SOCIAL MEDIA

Post Graduate Program, Odd Semester 2020

Session 10 of Principles and Ethics of Corporate Communication

UU No 11 / 2008 tentang
Informasi dan Transaksi Elektronik

Pasal 1 (1) Informasi Elektronik adalah satu atau sekumpulan data elektronik, termasuk tetapi tidak terbatas pada tulisan, suara, gambar, peta, rancangan, foto, *electronic data interchange* (*EDI*), surat elektronik (*electronic mail)*, telegram, teleks, *telecopy* atau sejenisnya, huruf, tanda, angka, Kode Akses, simbol, atau perforasi yang telah diolah yang memiliki arti atau dapat dipahami oleh orang yang mampu memahaminya.

Pasal 1 (4) Dokumen Elektronik adalah setiap Informasi Elektronik yang dibuat, diteruskan, dikirimkan, diterima, atau disimpan dalam bentuk analog, digital, elektromagnetik, optikal, atau sejenisnya, yang dapat dilihat, ditampilkan, dan/atau didengar melalui Komputer atau Sistem Elektronik, termasuk tetapi tidak terbatas pada tulisan, suara, gambar, peta, rancangan, foto atau sejenisnya, huruf, tanda, angka, Kode Akses, simbol atau perforasi yang memiliki makna atau arti atau dapat dipahami oleh orang yang mampu memahaminya.



UU No 11 / 2008 tentang
Informasi dan Transaksi Elektronik

Bab VII. Perbuatan Yang Dilarang

Pasal 27

(1) Setiap Orang dengan sengaja dan tanpa hak mendistribusikan dan/atau mentransmisikan dan/atau membuat dapat diaksesnya Informasi Elektronik dan/atau Dokumen Elektronik yang memiliki muatan yang **melanggar kesusilaan**.

(2) Setiap Orang dengan sengaja dan tanpa hak mendistribusikan dan/atau mentransmisikan dan/atau membuat dapat diaksesnya Informasi Elektronik dan/atau Dokumen Elektronik yang memiliki muatan **perjudian.**

(3) Setiap Orang dengan sengaja dan tanpa hak mendistribusikan dan/atau mentransmisikan dan/atau membuat dapat diaksesnya Informasi Elektronik dan/atau Dokumen Elektronik yang memiliki muatan **penghinaan dan/atau pencemaran nama baik.**

(4) Setiap Orang dengan sengaja dan tanpa hak mendistribusikan dan/atau mentransmisikan dan/atau membuat dapat diaksesnya Informasi Elektronik dan/atau Dokumen Elektronik yang memiliki muatan **pemerasan dan/atau pengancaman.**

Pasal 28

(1) Setiap Orang dengan sengaja dan tanpa hak **menyebarkan berita bohong dan menyesatkan** yang mengakibatkan kerugian konsumen dalam Transaksi Elektronik.

(2) Setiap Orang dengan sengaja dan tanpa hak menyebarkan informasi yang ditujukan untuk menimbulkan rasa kebencian atau permusuhan individu dan/atau kelompok masyarakat tertentu berdasarkan atas suku, agama, ras, dan antargolongan **(SARA).**

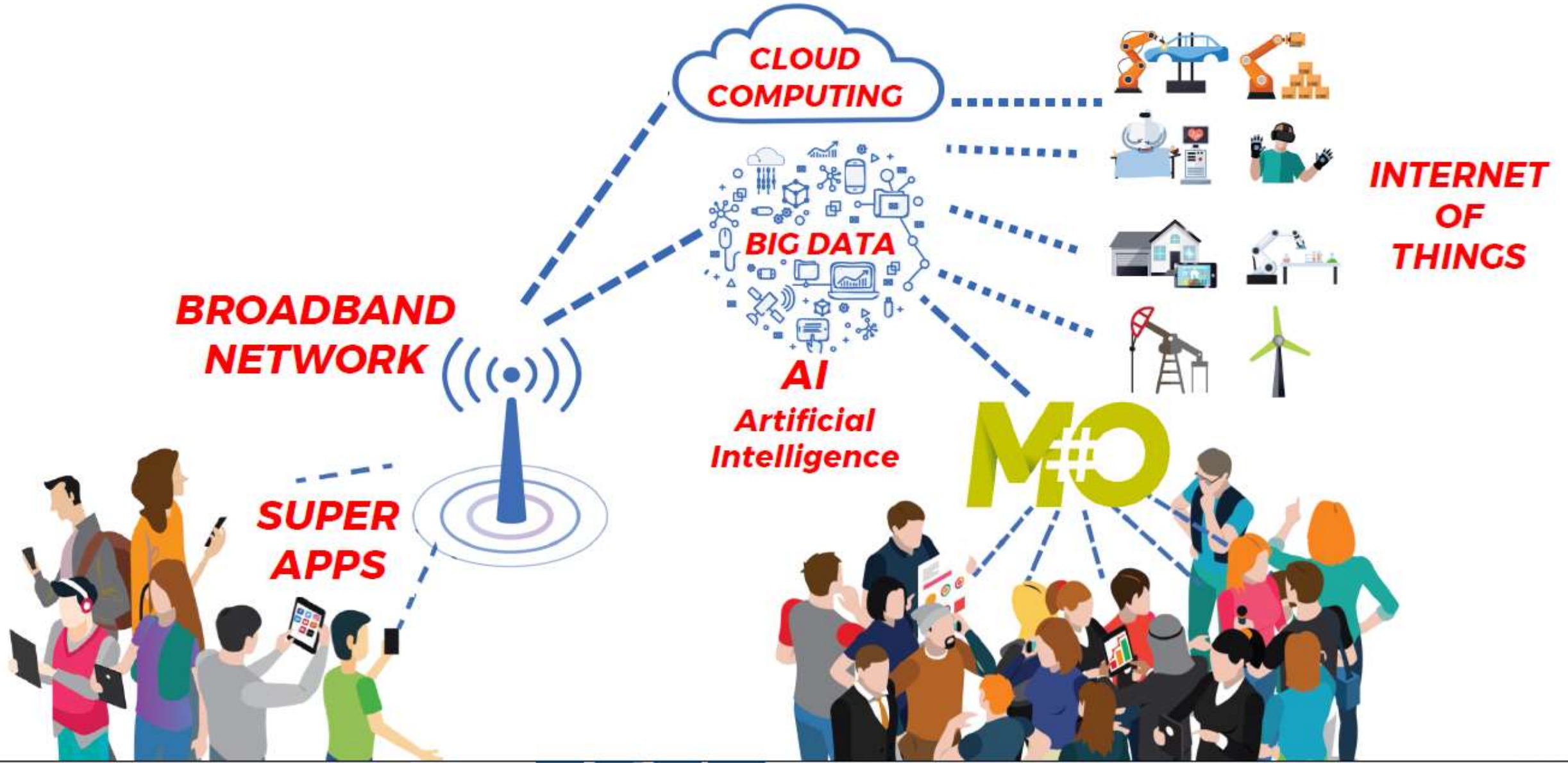
KETENTUAN PIDANA

Pasal 45

(1) Setiap Orang yang memenuhi unsur sebagaimana dimaksud dalam Pasal 27 ayat (1),ayat (2), ayat (3), atau ayat (4) dipidana dengan pidana penjara paling lama 6 (enam) tahun dan/atau denda paling banyak Rp1.000.000.000,00 (satu miliar rupiah).

(2) Setiap Orang yang memenuhi unsur sebagaimana dimaksud dalam Pasal 28 ayat (1) atau ayat (2) dipidana dengan pidana penjara paling lama 6 (enam) tahun dan/atau denda paling banyak Rp1.000.000.000,00 (satu miliar rupiah).

ENAM PILAR TEKNOLOGI YANG MENGUBAH KEHIDUPAN



Those who couldn't overcome VUCA

Volatility

Sariwangi

Established in 1973 by Johan Alexander Supit, based in West Java. The first company that had amazing idea for it's tea bag.

Uncertain

Nyonya Meneer

Since 1919, based in Semarang. Company that runs traditional herb based on family business.

Complexity

Brexit

Brexit is an abbreviation for "British exit," referring to the UK's decision in a June 23, 2016 referendum to leave the European Union (EU).



Ambiguity

BlackBerry

Blackberry is a smartphone company established in 1984 by Mike Lazaridis based in Canada.

Harvey Wenstein





MIRAMAX

A beIN MEDIA GROUP COMPANY









DIGITAL IN 2020: NEW DECADE, NEW MILESTONES

As we start a new decade, it's increasingly clear that digital, mobile, and social media have become an indispensable part of everyday life for people all over the world.

This latest edition in our ongoing series of **Global Digital Reports** reveals that more than **4.5 billion** people across the globe now use the internet, while social media users have passed the **3.8 billion** mark.

Nearly **60 percent** of the world's population is already online, and the latest trends suggest that **more than half** of the world's total population will use social media by the middle of this year.

Some important challenges remain, however, and there's still work to do to ensure that everyone around the world has **fair and equal access** to life-changing digital connectivity.

In particular, roughly **40 percent** of the world's population remains 'unconnected' to the internet, with the latest data indicating that women are more likely to be 'unconnected' compared to men.

The gender gap is particularly apparent in Southern Asia, where men are **three times** more likely to use social media compared to women, providing a meaningful reference for the gender gap in the region's broader internet use.

However, almost **300 million** people came online for the first time over the past 12 months, with the majority of those new users living in developing economies.

The internet is also playing an ever more important role in our lives. With the world's internet users spending an average of **6 hours and 43 minutes** online each day, the typical user now spends more than 40 percent of their waking life using the internet, and humanity will spend a combined total of **1.25 billion years** using the internet during 2020.

Mobile devices will account for **more than half** of all the time we spend online this year, but most internet users still use a combination of mobiles and computers to access the internet.

When it comes to mobile activities, apps now account for more than **90 percent** of our total time spent. The data also reveal that we're using apps in an increasingly varied range of everyday activities, but social media still accounts for half of all the time we spend using mobile devices.

On average, the world's internet users spend **2 hours and 24 minutes** using social media across all devices each day, accounting for more than one-third of our total internet time.

We've added a variety of new data points to this year's reports compared to **previous editions**, including a closer look at some of the world's most popular social media platforms, and the growth of important categories like **Smart Home**, **Ride Hailing**, and **Digital Advertising**.

However, the report you're reading now is just a collection of the global headlines; if you'd like to dig deeper into the data on a **country-by-country** basis, the links on the next two slides should help you find what you need.

But with that, let's get stuck into the numbers. Here's to another year of impressive digital milestones!

SIMON KEMP
CEO, KEPIOS
REPORT AUTHOR



JAN 2020

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION



7.75 BILLION

URBANISATION:

55%

UNIQUE MOBILE PHONE USERS



5.19 BILLION

PENETRATION:

67%

INTERNET USERS



4.54 BILLION

PENETRATION:

59%

ACTIVE SOCIAL MEDIA USERS



3.80 BILLION

PENETRATION:

49%

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; **MOBILE:** GSMA INTELLIGENCE; **INTERNET:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; **SOCIAL MEDIA:** PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◆ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we are social

Hootsuite®

JAN 2020

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL POPULATION



+1.1%

JAN 2020 vs. JAN 2019

+82 MILLION

UNIQUE MOBILE PHONE USERS



+2.4%

JAN 2020 vs. JAN 2019

+124 MILLION

INTERNET USERS



+7.0%

JAN 2020 vs. JAN 2019

+298 MILLION

ACTIVE SOCIAL MEDIA USERS



+9.2%

JAN 2020 vs. JAN 2019

+321 MILLION

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; **MOBILE:** GSMA INTELLIGENCE; **INTERNET:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; **SOCIAL MEDIA:** PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◆ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we are social · Hootsuite®

WE ARE SOCIAL'S PERSPECTIVE: DIGITAL IN 2020

SHIFTS IMPACTING THE ROLE OF DIGITAL IN OUR LIVES



SOCIAL SELF-CARE

In the wake of increased mental health awareness, people are taking a more measured approach to their digital consumption. They don't want to be cut off from the internet. They just want a better relationship with it – it's why Instagram removed public likes.

In 2020, brands will support consumers in creating and enforcing healthier digital habits



REALITY ANXIETY

Misinformation has reached new heights. Rising cynicism around the role of digital in political communications, accompanied by deepfakes being used by meme admins, artists and extremists to feed misinformation, is leaving people feeling disassociated from truth and clarity.

In 2020, brands will be rewarded for championing transparency in the name of the greater social good



REGULATED SPACES

Historically, the internet has been exempt from the rules and restrictions of the physical world. But this culture of lawlessness has led to all kinds of negative IRL implications. As a result, platforms and authorities are creating new rules and laws to help mitigate some of the damage.

In 2020, brands will need to adapt to a new range of rules and restraints in digital spaces

we are social Hootsuite®

HOOTSUITE'S PERSPECTIVE: DIGITAL IN 2020

From the arrival of 5G to the loud demands of voice, it's easy to get lost in the ever-shifting landscape of digital. To build a strong, customer-centered strategy for 2020 and beyond, keep your focus on these universal customer needs that won't change: confidence, connection, and convenience.



BUILDING CONFIDENCE

53% of all global consumers see employees as the most credible source for learning about companies, making genuine internal voices a critical force for building external trust. Businesses must embrace the inextricable link between employees and customer experience, building strong internal cultures and activating employees as beacons of customer trust.



PROVIDING CONNECTION

The data is clear: customers want less corporate content and more meaningful connections on social. While the rise of private channels is undeniable, public channels also remain key for brand discovery. Brands must learn to find a balance, reaching new customers with emotional content on public feeds while building deeper relationships in private channels.



ENABLING CONVENIENCE

Social media continues to compress the customer journey from days to just hours—even minutes. To deliver the seamless interactions customers expect, you must deepen your understanding of their needs and habits. Unify customer information and measurement across all digital channels to better identify where you can make the journey faster and easier.

Click here for more Hootsuite insights into the Future of Customer Engagement.

we are social Hootsuite®

JAN 2020

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64* SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

USING THE INTERNET	USING SOCIAL MEDIA	WATCHING TELEVISION*	LISTENING TO MUSIC STREAMING SERVICES	USING A GAMES CONSOLE
				
6H 43M	**2H 24M**	**3H 18M**	**1H 26M**	**1H 10M**

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
***NOTES:** TELEVISION TIME INCLUDES BROADCAST (LINEAR) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. USE OF DIFFERENT DEVICES AND CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY.

we are social
Hootsuite®

JAN 2020

OVERVIEW OF GLOBAL INTERNET USE

A SNAPSHOT OF INTERNET USE AROUND THE WORLD

TOTAL NUMBER OF GLOBAL INTERNET USERS



4.54
BILLION

INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL POPULATION



59%

ANNUAL GROWTH IN THE NUMBER OF GLOBAL INTERNET USERS



+7.0%
+298 MILLION

AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET BY EACH INTERNET USER



6H 43M

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS (ALL LATEST AVAILABLE DATA IN JANUARY 2020). TIME SPENT DATA FROM GLOBALWEBINDEX (Q3 2019), BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

we are social
Hootsuite®

JAN 2020

INTERNET GROWTH RANKINGS: ABSOLUTE CHANGE

COUNTRIES AND TERRITORIES* WITH THE LARGEST YEAR-ON-YEAR CHANGE IN THE ABSOLUTE NUMBER OF INTERNET USERS

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲%
01	INDIA	+127,610,000	+23%
02	CHINA	+25,490,000	+3.1%
03	INDONESIA	+25,365,368	+17%
04	PAKISTAN	+11,251,089	+17%
05	IRAQ	+10,637,541	+55%
06	EGYPT	+9,803,630	+22%
07	DEM. REP. OF THE CONGO	+8,988,740	+122%
08	BRAZIL	+8,516,438	+6.0%
09	VIETNAM	+6,169,040	+10%
10	BANGLADESH	+5,765,248	+9.5%

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲%
11	IRAN	+5,676,469	+11%
12	SAUDI ARABIA	+4,321,382	+15%
13	KENYA	+3,162,574	+16%
14	MOROCCO	+2,927,836	+13%
15	TURKEY	+2,718,086	+4.6%
16	ALGERIA	+2,372,381	+12%
17	NIGERIA	+2,155,629	+2.6%
18	SPAIN	+2,013,677	+5.0%
19	U.S.A.	+1,816,314	+0.6%
20	UKRAINE	+1,476,697	+5.7%

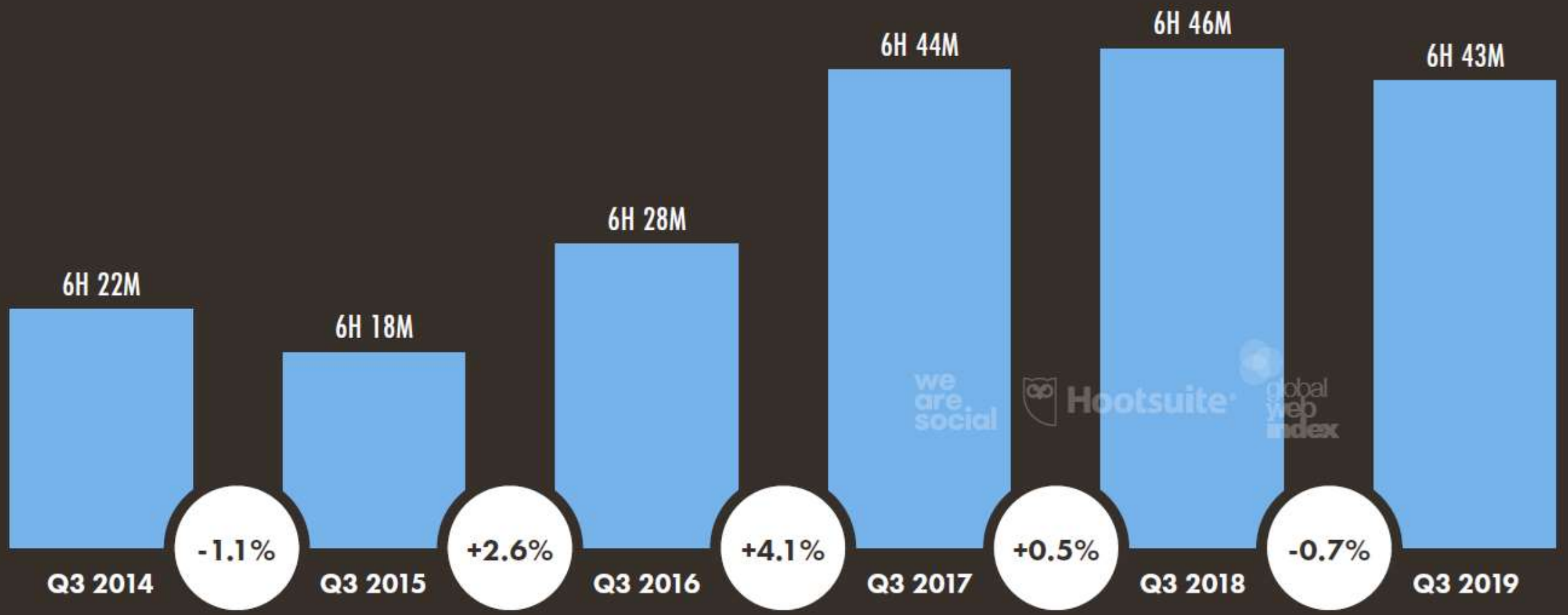
SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII; UNITED NATIONS. ***NOTES:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. PENETRATION FIGURES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE. ◆ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

we are social Hootsuite®

JAN 2020

EVOLUTION OF DAILY TIME SPENT USING THE INTERNET

EVOLUTION IN THE AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET VIA ANY DEVICE



SOURCE: GLOBALWEBINDEX (VARIOUS DATA PERIODS, AS DETAILED BELOW EACH OF THE BARS IN THE CHART ABOVE). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JAN 2020

MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES

TOTAL NUMBER OF MOBILE INTERNET USERS	MOBILE INTERNET USERS AS A PERCENTAGE OF TOTAL INTERNET USERS	SHARE OF ALL INTERNET USERS ACCESSING VIA A SMARTPHONE*	SHARE OF ALL INTERNET USERS ACCESSING VIA A FEATURE PHONE*	AVERAGE DAILY TIME SPENT USING THE INTERNET ON MOBILE DEVICES
				
4.18 BILLION	**92%**	**91%**	**3.3%**	**3H 22M**

SOURCES: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII (ALL LATEST AVAILABLE DATA IN JANUARY 2020). TIME AND SHARE DATA VIA GLOBALWEBINDEX (Q3 2019) ***NOTE:** FIGURES FOR SHARE BY MOBILE DEVICE TYPE REPRESENT EACH DEVICE'S SHARE OF TOTAL INTERNET USERS, NOT JUST SHARE OF MOBILE INTERNET USERS. ◈ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

we are social Hootsuite®

JAN 2020

SOCIAL MEDIA GROWTH RANKINGS: ABSOLUTE CHANGE

COUNTRIES AND TERRITORIES* WITH THE LARGEST CHANGE IN THE ABSOLUTE NUMBER OF SOCIAL MEDIA USERS (JAN 2020 vs. APR 2019*)

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲%
01	INDIA	+130,000,000	+48%
02	CHINA	+15,000,000	+1.5%
03	INDONESIA	+12,000,000	+8.1%
04	BRAZIL	+11,000,000	+8.2%
05	IRAN	+9,400,000	+39%
06	U.S.A.	+6,900,000	+3.1%
07	PHILIPPINES	+5,800,000	+8.6%
08	VIETNAM	+5,700,000	+9.6%
09	MEXICO	+5,300,000	+6.3%
10	SOUTH AFRICA	+3,500,000	+19%

#	LARGEST ABSOLUTE GROWTH	▲ USERS	▲%
11	NIGERIA	+3,400,000	+14%
12	COLOMBIA	+3,400,000	+11%
13	JAPAN	+3,000,000	+3.8%
14	BANGLADESH	+3,000,000	+9.1%
15	EGYPT	+2,900,000	+7.3%
16	ALGERIA	+2,400,000	+12%
17	PAKISTAN	+2,400,000	+7.0%
18	THAILAND	+2,300,000	+4.7%
19	GERMANY	+2,300,000	+6.5%
20	ARGENTINA	+2,200,000	+6.9%

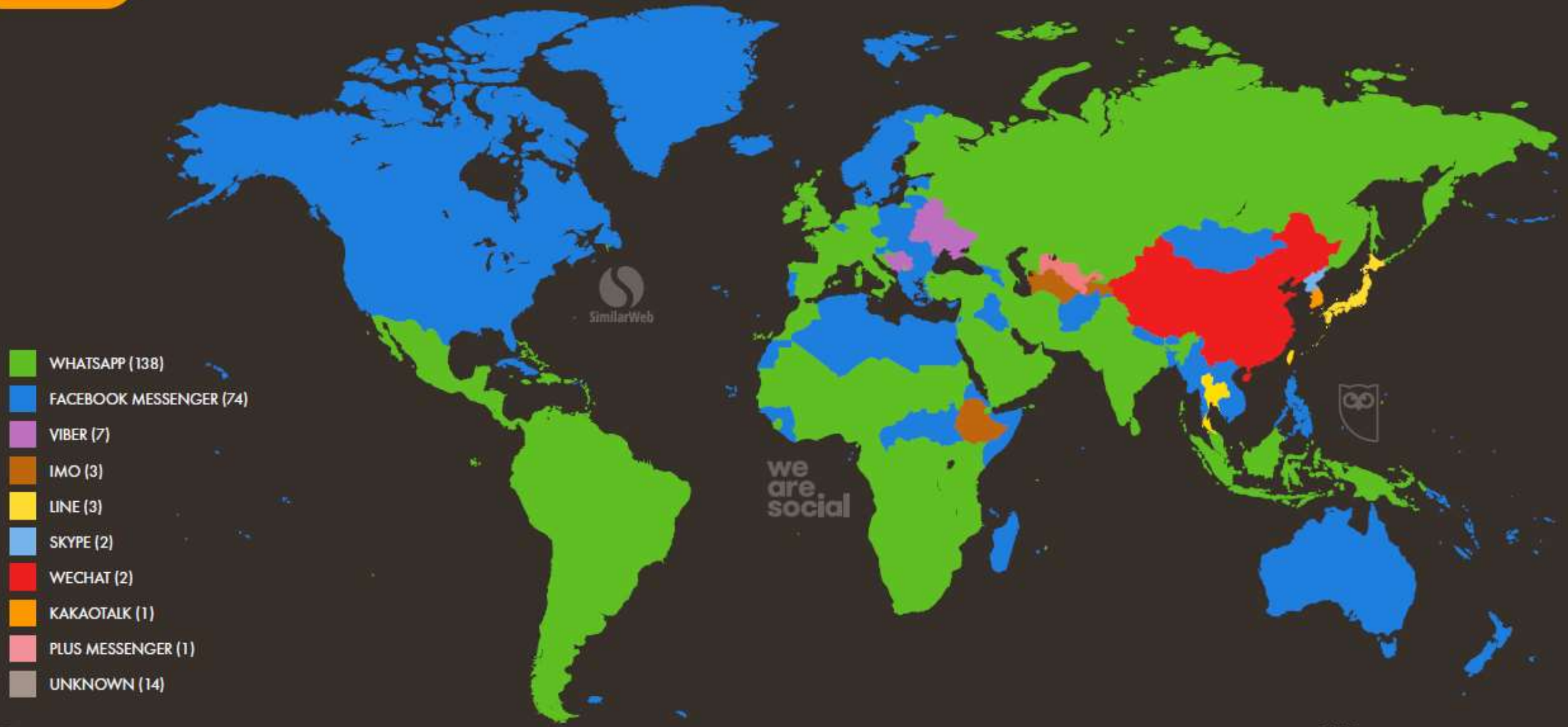
SOURCES: KEPIOS ANALYSIS; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST DATA AVAILABLE IN JANUARY 2020). ***NOTES:** FACEBOOK REVISED THEIR REPORTING METHODOLOGY IN MARCH 2019, AND WE HAVE BEEN UNABLE TO REBASE HISTORICAL DATA FROM BEFORE APRIL 2019. ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. FIGURES IN THE "▲ USERS" COLUMN HAVE BEEN ROUNDED. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we are social
Hootsuite®

JAN 2020

TOP MESSENGER APPS AROUND THE WORLD

THE MOST ACTIVE MESSENGER APP* IN EACH COUNTRY OR TERRITORY IN DECEMBER 2019



SOURCE: SIMILARWEB (JANUARY 2020). ***NOTES:** RANKINGS ARE BASED ON MESSENGER APPS WITH THE HIGHEST NUMBER OF AVERAGE DAILY ANDROID APP USERS IN EACH RESPECTIVE COUNTRY OR TERRITORY DURING DECEMBER 2019. FIGURES IN PARENTHESES IN THE LEGEND DENOTE THE NUMBER OF COUNTRIES OR TERRITORIES IN WHICH EACH APP IS THE TOP-RANKED MESSENGER. FIGURE FOR FACEBOOK MESSENGER INCLUDES MESSENGER LITE.

we are social
Hootsuite®

WE ARE SOCIAL'S PERSPECTIVE: SOCIAL IN 2020

SHIFTS IN HOW PEOPLE BEHAVE AND INTERACT ON SOCIAL



BAD INFLUENCE

Being a creator has lost its lo-fi sheen; many lifestyle influencers lead unrelatable lives, while celebrity 'creators' like Will Smith are blowing up on platforms like YouTube and TikTok. As a result, there's a growing backlash against influencer culture and the metrics that drive it.

In 2020, brands will look beyond likes, followers and reach to generate genuine engagement



ADDED VALUE

The internet has long been a wild west where intellectual property is barely there. But in a maturing digital frontier, creators have grown dedicated audiences who not only see value in their content, but recognise their style anywhere. As a result, communities are rallying to protect creators.

In 2020, brands will take greater steps to ensure they're being respectful of digital communities



RUNNING COMMENTARY

Audiences are increasingly willing to invest time and attention in content and narratives they deem to have a higher value. This isn't about a shift back to traditional media. It's about longer, more complex content designed to be consumed in-platform and on smaller screens.

In 2020, brands will tell more complex stories across multiple touchpoints on social

we are social Hootsuite®

HOOTSUITE'S PERSPECTIVE: SOCIAL MEDIA TRENDS



BRANDS BALANCE PUBLIC AND PRIVATE ENGAGEMENT

Though the rise of private messaging is important, public social media feeds remain a critical space for brand discovery and customer acquisition. The key is creating a seamless experience across both worlds while balancing automation and human connection.



EMPLOYERS TAKE CENTER STAGE IN A DIVIDED WORLD

Employees expect their organizations to lead the way in making the world a better place. Progressive organizations are amplifying their company purpose with employee advocacy on social media, putting to work the inextricable link between employee and customer experience.



TIKTOK SHAKES UP THE STATUS QUO

Only time will tell if the TikTok hype will last, but its popularity tells us a lot about the future of social content. Marketers should use these insights to adapt their strategies on established networks for the next generation on social.



SOCIAL MARKETING AND PERFORMANCE MARKETING COLLIDE

Social marketers are facing increasing pressure to expand the scope of their work. Leading teams are building out holistic skill sets that can drive both short-term conversions and long-term strategies to build brand equity and differentiation.



THE SOCIAL PROOF GAP CLOSES

ROI and measurement continue to be a challenge, but our analysis found that high-performing organizations follow three key best practices: uniting social data with other data for a holistic view, omnichannel integration, and using established attribution models from other channels.

Click here to read our full Social Media Trends 2020 report.

we are social Hootsuite

HOOTSUITE'S PERSPECTIVE: SOCIAL MEDIA TRENDS



BRANDS BALANCE PUBLIC AND PRIVATE ENGAGEMENT

Though the rise of private messaging is important, public social media feeds remain a critical space for brand discovery and customer acquisition. The key is creating a seamless experience across both worlds while balancing automation and human connection.



EMPLOYERS TAKE CENTER STAGE IN A DIVIDED WORLD

Employees expect their organizations to lead the way in making the world a better place. Progressive organizations are amplifying their company purpose with employee advocacy on social media, putting to work the inextricable link between employee and customer experience.



TIKTOK SHAKES UP THE STATUS QUO

Only time will tell if the TikTok hype will last, but its popularity tells us a lot about the future of social content. Marketers should use these insights to adapt their strategies on established networks for the next generation on social.



SOCIAL MARKETING AND PERFORMANCE MARKETING COLLIDE

Social marketers are facing increasing pressure to expand the scope of their work. Leading teams are building out holistic skill sets that can drive both short-term conversions and long-term strategies to build brand equity and differentiation.



THE SOCIAL PROOF GAP CLOSES

ROI and measurement continue to be a challenge, but our analysis found that high-performing organizations follow three key best practices: uniting social data with other data for a holistic view, omnichannel integration, and using established attribution models from other channels.

Click here to read our full Social Media Trends 2020 report.

we are social Hootsuite

JAN 2020

FACEBOOK REACH RANKINGS

COUNTRIES AND TERRITORIES* WITH THE GREATEST POTENTIAL FACEBOOK ADVERTISING REACH

#	COUNTRY	REACH	▲QOQ	▲QOQ
01	INDIA	260,000,000	-3.7%	-10,000,000
02	U.S.A.	180,000,000	0%	[UNCHANGED]
03	INDONESIA	130,000,000	+8.3%	+10,000,000
04	BRAZIL	120,000,000	0%	[UNCHANGED]
05	MEXICO	84,000,000	+2.4%	+2,000,000
06	PHILIPPINES	70,000,000	+2.9%	+2,000,000
07	VIETNAM	61,000,000	+1.7%	+1,000,000
08	THAILAND	47,000,000	0%	[UNCHANGED]
09	EGYPT	38,000,000	+2.7%	+1,000,000
10=	TURKEY	37,000,000	0%	[UNCHANGED]
10=	U.K.	37,000,000	0%	[UNCHANGED]
12	BANGLADESH	34,000,000	+6.3%	+2,000,000
13	PAKISTAN	33,000,000	+3.1%	+1,000,000
14	COLOMBIA	32,000,000	0%	[UNCHANGED]
15	FRANCE	31,000,000	0%	[UNCHANGED]
16=	ARGENTINA	29,000,000	0%	[UNCHANGED]
16=	ITALY	29,000,000	0%	[UNCHANGED]
18	GERMANY	28,000,000	0%	[UNCHANGED]
19	NIGERIA	24,000,000	+4.3%	+1,000,000
20=	MALAYSIA	22,000,000	0%	[UNCHANGED]
20=	PERU	22,000,000	0%	[UNCHANGED]
22=	CANADA	21,000,000	0%	[UNCHANGED]
22=	MYANMAR	21,000,000	+5.0%	[UNCHANGED]
22=	SPAIN	21,000,000	-4.5%	[UNCHANGED]

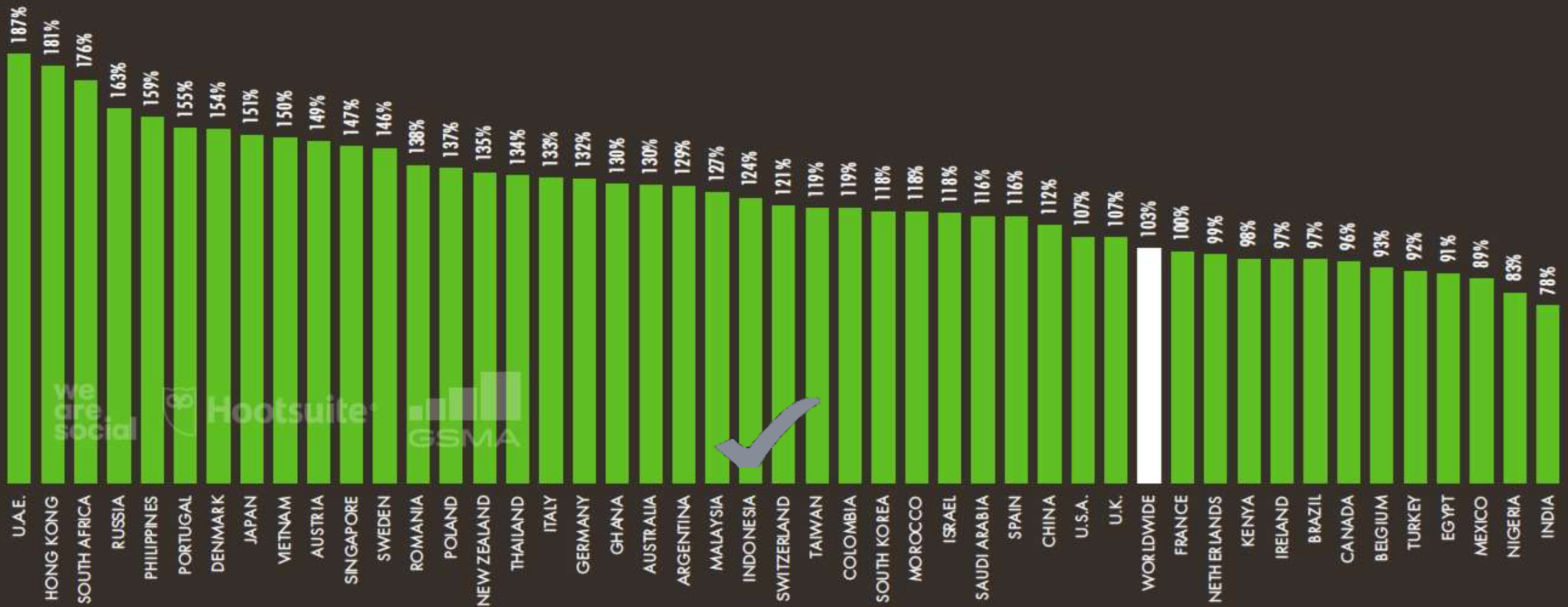
SOURCE: EXTRAPOLATIONS OF DATA FROM FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). ***NOTE:** ONLY INCLUDES COUNTRIES AND TERRITORIES WITH POPULATIONS OF AT LEAST 50,000 PEOPLE. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES.

we are social Hootsuite®

JAN 2020

MOBILE CONNECTIONS vs. TOTAL POPULATION

MOBILE CONNECTIONS* BY COUNTRY OR TERRITORY, COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)



SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). ***NOTES:** PERCENTAGES MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. CONNECTIONS FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS. ◈ **COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

we are social

Hootsuite®



DIGITAL 2020

INDONESIA

ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND
HOW PEOPLE USE THE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE

we are social Hootsuite

JAN 2020

INDONESIA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



INDONESIA

TOTAL POPULATION



272.1 MILLION

URBANISATION:

55%

MOBILE PHONE CONNECTIONS



338.2 MILLION

vs. POPULATION:

124%

INTERNET USERS



175.4 MILLION

PENETRATION:

64%

ACTIVE SOCIAL MEDIA USERS



160.0 MILLION

PENETRATION:

59%

SOURCES: POPULATION: UNITED NATIONS; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we are social

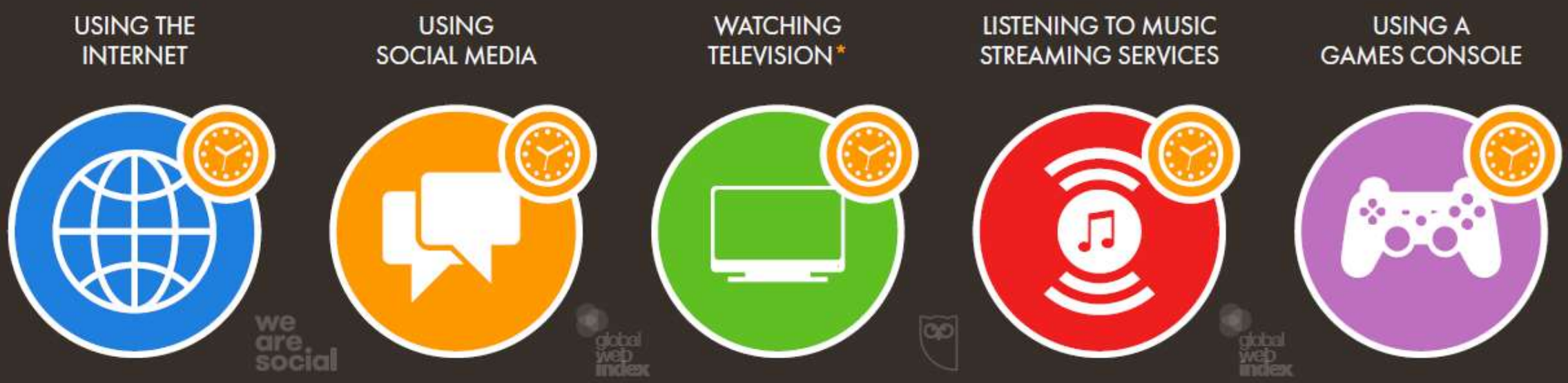
Hootsuite®

JAN 2020

DAILY TIME SPENT WITH MEDIA

AVERAGE DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

INDONESIA



	USING THE INTERNET	USING SOCIAL MEDIA	WATCHING TELEVISION*	LISTENING TO MUSIC STREAMING SERVICES	USING A GAMES CONSOLE
	7H 59M	3H 26M	3H 04M	1H 30M	1H 23M
World	6H 43M	2H 24M	3H 18M	1H 26M	1H 10M

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
*NOTES: TELEVISION TIME INCLUDES BROADCAST (LINEAR) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. USE OF DIFFERENT DEVICES AND CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY.

we are social
Hootsuite®

JAN 2020

SOCIAL MEDIA OVERVIEW

BASED ON THE REPORTED POTENTIAL ADVERTISING REACH OF SELECTED SOCIAL MEDIA PLATFORMS



INDONESIA

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS



160.0

MILLION

SOCIAL MEDIA USERS COMPARED TO TOTAL POPULATION



59%

CHANGE IN SOCIAL MEDIA USER NUMBERS (APR 2019 TO JAN 2020)



+8.1%

+12 MILLION

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS ACCESSING VIA MOBILE



99%

SOURCES: BASED ON DATA PUBLISHED IN SELECTED SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020), COMPANY STATEMENTS, EARNINGS ANNOUNCEMENTS AND MEDIA REPORTS (ALL LATEST DATA AVAILABLE IN JANUARY 2020), WITH COMPARISONS TO POPULATION DATA FROM THE UNITED NATIONS (LATEST DATA AVAILABLE IN JANUARY 2020).
◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we are social
Hootsuite®

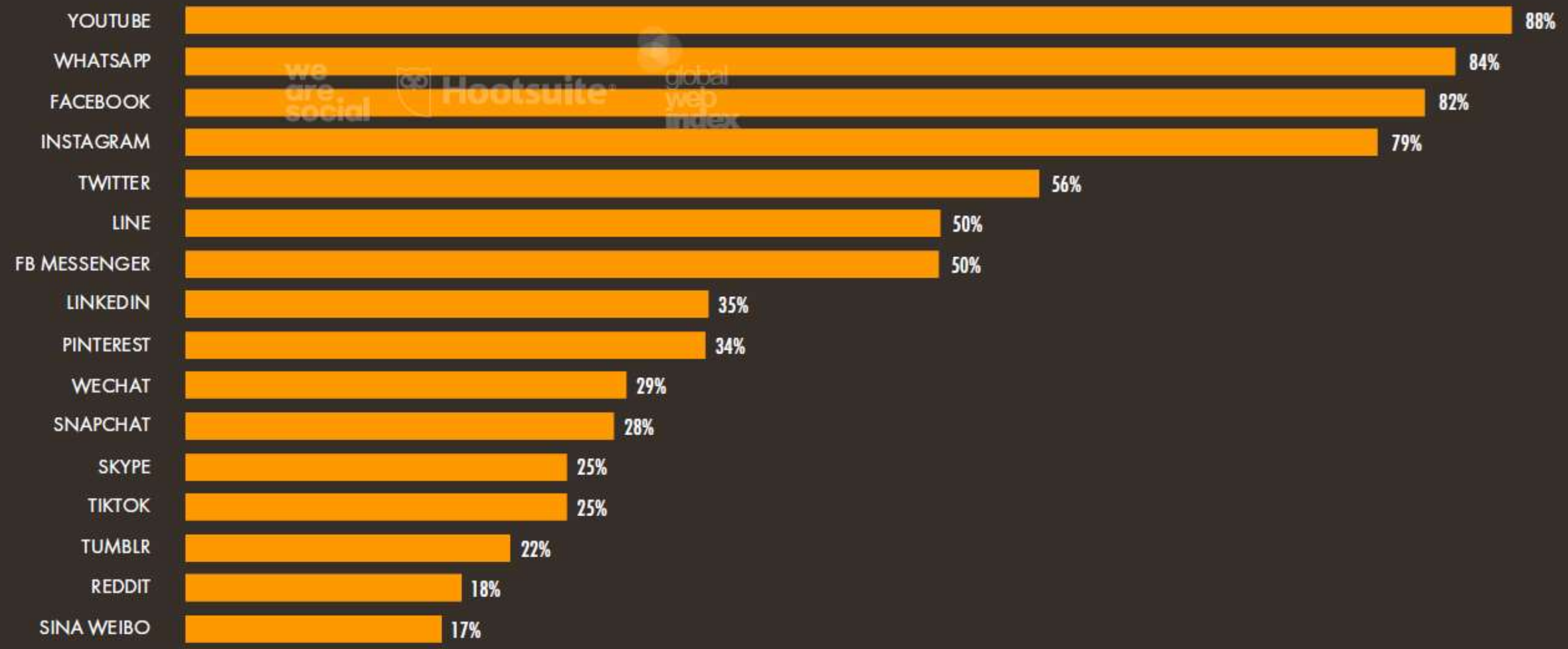
JAN 2020

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH PLATFORM IN THE PAST MONTH



INDONESIA



SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
NOTE: FIGURES ARE BASED ON INTERNET USERS' SELF-REPORTED BEHAVIOUR, AND MAY NOT MATCH THE MONTHLY ACTIVE USER FIGURES OR ADDRESSABLE ADVERTISING AUDIENCE REACH FIGURES FOR EACH PLATFORM THAT WE PUBLISH ELSEWHERE IN THIS REPORT.

we are social Hootsuite®

JAN 2020

INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



INDONESIA

NUMBER OF PEOPLE THAT INSTAGRAM REPORTS CAN BE REACHED WITH ADVERTS ON INSTAGRAM	INSTAGRAM'S REPORTED ADVERTISING REACH COMPARED TO TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN INSTAGRAM'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE*
63.00 MILLION	30%	+5.0%	50.8%	49.2%

SOURCE: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS FOR INSTAGRAM (ACCESSED JANUARY 2020); POPULATION DATA FROM THE U.N. **NOTE:** FACEBOOK'S TOOLS DO NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON INSTAGRAM'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL ACTIVE USERS. ◆ **COMPARABILITY ADVISORY:** BASE CHANGES. DATA MAY NOT BE COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

we are social Hootsuite®

JAN 2020

TWITTER AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



INDONESIA

NUMBER OF PEOPLE THAT TWITTER REPORTS CAN BE REACHED WITH ADVERTS ON TWITTER	TWITTER'S REPORTED ADVERTISING REACH COMPARED TO TOTAL POPULATION AGED 13+	QUARTER-ON-QUARTER CHANGE IN TWITTER'S ADVERTISING REACH	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE*	PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE*
10.65 MILLION	5.1%	-0.2%	68.3%	31.7%

SOURCE: EXTRAPOLATIONS OF DATA FROM TWITTER'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020). FIGURES BASED ON MID-POINTS OF PUBLISHED RANGES. POPULATION DATA FROM THE U.N. ***NOTE:** TWITTER DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. GENDER SHARE FIGURES BASED ON AVAILABLE DATA. **ADVISORY:** DATA REPORTED BY TWITTER'S SELF-SERVICE ADVERTISING TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION. ◈ **COMPARABILITY ADVISORY:** SIGNIFICANT BASE CHANGES.

we are social Hootsuite®

Imagine.....



Markets could be Conversations!

You can find people that make :

95% match your products or services

Have agreed to pay attention

Interested in hearing from you

Open for discussing your products or services

Tell others about your products and transport your message onward, on your behalf

How to Overcome Challenges of VUCA World

"Life is never complete without its challenges" *– Stan Lee*
(American comic book writer, editor, and publisher of Marvel)







Most people like challenge but they also afraid of it's outcomes. Those who are risk takers usually have more experience than those who don't. Because when risk takers failed they learned how to embrace their lack of experience. So they already have plans if they overcome those decision in the future.

Creative

Create many idea and think out of the box. Don't be follower.

Opportunistic

See all the possibility to look what the environment wants to satisfy their needs in a simplest way.

Risk Taker

Don't be afraid to challenge yourself. Be the first person make it while everyone afraid to take it.

terima kasih