

Indonesia Digital Brand Index

The social media landscape in Indonesia:

There are approximately 30-35 million Internet users⁽¹⁾ in Indonesia's entire population of 227 million people. This translates a penetration rate of 13.21%. The adoption of digital in Indonesia is also on the rise with:

- 9,71 millions on Facebook⁽²⁾;
- 1,5 millions accounts on Twitter⁽³⁾;
- 8,5 million users on Friendster; and
- 9 million users on *mig33*, among others.

The majority of Indonesian Internet users are also highly socially networked with a visit frequency of three times a week. More 15-24 years olds are into social networking, but the frequency of use among 25-34 year olds is higher⁽⁴⁾

Developed by Edelman and derived from Brandtology data, the DBI for Indonesia found:

- Intel (with 5,743) and AMD (with 4,971) topped the rankings by volume of conversations tracked between July and September 2009.
- However AMD (2.9) led the scoreboard by way of average engagement ahead of its closest competitor Intel (2.8).
- Almost 58,658 online conversations pertaining to 51 large technology brands contained within 469 influential channels were monitored between July to September 2009.
- Kaskus (www.kaskus.us) is the and centre of gravity for mentions of technology brands and hosting the most chatter about brands with 51,783 mentions found (77.1% of total) over the three month period.
- Twitter was the third buzziest channel ahead of blogs with 5,721 brand mentions.

TOP 10 Brands in Indonesia		
RANK	BRAND	NO. OF MENTIONS
1	Intel	5,743
2	AMD	4,971
3	Google	4,427
4	Asus	3,534
5	Nokia	3,452
6	Microsoft	3,156
7	Acer	3,111
8	Indosat	2,894
9	Blackberry	2,515
10	Exco/Comindo	2,361
Average no. of mentions per brand in Indonesia		1,150

Derived from Brandtology data

TOP 10 Channels in Indonesia		
RANK	CHANNEL	NO. OF MENTIONS
1	kaskus Forum - Hardware Computer	11,295
2	kaskus Forum - Computer Stuff	7,687
3	Twitter - Indonesia	5,721
4	Kaskus Forum - Mobile Phone	3,471
5	Kaskus Forum - Blackberry Corner	2,941
6	kaskus Forum - Internet Service & Networking	2,922
7	kaskus Forum - Games	2,443
8	Mac Club Indonesia Forum - Semua tentang iPhone	1,687
9	Kaskus Forum - PDA dan PDA phone	1,449
10	kaskus Forum - Console Games	1,131
Average no. of mentions per channel in Indonesia		125

Derived from Brandtology data

Key Insights

With more than 469 influential channels monitored, online discussions on brands occurred in various online platforms: web forums, news portals, blog, micro blogs and social networking sites.

Online conversation revolves around product/service information seeking. The audience is vocal about sharing information, insights, and experience about products/services. Opinions shared reverberate across the peer network.

Public Engagement Recommendation

Democratic and decentralized: The new communications ecosystem is fast becoming bottom up. Conversations are happening about brands, whether marketers take notice or not. Listening should be the first step for marketers.

Engage with the influencers: New influencers are emerging, based on their various merits. With the balance of power shifting, business needs to identify, listen and engage with the influentials online. Business should state where it stands and why. Then it should be committed to engage with these influencers, accepting negative comments, responding frankly and respectfully in the process building transparency and goodwill.

⁽¹⁾ APJII - Indonesia ISP Association

⁽²⁾ <http://www.insidefacebook.com/2009/10/15/asia-philippines-taiwan-indonesia-gained-more-than-1m-facebook-users-last-month/>

⁽³⁾ GoogleAdPlanner

⁽⁴⁾ Yahoo – TNS Net Index, March 2009

Key Insights	Public Engagement Recommendation
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People are responding to traditional marketing in online forums. However, many of the conversations captured by the DBI lack involvement from brand owners.

Policy and communication: Marketers can no longer let the discussion about their brand continue without actively participating in the discussion. Businesses can no longer simply broadcast messages. They need to understand where there consumers congregate, find them, understand them, go to them where they are and participate with them as equals to build brand and corporate reputation.



About the Digital Brand Index

The DBI is the first research project in Asia Pacific to shed light on how brands are being discussed online, the most active channels and the most interesting subject areas. With quantitative data from over 50 of the largest technology companies across 8 key markets in Asia Pacific, this quarterly piece of online intelligence serves as a core tool for marketers to analyze the efficiency and return on their marketing investment, both online and offline.

Survey Methodology

The DBI was conducted across 8 key markets in the Asia Pacific region, namely, Australia, China, Hong Kong, India, Indonesia, Malaysia, Taiwan and Singapore. It monitors key brands from the following broad categories: Internet and Software, Consumer Electronics, Mobile and Telecommunications, Business and Consulting and IT and Technology, and analyzed across a list of popular online channels which includes influential blogs, forums, and online news outlets. The channels were selected by identifying conversations based on both qualitative as well as quantitative research. For more information, please visit <http://www.edelmanapac.com/index.jsp?series=36>.

For more information on the research and in-country results, kindly contact:

Syamsul Arief
 Consultant
 IndoPacific Edelman
 Tel: (62) 21 721 59000
 Email: syamsul.arief@indopacedelman.com

Ashley Lim
 Social Media Consultant
 Brandtology
 Tel: (65) 6593 9888
 Email: ashley.lim@brandtology.com