Think with Google

YEAR IN
SEARCH
2020
INDONESIA

Looking back to move your business forward

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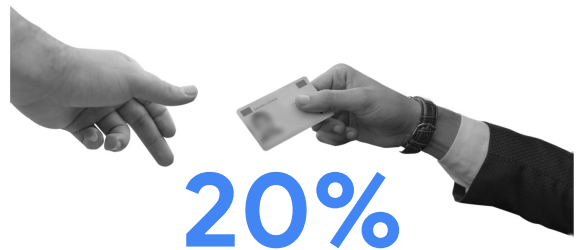
Pent-up demand is coming through as more Indonesians choose private cars as their preferred means of transport.

140%

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

25%

increase in searches for **"perpanjang sim"** (renewing driver's license)

20%

growth in searches for **"surat izin mengemudi"** (driver's license)

Source: Google Trends Data

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.
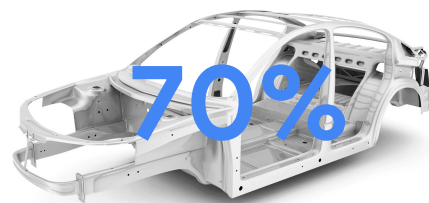
10%
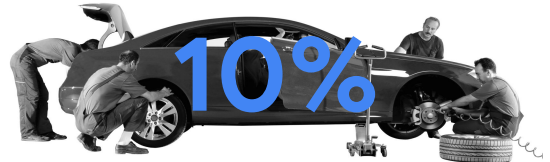
increase in search queries for
"bengkel mobil terdekat"
(closest car servicing)

15%

jump in searches related to
"bengkel motor terdekat"
(closest motorcycle servicing)

...and to upgrade them as well.

70%

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

Source: Google Trends Data

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

35%
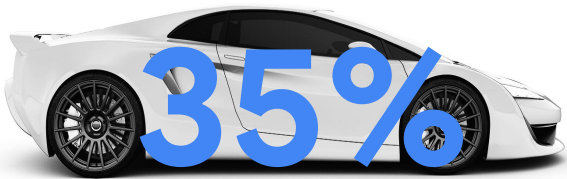
increase in searches
for **"racing cars"**

115%

jump in searches
for **"racing motorcycles"**

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

15%
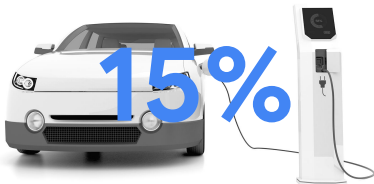
growth in searches for
"electric vehicle"

365%

increase in searches
for **"skuter listrik"**
(electric scooter)

70%

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

Source: Google Trends Data

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

DID YOU KNOW?

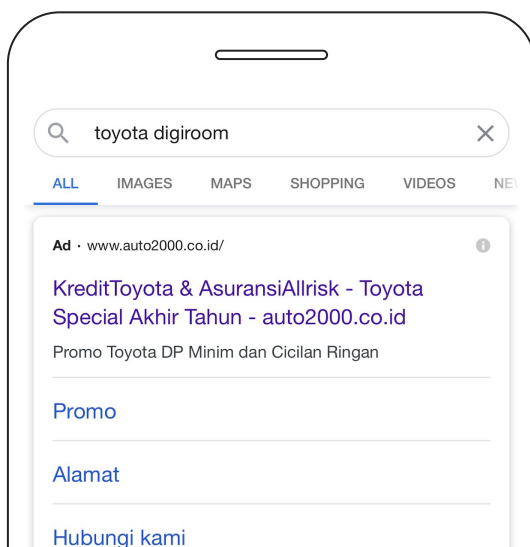Watchtime for videos on automotive exhibitions has doubled this year.

"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

🔍 toyota digiroom ✕

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"

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

"

Source: Google Trends Data

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.
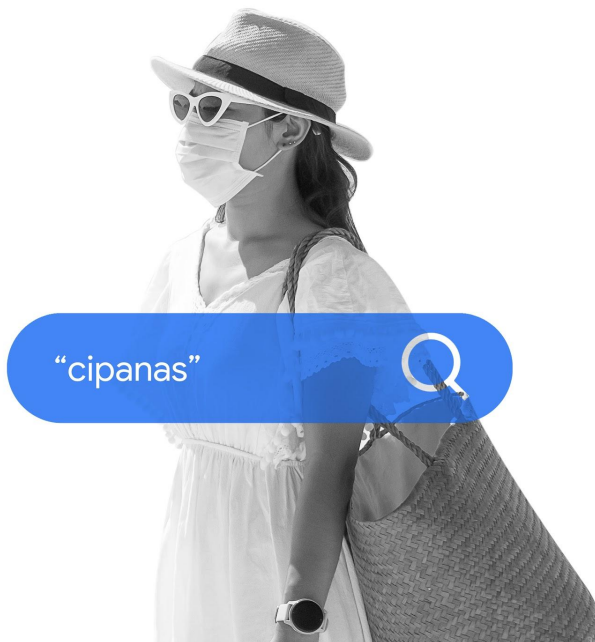
"cipanas" 🔍

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

Source: Google Trends Data

Top 10 domestic <u>destinations</u> on Search between July and October among Indonesian travelers:

Destination Insights with **Google**
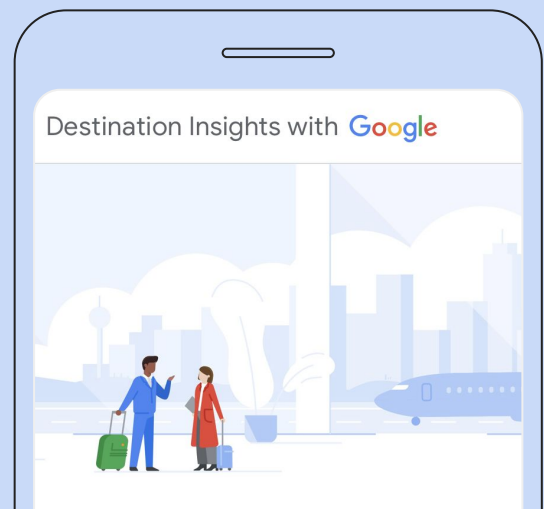
1. Cipanas

2. Cisarua

3. Pangandaran

4. Anyer

5. Ciwidey

6. Babakan Madang

7. Tawangmangu

8. Megamendung

9. Ciawi

10. Tarogong Kaler

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

Local outdoor attractions:

🔍 "pulau natuna" 🎤 ▲ **200%**
(natuna island)

🔍 "curug malela" 🎤 ▲ **330%**
(malela waterfall)

🔍 "bukit pelangi" 🎤 ▲ **85%**
(pelangi mountain)

Family-friendly recreation spots:

🔍 "tempat wisata di bandung" 🎤 ▲ **330%**
(places in bandung), with travelers also seeking information about "dago dream park" and "floating market"

🔍 "wahana terdekat" 🎤 ▲ **90%**
(nearby destination)

Source: Google Trends Data

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.

50%

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

90%

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

Source: Monthly Google Consumer Survey, last fielded in November 2020. n=250 (Indonesian users)

They are trying out
<u>new recreational activities</u>
that have emerged
in recent months.

35%

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
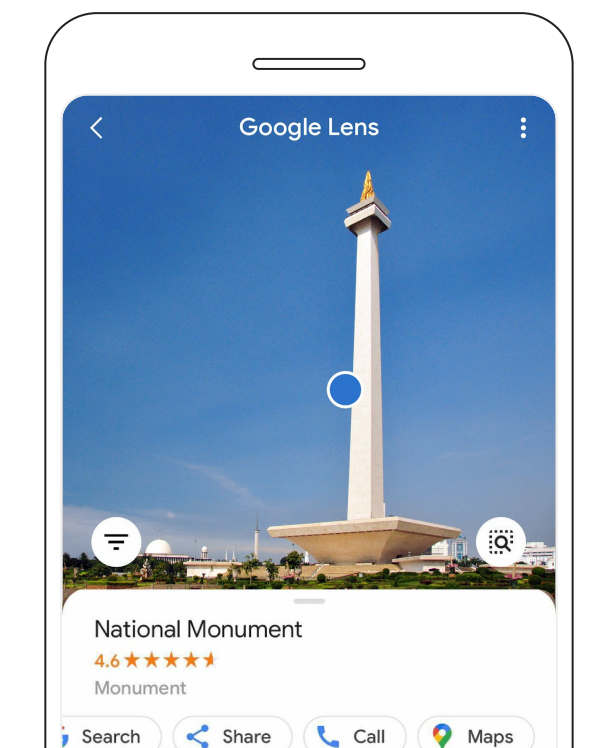protocols while
watching movies
in public

DRIVE-IN

"drive-in cinema"

...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 <u>Google Lens</u>

Google Lens

National Monument
4.6 ★★★★★
Monument

Search   Share   Call   Maps
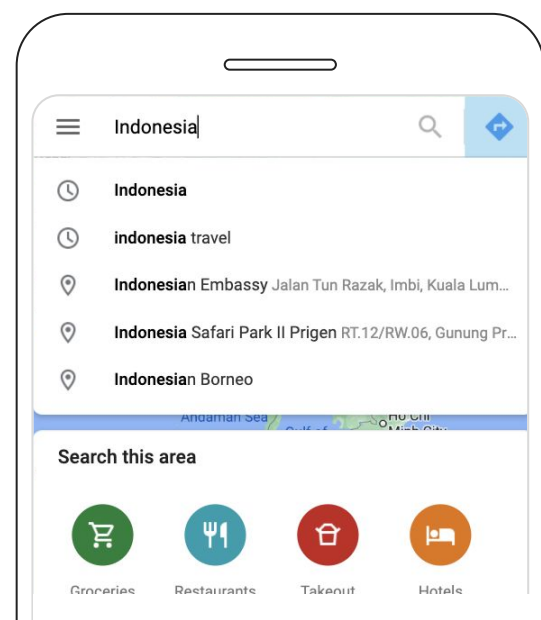
Source: Google Trends Data

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

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

Source: Google/Kantar/Sixth Factor Gen Z Indonesia Report 2020

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.)
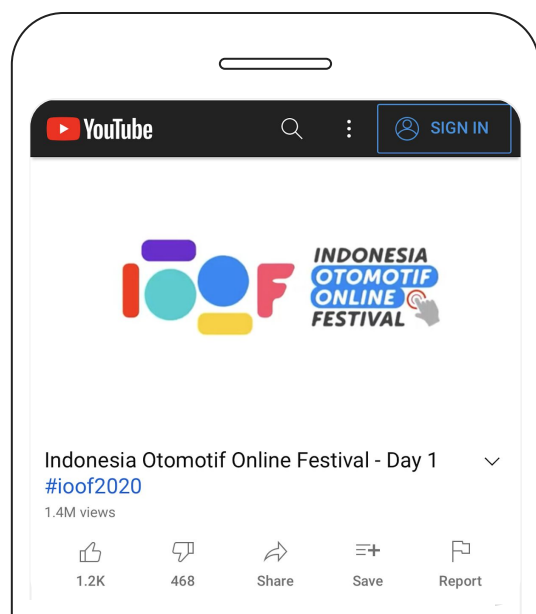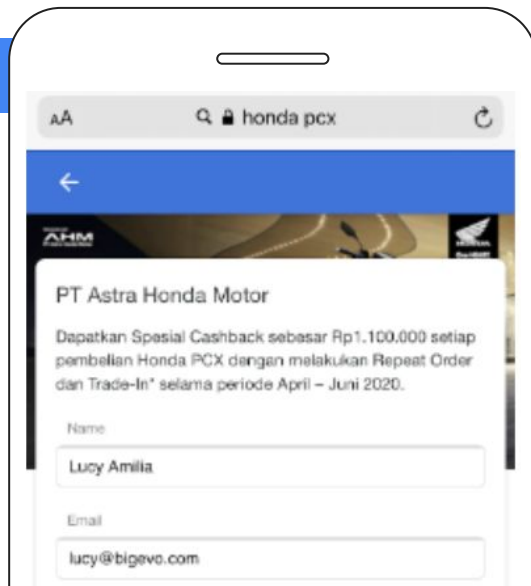
2. Shift your offline events and activities online.

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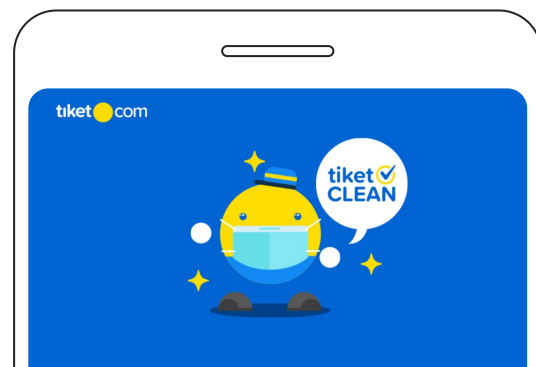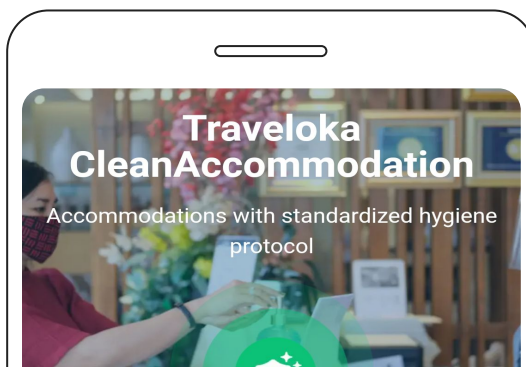
2. Help your customers by appeasing their concerns about health and hygiene.

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 premium subscription

1. GlobalWebIndex, Wave Q3 2020

2. Google Trends, Worldwide, Shopping, 2019 vs 2016

3. Pew Research Center, The future of the global Muslim population

4. Superfood Asia; 5 reasons to be part of the Halal food industry now

5. GlobalWebIndex, Coronavirus Research Release 3: Multi-Market Research, March 2020, Countries across APAC answered 'somewhat agree' to using humour

6. Google/Kantar/SixthFactor Gen Z Indonesia Report 2020

7. Google, Temasek and Bain, e-Conomy SEA 2020: At full velocity — Resilient and racing ahead, Nov. 2020.*

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