



The Conversation: Twitter Trends Indonesia

Millions of Tweets. Limitless insight.



The world is changing. Fast. But how fast? And where is it all going? Discover how the talk on Twitter can give us a window into culture and show how brands can stay ahead of what's happening.



+73%

Correlation between cultural relevance and brand revenue¹

Millions of Tweets. Limitless insight.

People come to Twitter to talk about the things that matter to them. Entertainment, news, sports, fashion — it's all here. And by analysing these honest conversations, we can get a fresh understanding of the evolving cultural trends and attitudes shaping our future. It's a big job. Crunching millions of Tweets over three years² is not for the faint of heart. But read on and we think you'll agree, it was worth it.

Sources:

¹ Kantar, commissioned by Twitter, Cultural Relevance Research, Dec 2019, USA. Base = 100 US brands tested. Methodology: Correlation analysis, which shows the strength of the relationship for overall brand cultural relevance scores (NatRep) and Q3/Q4 brand revenue (source: Google Finance & secondary sources).

² Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.



6 trends to help brands stay ahead of what's happening

Wellbeing

Prioritising self-care and mental wellness

Embracing Self-care
Mental Health Matters



Creator Culture

More making in the hands of many

Aspiring Makers
Conscious Creator
Creativity at Home



Everyday Wonder

Fascination with our world and beyond

Imaginative Escapism
Acting on Astrology
Wisdom of Myth and Folklore



One Planet

Driving toward a sustainable future

Next to Nature
Environment Urgency



Tech Life

Inspiring a better-connected life

E-commerce Takeover
Knowledge Powered by Tech



My Identity

Embracing a true expression of self

Fan Power
Ethics in Action





Wellbeing

Prioritising self-care and mental wellness

“Getting by” isn’t enough anymore. Collectively, Indonesians are redefining what wellbeing means to them and how it can be integrated into their everyday lives, from taking care of their mental wellness to prioritising self-care.

+17%

Growth

The growth in conversations around Wellbeing is here to stay. The topic is still developing but it’s already wide-ranging, stretching well-beyond health or being healthy.

 **Kevinalegion**
@kevinalegion



Pandemik emang melelahkan, ngeselin. Lu mau jalan, main, olahraga, mah yuk gas terus gpp biar ga stress. Yang penting lu tetep jaga protokol aja.

Tapi kalo mau di rumah aja mah ya lebih mantep, Hotstar and chill aja lah. Eksplor hobi DIY aja di rumah, ntar juga nemu hepinya.



Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter. The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Evolving trends:

Embracing Self-care
Investing in yourself

Mental Health Matters
Finding strength from within and in others



Embracing Self-care

Investing in yourself

As mental health-related conversations become more common, Indonesians are exploring different ways to address their issues while providing support to others. From soothing music to digital detoxes, people are learning, and talking about taking better care of themselves.

+23% Growth

Conversations around self-care are on the rise, with many seeing new needs — and ways — to safeguard their wellbeing.



Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Embracing Self-care

1. Prioritising Self

Stress levels are rising and people across the country are realising the importance of self-care and self-love. In the strive for happiness and balanced living, many Indonesians are turning to Twitter to discuss ways to spend more time caring for oneself, connect with one's emotional needs and ultimately be kinder to oneself.

2. Digital Detox

Wellbeing can be greatly affected by social media, so solutions such as digital detoxes and going off-the-grid from time to time can help reduce anxiety and recharge the mind and body.

3. Self-care Tips

When it comes to self-care and self-love, Twitter in Indonesia has seen an increase in community support, including tips and advice on how to look after one's mental health and healing process.

4. Entertainment as Therapy

Film and music have played instrumental roles in helping Indonesians navigate the realities of 2020. Many found comfort in being transported to another time and place, enabling them to temporarily forget the present and see things from another perspective. Similarly, music therapy has become a popular way to express oneself and ease tension.

Hashtags

Start a conversation or join in

Embracing Self-care:

#olahraga
#sehat
#musik
#skincare
#relaksasi
#koreancosmetics
#truebeauty
#porecare
#health
#workout
#fitness
#healthylifestyle



Mental Health Matters

Finding strength from within and in others

The pandemic set off an increased sensitivity towards mental wellness, sparking honest conversations around the topic. Recognising the need to take care of one's mental health has opened up the dialogue around self-esteem and self-love — with the power of mutual support and togetherness featuring front and centre.



Jul 2018 - Dec 2019



Jan 2020 - Jun 2021

+17% Growth

An uptick in conversations around mental health are gradually dissolving the stigmas.

Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Conversations shaping Mental Health Matters

1. Sharing to Empower

Over the years, there's been a conscious effort to reach out for support, but many Indonesians are still finding it difficult to express their feelings and issues. Many have taken to Twitter to share their personal experiences of mental health struggles in hope of encouraging others to open up and discuss their problems.

3. Peer Support

There's an outpour of encouraging and hopeful messages to those who are going through tough times. This constant flow of support on Twitter in Indonesia has been a powerful reminder for many to stay strong and resilient.

5. Quality Time with Family

Many Indonesians are finding comfort in time spent with their loved ones, especially during difficult times. Even if the time together is doing simple activities like gaming or cooking, the emotional support makes the challenges much more manageable and has helped many improve their mental wellness.

2. Healing Strategies

Many Indonesians have found comfort and relief in joining the conversations about other's mental health issues and journeys. Knowing they aren't alone empowers them to seek their own way to face the struggle and start healing.

4. Removing the Stigmas

Across the country, open and honest conversations around mental health issues are breaking through age-old stigmas. The healthy shift in perceptions is making way for awareness programs and blogs that promote resources and treatments dedicated to improving wellbeing, especially mental wellness.

Hashtags

Start a conversation or join in

Mental Health Matters:

#psikologi
#worldmentalhealthday
#kesehatanmental
#depresi
#gangguankecemasan
#dukungankeluarga
#melepaspenat
#mentalhealthforall
#betterdays
#moveformentalhealth
#itsokaytonotbeokay
#mindset



How brands can act on Wellbeing

Empower honest conversations, share critical resources, and always encourage improvement — no matter how small.

Launch

Build awareness and interest for something new

- Brands should take an introspective look at how they can bring balance and positivity to their consumers. It doesn't have to relate directly to health, but should be fully aligned with their brand.
- One way to do that is to showcase what wellbeing means to the brand. Another is to openly share how they are executing on wellbeing amongst their employees.

Connect

Build relevance by being part of the conversation

World Mental Health Day
National Family Day
International Day of Disabled Persons
World Suicide Prevention Day
World Cancer Day
World Anti-Tobacco Day
Indonesian Sports Week
Car Free Day
BWF Badminton Indonesia

Reach out to your client partner for more insights and recommendations.





Creator Culture

More making in the hands of many

Self-taught. Self-made. Blurring the lines between work and play while daring to carve their own paths, a new generation of entrepreneurs and everyday makers has emerged. Some are driven by need while others by interest and inspiration. Either way, they're paving a whole new culture along the way.

+33%

Growth

Creators and everyday makers are Tweeting, sharing, and promoting their content, driving a strong uptick in the conversation.



Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021. Indonesia.

Evolving trends:

Aspiring Makers
Forging the creator path

Conscious Creator
Content for good

Creativity at Home
Home as a creative outlet



Aspiring Makers

Forging the creator path

Homebound lives are driving creative outlets and inspiring many Indonesians to pursue their creator ambitions. Open support on Twitter is encouraging many to take the first step, while some are also sharing with the community about their challenges as they're starting out.

Jul 2018 - Dec 2019

Jan 2020 - Jun 2021

+34% Growth

Conversation around maker culture is accelerating as home chefs, gardeners and many others transition from hobbyist to content creator.

Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Conversations shaping Aspiring Makers

1. Creator-to-Creator Support

Many Indonesian creators are producing how-to's, top tips, and many types of knowledge-sharing video in order to support others who are on the same content creation journey.

2. Beginner's Challenges

Many Indonesians have expressed interest or intention to create content, but have found it hard to get started because the first hurdle is too overwhelming. Amongst other reasons, the volume of work and the pressures of perfection, have been key topics of conversations.

Hashtags

Start a conversation or join in

Aspiring Makers:

#diy
#tutorial
#sharing
#creator
#kreator
#linefriends_creator
#art
#giveaway
#sketch
#artwork
#digitalart
#kreatif
#artist
#nftart
#howto
#handmade



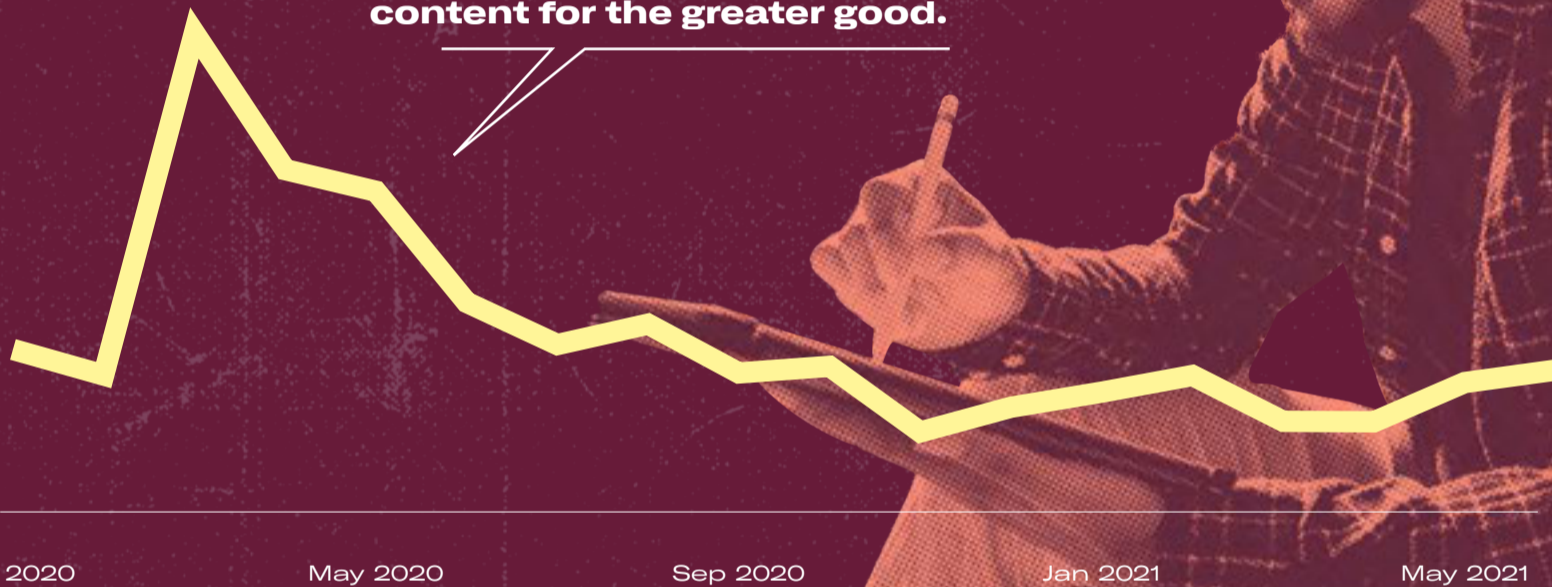
Conscious Creator

Content for good

Indonesians are finding that authenticity and transparency are the best policy when it comes to connecting with the Twitter community. The creator community understands that those who are conscientiously rejecting fake news and correcting it are also respected and valued.

+29% Growth

In conversations around
conscious creators and creating
content for the greater good.



Jan 2020

May 2020

Sep 2020

Jan 2021

May 2021

Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Conversations shaping Conscious Creator

1. Keeping it Real

Authenticity is the foundation to a sustainable audience relationship so creators across the nation are opting for honesty and transparency, even if it means exposing themselves to criticism along the way.

2. Stand Up to Misinformation

More on Twitter are putting their foot down when it comes to misinformation. From doctors and healthcare communities to professionals and domain experts, people are doing their part to correct misinformation and making Twitter a better place.

Hashtags

Start a conversation or join in

Conscious Creator:

#influencer
#KOL
#impact
#pewirusahaPemula
#original
#karyaorisinil
#youtube
#kreator
#kreatorkonten
#inspiration
#youtuber



Creativity at Home

Home as a creative outlet

Do what makes you feel good. Adjusting to more time spent at home, Indonesians are looking to embrace small, attainable joys to boost their moods and keep busy. This is driving more conversations around baking, photography, knitting, designing and painting, with a focus on the home as a creative hub.



Jul 2018 - Dec 2019



Jan 2020 - Jun 2021

+50% Growth

Indonesians are increasingly Tweeting, sharing and discussing their creative pursuits from the comfort of their homes.

Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Conversations shaping Creativity at Home

1. Creativity in the Everyday

With more time at home than ever before, Indonesians have been experimenting and exploring hobbies and passions such as gardening and cooking. Be it as entrepreneurs or just to inspire others, Twitter has become a go-to to showcase their creativity.

2. Connecting through Creativity

To stay engaged in their homebound lives, many Indonesians have started pursuing new interests such as chocolate sprinkle artworks, whipping up Dalgona coffee, blogging and fitness. For many, what started as a passion project ultimately gained enough supporters and enthusiasts in the community to start a business.

Hashtags

Start a conversation or join in

Creativity at Home:

#dirumahaja
#stayathome
#collabonation
#diy
#temukan2021mu
#TipsnyaRiliv
#sharingtips
#melukis
#edutwitter
#fotografi
#kreatif
#podcast
#studio
#masakanrumah
#onthetable
#memasak



How brands can act on Creator Culture

Champion creativity and empower creators by amplifying their voices — and hiring them to be part of your campaigns.

Launch

Build awareness and interest for something new

- Everyday people also have creative needs and outlets — and they turn to Twitter as a channel for self-expression. Consider which are the best ways for your brand to tap into these engaged interest groups and communities.
- To further champion and nurture creativity, find ways to add value by providing inspiration, tools, a canvas or even distribution for the creations.
- Brands should engage creators as exactly that — creators with skills and concepts that can be harnessed from ideation through to execution — and not as influencers.

Connect

Build relevance by being part of the conversation

Indonesian Film Day
Hari Batik Nasional
Teacher's Day
National Poetry Day
National Book Day
World Bicycle Day
Hari UMKM Nasional
Hari Musik Nasional
Hari Radio Nasional

Reach out to your client partner for more insights and recommendations.





Everyday Wonder

Fascination with our world and beyond

As Indonesians seek comfort amidst uncertainties and challenges, many are looking for ways to understand and connect with one another. Some escape into fantasy worlds while others turn to astrology and folktales. Whichever way, people are looking for mechanisms to help alleviate stress and make the everyday better.

+19% Growth

Conversations around Everyday Wonder are rising, as Indonesians learn to cope with the present and find optimism about the future.



Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Evolving trends:

Imaginative Escapism
Turning to other worlds

Acting on Astrology
Guidance from the stars

Wisdom of Myth and Folklore
Old tales in a modern world



Imaginative Escapism

Turning to other worlds

Many Indonesians are escaping the stresses of daily life by immersing themselves into the fantasy world of superheroes or by looking to better, simpler days of the past.

+30% Growth

As people try to break away from the real world, imaginative escapism is increasingly a way for people to connect.



Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Conversations shaping Imaginative Escapism

1. Nostalgic for Normal

2020 was an extraordinary year where life was anything but normal. In the quest for comfort, many Indonesians are looking to memories from “normal times”, like past Lebaran celebrations or everyday activities like going to school.

2. Superheroes on Screen and in Real Life

Dealing with the day to day can be tough. People should be proud when they overcome adversity. Many Indonesians are having fun relating their achievements to a superpower or to their favorite superhero. In some instances, they’re also elevating real-life heroes such as doctors and delivery riders into superhero status.

Hashtags

Start a conversation or join in

Imaginative Escapism:

#anime
#pahlawan
#cosplay
#nostalgia
#manga
#art
#adventure
#fanart
#digitalart
#illustration
#drawing
#reality
#animeart



Acting on Astrology

Guidance from the stars

Trying to make sense of the world around them; Indonesians are using horoscopes to understand the people in their lives, including how to interact with them and how they relate to each other. In some cases, discussions around specific signs and their traits have helped people feel closer to each other.



+33% Growth

Conversations around astrology have been on the rise, and they feature a blend of lighthearted, surprised and delighted Tweets.

Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Conversations shaping Acting on Astrology

1. Zodiac Traits

Many Indonesians are turning to astrology to decipher and understand people's personalities. A surge in Tweets expressing surprise at the accuracy of predictions are a telltale of the astrology trend.

2. Star Signs, Ranked

People have an inclination to order things so there's been a growing trend of ranking the 12 astrological signs based on a variety of dimensions, from how signs behave in relationships to the type of friend they are.

Hashtags

Start a conversation or join in

Acting on Astrology:

#Leo
#libra
#gemini
#aquarius
#taurus
#pisces
#virgo
#scorpio
#capricorn
#aries
#Ramalanzodiak
#Zodiakhariini



Wisdom of Myth and Folklore

Old tales in a modern world

Stories help societies navigate through thick and thin, and this is especially true in Indonesia's rich tapestry of ethnicities. As the country navigates a year of anxiety and uncertainty, many have been merging deep-rooted teachings with modern mindsets to figure what works best for them.



Jul 2018 - Dec 2019



Jan 2020 - Jun 2021

+20% Growth

Discussions around folktales and superstitions are increasingly being used to explain events in the present, creating uniquely Indonesian perspectives.



Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Conversations shaping Wisdom of Myth and Folklore

1. Everyday Contemplations

The world works in mysterious ways, but that doesn't mean we can't try to understand it. Many Indonesians are bringing life's bigger questions to Twitter, but usually as more of a musing than expecting an answer.

2. Myth Debunking

When everyone has an opinion, it's hard to decipher between right and wrong. Many Indonesians are turning to Twitter to validate hearsay and personal opinions, with topics ranging from gender and relationships to whether the number '13' is bad luck.

Hashtags

Start a conversation or join in

Wisdom of Myth and Folklore:

#horror
#threadhorror
#bacahoror
#malamjumat
#jumatkliwon
#penampakan
#legenda
#hantu
#thriller
#horrorthread
#ceritahorror



How brands can act on Everyday Wonder

Be the escape we all need by bringing a dose of joy and wonder to conversations.

Launch

Build awareness and interest for something new

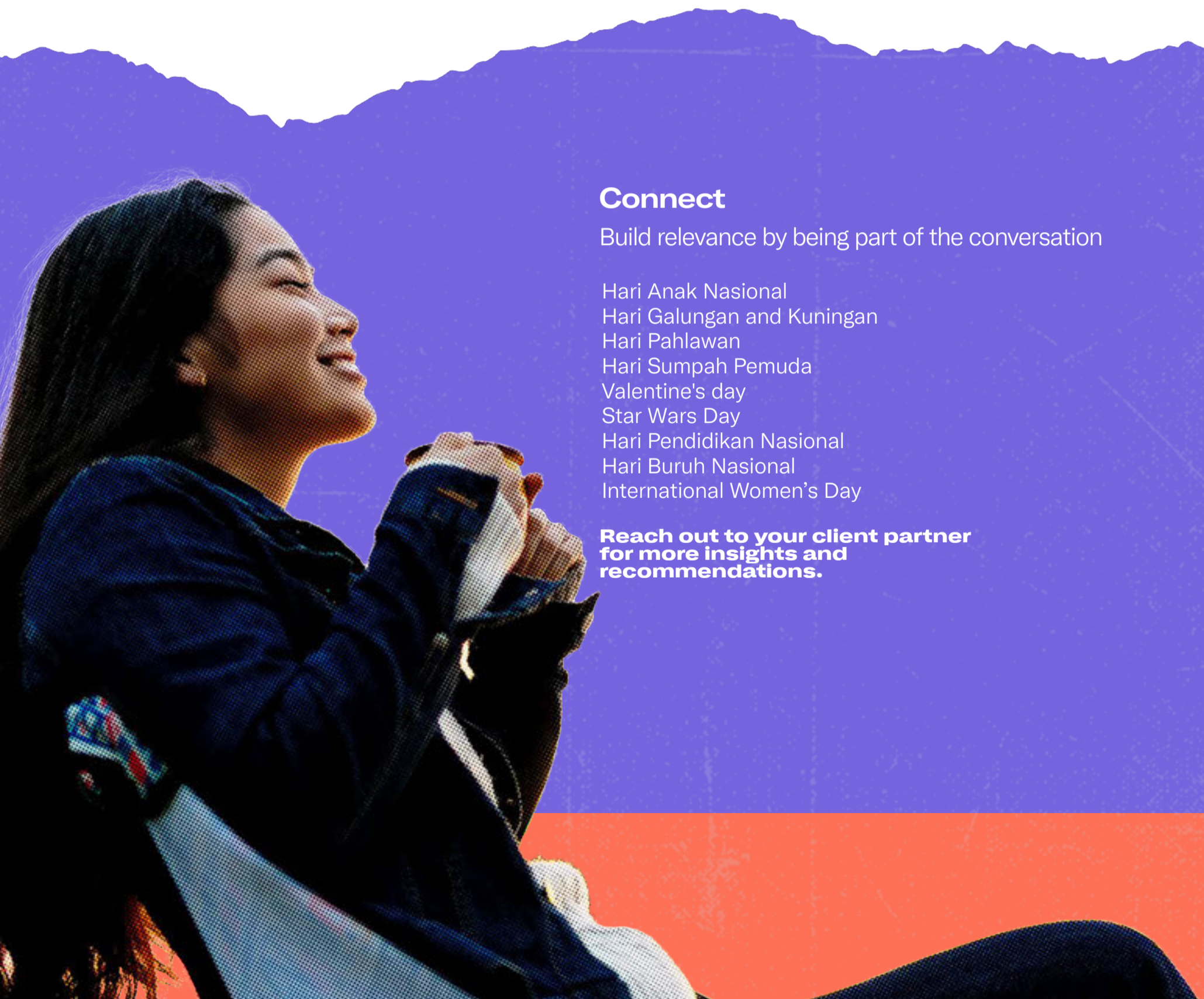
- Particularly in times of duress, brands can help provide a sense of fantasticism or some much-needed magic into the lives of their audience.
- Under complicated or seemingly impossible circumstances, brands can offer relief through humour, reverie or hopefulness, even if only momentarily, to help create positivity and joy for the audience.

Connect

Build relevance by being part of the conversation

Hari Anak Nasional
Hari Galungan and Kuningan
Hari Pahlawan
Hari Sumpah Pemuda
Valentine's day
Star Wars Day
Hari Pendidikan Nasional
Hari Buruh Nasional
International Women's Day

Reach out to your client partner for more insights and recommendations.





One Planet

Driving toward a sustainable future

While the environment and sustainability aren't new conversations, they have entered the mainstream albeit with new dimensions. Tweets now entail big picture thinking, with references to global warming, forest preservation, and ocean safety.

As Indonesians become more knowledgeable and empowered, they're voicing their concerns and forging conversations in hope of making a difference. Conversations on Twitter are action-oriented, focused on spreading awareness, and appealing to people to do their parts.

+26%

Growth

Although climate change used to be “other people’s problems,” conversations around One Planet have been rising as the effects are felt closer to home.



Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Evolving trends:

Next to Nature

Seeking comfort in mother nature

Environment Urgency

The time to act is now



Next to Nature

Seeking comfort in mother nature

The pandemic has put many under strict lockdowns, which means people are spending lots of time indoors. The calming power of nature, found in forests, beaches, or mountains, have become sanctuaries for many. Some have even uprooted and moved nearer to nature, while others are making the most of their days by spending time enveloped in mother nature.



+39%

Growth

The pandemic pushed people to reframe their views on green spaces, re-igniting the conversations around Next to Nature.

Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Conversations shaping Next to Nature

1. Remote Living

Home to some of the world's most beautiful islands, Indonesians are not short of idyllic living options. As working from home has become the norm, many are indefinitely shifting their lives to Bali and other remote destinations — a win-win for the local economies which are usually dependent on tourism and the newcomers who have made WFH life much more enjoyable.

2. Sanctuary Green

Immersing in nature has never been more important. With most people stuck in urban homes, there's now a higher value placed on access to the outdoors. Hiking and trekking, whether solo or as a group, have become popular substitutes for holidays, and people are realising that they don't have to travel too far to experience nature's vast wonders.

Hashtags

Start a conversation or join in

Next to Nature:

#pertanian
 #dirumahaja
 #sunset
 #cuaca
 #sunrise
 #stormhour
 #travel
 #pantai
 #wisata
 #liburan
 #pekanbaru
 #nature
 #bali



Environment Urgency

The time to act is now

There is growing consciousness and concern around the effects of deforestation and global warming. Many Indonesians are feeling the irreversible and direct impacts of environmental damage and climate change, igniting an urgency to protect the environment. People are starting to hold themselves accountable for reducing the impact, starting with how to manage forest fires, preserve marine life and what individuals or the collective can do to contribute.



Jul 2018 - Dec 2019



Jan 2020 - Jun 2021

+19% Growth

Indonesians are driven to protect the environment, inspiring an on-going dialogue around the urgency for action.

Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Conversations shaping Environment Urgency

1. Collective Efforts

Whether raising awareness or taking action, Indonesians are bonding together to protect mother nature. General hashtags (#sustainability) and specific campaign hashtags (#EarthDay) alike are gaining momentum, urging others to act now.

2. Individual Efforts

Individuals are taking it upon themselves to do what they can, as quickly as they can. Indonesians are sharing more informative blogs and articles, encouraging others to plant trees and stressing the importance that everyone should do their part to protect the planet.

Hashtags

Start a conversation or join in

Environment Urgency:

#banjir
#gempa
#bmkkg
#banjir2020
#banjirjakarta
#prayforkalsel
#prayforntt
#banjirjakarta2020
#earthday
#stayhome
#pemanasanglobal
#krisisiklim



How brands can act on One Planet

Lead the fight for a brighter future and host an open dialogue on how you're making a difference.

Launch

Build awareness and interest for something new

- Indonesian consumers are increasingly eco-conscious, so there's an opportunity for companies to champion sustainable products and concepts.
- Brands can set sustainability goals and hold themselves accountable by sharing how they plan to achieve their objectives and transparently communicate their progress regularly.
- For brands that are committed to their sustainability efforts, it's worth revisiting the supply chain to identify any vulnerable players. Every brand is accountable for the suppliers they choose to work with.

Connect

Build relevance by being part of the conversation

Earth Hour
 World Environment Day
 Earth Day
 World Ocean's Day
 World Forest Day
 Hari Peduli Sampah Nasional
 World Orangutan Day
 Hari Tani Nasional

Reach out to your client partner for more insights and recommendations.



Tech Life

Inspiring a better-connected life

More than a tool, our devices are now a lifeline. Irreversible and widespread integration of tech into our everyday lives has inspired a new dialogue about the way we live, work, and create. Indonesians remain optimistic about new possibilities made possible by tech, including digital knowledge sharing as a force for change and e-commerce as a new economic mainstay.

+89%

Growth

Tech conversations have had a consistent drumbeat on Twitter in Indonesia, and the pandemic further accelerated the conversations.



Kang Ike
@aminatulm22



Tanda2 dewasa masakini: mulai buka olshop, jualan online, promosi sana sini, semua barang dijual 😊

12:16 PM · Sept 29, 2020



Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Evolving trends:

E-commerce Takeover
When online shopping is the default

Knowledge Powered by Tech
A new way to learn



E-commerce Takeover

When online shopping is the default

Over the years, e-commerce has steadily entered the mainstream in Indonesia, but no one could have guessed how the pandemic would propel online shopping to the very front of the queue. With little other choice; Indonesians started buying online in droves, and they couldn't stop talking about it online.

In an effort to win over customers, online retailers deployed varying strategies; from gamifying the experience to making good use of user-generated content.



Conversations shaping E-commerce Takeover

1. E-com User-generated Content

When you can't see or touch the product, the next best thing is product recommendations and reviews from other users. Many on Twitter are happy to contribute in an effort to help fellow consumers, and purchasers are happy to read the reviews and join the conversation.

2. Shopping Differently

The shopping experience has gone digital and it's not going back. People across the country are talking about adopting the easier, more convenient way of shopping, even for big ticket items. E-commerce players who gamify the experience with giveaways, cashback promotions, and contests are being specially rewarded with increased positive engagement, conversations and retention.

Hashtags

Start a conversation or join in

E-commerce Takeover:

#shopeeid
 #belanjasmshopee
 #shopeeramadansale
 #staywithshopee
 #shopeexmamamoo
 #tokopediawib
 #33fashionsale
 #promo
 #iklan
 #lazada1212
 #mabarbukalapak
 #zaloragiveaway



Knowledge Powered by Tech

A new way to learn

If knowledge is power, then the Internet opens up a world of infinite power. Indonesians nationwide are tapping into the Internet to get informed, gain new knowledge, and share ideas. From future-proofing with better money management to following the footsteps of tech-savvy KOLs, people are making the most of their time at home to self-improve.



Jul 2018 - Dec 2019

Jan 2020 - Jun 2021

+38%

Growth

There has been a surge in conversations around access to knowledge and learning opportunities, powered by tech.

Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Conversations shaping Knowledge Powered by Tech

1. Knowledge Exchange

Twitter is the ultimate place for knowledge exchange. As an infinite resource, those interested in self-improvement now have a whole new way to knowledge share, with some of their queries seeing near-instant answers.

2. Finance Matters

With highly volatile markets as backdrop, Indonesians on Twitter see emerging conversations around finance-related topics. Tweets cover a spectrum of topics, from commentaries on the stock market and e-wallets to insights on crypto.

3. First to Try, First to Review

Indonesians are embracing new technologies, especially when it comes to smartphones. While brands such as Apple & Samsung remain popular, smaller brands are also climbing the charts. KOLs are playing a key role in catalysing this trend; with regular phone reviews that focus on image and video quality, as well as how conducive it is to gaming.

Hashtags

Start a conversation or join in

Knowledge Powered by Tech:

#robogurushow
 #brightfuturaangguru
 #ihsg
 #belajar
 #prakerja
 #kartuprakerja
 #belajarsaham
 #belajarinvestasi
 #belajardarumah
 #merdekabelajar
 #kuliah
 #beasiswa



How brands can act on Tech Life

Join the conversation around technology in all its glory — and watchouts.

Launch

Build awareness and interest for something new

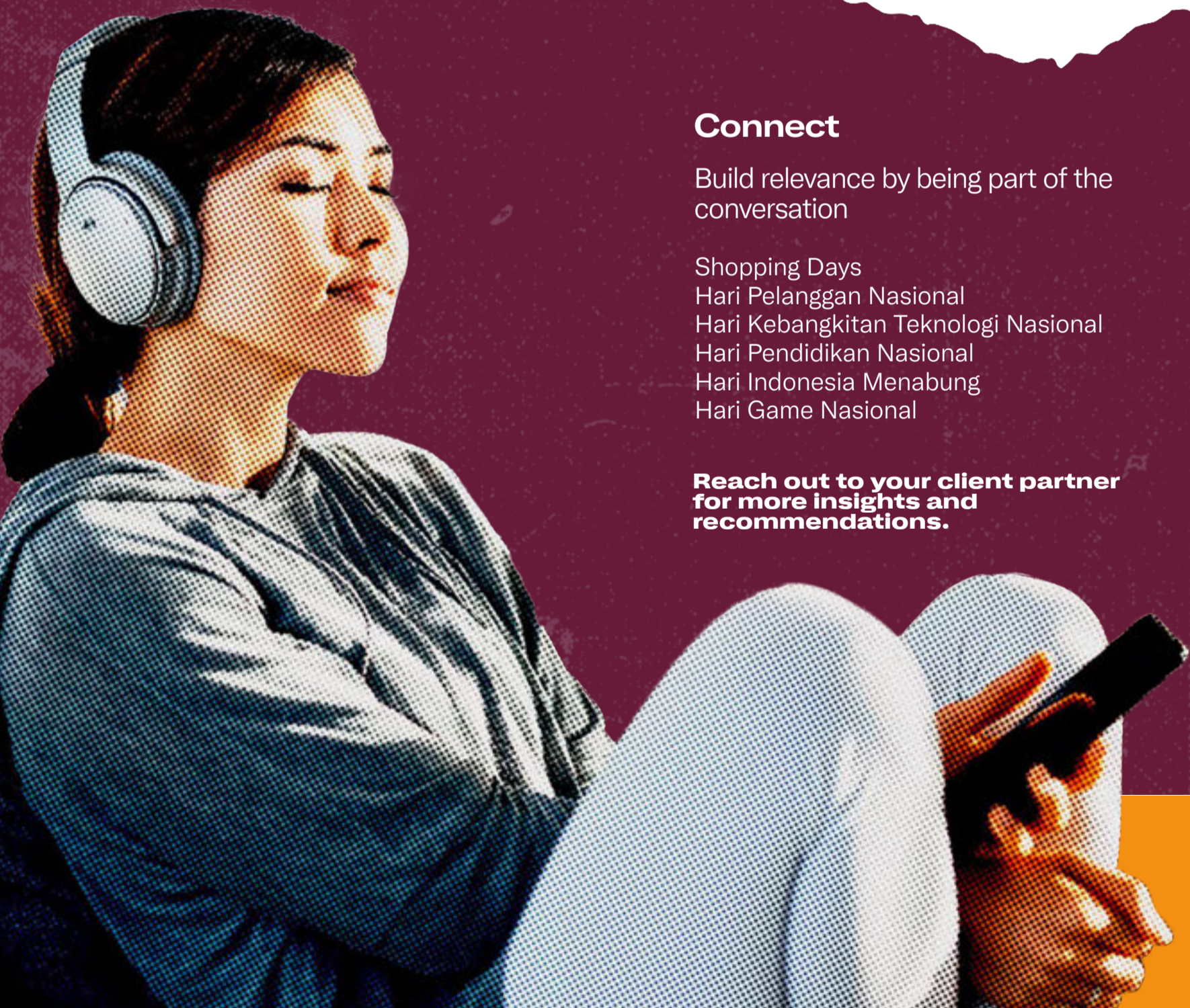
- Innovation and progress are package and parcel in the tech space, but keep in mind that every technical innovation by other brands increases people's expectations overall, including of you.
- Focus on what you do best and remember that every touchpoint is an opportunity to surprise and delight with technology.
- Regularly and continuously explore how you can improve or streamline the customer experience through everyday technological innovations. Every “oh, that's cool” moment is a chance to bolster brand equity and strengthen brand love.

Connect

Build relevance by being part of the conversation

Shopping Days
Hari Pelanggan Nasional
Hari Kebangkitan Teknologi Nasional
Hari Pendidikan Nasional
Hari Indonesia Menabung
Hari Game Nasional

Reach out to your client partner for more insights and recommendations.





My Identity

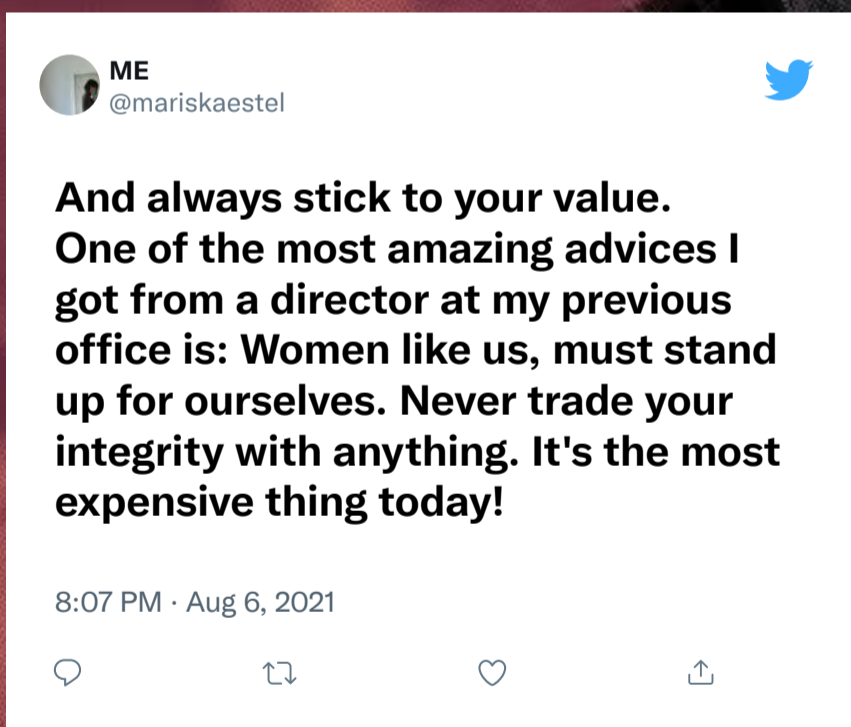
Embracing a true expression of self

People are feeling more supported — and celebrated — to be their true self. Conversations about “who we are” and “what we stand for” have become front and centre as Indonesians become emboldened to stand by their beliefs and voice their concerns — purposefully, truthfully, and authentically.

+10%

Growth

Conversations around identity and the self have risen against the backdrop of events in 2020 and 2021, generating on-going dialogues and paving the way for changes.



Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Evolving trends:

Fan Power

Collective values in fandoms

Ethics in Action

Standing by values



Fan Power

Collective values in fandoms

Fandoms on Twitter are more connected, active, and engaged than ever before. They're finding creative ways to support their idols — from building up the fanbase to amassing beloved merchandise, or even exploring new platforms to reach out to and chat amongst each other.

+12% Growth

Indonesians on Twitter love sharing about their idols, boosting the fandom conversations.



Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Conversations shaping Fan Power

1. Power in Numbers

Fandoms are cultural and social phenomena that enable fans to connect with those who share similar values and passions. Many Indonesians are bonding together to build up the success of their idols. They encourage fellow fans to help drive up concert attendance or music video viewership, oftentimes seeing the idol's success as their own success.

2. For the Love of Merch

Fans take pride in splurging on idol merchandise, including photo cards — collectible pictures of their idols. As one of the most popular items on the market, fans eagerly anticipate new releases, collect them and post their prized possessions on social media.

3. Sports Fans Ride High

Sports fans are growing and thriving on Twitter in Indonesia. They find each other and bond over conversations about their favourite sports, Tweeting or using Spaces to banter and share their views.

Hashtags

Start a conversation or join in

Fan Power:

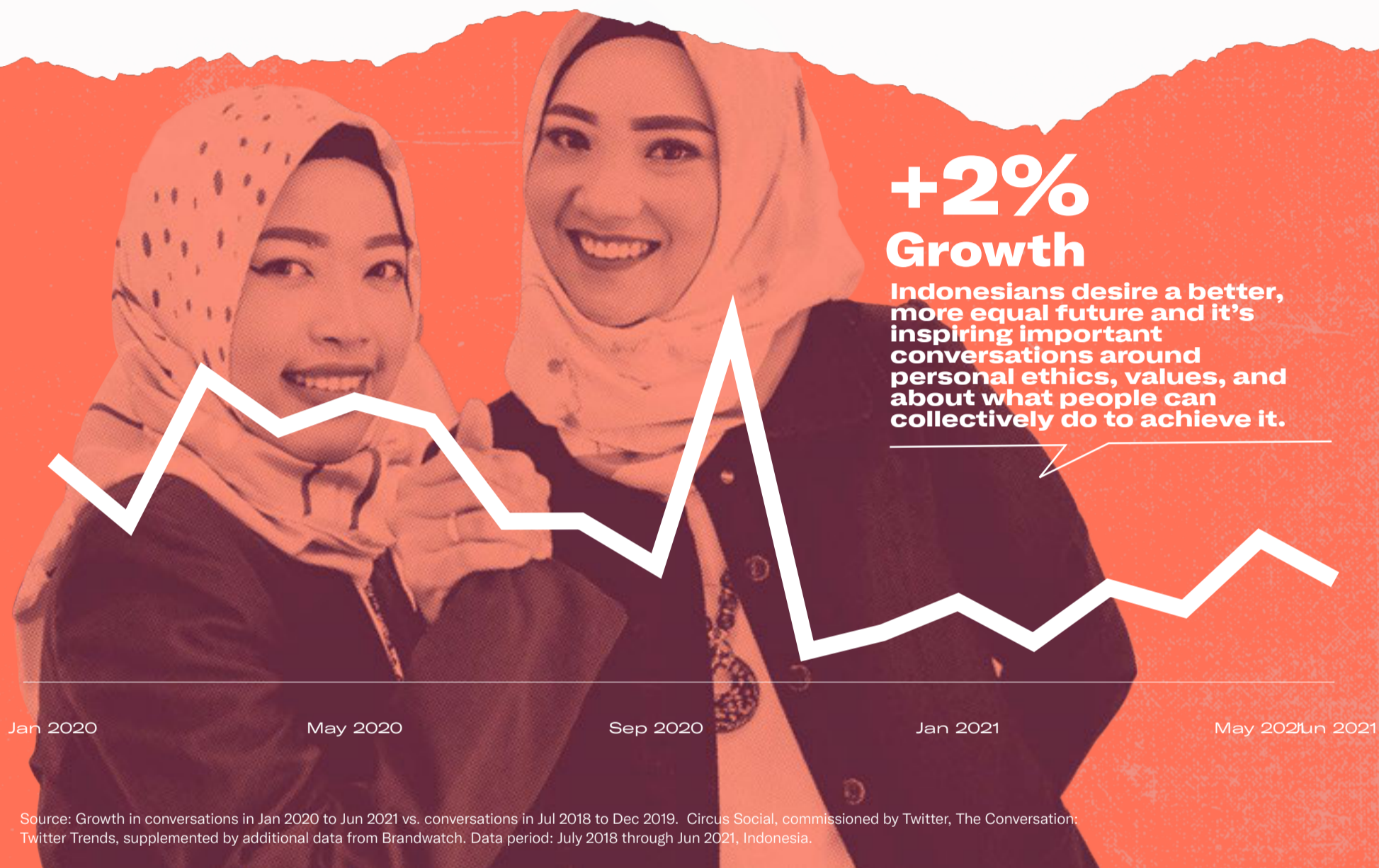
#bts
#exo
#iheartawards
#weareoneexo
#bestfanarmy
#btsarmy
#dont_fight_the_feeling
#got7
#Blackpink
#Agnemo
#AGNATION
#JKT48



Ethics in Action

Standing by values

With a growing sense of self-awareness comes a sense of duty. As Indonesians learn and define who they are as individuals and in their communities, they are standing up for the issues that matter to them. Increasingly, that's equality, justice, and female empowerment.



Source: Growth in conversations in Jan 2020 to Jun 2021 vs. conversations in Jul 2018 to Dec 2019. Circus Social, commissioned by Twitter, The Conversation: Twitter Trends, supplemented by additional data from Brandwatch. Data period: July 2018 through Jun 2021, Indonesia.

Conversations shaping Ethics in Action

1. Fight for Equality and Justice

In Indonesia, there is a growing sense of awareness about the right for justice and equality for all. People are taking note and building up their own worldviews on where they stand on the issues that matter. The conversations are ignited with not only words but also powerful images and videos of powerful demonstrations where people passionately fight to justice.

2. Women Empowerment

Indonesian women have slowly, but surely, been gaining ground when it comes to earning equal respect and treatment — both at home and at work. However, as the Twitter community openly and honestly points out, women are still subject to traditional patriarchal values in certain parts of Indonesia and the campaign for equality is far from over.

Hashtags

Start a conversation or join in

Ethics in Action:

#dirumahaja
#keadilanSosial
#KebebasanPendapat
#blacklivesmatter
#Perempuan
#feminist



How brands can act on My Identity

Find meaningful ways to nurture and inspire different perspectives, putting peoples' values at the center of all that you do.

Launch

Build awareness and interest for something new

- Companies should think about consumers and target audiences based on their values.
- The connections between people are increasingly built on shared interests and values, and less and less on demographics or geography. Brands need to consider their customer base in terms of what they like to do, see, eat, listen to, and play, rather than where they live, their age or their profession. That's a key first step toward increased cultural relevance.
- To increase relevance, brands should first find out which communities their audience resonates with and what causes they support. Only then can they figure out how to authentically align with these values.

Connect

Build relevance by being part of the conversation

Independence Day	Hari Raya Galungan dan Kuningan
International Women's day	Tahun Baru Imlek
Hari Raya Nyepi	New Year
Hari Raya Waisak	Idul Adha
Hari Kartini	Ramadan
Hari Ibu	
Hari Ayah	
Christmas	

Reach out to your client partner for more insights and recommendations.





Contact us



For more details, please kindly reach out to your Twitter Client Partner or email us at askindonesia@twitter.com.