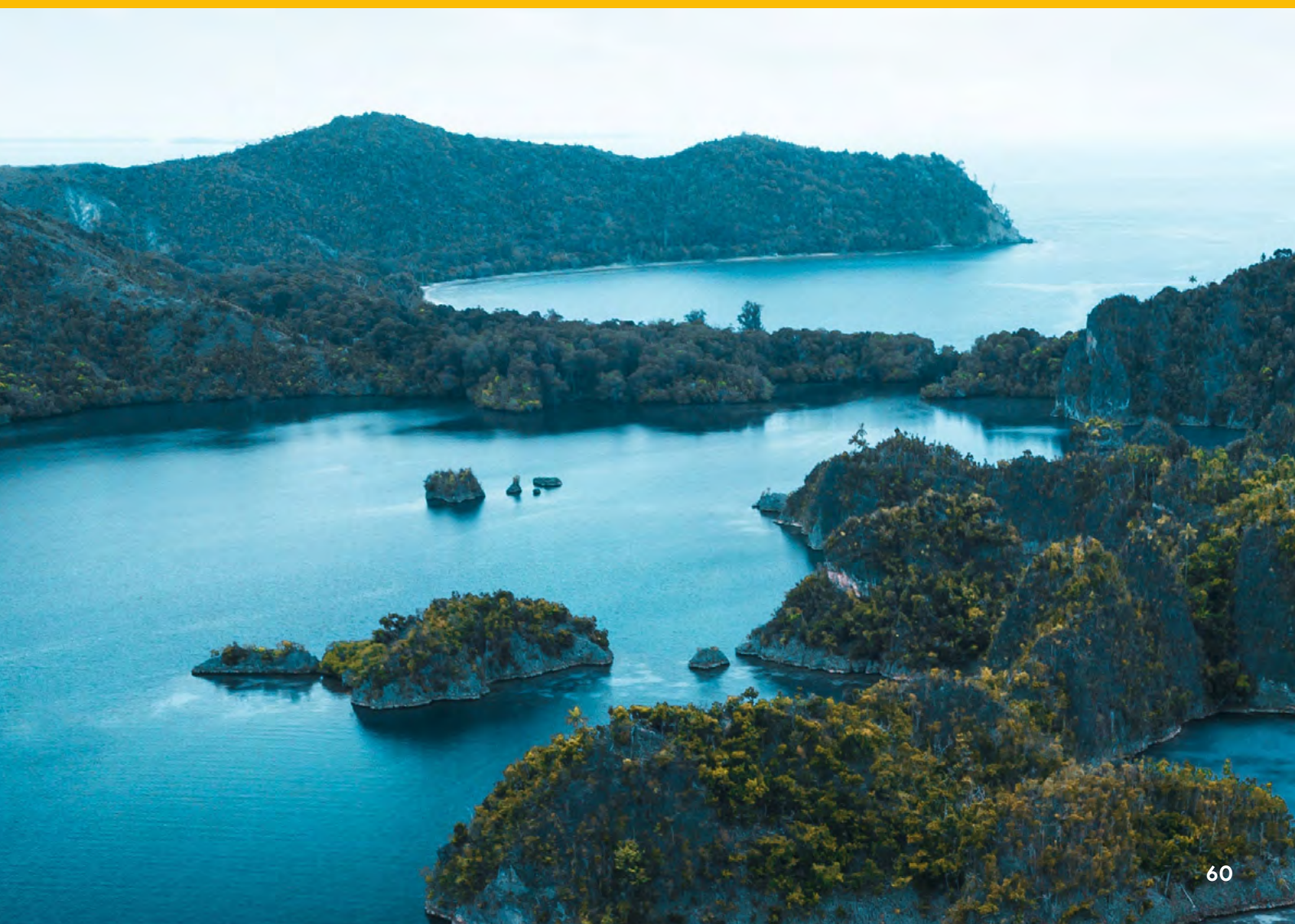
“voucher game”

3.2x jump in searches

“top up”

2.6x growth in searches,
with most of search per
capita revolving around
game-related top ups,
which come from areas
like **Gorontalo, Kalimantan,**
and **Bangka Belitung Islands**

Travel



**Indonesia
remains the
largest and
fastest growing
online travel
market in
Southeast Asia**

Size of the
online travel market
in Indonesia:

2015

\$5B

2019

\$10B

2025

\$25B

39%

growth in
travel-related
searches in the
past **18 months**

Indonesians are now looking for more comfort and safety while traveling

lounge



1.4x growth in searches, with the highest queries revolving around **lounges at airports**

reschedule



1.2x rise in searches, with most queries seeking information on **ticket rescheduling**

insurance



3.7x jump in searches



They also want to go on staycations at finer, non-commercial hotels

3.4x

jump in searches for “**staycation**” – queries peak during long weekends

“**hotel 4 star**”

1.8x rise in searches

“**boutique hotel**”

1.2x growth in queries

“**suites**”

1.4x increase in queries

...but **affordable hotels** continue to be a big hit with Indonesians throughout the year

“**budget hotels**”

1.6x growth in searches

Indonesian travelers are keen on immersing themselves in local activities

“near me
+ terdekat”

2.5x growth in
searches, driven by
photo opportunities,
tourism spots, and
local restaurants

1.5x

rise in searches
for “things to do”

1.3x

increase in queries
for “festival”

Top searches related
to “festival” include:

“dieng”

“music festivals”



...and are also very interested in traveling to domestic destinations



“Labuan Bajo”

1.6x growth in queries,
driven by its newly
established hotels and
the renowned **Pulau Padar**
and **Pink Beach**

“Sumba”

1.3x increase in searches

“Kalimantan”

1.4x rise in searches,
with travelers seeking
information about popular
tourist spots on the island
like **Jellyfish Lake**,
Muro Mountain, and
National Park

Top 10 domestic destinations on Search in the first half of 2019 among Indonesian travelers:

Jakarta



Semarang



Bali



Malang



Bandung



Bogor



Yogyakarta



Medan



Surabaya



Surakarta



Top 10 international destinations on Search in the first half of 2019 among Indonesian travelers:

Singapore



New York



Kuala Lumpur



London



Bangkok



Paris



Tokyo



Seoul



Hong Kong



Johor Bahru



Glossary

Internet economy

The total gross merchandise value (GMV) across e-commerce, online media, ride hailing, online travel, and digital financial services

E-money

The medium to perform electronic transactions

Online media

Advertising, gaming, subscription music and video on demand

Ride hailing

Transportation, food delivery

Online travel

Flights, hotels, vacation rentals

Digital transactions

Payment of products by using digital mode of payment

Non-metro cities

All cities and towns in Indonesia excluding the top 6 metropolitan cities

Metro cities

Jabodetabek, Bandung, Semarang, Yogyakarta, Surabaya, Medan

Connected/Connected users/ Connected Indonesians

Consumers with access to the internet

Gen Z

18-24 year old Indonesians



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