

Think with Google

A grayscale photograph of a woman wearing a patterned hijab and a face mask. She is looking down at a smartphone held in her right hand. In her left arm, she is carrying a large, crumpled paper shopping bag. The background is plain white.

YEAR IN SEARCH 2020

INDONESIA

Looking back to move your business forward

2020 is behind us and we are ushering a new year 2021. However, we still find ourselves yet again amidst relentless uncertainty and numerous questions. In a year where the pandemic has challenged everyone around the world, 2020 encouraged each of us to use more digital platforms, including [turning to Search](#), to find answers: we ask “why” more than ever before.

And while we may not have found all the answers, we hope that the development of our **3rd edition** of our **Year In Search 2020 report** can help portray some of the shared desire Indonesians have in trying to understand our collectively unique experiences, and how marketers can connect--and reconnect--to consumers in a more personal way, including using digital. This year’s edition looks somewhat different, where most pages carry the weight, questions, and behaviors of Indonesian consumers that have both emerged and shifted due to the pandemic.

Our report analyzes Google Trends data to see what Indonesian consumers are searching for. Many are tackling individual matters and confronting social stigmas, taking it upon themselves to care about a greater purpose and the wider community, as illustrated by the **200%** jump in searches around **donations** or the **95%** jump in searches around **buying local**. Some turn to Search to look for tips to **juggle the increasing demands** that the work-home worlds bring forth. In fact, shopping has evolved significantly across Indonesia since the start of COVID-19, with consumers going online not only as buyers, but also as sellers, and growing smarter in how they interact with and expect from brands. Above all, most Indonesians have turned to Search to seek greater assurance and certainty in order to look for ways to move forward confidently into the future.

We have heard from you on your hopes to better leverage Search insights for your businesses. With this report, we share Search trends across seven industry verticals--Technology, Media and Entertainment, Shopping, Beauty and Personal Care, Food and Beverage, Finance, and Transport and Travel. At the end of every industry section, we have added **vertical-specific brand takeaways** that will help you translate these insights into actions for your businesses.

As the world continues to evolve, the marketing landscape, too, must adapt alongside it. Uncertain times represent new opportunities that call for new learnings, deeper reflections, and greater inspirations. We hope that our report can serve as an opportunity for us to look back and help transform your business digitalization forward together.

Warmly,



Randy Jusuf,

Managing Director, Google Indonesia

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As beauty routines evolve, what users are looking for online is also changing



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More consumers are now using the internet for their regular fix of information and entertainment



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Indonesians staying at home are turning to technology like never before



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While both sectors were impacted by the pandemic, pent-up demand is now starting to come through



Trend 1

Individual Matters

COVID-19 is far more than a health crisis. It affected societies and economies at their core across nations, and with it, a simple truth was reaffirmed: no two human experiences are the same. Across 2020, Search trends reveal that people are placing increasing importance on their individual perspectives, even if they are not openly accepted by society.

The global pandemic has made people's diverging needs, habits, and beliefs more apparent than ever. It's this unique set of experiences that remind us that individual behavior shouldn't be influenced by what society considers to be appropriate and inappropriate. Instead, the focus should be on understanding and embracing what makes us different, and on prioritizing mental and physical well-being to emerge stronger as individuals and society.

There's been a growth in searches for mental health. It has also resulted in Indonesians turning to the internet to find ways to prioritize wellness and improve quality of life.



spike in searches related to **"kesehatan mental"** (mental health)



rise in search queries related to **"apa itu anxiety"** (what is anxiety)



growth in searches for **"self care"**



jump in searches for **"obat gerd"** (GERD medicine) to combat heartburn and reflux

1

Individual Matters

This year, Indonesians are educating themselves on social issues.



increase for searches around **"rasisme adalah"** (what is racism)



"black lives matter" saw a significant spike in active searches in 2020, as the movement that originated in the US a while ago emerged as a new global issue that inspired Indonesians and resonated with them too

25% jump in searches related to **"gender equality"**



Takeaways for brands

Highlighting diversity, equity, and inclusion aren't enough. It takes empathy to understand the variety of situations consumers face and acknowledge an individual consumer's journey to create both meaningful and profitable connections.

“

Increasingly aware that personality, purpose and profit can be compatible, consumers seek brand relationships that go beyond the superficial and transactional. They will embrace brands with meaning and character; that are open, honest, sympathetic, and, most importantly, stand for something.

- **TrendWatching**, on the consumer search for human brands

”

1. Embed empathy into a brand's marketing strategy by considering consumers' individual journeys.

Burger King launched **Sunyi Bersuara** to show that a day at work for a deaf employee is not much different from anyone else's. It launched a sign-language font and encouraged other brands to use it for their logos in a show of solidarity, and support equal job opportunities for disabled communities. More than 65 companies quickly signed it on www.sunyibersuara.id.



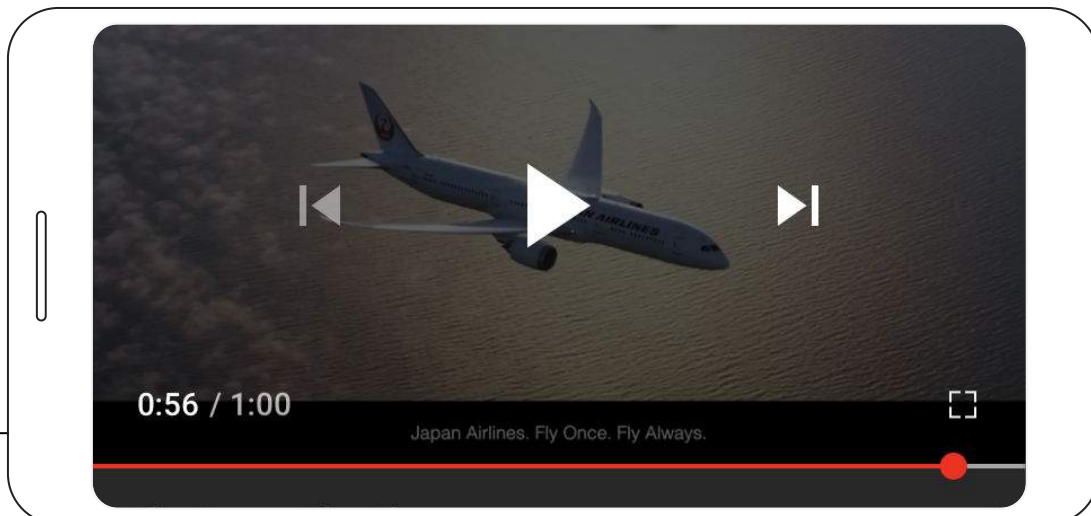
Takeaways for brands

2. Build inclusivity into your brand.



Heinz brand **Kecap ABC** launched a campaign called **Suami Sejati Mau Masak** to promote gender equality, starting in the kitchen. The campaign encouraged Indonesian husbands to cook and become equal partners. The campaign started a national conversation and got over 5.9 million views, prompting Kecap ABC to launch a new program called *Kecap ABC Koki Muda Sejati* (ABC Soybean Sauce's Real Young Chefs). The brand also continued these efforts by holding Women's Equality Day & Mothers' Day initiatives in 2020.

Japan-based **Japan Airlines (JAL)** launched a hyper-personalized video campaign, 'Fly Once, Fly Always' for five markets across Southeast Asia in November 2019. The campaign leveraged 3,000 unique creative assets to create 24 different versions of the video that recreate the special 'first time feelings' of flying among travelers. The content displayed is chosen according to the viewer's relevance. For example, the version served to viewers in Indonesia features a woman wearing hijab, to illustrate that JAL serves halal food.



Takeaways for brands

3. Pay attention to tone and timing.

Don't rush things and push boundaries too soon. Your aim is not to have your efforts to be regarded as a PR stunt. Show your support by ongoing encouragement, and connect with audiences when they're ready.

Danone Waters' **Aqua** brand team were to launch a campaign on the benefits of healthy hydration when social distancing was introduced. Aqua pivoted its campaign to promote a different health message: a reminder to all Indonesians to stay at home and help the government to flatten the curve.

The brand replaced its billboard with a simple yet powerful message: **“For the first time ever, we do not want you to see this ad. Stay home. Stay hydrated.”**



There's more to a face. Identity is nuanced. Diversity exists within diversity.

I realized that we had been looking at diversity through only the broadest of categories — women, LGBTQ, Black, Latino. But there's more to a face. Identity is nuanced. Diversity exists within diversity.

To fix this, we have to change habits. But how do we do this at scale? How do we change the habits of our teams and agencies? We still have a lot to learn. But here are nine very practical things we have found useful:

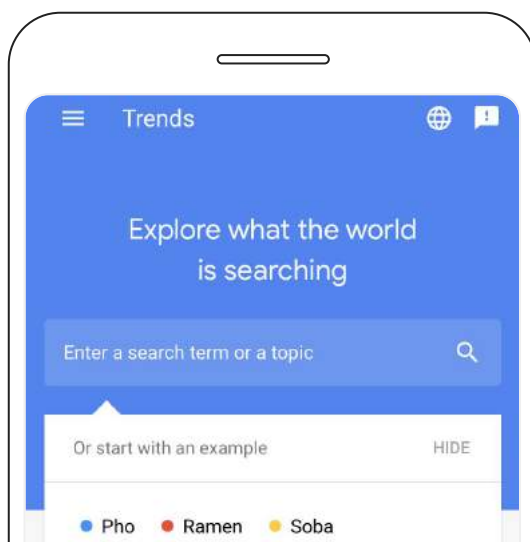
1. Ensure everyone feels responsible

All too often, we have relied on women and people of color to point out diversity problems

There are many ways to make sure that inclusivity sits front and center of a marketing strategy. Google's CMO shares how she keeps it a priority across her organization: 9 ways we're changing habits, so we can make more inclusive marketing at Google

Takeaways for brands

4. Make use of tools and technology to engage large audiences who have specific and ever-evolving needs.

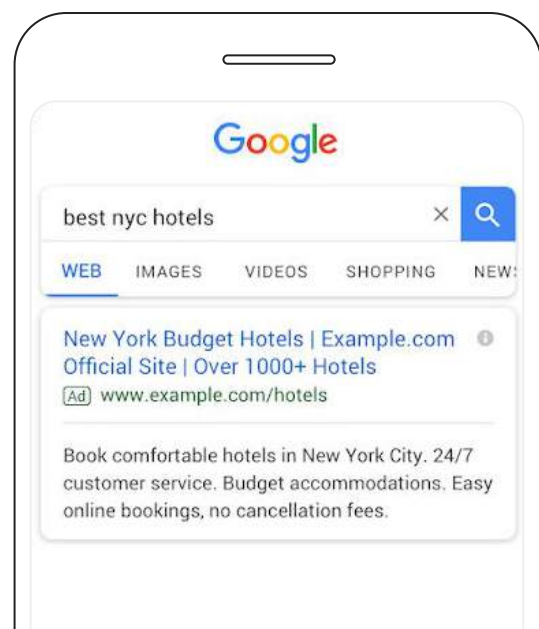


Google Trends

Tools like Google Trends keep us up-to-date on changing behaviors, so brands can find the right fit with their brand values and speak to them genuinely.



15% of daily searches on Google are new, making it difficult to consistently show up as helpful and understanding of customers' needs. Responsive Search Ads help adapt an ad to more closely match potential customers' search terms, making it much easier to serve relevant ad messaging.





Trend 2

Higher Purpose

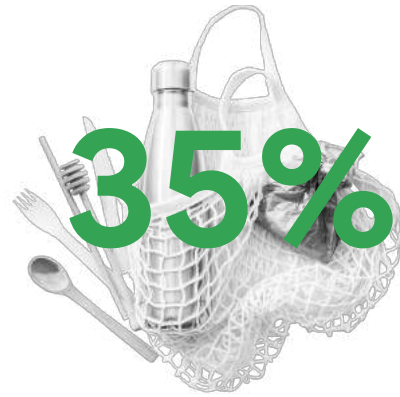
The pandemic forced a global reset that is testing our humanity and values. It has encouraged us to think beyond ourselves and focus on the greater good of the community. While some sought ways to give back to society and the environment through charity work or by adopting green habits, others found ways to support small businesses affected by the pandemic.

Environmental concerns are not new. But 2020 was a turning point that featured some key attitude shifts towards protecting our planet.

Confronted with their own personal consumption habits during lockdowns, Indonesians have been reassessing their impact on the environment.



jump in searches for **“reusable mask”**, which are more eco-friendly and also cheaper in the long run



increase in searches related to **“bebas plastik”** (plastic free), in response to Jakarta’s ban of single-use plastic bags

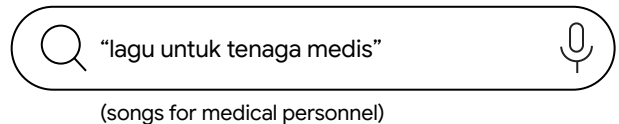
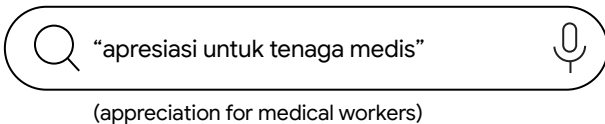


year-on-year growth in searches for **“reusable cup”**, amidst strong concern over the amount of single-use plastic used in the country



increase in topics related to **plant-based diets**, as more consumers sought alternatives to animal-based food products

Social distancing – and isolation, in many cases – brought a desire to connect to our wider community by giving back.

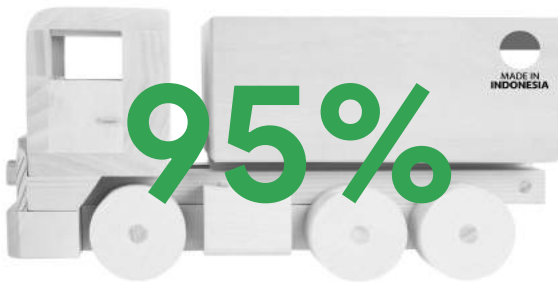


jump in searches related to **“menyumbangkan”** (donate), in comparison to 15% in the previous year



spike in searches for **“paket sembako”*** (grocery essentials)

New habits are carrying us into 2021 and beyond, with more consumers choosing to support businesses in Indonesia and buy local to keep the economy going.



increase in searches for
“buatan indonesia”
(made in Indonesia)



growth in searches for
“produk lokal”
(local product)



Takeaways for brands

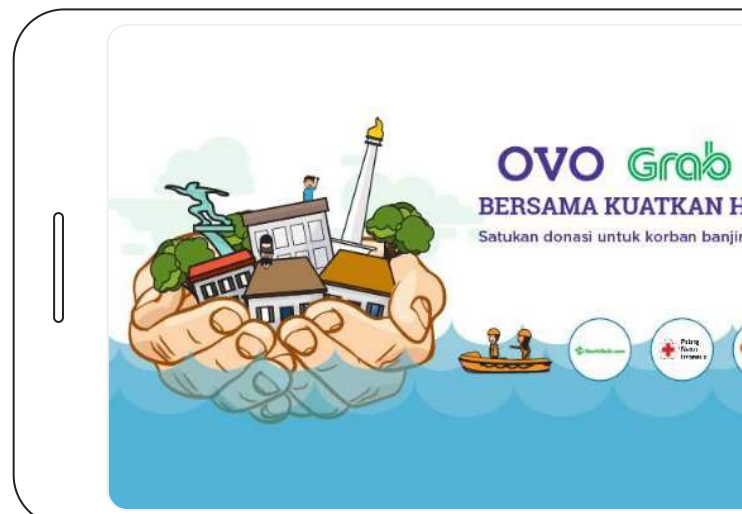
Make meaningful connections that go beyond traditional corporate social responsibility. It's also important to actively support communities and take actions to integrate sustainability into a brand's values.

1. Create new ways for consumers to connect with the environment, and each other.



Go beyond your operational footprint and actively invest in sustainability -centered activations like **Converse*** did with their City Forests. This community project engages local artists to create murals using a photocatalytic paint that helps clean the air. These air purifying murals have been spotted in Jakarta, Sydney, Bangkok and Ho Chi Minh City.

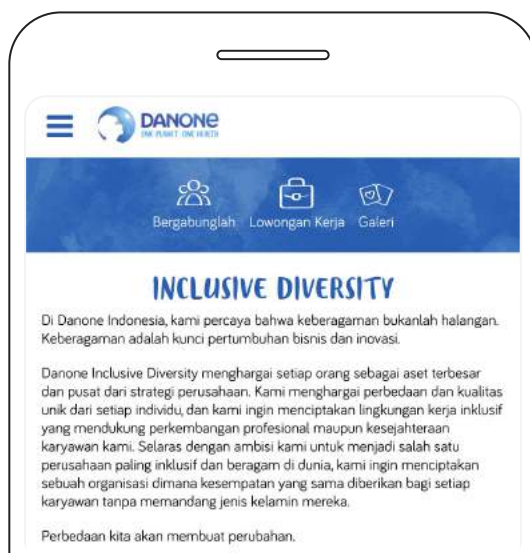
Indonesia-based mobile app payment system **OVO** launched a crowdfunding campaign in January 2020 to help the victims of floods in Jakarta. The initiative allowed people to make donations on OVO's app, and prompted Southeast Asian ride-hailing platform Grab to match the donations up to IDR 1 billion (USD 73,157).



*Source: Trendwatching.com

Takeaways for brands

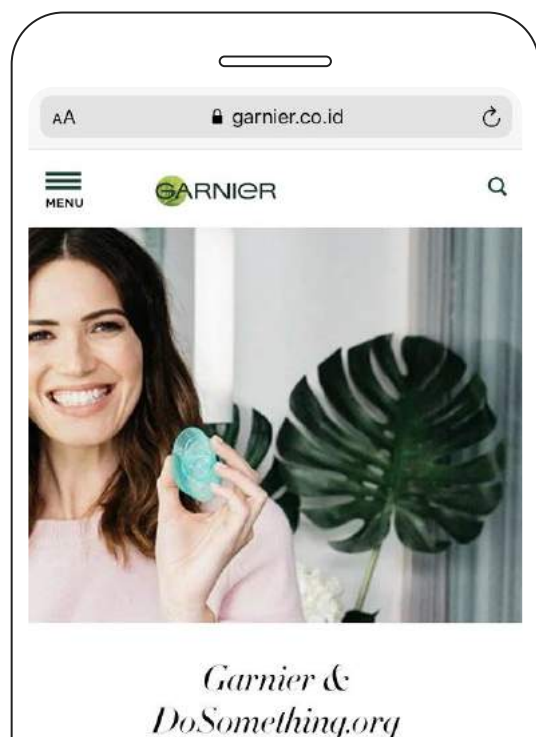
2. Make your values and internal practices externally visible.



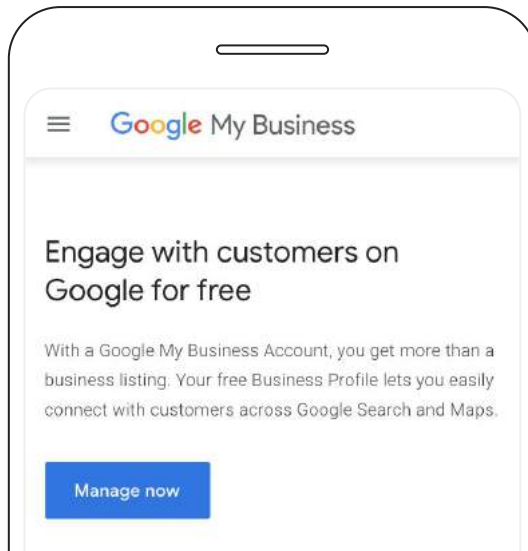
Embed community values into your employee culture and day to day operations. Be proactive about challenging old business models and ways of working.

Danone Indonesia places great importance on inclusive diversity as a company, believing that celebrating uniqueness fosters innovation and collaboration. Danone Indonesia has built an organization where women make up 50% of their Board of Directors. Their company values and internal practices are made clear on their website.

Garnier Indonesia partnered with TerraCycle and DoSomething.org to launch Rinse, Recycle, Repeat, a national recycling program for beauty and personal care products. It motivates the next generation to go green by recycling their empty beauty products. This is the world's first beauty recycling program that facilitates collection and recycling of beauty empties that otherwise cannot be recycled for free. Garnier Indonesia also incorporates 40% recycled glass into skincare jars.



Takeaways for brands

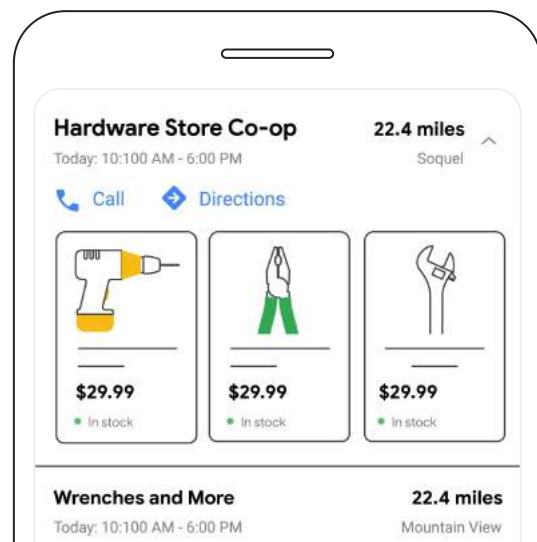


3. Connect with potential customers in the nearby community.

Ensure you have a prominent online presence so that your customers can easily find you. [Google My Business](#) is an easy-to-use tool that helps businesses connect and interact with the customers who are looking for their products and services.



In APAC, 53% of online shoppers say they'll buy online even more frequently post-pandemic. With millions conducting shopping-related searches on Google every day, brands have the opportunity to list their products (for free) on [Listings](#).



Searches for “**shopping near me**” have grown 3x in the past two years, clearly indicating that shoppers are turning to digital to find what they need, nearby. Brands can tap into the opportunity by using [local inventory ads](#) to show nearby shoppers what's available, in stock, and how to get to the physical shop.

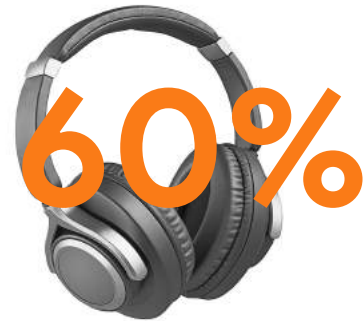


Trend 3

Whole Selves

Due to the pandemic, new circumstances such as work from home and disrupted routines have emerged. Suddenly, the lines that used to distinguish the manager in the office from the parent at home have blurred. They now have to juggle their home and work needs, and find ways to keep children, who are at home, occupied. This has led to an increase in search for gadgets and tools that boost efficiency and productivity.

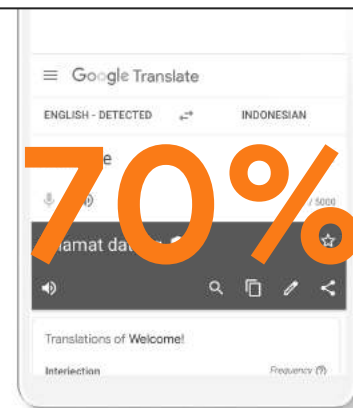
Work From Home (WFH) can be challenging. Across Indonesia, many are searching for ways to adjust to their new work environment.



increase in search queries related to “**lagu untuk belajar**” (songs to study to), while “**lagu untuk kerja**” (songs to work to) has seen a rise of 130%



jump in searches for “**home office**”



growth in searches for “**translate english to indonesian text**”

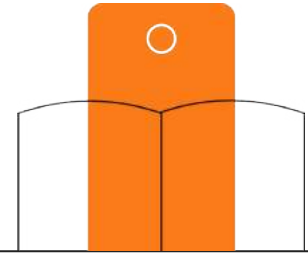


surge in searches for “**cara produktif**” (how to be productive)



increase in searches for “**voice typing**”

Online learning has registered a spike worldwide. Education changed drastically this year, with teaching moving to digital platforms.



180%



jump in searches for
“e-learning”

60%



increase in searches for
“home schooling”, with a 270% surge in searches for the “google classroom” tool that makes learning from home easy and convenient

DID YOU KNOW?

Education is going mobile. 34% of Indonesia’s Gen Z* now use their smartphones to study online. Google Search remains the most popular touchpoint for purchase of educational products, reaching nearly 50% of shoppers.



Indonesians are seeking out tools and products that truly understand and speak to them in these challenging times, and can help them manage increasing home demands.

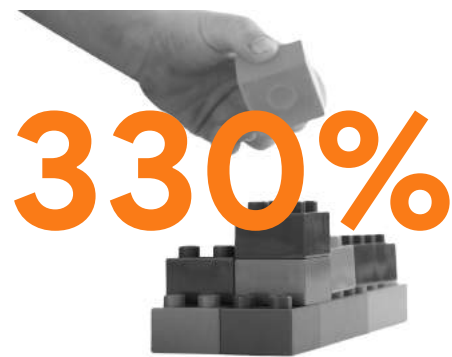


rise in searches for **“konflik keluarga”**
(family conflict)



increase in searches for **“parental control”**

...and are searching for activities to keep their kids occupied at home



surge in searches for **“kegiatan anak di rumah”**
(children’s activity at home)

DID YOU KNOW?

Google has a bunch of 3D animals/dinosaurs you can view in Google Search. Just type the name of the animal/dinosaur, and it will show up in AR/VR form in your living room! It’s a great way to entertain kids and help them learn about animals/dinosaurs using technology.

Takeaways for brands

Lines are blurring in the roles people play. Consumers are no longer a singular individual (i.e. parent, employee, teacher), but someone who plays many roles every day. They're looking for brands to meet specific needs at any one time, and search for brands that fit into their lives, and not the other way around.

1. Challenge your business to think beyond traditional industry considerations. A wider understanding of human needs means a wider business opportunity.

Another consideration is that by 2030, Asia is expected to be home to 59% of the world's Muslim population, representing a huge opportunity for local brands. Alongside a growing population is a growing demand for a wider range of halal products. The 2020 Global Islamic Economy report noted a 12% increase in halal-certified products and over 200% growth in the halal chocolates, desserts and ice cream categories. The halal food industry alone is one of the world's fastest-growing economic sectors, valued at over \$2.2 trillion.



Takeaways for brands

2. Speak to your customers like a local.

Offering voice-based solutions is a helpful way to engage with existing customers, as well as attract new ones.



Within Google marketing, even when users are on English language browsers, click through rates are consistently higher when local language ad copy is used.

“

CTR was 17% higher in Hong Kong and Taiwan and as much as 34% in Indonesia, highlighting how important it is for businesses to challenge digital norms - **Sebastian Burgmans, Director, SMB Ads Marketing, Google APAC**

”



TelkomSEL, a wireless network provider with >160 million users, decided to change the name of their service network to display 'TSEL-DiRumahAja' on screens instead of the usual 'TSEL' to remind 70 million users across Indonesia to stay home, after search interest for “DiRumahAja” (stay at home) grew across Indonesia on Google Trends.

Takeaways for brands

3. Rethink your business boundaries. Challenging traditional industry models will help you uncover new business opportunities.



To reduce the spread of the coronavirus, Indonesian cosmetics brand **Mustika Ratu**, quickly changed its business model to launch an Olive Hand Gel that kills viruses and bacteria, but maintains the skin's moisture and softness.

The beauty brand also recently launched its #ImunKuatIndonesiaSehat campaign, with new herbal and immunity-boosting products and drinks to keep Indonesians healthy amid the pandemic.

NgeJamu mustika ratu

TINGKATKAN DAYA TAHAN TUBUH TANGKAL CORONA VIRUS (COVID-19)

JANE
Kandungan Vitamin C dan Magnesium memperkuat sistem imun.

KUNYIT
Meningkatkan sirkulasi dan metabolisme untuk mengatasi stres karena sakit.

KAYU MANIS
Efektif dalam meningkatkan daya tahan tubuh.

GULA ABEN
Meningkatkan penyerapan zat-zat gizi penting untuk meningkatkan daya tahan tubuh.

ASAM JAWA
Tinggi Kandungan Vitamin C sebagai Antioxidan alami.

Tersedia di:
Mustikaratuonline.com
Carrefour, TipTop, Naga,
Watson, BlueMart Vending Machine,
dan di Toko-toko terdekat.

#YukNgeJamudIR
#MRRLoveYourself
#MRRLovingYou

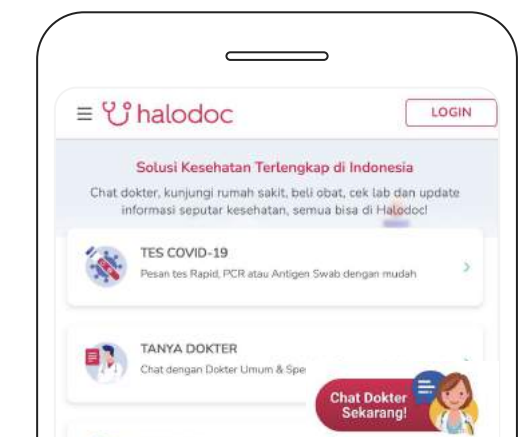
Takeaways for brands

4. Fit into their world.

Adjust your business and marketing solutions to fit into your consumers' lives and needs either through your communication strategy or actual product solutions.



With social distancing top of mind among consumers, the **Bluebird Group** launched a “Chat-Order-Delivery” service for groceries via chat so Indonesians could skip a visit to the supermarket for essential items.

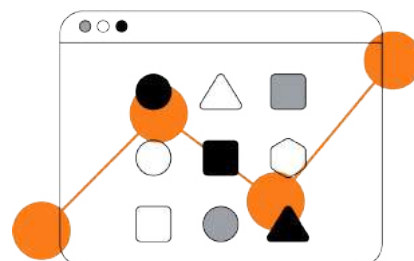


Halodoc released daily educational content to create awareness about COVID-19 and reduce the spread of the virus. It also partnered with **Gojek** to launch a consultation chat service for people to check their risks and monitor symptoms for COVID-19

5. Make it easy.

More time online means less patience for digital mistakes.

With various levels of lockdowns still on-going, a brand's online presence is especially critical. Dive into [these tips](#) for a high-level view of how to ensure your online presence becomes an effective storefront for your business.





Trend 4

Sweet Relief

The pandemic has canceled festivals, concerts and other events. Many vacations and large celebrations have been limited or put on hold. But happiness and joy are always welcome. Seeking out fun, recreational activities may be even more important now. Doing something you enjoy can distract you from problems and help you cope with life's challenges. Amidst a year of historic challenges, consumers are embracing products and activities that spark joy and create a safe space for them to take a break.

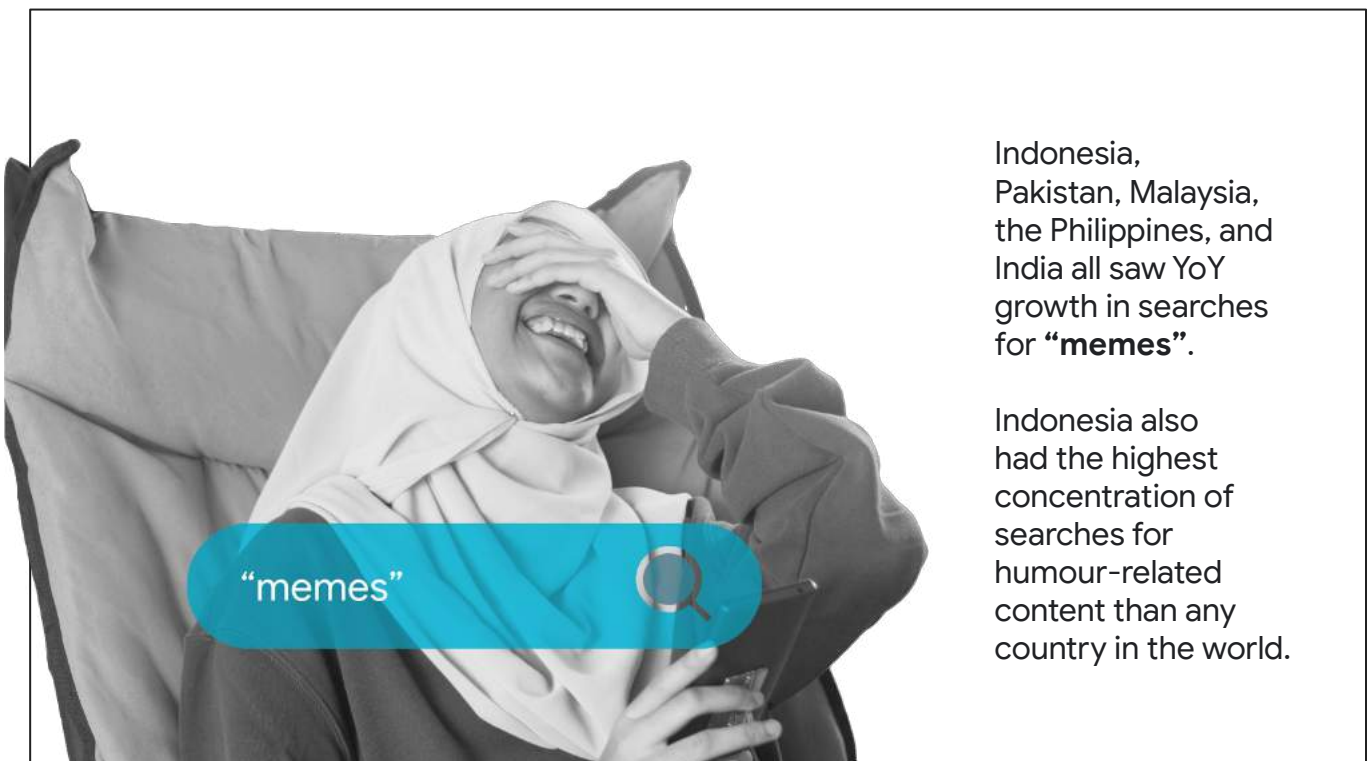
Given the limited entertainment and recreation options and the challenges many face in their everyday lives, Indonesians have been seeking alternative forms of downtime.



increase in searches for “**meditasi**” (meditation)



increase in searches related to “**podcasts**”, with exponential growth from the previous year



Indonesia, Pakistan, Malaysia, the Philippines, and India all saw YoY growth in searches for “**memes**”.

Indonesia also had the highest concentration of searches for humour-related content than any country in the world.

Now that people are spending more time at home, they're investing in small indulgences that add to their quality of life or are meaningful to them.

Like experimenting
in the kitchen...



growth in searches for
"pembuatan es krim"
(making ice cream)



increase in "easy recipe",
with most search queries
for desserts such as
cookies and cakes

...or growing a garden
in their homes.

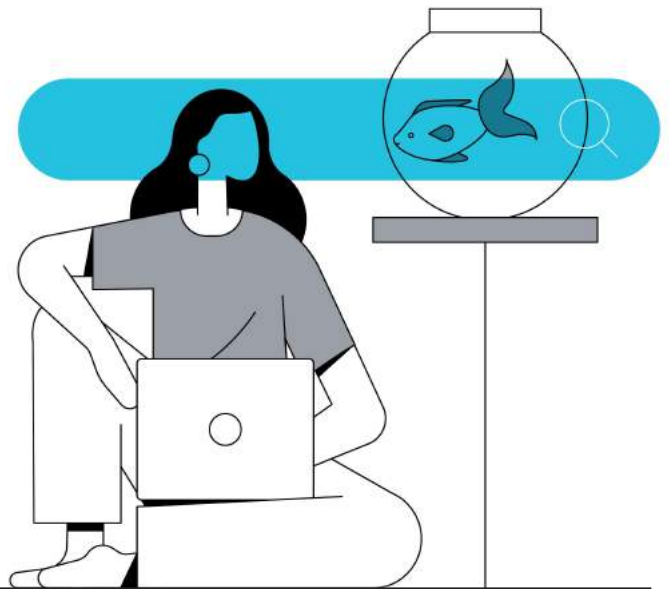


rise in searches for
"tanaman rumah"
(home plants)

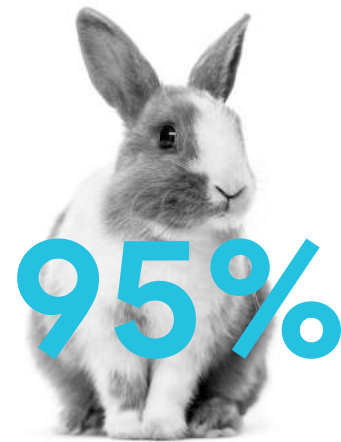


spike in searches related to "cara tanam"
(how to plant), with the highest search
interest for edible plants such as papaya,
jagung manis (sweet corn), daun bawang
(leek) and sayur hidroponik
(hydroponic vegetables)

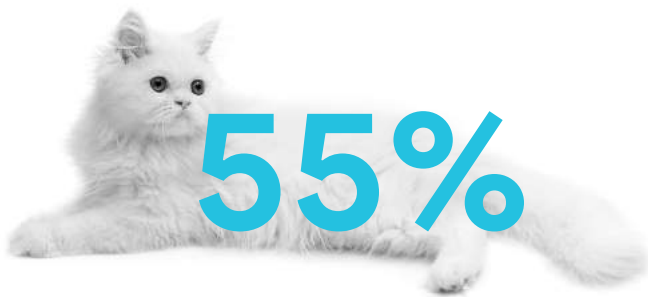
With social distancing and lockdowns emerging as the new way of life, people have been finding creative ways to spend quality time with friends and family at home...



...and are looking for new best friends as they spend more time indoors.



growth in searches for
“**hewan peliharaan**” (pets)



increase in searches for
“**adopsi kucing**” (adopting cats)



rise in searches for
“**ikan cupang**” (*Betta* fish)

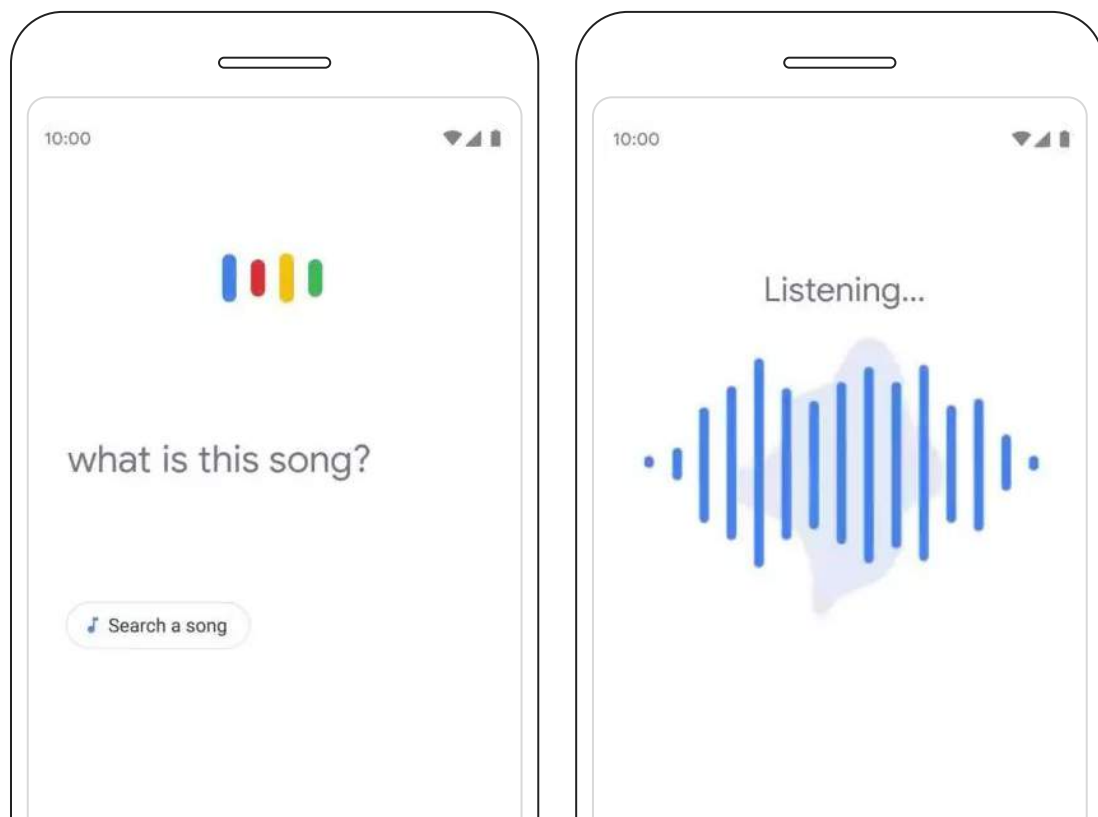
Takeaways for brands

Brands that surprise and delight can reap the rewards of consumer love – especially when they do it for people's unique experiences and challenges.

1. Make things fun in a personal way.

Google delights Avengers fans with surprise results when they search for one of the movie's villains.

Google introduced a new, fun way of searching, including “**hum to search**”, a service that helps people figure out the name of a song by simply humming, whistling, or singing the melody.



Takeaways for brands

2. Make your videos fun for your audience to watch.

A recent global survey* asked consumers how they want brands to show up at this time and the resounding answer across APAC was “Be light-hearted and funny, but do it cautiously and meaningfully”.



Traveloka's

#ExperienceMore campaign

uses humor and a lighthearted spirit to highlight Traveloka's 50,000+ choices of experiences for Indonesians to choose from.

3. Make it easier to share the joy.

Nestlé created a campaign for Bear Brand milk that encouraged consumers to share photos of the various ways they use Bear Brand milk with the message “Bear Brand, bisa banget!” (Whatever the situation, Bear Brand can help!) Through customer insights they realized that Indonesians of all walks of life use the product in a variety of ways, which includes easing nausea, improving skincare, and as a fitness drink. Bear Brand realized that sharing the joy was one way to speak to all users.

**KEJAR TARGET
BISA BANGET**

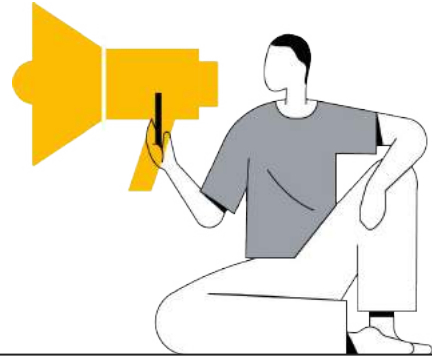


Trend 5

Future Proofing

In a year that nobody could have planned for, people are looking to find a greater sense of control. Indonesians are searching for ways to boost their skills and business, and are growing curious about financial products. The pandemic has also been a wake-up call to adopt a healthy lifestyle. To ensure peace of mind, many have started looking for ways to future-proof and de-risk their lives, while seeking reassurance from brands along the way.

People are safeguarding and strengthening their **economic prospects** by boosting their skills.



"cara membuat aplikasi" 🔍



20% year-on-year increase for
"cara membuat aplikasi"
(how to make an application)

"online course" 🔍



35% jump in searches for
"online course"

"data science" 🔍



40% rise in searches for
"data science"

"digital marketing" 🔍



35% jump in searches for
"digital marketing"

...and boosting their financial knowledge.



year-on-year rise in search queries related to **“cara membuka online banking”** (how to open online banking)



year-on-year jump for searches related to **“apa dana darurat”** (emergency funds)

Indonesians are also beginning their side businesses to cope with the present and prepare for the future.



spike in searches for **“daftar usaha”** (business registrations)



jump in searches for **“cara buat google bisnisku”** (Google My Business)

Health-related interest increased as a direct impact of the pandemic, but particularly interesting is the growth in proactive and preventive health management.

DID YOU KNOW?

2020 saw breakout searches for “rapid test”, “swab test”, “serology test” and “antigen”, as Indonesians educated themselves on the various ways to get tested for COVID-19.

“cara membuat sanitizer”

(how to make a sanitizer) saw a spike in searches since most retailers couldn't keep up with the demand for hand sanitizer due to the rapid spread of the coronavirus



650%

jump in search queries related to “**cara mencuci tangan yang benar**” (how to wash your hands properly), as awareness about personal hygiene grew



160%

surge in searches for “**menjaga kesehatan**” (maintain health)



60%

year-on-year growth in searches for “**hitung langkah**” (step count) in comparison to 65% in the previous year



100%

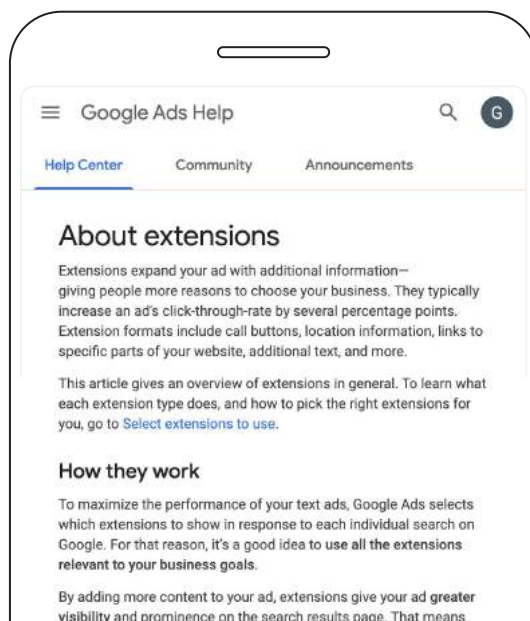
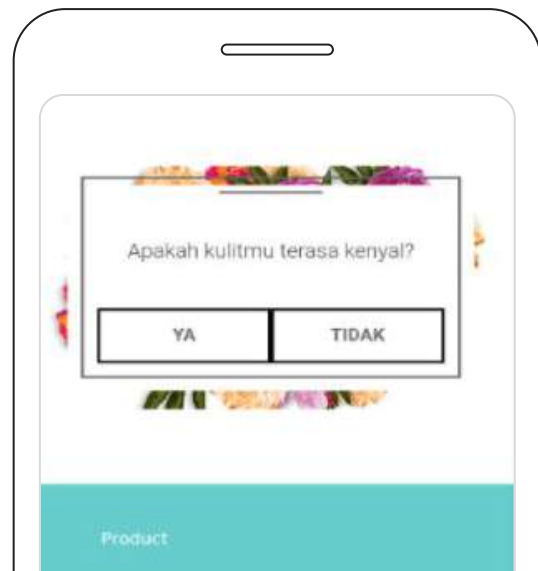
year-on-year rise in searches for “**sepeda**” (bicycle), as people became more proactive in managing their health and sought to escape more public forms of transport

Takeaways for brands

Consider your consumers' desire for peace of mind, lower appetite for risk, and forward-planning mindset when crafting your business strategy and communications.

1. Empower your customers, and reduce risk.

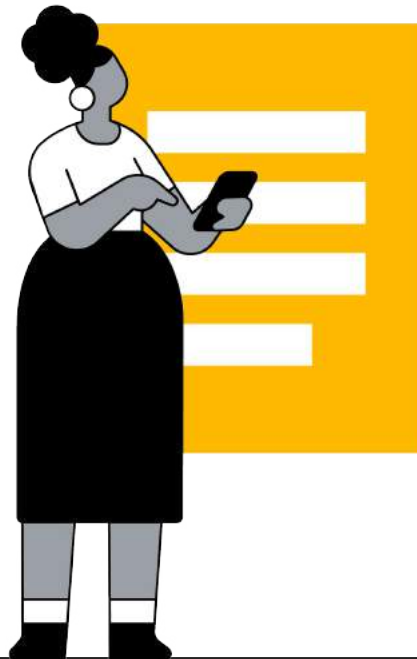
When makeup trials were no longer encouraged, **Wardah** created a digital platform on their website for users to try on different lipstick shades before purchasing through their virtual makeup and skin analyzer feature.



2. Enable them to act on information easily.

Aid consumer decision making by including crucial information with Search Ad Extensions. By including things like callouts, price extensions and affiliate locations, you not only make things easier for your customers, but you become easier to find with greater visibility on the Search results page.

Takeaways for brands



3. Recognize the role brands can play in empowering people to grow their skill sets.

Gapura Digital collaborated with the Ministry of Tourism and Creative Economy through their program Gapura Digital Wonderful Indonesia. It supports Indonesia's economic recovery by providing free digital training access for SMB players in the tourism industry.

Google
Gapura Digital



Beauty and Personal Care

Daily routines have drastically changed in the “new normal”. It’s no surprise our skin is feeling it too. Indonesians have quickly learned that skin concerns aren’t the same for everyone.



Indonesian beauty consumers are looking to Search for answers to combat skin problems.



the term created for a rash or an acne breakout caused by wearing a mask for a long duration saw a significant surge in searches this year



135% increase in searches for **"niacinamide"**



growth in searches for **"retinol"**



increase in search queries related to **"cara ngilangin bekas jerawat"** (acne scar)

They are also on the lookout for cleansing products that enhance their everyday skincare routine.

Q "cleansing balm" ▲ 210%

Q "double cleansing" ▲ 71%

...and remain interested in sporting glowing, soft skin.

Q "ceramide" ▲ 52%

Q "moisturizer" ▲ 52%

Q "air mawar" ▲ 71%
(rose water)

Consumers are turning to Search to find at-home solutions for their personal care routines.



spike in the search term **“cara bikin masker”** (how to make a mask), with related searches to **“cara bikin masker kopi”** & **“cara bikin masker alami”**

🔍 “lulur” (exfoliating products) 🎤 ▲ **46%**

🔍 “hair mask” 🎤 ▲ **60%**

50% increase in **“cara membuat masker wajah alami”** (how to make a natural face mask), in comparison to the previous year



“cara membuat masker wajah alami” 🔍

Hair maintenance has taken on new meaning during the pandemic, with stay-at-home consumers taking hair care into their own hands.

From basic hair care...



increase in search queries related to **“cara mewarnai rambut sendiri”** (how to dye one's own hair), in comparison to 50% growth in searches for **“warna rambut”** (hair color) in the previous year



rise in search queries for **“cara potong rambut sendiri”** (how to cut one's own hair), as people were afraid to go to salons during the lockdown

...all the way to hair treatments.



increase in search queries related to **“shampo anti ketombe”** (dandruff-free shampoo)

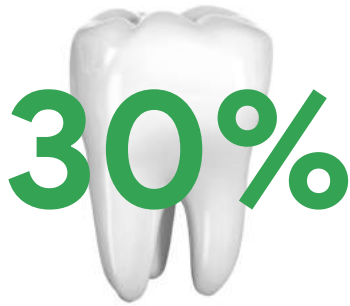


rise in search queries for **“shampo untuk rambut rontok”** (anti-hairloss shampoo)

Indonesians are also curious about oral health and keen to brush up on their dental basics.



increase in searches for **“menggosok gigi”** (brushing teeth), with related searches on **“cara menggosok gigi”** (how to brush teeth)



growth in search queries for **“cara menghilangkan gigi hitam”** (how to remove black teeth)



jump in search queries for **“cara mengatasi gigi ngilu”** (how to handle toothache)



rise in searches for **“obat kumur”** (mouthwash)

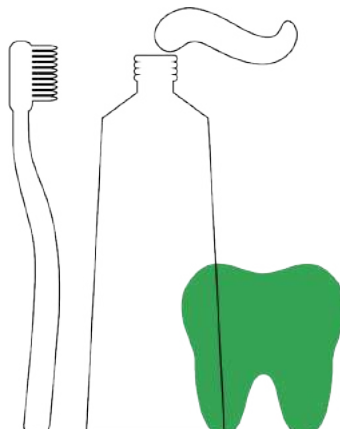


increase in searches for **“odol gigi”** (toothpaste), with related searches on **“cara memutihkan gigi”** (how to whiten teeth)

How Pepsodent used Search to highlight the solution people want

Unilever's Pepsodent wanted to assist consumers who were searching for ways to improve oral care and prevent tooth-related problems. With Search, they were able to learn that its audience was searching for queries such as **“obat sakit gigi”** (medicine for toothache) and **“cara menghilangkan bau mulut”** (ways to remove bad breath), and leveraged these insights to provide solutions to consumers on its website. Pepsodent also used Dynamic Search ads to personalize ad copy according to what consumers searched for, automatically generating a headline based on their search query and linking to matching content on the site.

Overall, Pepsodent saw a significant increase in click-through rate (CTR) and website visits (compared with previous campaigns).



Having a lip product smear all over the fabric of a protective face mask isn't a good look. So, Indonesians are searching for lipsticks that will stay put.

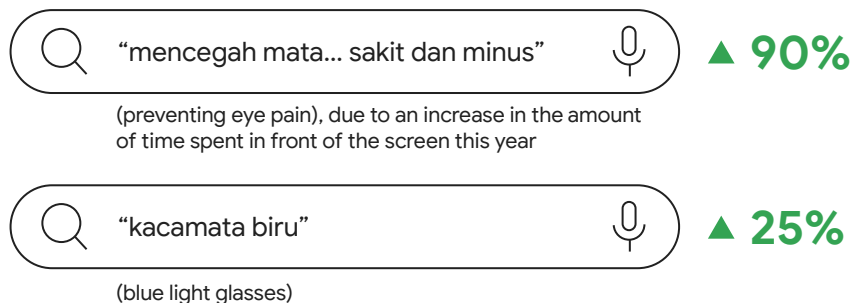


190%

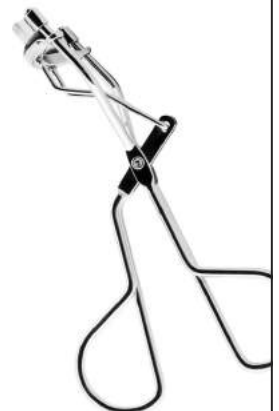
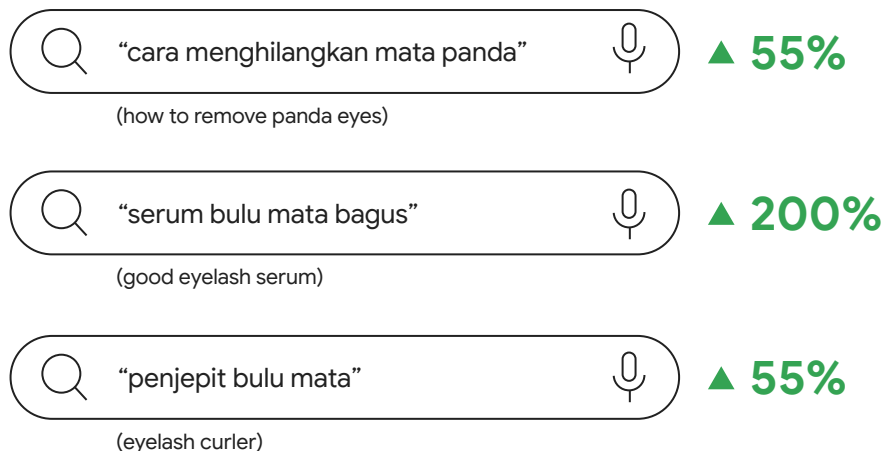
spike in searches for "lip tints"

...and they are not losing sight of eye care, both for health and aesthetic reasons

Health reasons:



Aesthetic reasons:



Takeaways for brands

1. Emphasize your hero ingredients to capture consumers' attention.

Beauty buyers know what they are looking for in a product. Their needs have shifted from finding basic solutions to routine skincare problems to purchasing products with specific ingredients (e.g. retinol) and benefits. Leverage these aspirations by highlighting your brand's hero ingredients and educating consumers about them.

Olay launched their Regenerist Retinol24 products, highlighting retinol as their hero ingredient on minimalistic packaging. Retinol is known to help reduce signs of aging.



2. Become a market leader by not only championing products, but also providing solutions too.

Indonesians now turn online first in order to address their at-home personal care concerns. Go a step further by providing online solutions to their unique queries and guide them on ways to adopt and incorporate your products and services into their personal care routines.



Pepsodent provides free online dentist consultations to support families with dental problems while staying at home during the pandemic. As a brand, they have transformed from being a dental solution provider to a thought leader in oral care.

Takeaways for brands

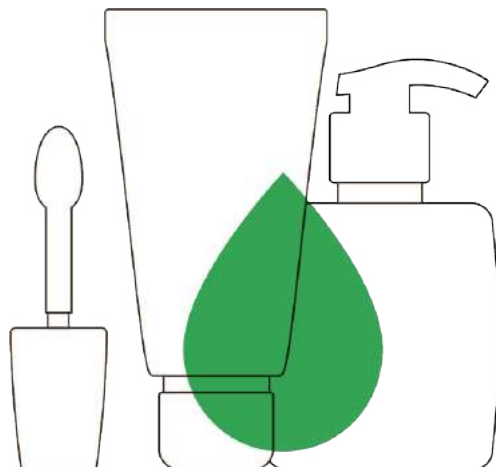
3. Focus on the things that are top on mind.

The pandemic has changed consumers' priorities. Find innovative ways to address their beauty needs with focused solutions such as transfer-proof lipstick while wearing a face mask or an emphasis on the eyes.

Collaborate with YouTube content creators and prominent beauty vloggers to enable consumers to come up with their own beauty solutions using your brand's products. Highlight fuss-free makeup for time optimization while working from home.

Tip

Use ad copies that highlight creative beauty ideas as they seek inspiration from brands.





Finance

Across Indonesia, consumers are being more proactive when it comes to managing finances. They are turning to the internet to actively educate themselves on financial services and secure investment options.



There is growing interest in learning and adopting online banking solutions.



jump in search queries related to **“buka rekening online”** (open online banking)



increase in searches for **“tabungan online”** (online savings)



rise in searches related to **“cara daftar mobile banking”** (how to register for mobile banking)

How Jenius uses Search to engage people from the beginning of their purchasing journeys



With COVID-19 further accelerating digital adoption, more people seek information on the internet and are expanding into the digital space, particularly in the financial services industry.

With Search, we utilized precision targeting to communicate to potential users looking for information regarding Jenius and other banking services. As a result, we achieved a higher quarter-by-quarter brand position and higher share of voice (SOV) in the banking category. Google Search has become a solution that we, as marketers, cannot leave out of our marketing strategy mix.

- Dimas Novriandi, Digital Banking Integrated Marketing Communications Lead, Jenius



As financial worries increase, more Indonesians are turning to the internet for information on how to manage their money better.



increase in searches for **“dana darurat”** (emergency funds), as more people understood the value of having a contingency fund during a pandemic



rise in search queries related to **“tips menabung”** (tips to save)

... and are trying to restructure their loans to get them through these uncertain times.

“penundaan cicilan” (credit delays)

significant rise in the search term due to the impact of the pandemic on incomes and the repayment capacity of many borrowers

SMEs are also looking for help. They are searching for ways to manage their finances better and borrow money to give their businesses a push.

“cara bantuan UMKM” (help for SMEs)

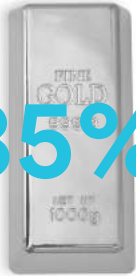
surge in the search term as COVID-19 continued to test the resilience of millions of SMEs in Indonesia and globally



jump in searches for **“pinjaman umkm”** (SME loans)

Indonesians are proactively educating themselves on financial issues and looking for safe and secure investment options.

85%



increase in searches for **“beli emas online”** (buying gold online)

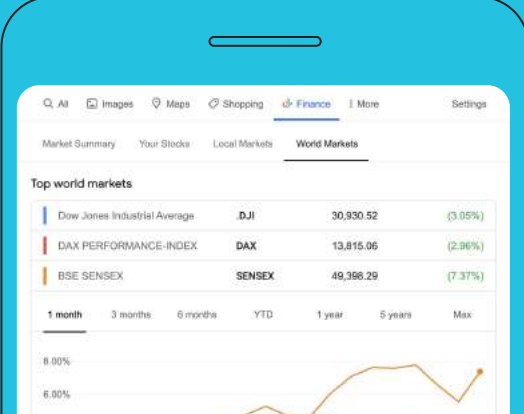
10%



rise in searches related to **“bunga deposito”** (interest)

“Pegadaian” (pawn shops)

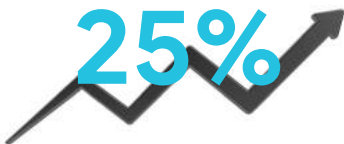
has seen 13% year-on-year growth in searches



DID YOU KNOW?

The Google Finance tool provides answers to investment-related queries. It is a great place to start your search for finding interesting and relevant investments, create your own stock watchlist and find easy to digest investing news.

25%



increase in searches for **“saham”** (stock)

210%



rise in searches for **“reksa dana”** (mutual funds)

90%



jump in searches for **“IHSG*”**, in comparison to 11% in the previous year

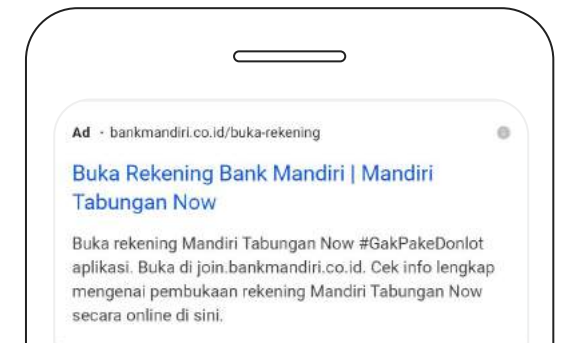
Source: Google Trends Data

*IHSG: Index Harga Saham Gabungan (IDX Composite)

Takeaways for brands

1. Capture the first-time adopters.

More people are adopting online financial services as they minimize face-to-face interactions. Tailor your marketing communication to highlight the simplicity and ease of adopting your online solutions as well as the benefits they bring to consumers.



The [#GakPakeDonlot](#) campaign by **Mandiri** encourages people to open a bank account online by just scanning a QR code or opening a web link, without the need to download anything.

Tip

Bid on popular keywords such as “open new bank account” or “apply credit card”.

Add app extension to invite audience to download your mobile app.

2. Help Indonesians manage their money.

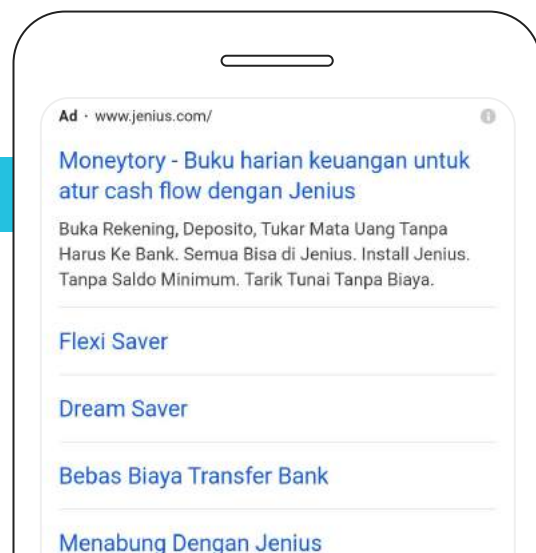
Be the brand that provides the tools to make personal financial management easy.

enables consumers to track cash flow by giving a summary of the their financial status.

Tip

Bid on keywords such as “savings tips” and “personal finance” to reach consumers looking to manage their finances.

Add call extensions so users can reach out to your sales agent or customer service to learn more.

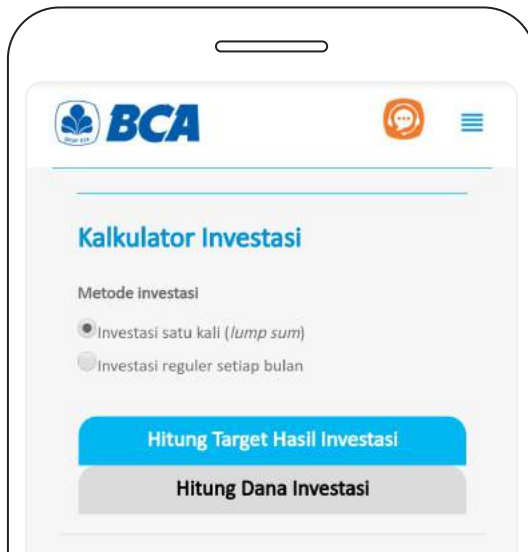


Takeaways for brands

3. Be the trusted financial advisor.

Indonesians are researching about financial products online. Be the resource customers want (and need) by providing information and online solutions.

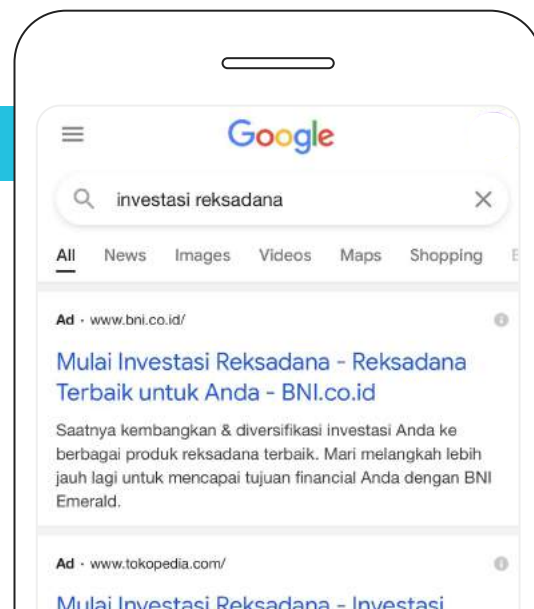
BCA's Investment Calculator and **Cermati's investment advice articles** are examples of online resources that help customers learn about investing.



Tip

Bid on keywords such as **“investasi reksadana”** or **“beli reksadana”** to reach interested audiences.

Add sitelink ad extension to direct customers to your information page or the web tools you offer.





Food and Beverage

Since the start of COVID-19, many Indonesian consumers are choosing to shop for groceries online. They are also open to experimenting in the kitchen to take their culinary skills up a notch.

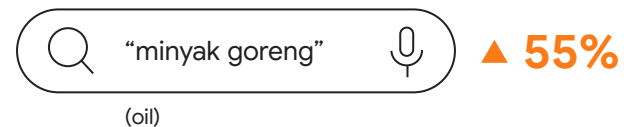
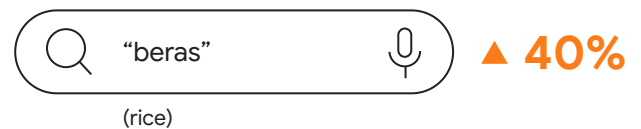
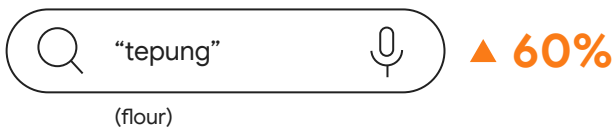


Indonesians are increasingly going online to shop for essential items.



growth in searches for **“sembako*”**
(grocery essentials)

Rise in searches:



growth in searches for **“biskuit”** (biscuit),
“mie instan” (instant noodles)
and **“teh celup”** (tea bags)

They are also buying in bulk and stocking up on supplies.

540%



increase in searches for
“kopi 1 liter” (1 litre of coffee)

200%



year-on-year rise in searches
for “kemasan besar”
(big packaging)

200%



year-on-year spike in
searches for
“ukuran keluarga”
(family pack)



75% year-on-year
growth in searches for
“kemasan ekonomis”
(economical packaging)

Indonesians are also turning to Search for information on food products that would best suit their needs.

How Danone
used Search
to provide
information on
milk products
to mothers

“

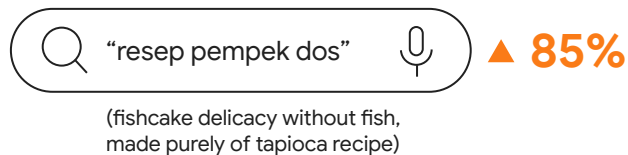
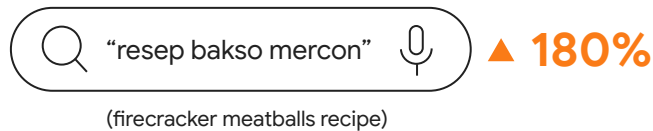
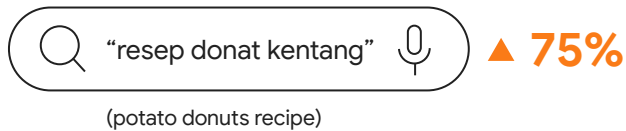
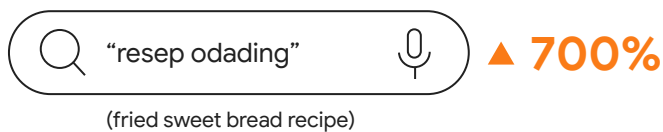
Search has helped us to drive traffic to our website and leads for our target customers - mothers who are traditionally on TV. To provide relevant information to mothers, we turned to Search and adopted an “always-on” approach to communicate to mothers in every stage of their motherhood journey. Since 2019, Search has helped us gain a 70% uplift in leads, and an 8% higher click-through-rate.

- Connie Ang, CEO, Danone Specialized Nutrition Indonesia

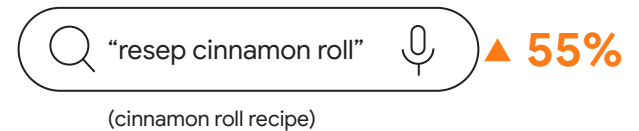
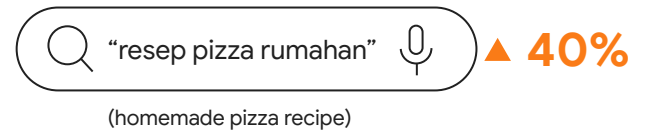
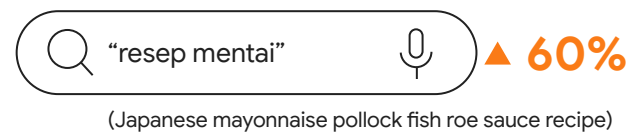
”

As Indonesians adjust to the **“new normal”**, they are eating out less and are cooking more at home.

Trending local recipes:



Trending international recipes:

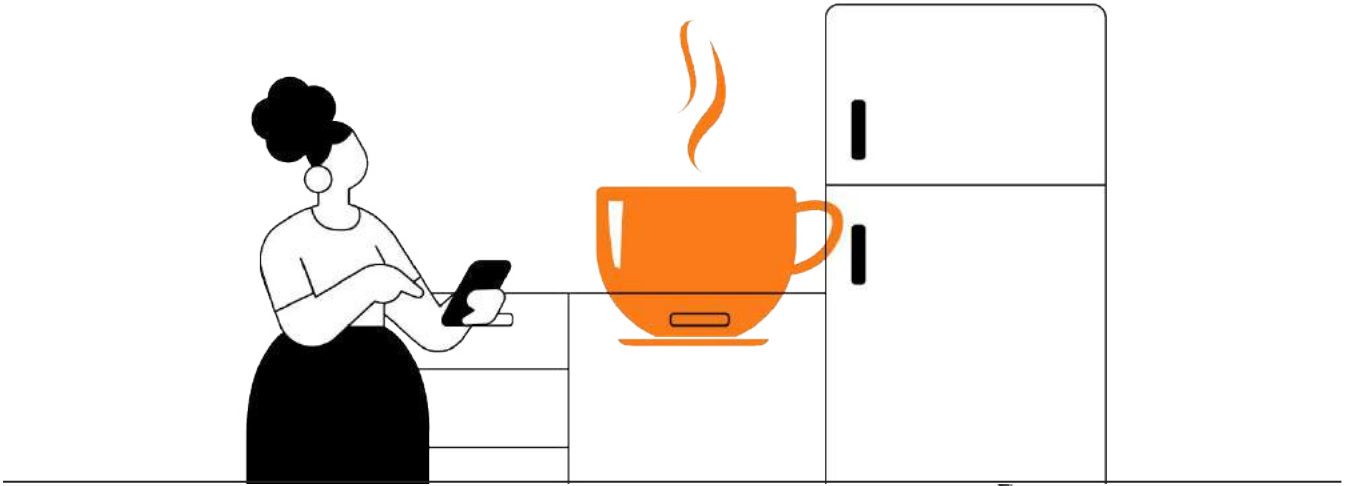


“resep spaghetti panggang brulee”

the recipe, which is a mixture of spaghetti bolognese and bechamel sauce baked into a creamy pasta dish, has gone viral in Indonesia in recent months

“resep spaghetti panggang brulee” 





There is also rapidly growing interest in Korean food.

🔍 "japchae" 🎤 ▲ 90%

🔍 "jajangmyeon" 🎤 ▲ 30%

600%



"dalgona coffee"



DID YOU KNOW?

Searches for "**korean garlic bread**", said to have originated in Gangneung City in the Gangwon Province and originally eaten as street food, have grown significantly across Indonesia this year.

Indonesians are increasingly looking up easy-to-cook recipes and appliances that make cooking more convenient.

“resep gampang”



1000%

growth in searches for “**pie susu teflon**” (teflon milk pie), in comparison to flat growth for “resep martabak teflon” (teflon martabak recipe) in the previous year



“resep gampang”



▲ 30%

(easy recipe, especially for desserts)



“tanpa mixer”



▲ 100%

(without mixer)



“tanpa oven”



▲ 85%

(without oven)



“air fryer”



▲ 85%

Indonesians staying indoors are opting to dine at home.



increase in searches for **“pesan antar”** (delivery), in comparison to -30% in the previous year

They are recreating out-of-home experiences indoors.



rise in searches for **“utensils”**



growth in searches for **“tableware”**

Some are even becoming home baristas.



increase in search queries for **“cara membuat kopi”** (how to make coffee)



jump in searches for **“kopi instan”** (instant coffee)



rise in searches for **“cold brew”**

Indonesian consumers are becoming more proactive about their health, and are mindful of eating and drinking right.

74%



rise in searches for
“**makanan rendah kalori**”
(low calorie food)

200%



the zero-calorie “**shirataki**”
noodles were already popular
last year, but searches grew
by 2x in 2020

43%



increase searches
for “**low fat**”

Boosting immunity through vitamins...



“vitamin c”



▲ 100%



“vitamin d”



▲ 70%

...and health through more
traditional herbal drinks



“minuman herbal”



▲ 275%

(herbal drinks), as people sought
ways to boost immunity



“wedang uwuh”



▲ 130%

(in Javanese, ‘wedang’ means drinking and
‘uwuh’ means trash, referring to the dry
herbs and sugar found in the drink)

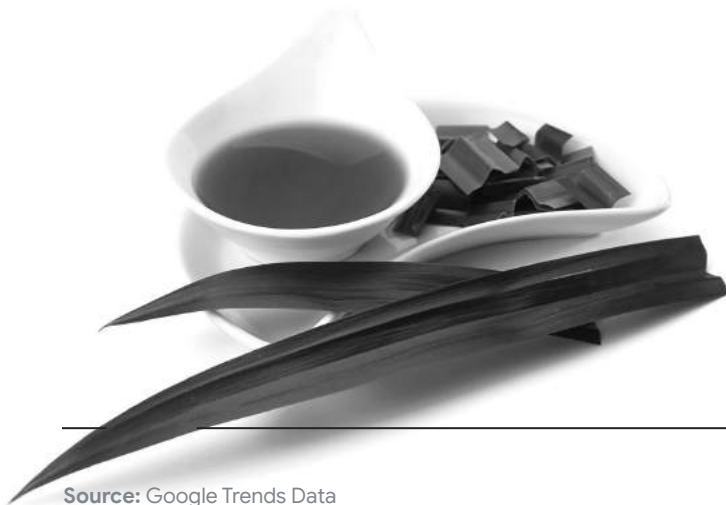


“temulawak”



▲ 20%

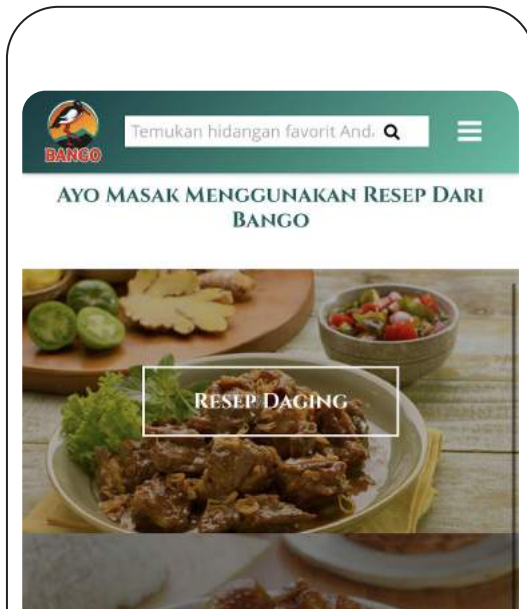
(curcuma)



Source: Google Trends Data

Takeaways for brands

1. Provide the inspiration your audience needs.

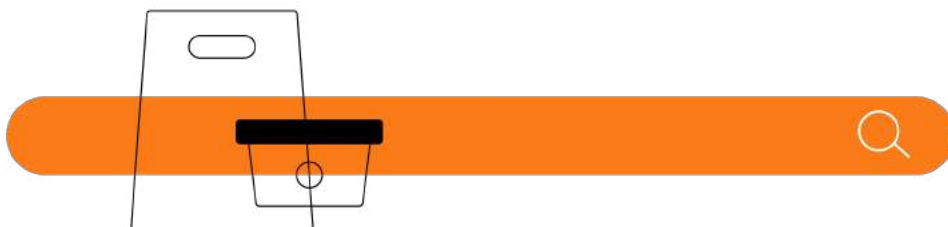


Indonesians are spending more time cooking while staying indoors. Provide inspiration on how they can use your products with easy recipes.

Bango showcased the various recipes people could create using their ingredients on their [website](#).

2. Change how you reach your customers.

More Indonesians are eating in or ordering in. Find creative ways to entice customers to try your products. Add variety to your menu, such as frozen foods, to make cooking at home easier or offer incentives to those who buy in bulk.



Takeaways for brands

3. Leverage new trends to become a culinary trendsetter.

The pandemic has unlocked new food trends. Show consumers how your products can be integrated into them.



With trends surrounding Korean food taking off, Mie Sedaap collaborated with Korean icon Siwon to promote their new Korean noodle product line.

4. Focus on the health benefits.

With Indonesians becoming more proactive about their lifestyle choices, devise effective strategies to build brand loyalty early in consumers' search for health. Create awareness about your products and educate consumers about their health benefits.

Tip

Be creative with ad copies. Getting the right message across at the right time is vital.



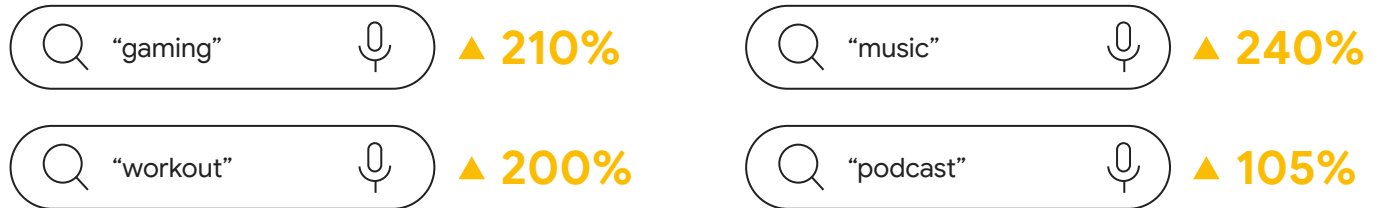
Media and Entertainment

With more time on their hands, Indonesians are seeking creative ways to spend time with their families while indoors. They are heading online to get their regular fix of information and entertainment.



New entertainment trends have emerged and favorite hobbies have resurged as people seek ways to stay engaged.

Rise in searches:



growth in searches for
"smart TV"



jump in searches related
to "hp gaming"



spike in search queries
for "game konsol"
(game console)

DID YOU KNOW?

Indonesian online shoppers spend 20% more of their personal time online per day even after the peak of lockdown has passed.

Hours spent
online per day:

3.6

pre-COVID

4.3

During the pandemic



Indonesians love YouTube. They log on to the video-sharing and streaming platform to get their regular fix of information, gaming and entertainment.



200%

rise in searches for recipes for desserts such as “**cookies**” and “**kue**” (cakes)



130%

jump in search queries for “**drama korea**”



80%

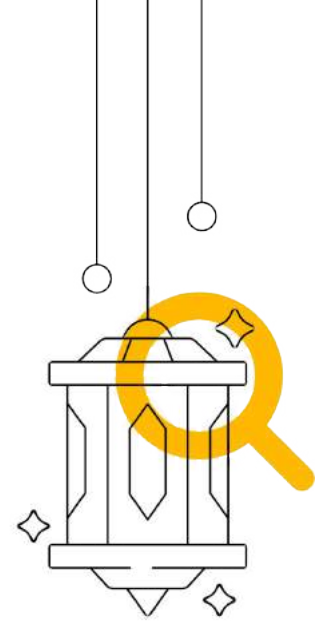
spike in watch-time for **knowledge videos**, such as how-to content, or topics related to business, history, law and science



50%

growth in searches related to “**multiplayer online battle arena**” videos

While nothing can truly replace in-person interactions, Indonesians are **turning to online services** to help them keep in touch and reconnect with loved ones while staying safely at home.



Ramadan was celebrated online in 2020, which brought along a 4x jump in searches for:

“online get togethers”

“aplikasi untuk video call”

“silaturahmi virtual”

“video call banyak orang”

“cara video call”

“main game bareng”

“video call 8 orang”

“buka bersama online”



Gaming is still a hit, with COVID-19 and lockdowns accelerating the adoption of online gaming.



spike in searches for **“MMO”**
(massively multiplayer online)



rise in searches for **“mabar - main bareng”**
(playing together) on YouTube



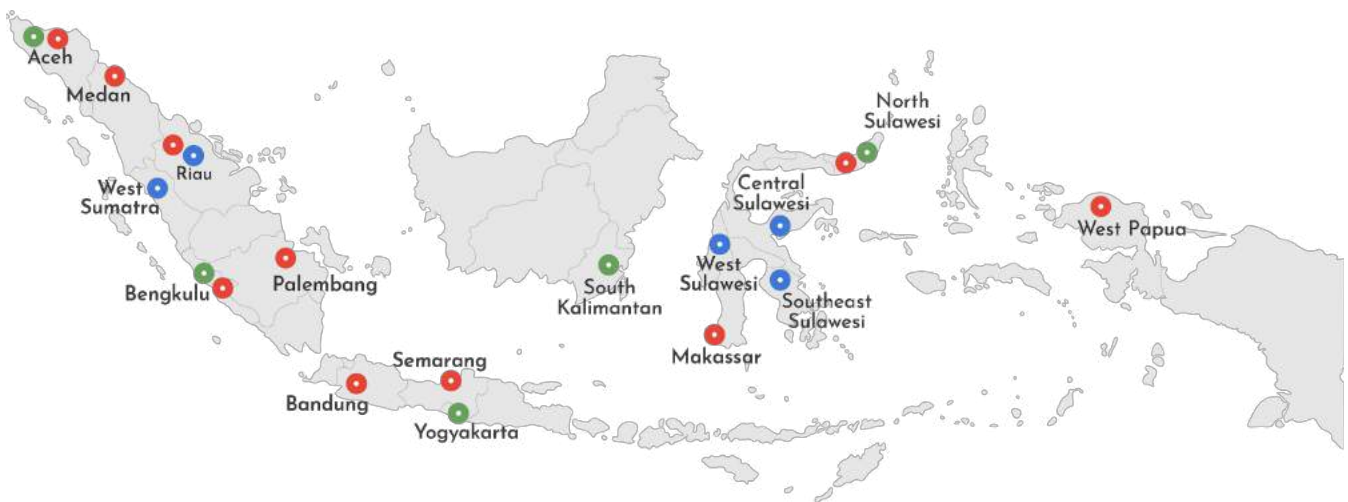
growth in searches related to **esports**,
as more players tried competitive,
organized video gaming

DID YOU KNOW?

PC gamers are upgrading. This year, searches for graphics cards (RTX 3060, 3070, 3080) grew significantly as gamers sought ways to improve visuals and get superior performance to hit that fine gaming spot while staying indoors.



The coronavirus has changed the way we use the internet. Both metro and non-metro Indonesians depend even more on their data quotas for their daily usage.



● “kuota internet”

18% rise in searches, with highest search interest from the regions of West Papua, Aceh, Bengkulu, Riau and North Sulawesi, and the cities of Bandung, Medan, Palembang, Makassar and Semarang

● “kuota belajar”

has seen significant growth in searches in the regions of West Sulawesi, Riau, West Sumatra, South East Sulawesi, Central Sulawesi

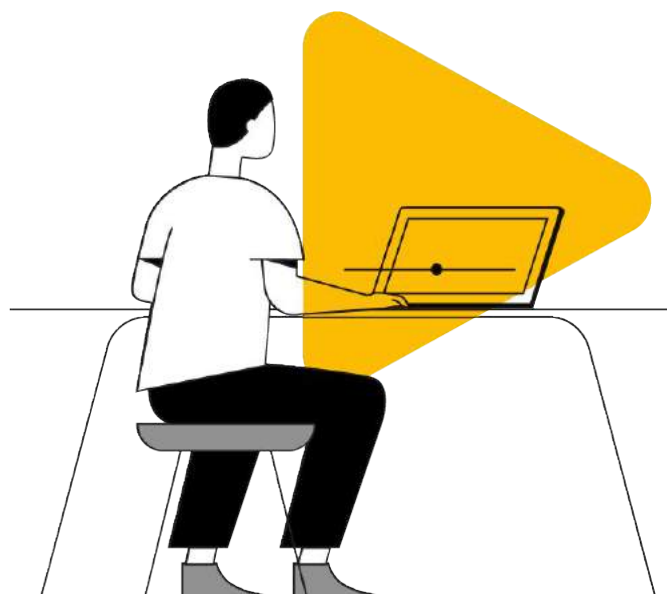
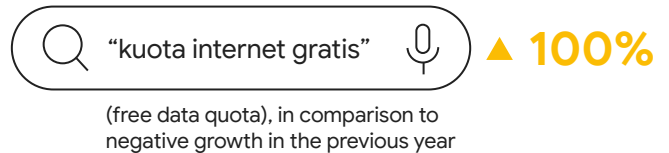
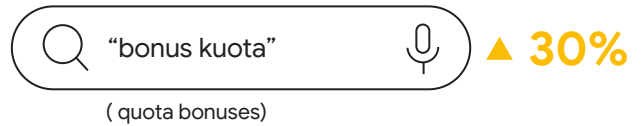
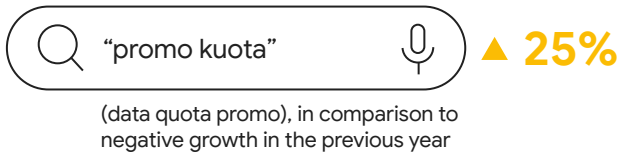
● “kuota multimedia”

has seen significant rise in searches, while there’s been 150% growth in searches for “kuota streaming” in the regions of South Kalimantan, North Sulawesi, Bengkulu, Aceh and Yogya



35% jump in searches
for “telco apps”

But they are all actively seeking out rewards and incentives to make their data packs last longer.



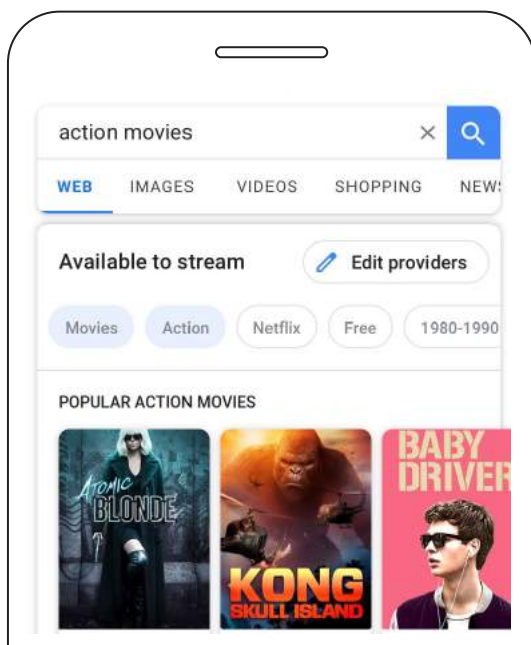
Takeaways for brands

1. Ride the content wave to stay relevant.

The boom for the Media and Entertainment industry has created growth in gaming and movie content in the country. Ensure that you are tapping into this opportunity, even if you are not a Media & Entertainment brand.

Gaming: Reach out to diverse users by partnering with labels to provide co-funded, in-game perks or participate in gaming subcultures

Gojek tapped into this opportunity by creating a viral campaign with Pevita Pearce and Joe Taslim, incorporating their GoPay x Google Play partnership into a game-like ad.

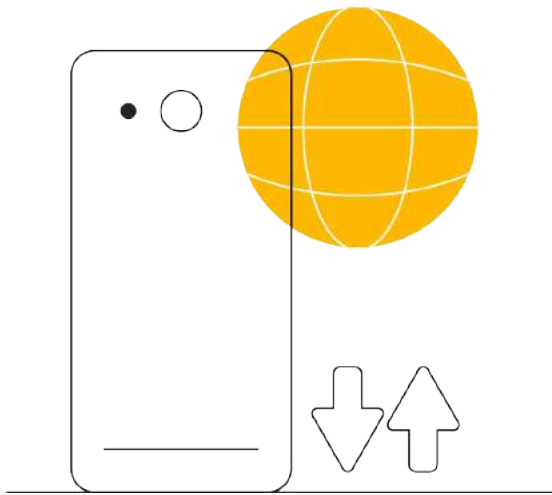


Movies: More important than showing up in consumers' searches is delivering meaningful content when they're searching for you.

OTT players could consider activations such as Search Partnerships or leverage Search's **"What to watch"** feature, where users come for movie recommendations.

Telco players could highlight packages that help users watch their movies with buffer-free data packages, invest in Search Ads, and bid on arts and entertainment keywords related to movies.

Takeaways for brands



2. Continue to personalize your product offerings.

As consumption of content grows, consumers in metros and non-metros are relying on fast and reliable internet access more than ever. Yet, what Indonesians are consuming in these areas vary. Reach out to these consumer segments by creating hyper-local and separate internet quota packages that cater to the different consumption patterns.

3. Push for more entertainment through different hardware.

With home entertainment being the main source of entertainment for Indonesians at the moment, consumers do not mind paying more for a better viewing experience. Capture this demand by marketing hardware products such as smart TVs, bigger screens, speakers, gaming mouse and headphones.





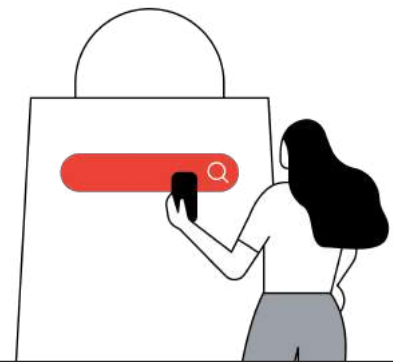
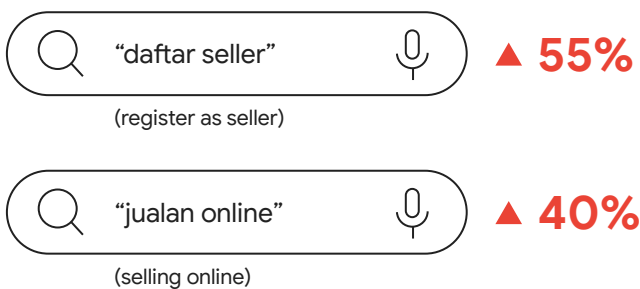
Shopping

Shopping has evolved significantly across Indonesia since the start of COVID-19. Consumers are growing smarter in how they interact with and expect from brands. They also do not hesitate to log on to sell products or promote their side businesses.

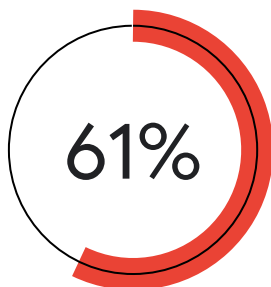


There is growing interest in online businesses in the country. Indonesians are discovering that starting a side business or a homegrown business can be beneficial, especially in uncertain times.

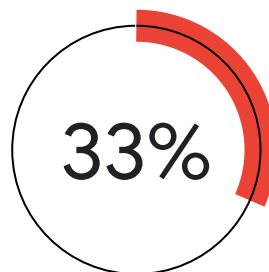
Rise in searches:



It isn't just millennials, Gen X and boomers who are purchasing online. The country's Gen Z* are digital natives with their own preferences and habits, and increasing spending power. This year, their relationship with retailers has moved decisively online.



bought a clothing/shoe
/accessory online

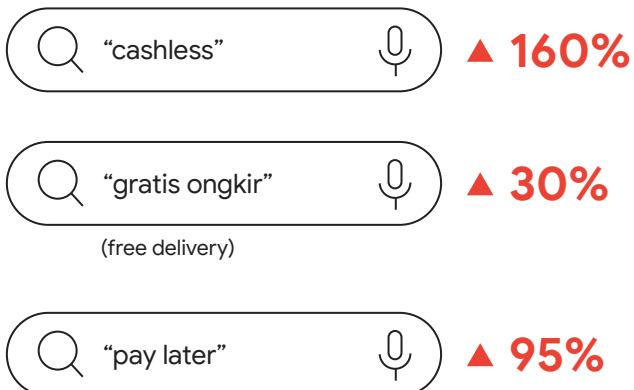


searched for brand or
product information
(in the last month)



bought low engagement,
high frequency products such as
toilet paper, shampoos and
groceries online

Indonesians are still actively purchasing, but they are choosing to order online. They are also becoming sophisticated and looking for specific features when they shop.

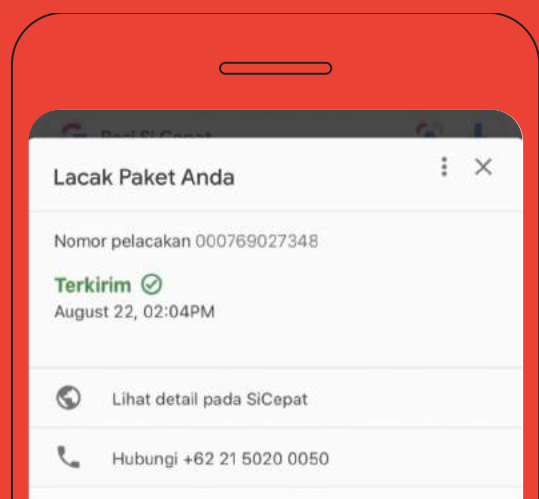
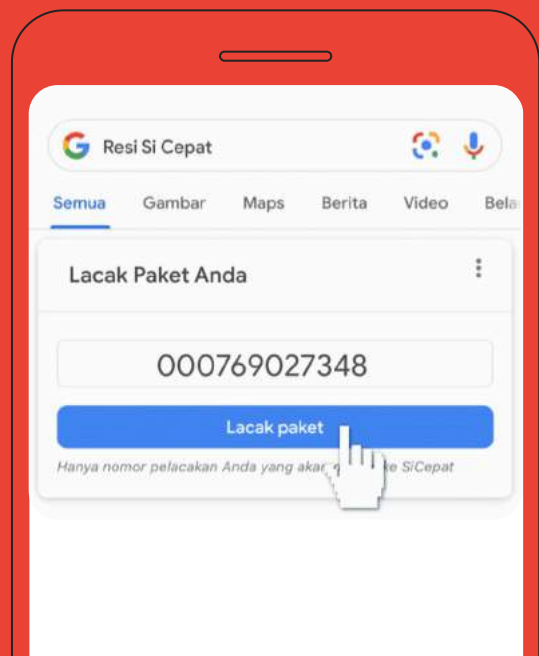


“contactless delivery”

has seen a significant rise in search queries in Indonesia caused by the need to minimize face-to-face interactions due to the coronavirus pandemic

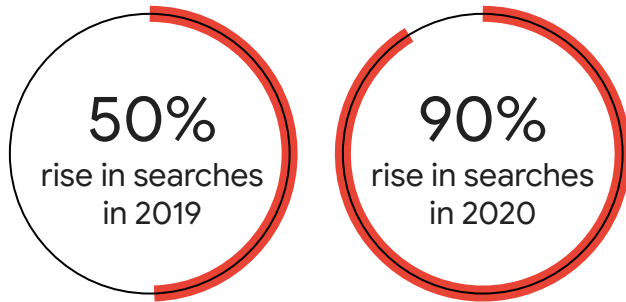
DID YOU KNOW?

You can now track your delivery packages easily with Search.



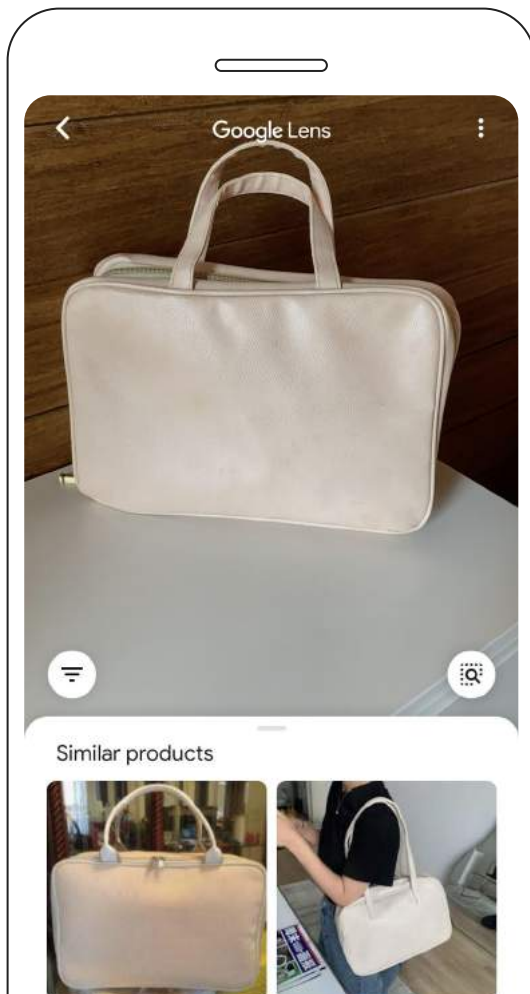
Consumers are using Google to help them with shopping. Many are looking for basic essentials with the help of Search.

“fresh produce”



“deterjen” (detergent)

26% jump in searches in 2020 for the **homecare product**, while searches for hand surface-cleaning products spiked by 100% due to growing focus on personal and home hygiene



DID YOU KNOW?

Google Lens can help you find a style that you like.

See an outfit that caught your eye? Or a chair that's perfect for your living room? Get inspired by similar clothes, furniture, and home decor—without having to describe what you're looking for in a Search box.

Google Lens helps consumers find the best products they see easily by searching through your camera or even existing screenshots.

There is rapidly growing interest in furniture in Indonesia this year as more people work from home.

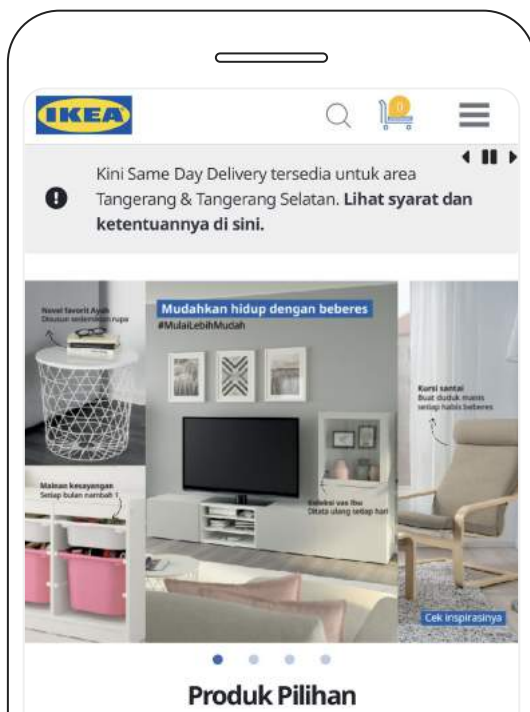


rise in searches for “rak” (shelves)



increase in searches related to “ergonomis” (ergonomic products) that are known to facilitate ease of use and reduce injuries

How IKEA dug deep into data to understand their audience’s intention



“

With Search's audience targeting capabilities, we were able to define audiences that were searching for furniture, and effectively reach out to them. Through adopting a full-funnel Google approach, IKEA achieved 30% less cost per acquisition (CPA), 2x sales on IKEA.co.id, and 20% increase in conversion rate on our online store. Search helped to deliver higher conversions at a lower CPA, making it the biggest digital channel for IKEA.

- Rizal M. Salazar, Digital & Web Manager

”

Takeaways for brands

1. Be there for your consumers.

Consumers going online are not just as buyers, but sellers too. Brands should embrace Indonesia's entrepreneurial spirit and reach out to SMBs. Show up for your consumers by highlighting that we are all in this together to build brand presence.



Tokopedia supported Indonesia's local economy through its [#JagaEkonomiIndonesia](#) campaign by encouraging people to start their businesses on their platform.



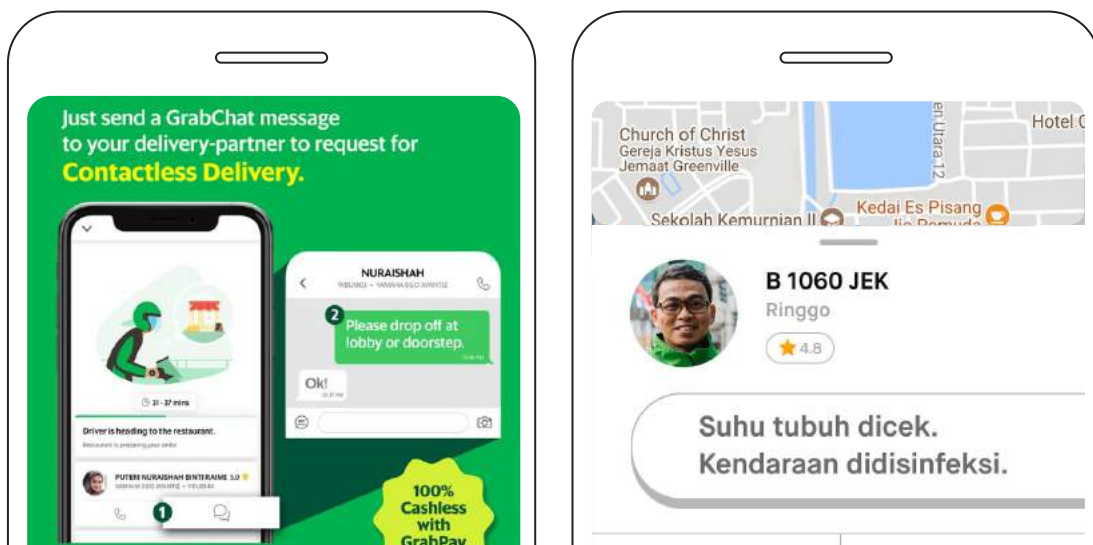
Takeaways for brands



2. Know your customers and match their demands.

Today's shoppers are smart and have high expectations. They want sophisticated shopping features and seek brands that highlight their value propositions or take it to the next level. Reach out to them by making online shopping convenient, offering multiple payment options, and free and contactless delivery.

Grab and **Gojek** adapted during the pandemic. Grab introduced contactless delivery for its GrabFood and GrabExpress services to minimize physical contact, while **GoFood** added quick reply options in the app for users to indicate where to leave their items as well as temperature checks of their drivers to assure safety to their customers.



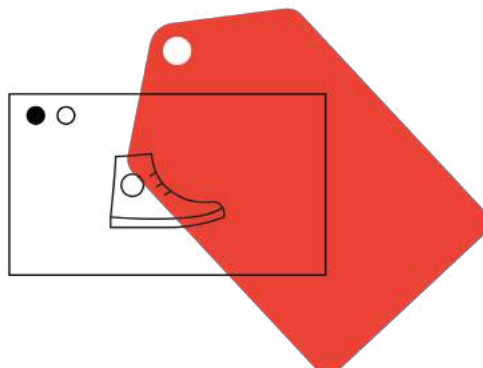
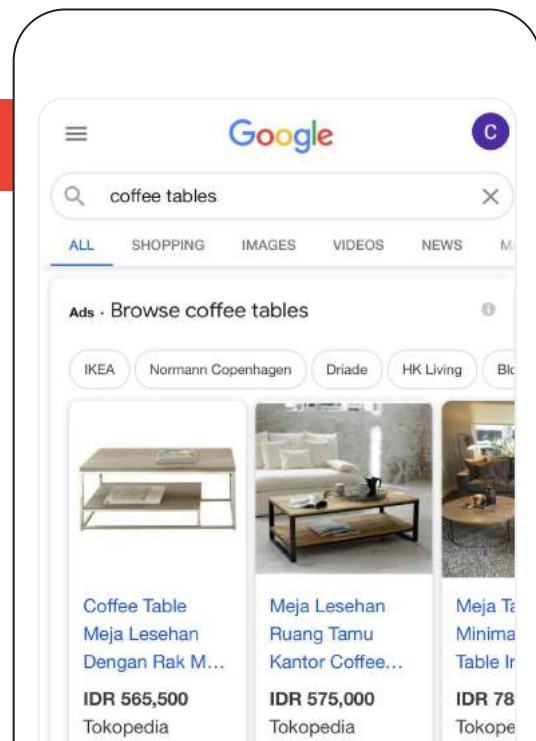
Takeaways for brands

3. Invest in content creation.

As consumers shop online for new product types, they are valuing informative content now more than ever. Create content to help them choose between products and services they're considering, and provide tips on using your product or service after purchase. Being proactive is key, so ensure that you are taking matters into your own hands by measuring the ROI of your ads investment by creating your own landing pages/website.

Tip

Set up [Google Shopping](#) campaigns with useful product description and information about your products so consumers can easily be guided when they are making a purchase.



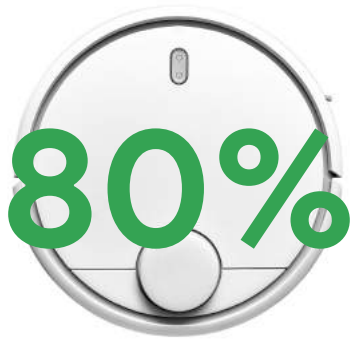
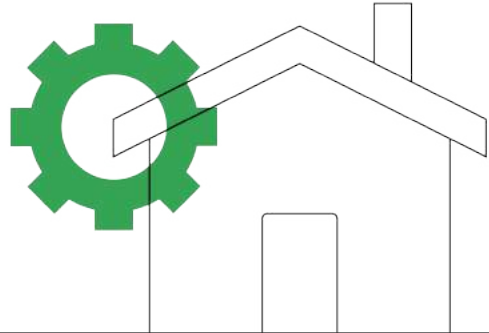


Technology

Technology has played a crucial role in keeping our society functional in a time of lockdowns and quarantines. With few places to go to or reasons to spend, Indonesians staying indoors are upgrading their home-offices.



Indonesians are turning to technology to make their homes cleaner and more comfortable.



rise in searches for **“vacuum robot”**



jump in search queries for **“air purifier”**

...and to help boost their productivity.



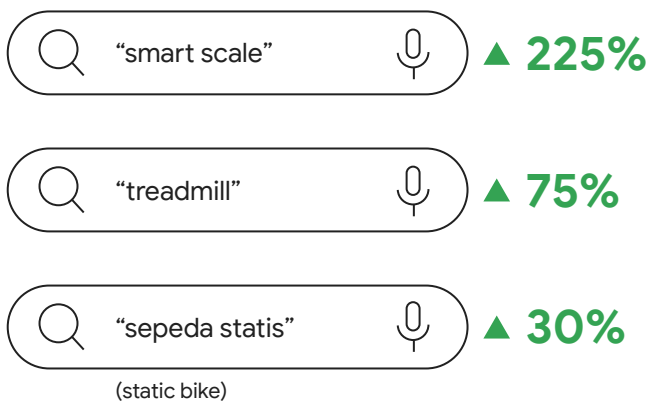
rise in searches for **“stylus pen”**, in comparison to 14% in the previous year

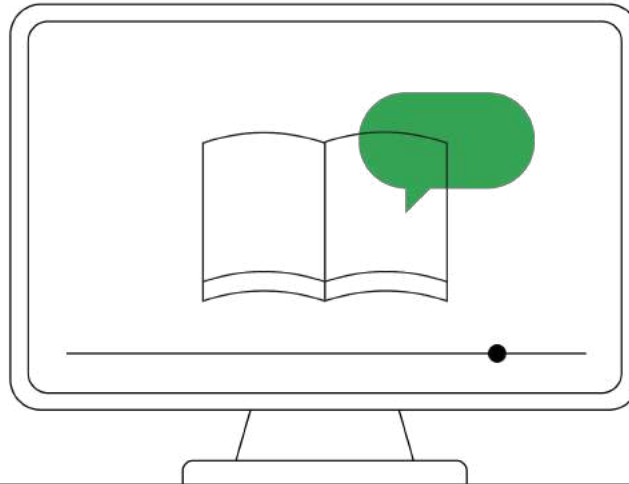


jump in search queries for **“webcam”**, in comparison to negative growth in the previous year



Indonesians are also leaning on technology to enable an active lifestyle and keep them fit while they remain indoors.



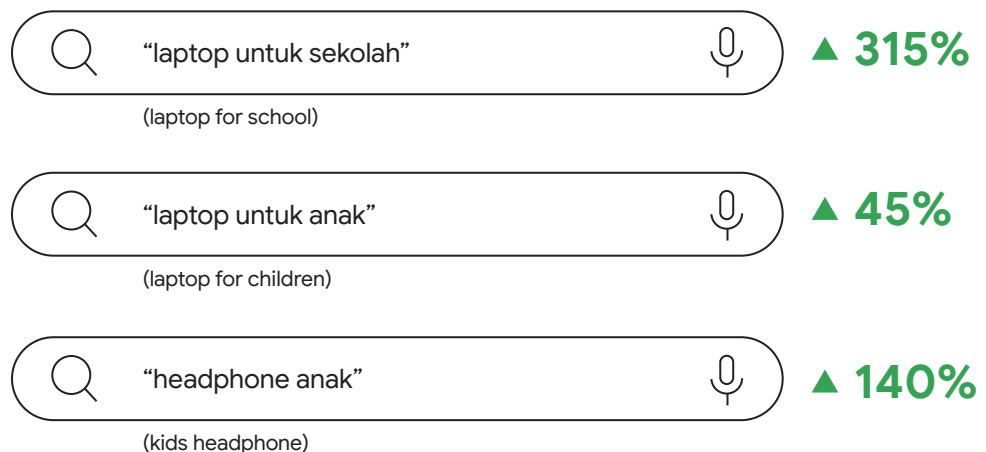


Education is going online. With schools remaining shut, parents are giving their little ones a taste of technology to ease their transition to online schooling.

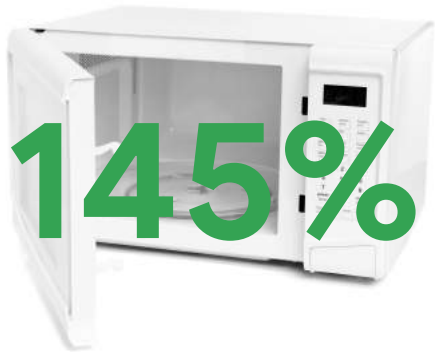


rise in searches for
“elearning”

Growth in top
keywords:



Search remains a popular choice for consumers looking to begin their purchase journey. Indonesians staying at home are taking their culinary skills to the next level by purchasing appliances that aid their experiments in the kitchen. They only want the best.



145%

growth in searches for
“oven terbaik” (best oven)



315%

rise in searches for
“kulkas terbaik” (best refrigerator)



60%

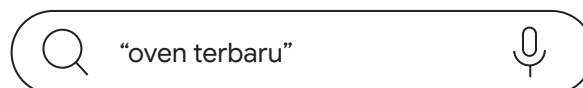
rise in searches for
“mixer terbaik” (best mixer)



55%

increase in searches for
“rice cooker terbaik” (best rice cooker)

...and must be the latest model.



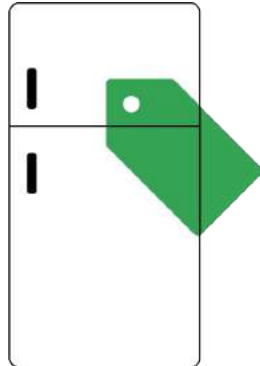
(newest oven)

▲ 315%

...but it also has to be value for money.



40% increase in searches for
“harga ac terbaik”
(best priced ac)



25% hike in searches for
“harga kulkas terbaik”
(best priced refrigerator)



20% rise in searches for
“harga mesin cuci terbaik”
(best priced laundry machine)

How Samsung is answering consumer inquiries with Search

“

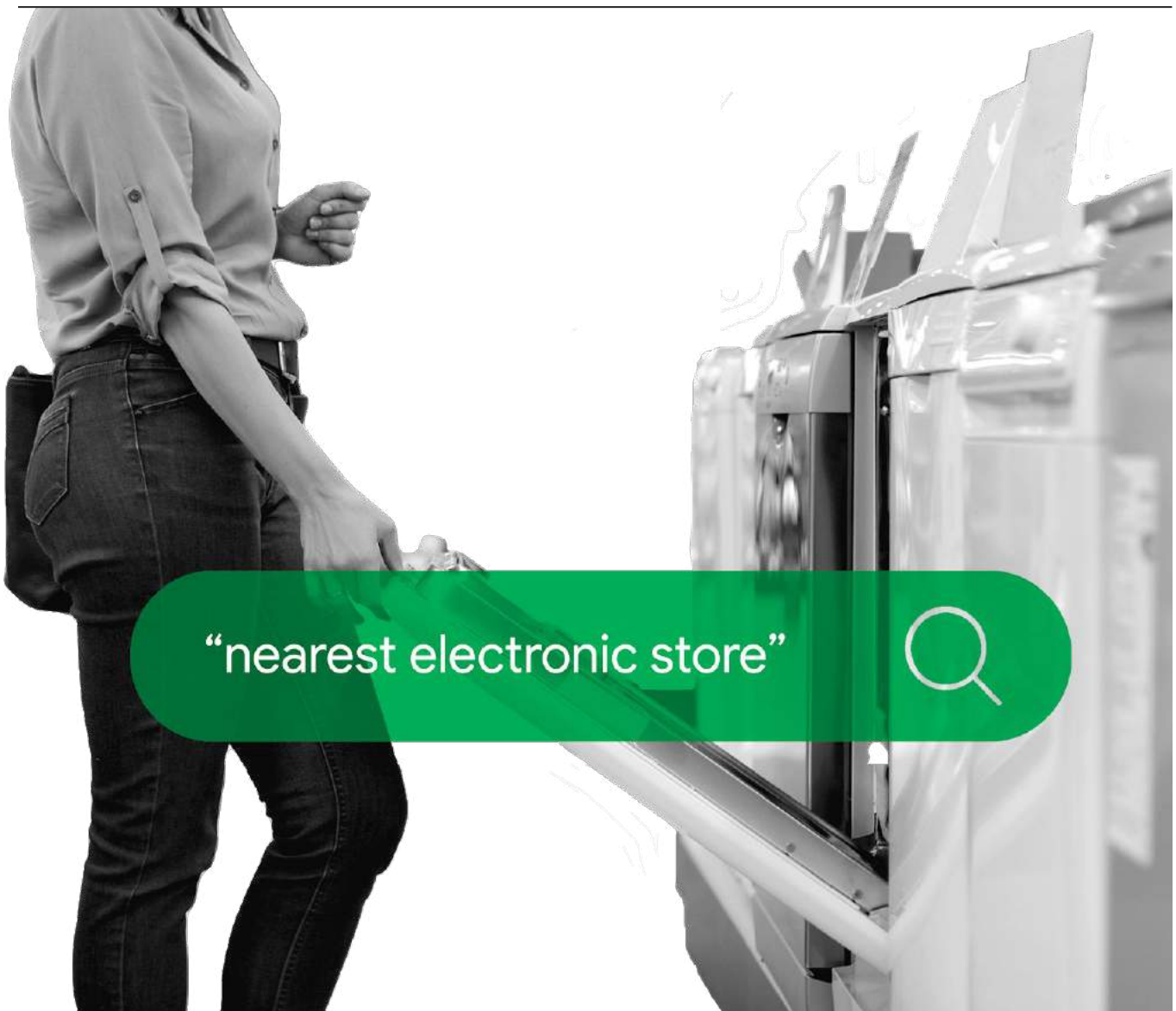
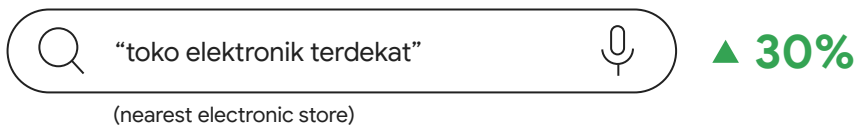
With Search, we are able to answer high intent queries and provide customized offerings to Indonesian consumers who are looking for information on Consumer Electronics products from the comfort of their homes. Search helped us to drive stellar, stronger-than-industry campaign performance of 21% click-through-rate (CTR) and 26% lower cost per click (CPC), indicating that our Search ads are relevant and successful in answering our consumer inquiries when they are looking for the best product.

- **Simon Sim, Head of Consumer Electronics, Samsung Electronics Indonesia**

”



Once a decision is made, Indonesians also use Search to purchase offline.



Takeaways for brands

1. Adapt your message according to your consumer's changing technology needs.

With more people working from home now than ever before, stay relevant by angling your communication in a way that best showcases how your product can be helpful for both the professional and personal worlds. Highlight ways your products can boost productivity or help with house chores.

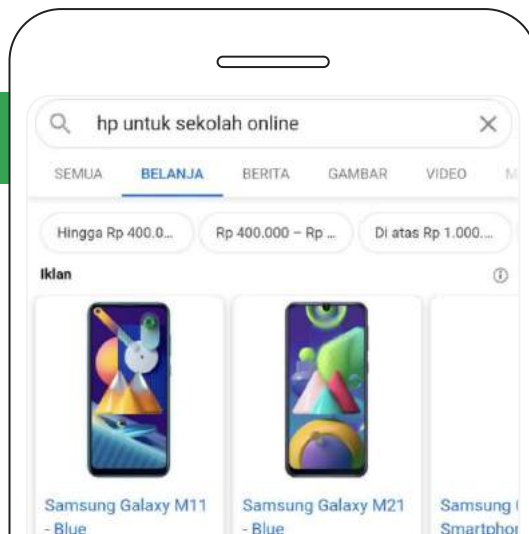


Requires free SmartThings app, compatible mobile device and internet.

Samsung launched its Connected Appliances: Unwrite the Rules campaign to highlight its new products/services and help people discover new ways of cooking and cleaning.

Tip

Use rising Search terms on Google Trends related to the pandemic and WFH, such as **“hp untuk sekolah online”**, to reach people who have intent to purchase.



Takeaways for brands

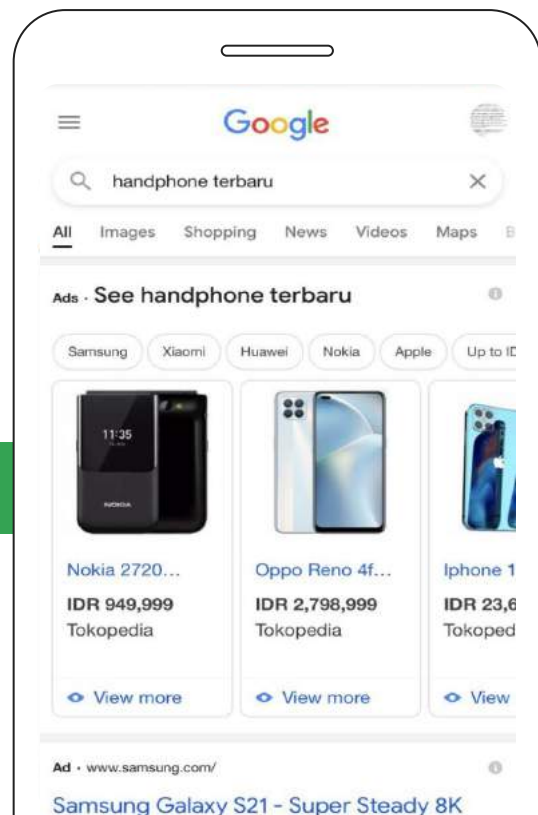


2. Highlight the most sought-after features of your technology product as more consumers are proactively searching for the best.

Consumers have always been searching for the best products. But now, more than ever, they are going online to proactively search for products that they trust would be the best, of the latest model and value for money. Emphasize these features when you advertise your products to capitalize on this demand.

Tip

Use product listing ads and ensure you are set up on [Google Shopping](#) to boost discoverability for when your consumers are looking for your tech products.



Takeaways for brands

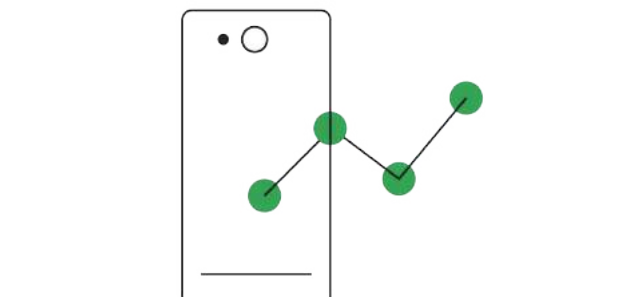
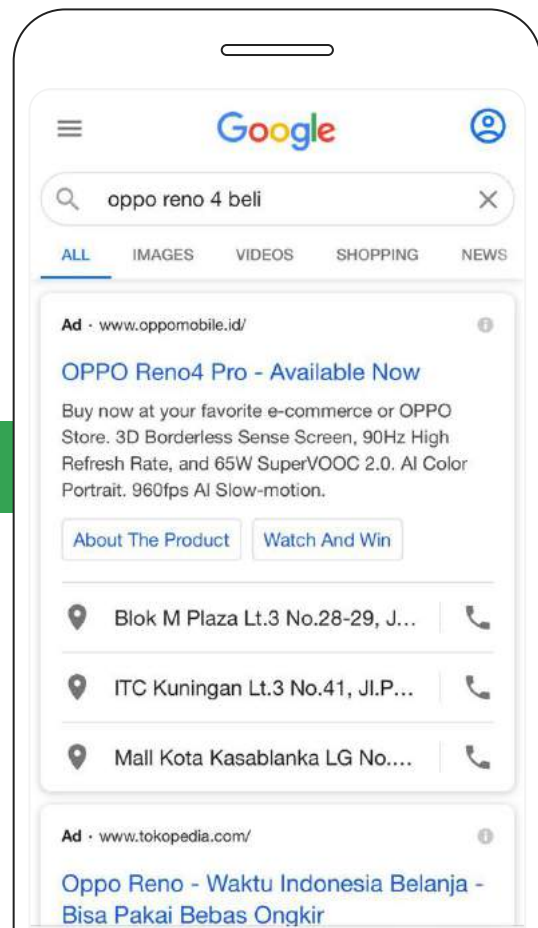
3. Ensure that your brand is omnipresent in offline and online retail.

As consumers navigate numerous touchpoints, meet customers where they are: both when they are looking for your technology product online or when they are looking for the nearest electronic store. Brands that successfully connect the O2O experience will thrive in this new normal.

Tip

Get listed online. Register your business with a physical storefront on [Google My Business](#) so consumers find you on Google Maps and Search.

Adopt [location extension](#) to help people find your locations by showing your ads with your address.





Transport and travel

The pandemic has had a major impact on Indonesia's automotive and travel sectors. Both industries, however, have shown tremendous resilience in these challenging times and continue to innovate to cater to pent-up demand and new travel behavior.



Pent-up demand is coming through as more Indonesians choose private cars as their preferred means of transport.



jump in searches for “drive thru”, as Indonesians use cars as a mode of transport and pick up their fave food



increase in searches for “perpanjang sim” (renewing driver's license)



growth in searches for “surat izin mengemudi” (driver's license)

There is an increase in interest in motorcycles among commuters who are looking to migrate from public transportation and looking for personal mobility.

11% rise in searches for
“**motor bekas**”
(used motorcycle)



And though most people are staying at home and not driving as much, there is still demand for repair and maintenance.

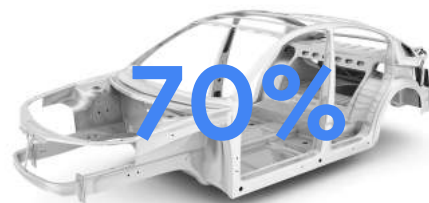


increase in search queries for
“**bengkel mobil terdekat**”
(closest car servicing)



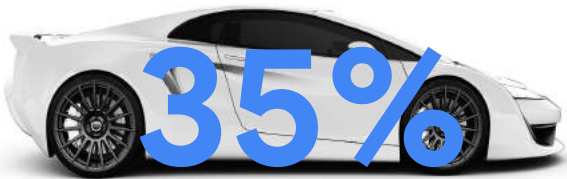
jump in searches related to
“**bengkel motor terdekat**”
(closest motorcycle servicing)

...and to upgrade them as well.



growth in searches for
“**modifikasi motor**”
+ “**modifikasi mobil**” (motor
modification + car modification),
in comparison to F growth
in the previous year

Certain segments in the automotive industry are rebounding faster than others. For example, Indonesians are showing increased interest in racing cars and bikes.

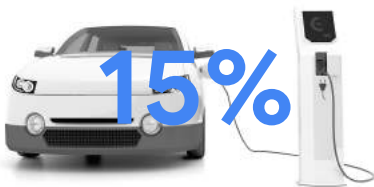


increase in searches for **“racing cars”**



jump in searches for **“racing motorcycles”**

...as well as in unique two- and four-wheelers.



growth in searches for **“electric vehicle”**



increase in searches for **“skuter listrik”** (electric scooter)



rise in searches for **“vespa matic”**, and 58% increase in search queries related to **“harga vespa matic”**

Automotive shows and purchases have moved online, using the power of digital to boost sales.

DID YOU KNOW?

Watchtime for videos on automotive exhibitions has doubled this year.



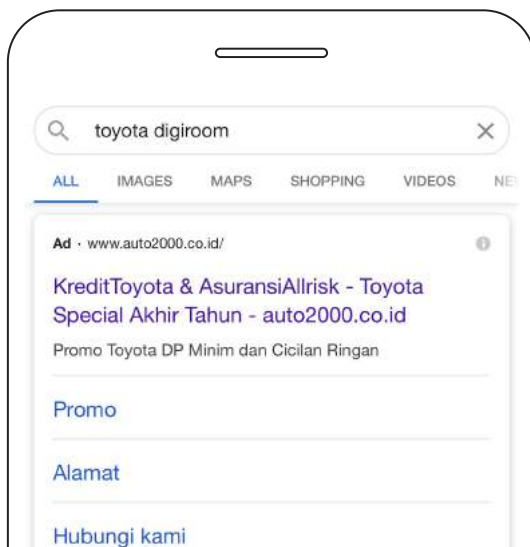
“Indonesia Otomotif Online Festival”

the virtual event focusing on product reviews, automotive knowledge, and purchasing and financing programs, saw significant rise in searches this year

“Digiroom”

Auto 2000 digiroom, an e-commerce website for the sale of cars, parts and accessories in Indonesia, saw a rise in searches in 2020

How dealership has gone online



COVID-19 has forced us to move our offline showrooms online, which is why we launched **Digiroom** - our online dealership service. We are so happy that an always-on upper funnel Search approach helped us create a breakthrough digital strategy, pushed Digiroom as a breakout trend on Search, and enabled us to be where our consumers are. Digiroom is a truly resilient transformation for our business during this pandemic situation. It's a Toyota showroom in your pocket.

- Martogi Siahaan, CEO of Auto2000



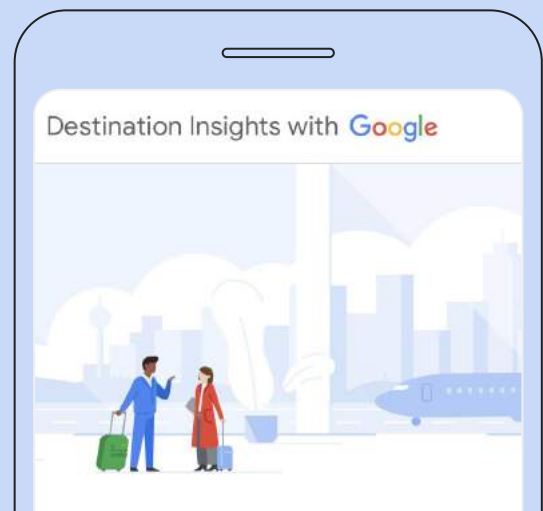
Trying to plan a trip this year has felt like its own journey, but people are eager for a change of scenery — and they're seeking safe and creative ways to get away.

Between conflicting messages about safety protocols that vary by region, many travelers are opting to stick to family-focused destinations close to home that can be accessed easily by car.



while interest in tourist-favorite destinations, like Bali and Komodo, is yet to pick up, searches related to family holiday hotspots within driving distance, like Cipanas and Anyer, have already surged by over 50-75% between July and October 2020

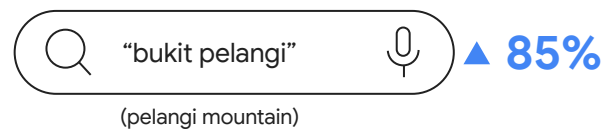
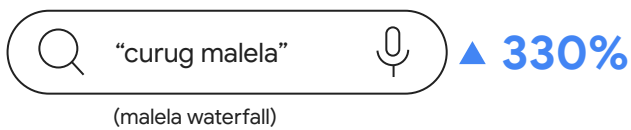
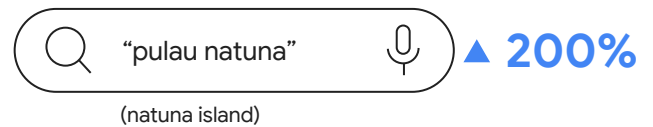
Top 10 domestic destinations on Search between July and October among Indonesian travelers:



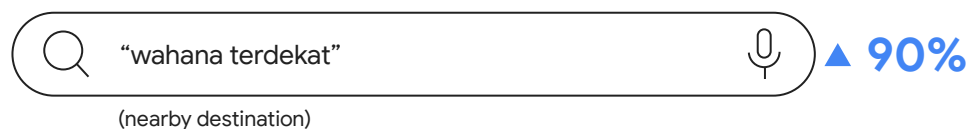
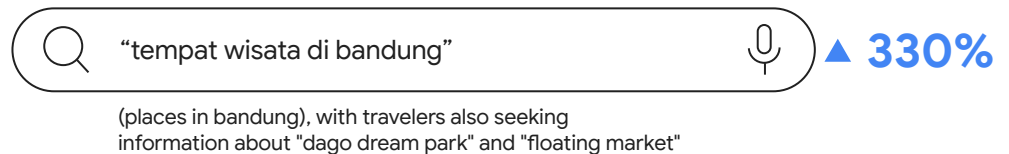
1. Cipanas
2. Cisarua
3. Pangandaran
4. Anyer
5. Ciwidey
6. Babakan Madang
7. Tawangmangu
8. Megamendung
9. Ciawi
10. Tarogong Kaler

Besides driving-distance destinations, local outdoor attractions and family-friendly recreation spots too are gaining favor among Indonesians.

Local outdoor attractions:



Family-friendly recreation spots:



Indonesians are prioritizing health and looking for more safety while planning a trip.

DID YOU KNOW?

According to the monthly Google Consumer Survey on travel intent, the top 3 consideration factors for travel planning among Indonesians include health and safety, price and promotion, and the travel company's reputation.



increase in search queries for **“wisata aman”** (safe destination)

Staycations are still popular. But Indonesians are also looking for recreational activities that can be enjoyed outdoors with the whole family.



220%

year-on-year increase in searches for **“staycation”**, even stronger than 150% YoY rise in 2019 when staycation was a new and rising concept

“tiket kebun binatang”
(zoo ticket)

saw significant jump in searches as a visit to a zoo is considered a wholesome, family activity



jump in searches for **“dusun semilir”**, an amusement park in Semarang that is popular among family and friends

They are trying out new recreational activities that have emerged in recent months.



growth in searches for “makan di mobil” (car dining)

“drive in cinema”

has seen rise in search interest as film-goers complied with social-distancing protocols while watching movies in public

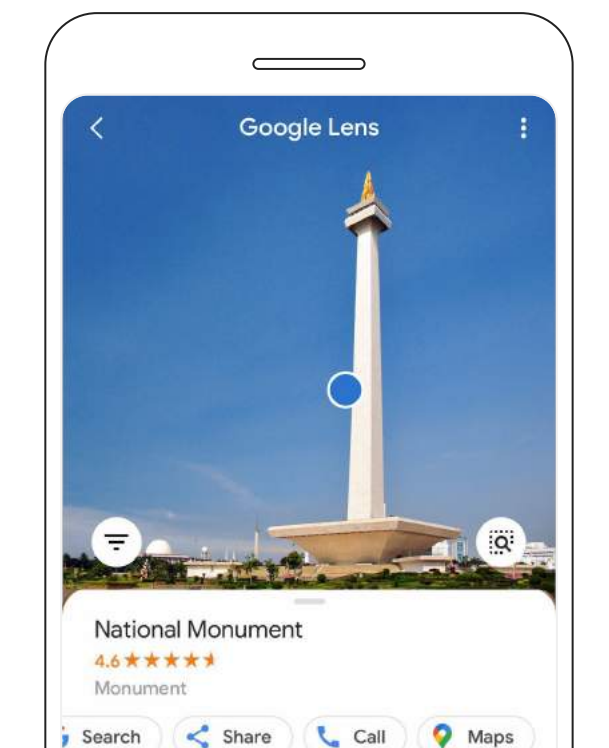


...and finding new ways to discover the hidden stories behind masterpieces at museums with some help from [Google](#).

“tour virtual” ▲ 110%

“virtual museum” ▲ 350%

People are able to explore new places through [Google Lens](#)



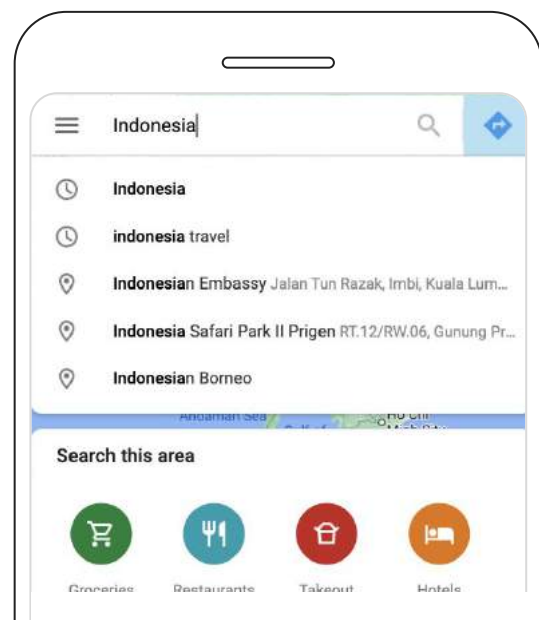


Search is the most popular choice among Gen Z for travel planning, and Google Maps is their preferred travel app.

Top reasons to use Search:

- for information
- to plan an itinerary
- search where to go
- what to do and eat
- for reviews of restaurant

Google Maps is used by 57% of Gen Z, making it their top app choice for travel-related searches.



Takeaways for brands

For Auto brands:

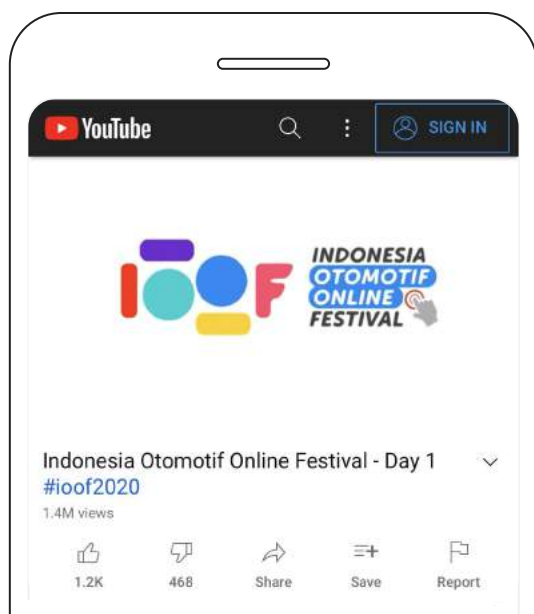
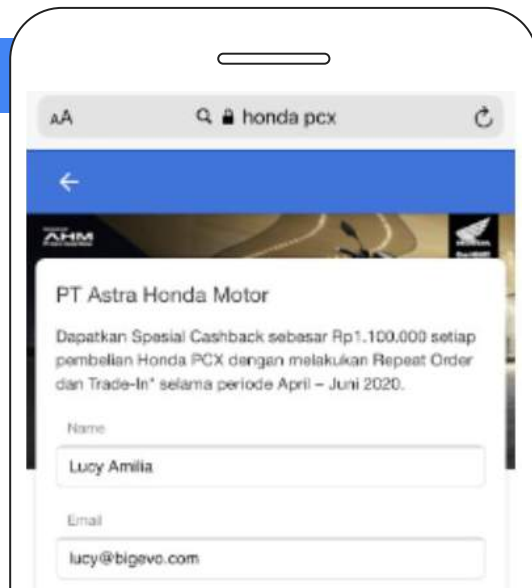
1. Help customers take care of their vehicles.

Private cars have emerged as Indonesians' preferred means of transport since the pandemic, making their maintenance top priority. Capitalize on the demand by focusing your product offerings and marketing messages towards after-sales services and spare parts.

Tip

Travel keywords are relevant to automotive players. For example, reach customers researching about road trips with ads about a family-friendly vehicle.

Add lead form extension to your Search Ads so people can let you know where to contact them and what they are looking for (eg. type of repair work they need, car types, quotation, etc.)



2. Shift your offline events and activities online.

People are continuing to avoid face-to-face interactions. Encourage them to participate or engage in online activities. Pivot strategy to shift your efforts online and rethink brand engagement to connect with digital audiences.

Examples: Online IOOF, Online dealership/Auto 2000 digiroom

Takeaways for brands

For Travel brands:

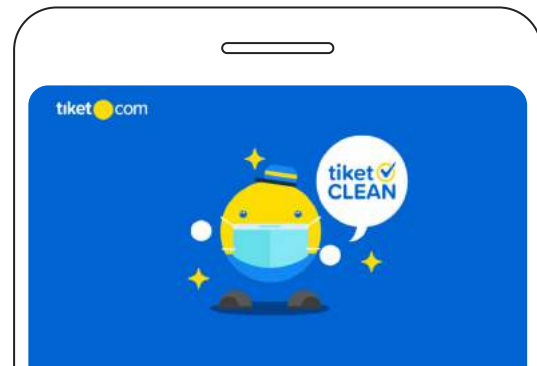
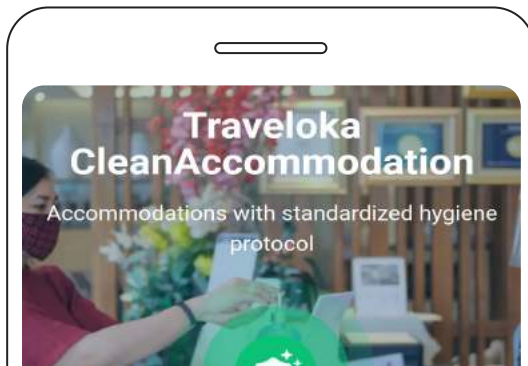
1. Highlight products that suit new recreation trends.

Travelers' are opting for recreational activities that are nearby, family-focused, or even virtual. Help them discover local activities and destinations. You could also innovate and offer virtual experiences that customers can enjoy at home.

Drive-in Senja Cinema gained popularity among film fans wary of the coronavirus.

Tip

Adjust your ad text and use extensions to highlight offerings relevant to current trends. Register on Google My Business and leverage location extensions on Search Ads.



2. Help your customers by appeasing their concerns about health and hygiene.

Health and hygiene are top of mind among travellers. Offer solutions to give them peace of mind in their travels. Become a relevant resource at a time when rules and regulations around travelling are changing continuously.

Tiket.com's CLEAN and **Traveloka's** Clean Accommodation indicate accommodations that are compliant to the hygiene standards set by WHO, the government and hotel associations of the country.

Garuda Indonesia provides an updated and definitive information page on changing rules of travelling during Covid-19

Tip

Boost confidence by including words such as “clean” (“bersih”), “comfortable” (“nyaman”) and “safe” (“aman”) in your ad text.

Add sitelink extensions to explain your health and hygiene solutions.

Sources

All Google Search data points included in this report are from Google Trends, Nov 1, 2019 - Oct 31, 2020 vs. Nov 1, 2018 - Oct 31, 2019, unless otherwise indicated.

Brand examples are primarily curated using [trendwatching.com](https://www.trendwatching.com) premium subscription

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