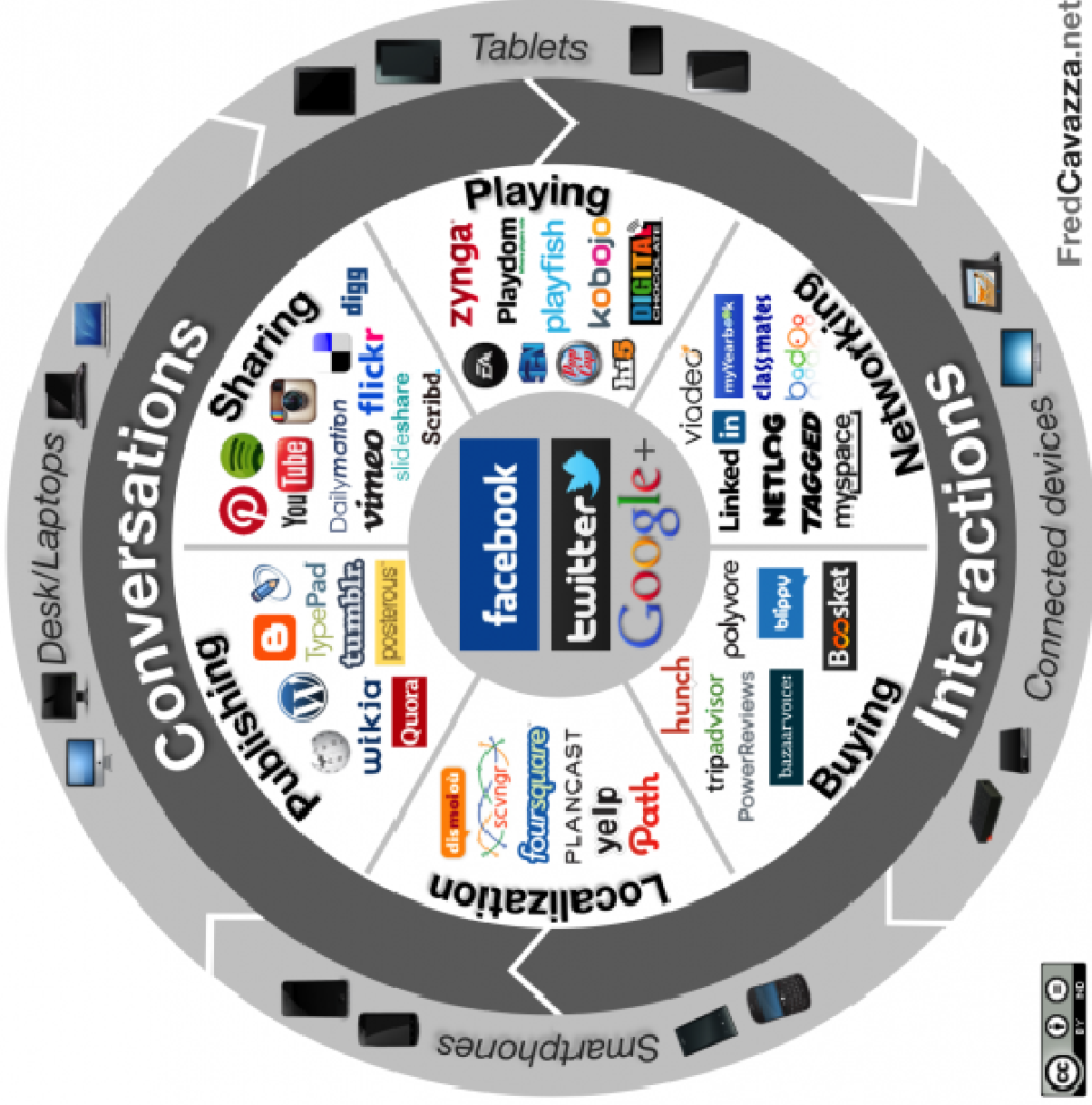




Chap 7 Social Media Improving Publishable in Art Design

Dr. Ir. Yeffry Handoko Putra, M.T
Magister Desain Universitas Komputer Indonesia

Social Media Landscape 2012



KakaoTalk **PlusFriend**



DIES NATALIS 39

Unit Kesenian Minangkabau ITB

Pesona Minangkabau

MINANGKABAU FESTIVAL

LAPANGAN 27

CAMPUS CENTER

OPEN GATE 15.00 WIB

APRIL

PAMERAN & KULINER

Tari Galombang Pasambahan

Tari Urak Langkah

Tari Payuang

Tari Parang

Tari Ulu Ambek Manyiak Galanggang

Randai

Tari Piriang Manggaro

Drama Minangkabau Musik

live streaming: itb.ac.id/multimedia/streaming

dies natalis unit kesenian minangkabau itb 39 [f](https://www.facebook.com/dn39ukmitb) [@dn39ukmitb](https://www.instagram.com/dn39ukmitb)

PARADE

CFD 20

07.00 WIB

APRIL

UKM GATHERING

GALERI 26

CC TIMUR

13.00 WIB

APRIL

FREE ENTRY !!!

Organized by:

Sponsored by:

Media Partner:

Pikiran Rakyat KOMPAS

SINGGALANG

100.4 fm KLKBS

infobandung.

boulvard.

infojatihangor!

Information is Woven Into Our Lives

Mobile is the needle, Social Networks are the thread

Mobile...

Moves information with us

Makes information accessible ANYTIME and ANYWHERE

Puts information at our fingertips, literally

Magnifies the demand for timely, actionable information

Makes information location-sensitive



Social Networks...

Surround us with information through our many connections

Bring us information from multiple, varied sources

Provide instant feedback, meaning and context

Allow us to shape and create information ourselves and easily amplify others' messages

Survey by Pew Research Center

Survey in America



TheWomensMuseum

✓ Following

Lists

Which women did you admire most when you were growing up?
about 1 hour ago via API

Things women have invented: the game of Monopoly, disposable diapers, the sports bra, and yes – even the windshield wiper!
about 3 hours ago via API

In Taiwan, 47% of the women shown in advertisements are Caucasian despite the fact that about 98% of the population is Chinese
about 4 hours ago via API

Not a local? That's OK, you can still visit us. The Women's Museum offers virtual exhibits: <http://ow.ly/28f8N>
about 6 hours ago via API

What is your favorite quote by a woman? #women
about 7 hours ago via API

A Saudi Arabian woman can get a divorce if her husband doesn't give her coffee. #women
about 8 hours ago via API

A women's life expectancy in Haiti is 62.2 years.
4:25 PM Aug 3rd via API

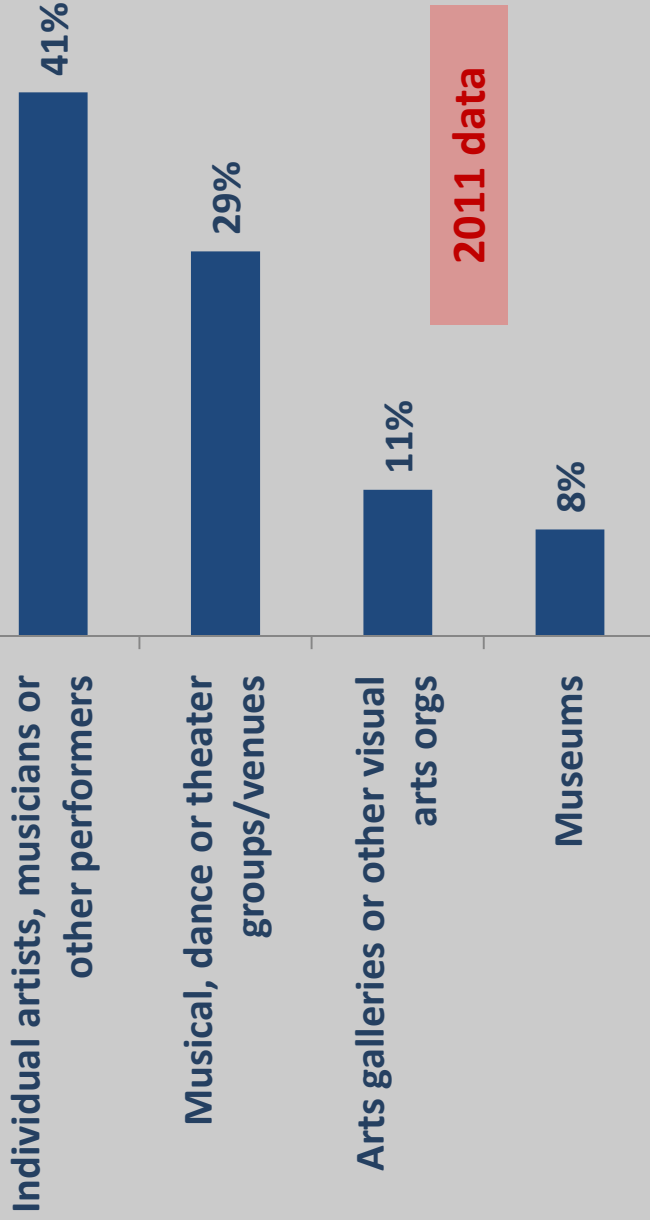
Tequila K @TheWomensMuseum Apathy. Most girls & women take for granted & don't know what their grandmothers had to fight for.
10:09 AM Aug 3rd via web in reply to TheWomensMuseum Retweeted by TheWomensMuseum and 4 others

GothicClass @TheWomensMuseum thinking we 'made it' and having our rights and freedoms subversively stripped away for our 'safety' or for our 'own good'.
12:04 PM Aug 3rd via web in reply to TheWomensMuseum Retweeted by TheWomensMuseum and 3 others

AAUW Economic security among others. RT @TheWomensMuseum: What do you think is the most important issue facing US women today? #fairpay #worklife
12:43 PM Aug 3rd via TweetDeck Retweeted by TheWomensMuseum and 2 others

Patrons develop personal connections via SNS with public figures and entities...

% of adult SNS/Twitter users who follow...



...and those personal connections can help you find and engage with “Superfans”

In the 12 months prior to the survey....

44% of adults had **attended a live music, dance or theater performance** – it was **77%** among those who follow a music/dance/theatrical group or venue on SNS

35% of adults had **visited a museum** – it was **82%** among those who follow a museum on SNS

35% of adults had **attended an arts, craft or music festival** – it was **55%** among those who follow individual artists, musicians or performers on SNS

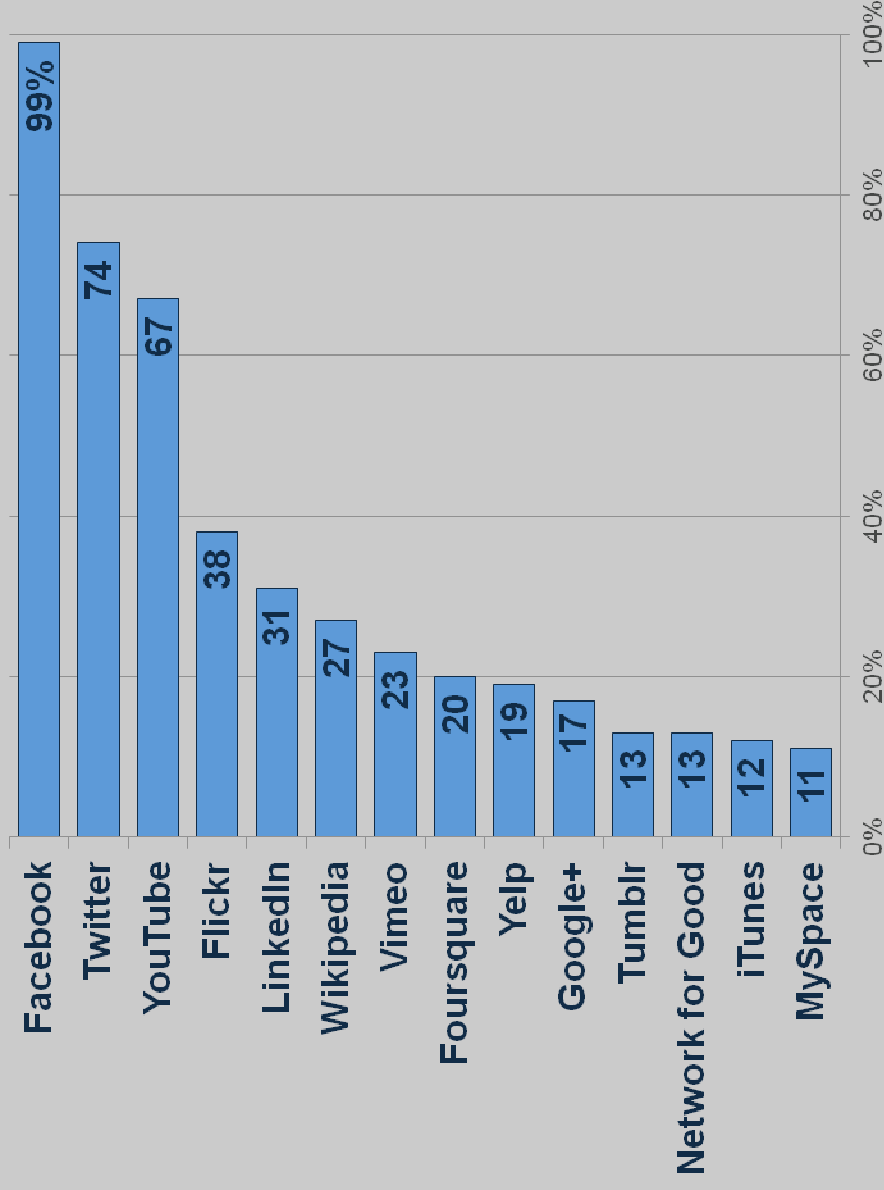
29% of adults had **visited an art gallery, show or exhibit** – it was **82%** among those who follow an art gallery or other visual arts organization on SNS

2011 data



Arts Orgs' Use of Social Media

The social media platforms arts organizations use...

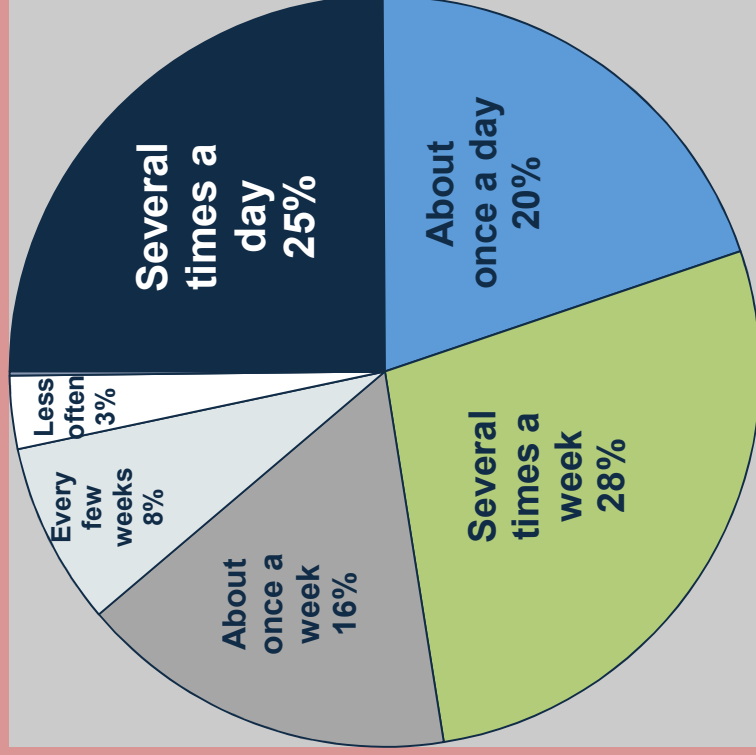


- **97%** of these orgs have a profile or page on a social media site
- **69%** also have individual employees with professional social media profiles they use as representatives of the organization
- **56%** of the orgs that use social media have a profile on 4-9 different social media sites
- **10%** of the orgs that use social media are active on 10+ platforms

Source: Pew Research Center's Internet & American Life Project Arts Organizations Survey. Conducted between May 30-July 20, 2012. N for respondents who answered this question=1,202.

45% of arts orgs using social media post daily

How often organizations post content on social media...



Source: Pew Research Center's Internet & American Life Project Arts Organizations Survey. Conducted between May 30-July 20, 2012. N for respondents who answered this question=1,131.

Other uses of social media...

- **82%** use social media to engage with audience members prior to, during, or following an event
- **77%** use social media to monitor what is being said about their organization
- **65%** use social media to learn more about their audience
- **52%** use social media to get feedback from the public or "crowdsource" an idea

Survey in Indonesia by on device research (2012-2013)

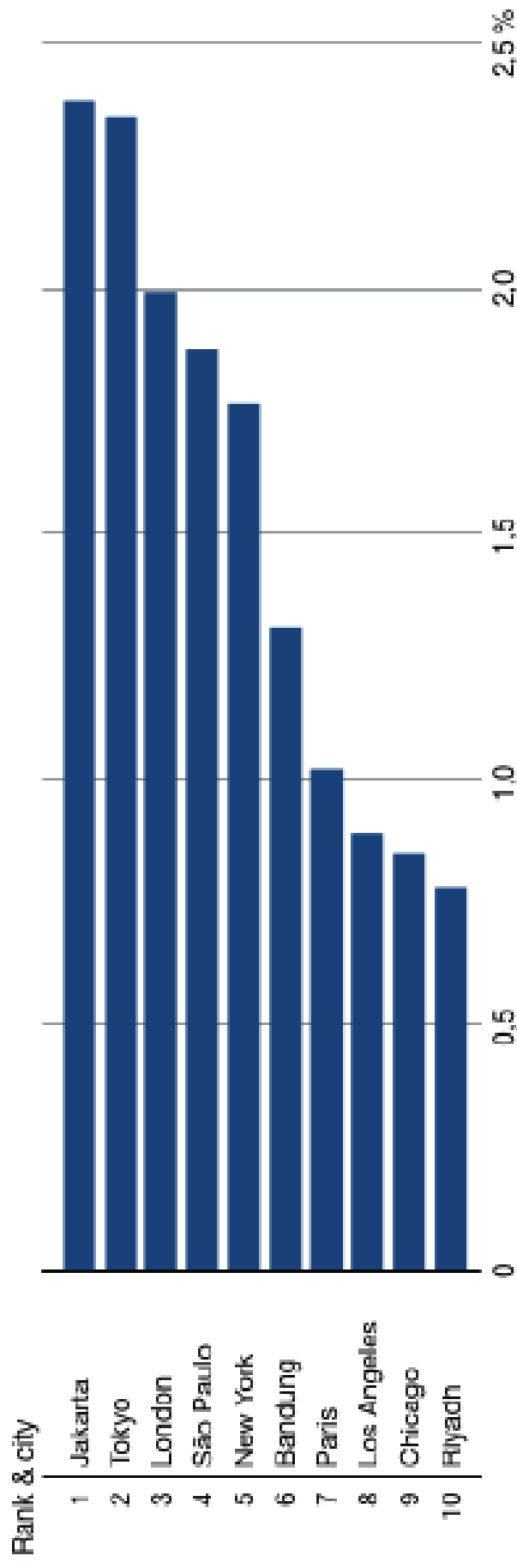
Indonesia is **#3** Twitter country in the world



More tweets come from **Jakarta** than
from Tokyo, London and New York!

Top 20 cities by number of posted tweets

(among 10.6B public tweets posted in June 2012)



Share of public tweets geolocalized at the city level
Source: SemioCast (Jul 2012)

Indonesia also has the **4th largest**

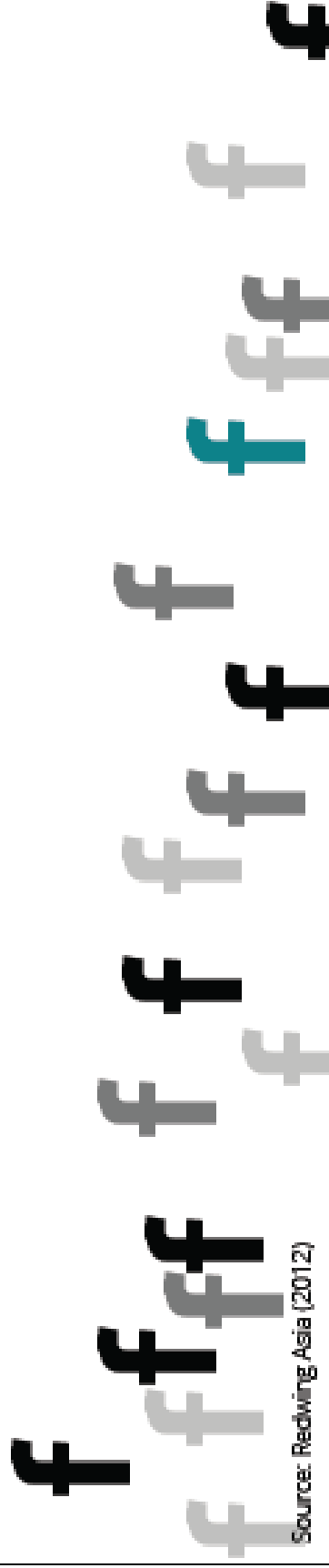
Facebook population in the world

Almost 20 million more users than the UK!

4th Indonesia is **Facebook's** fourth
biggest market

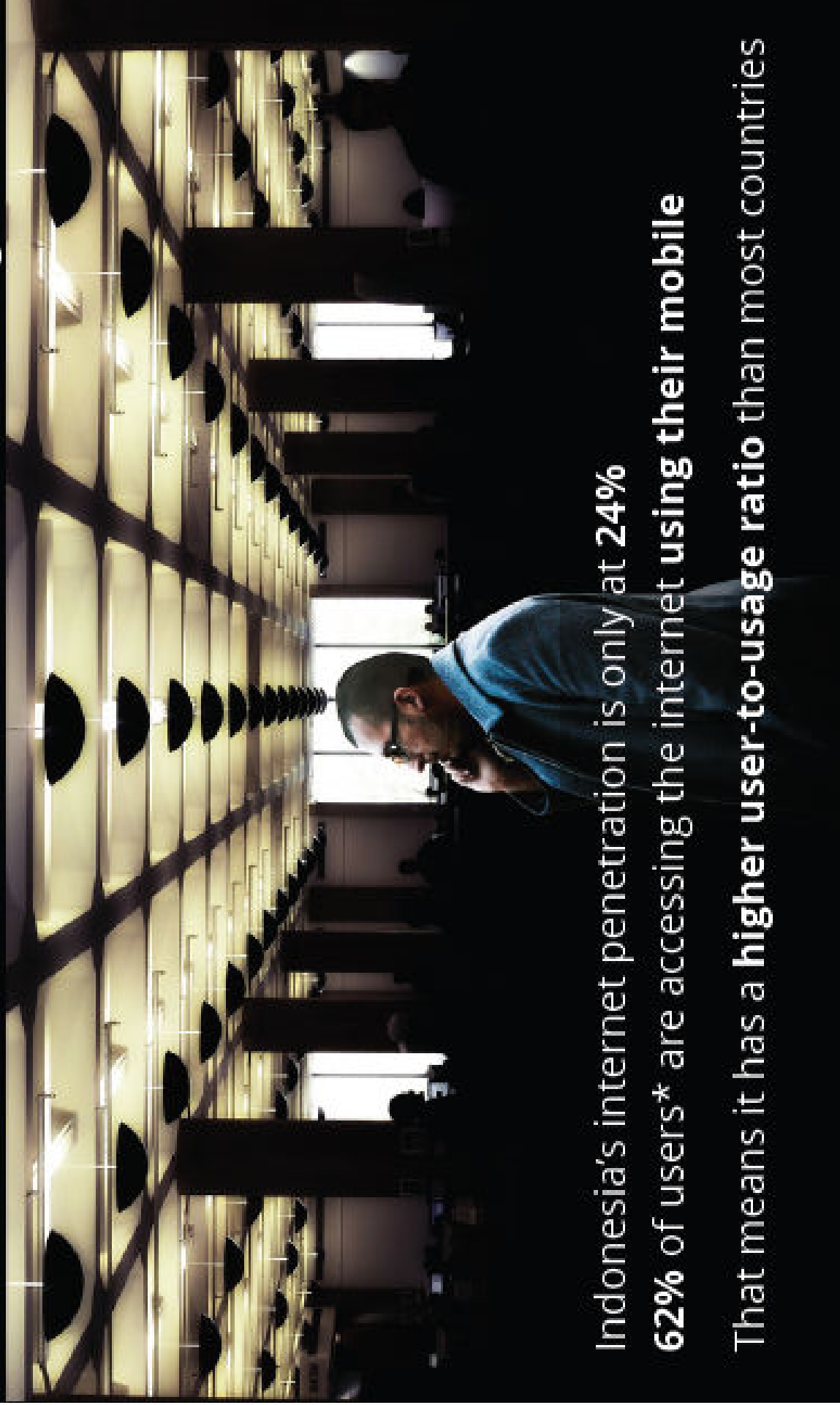
70% are aged under 25

75% access Facebook through their mobile



Source: Redwing Asia (2012)

And those are not even the most interesting facts



Indonesia's internet penetration is only at **24%**

62% of users* are accessing the internet **using their mobile**

That means it has a **higher user-to-usage ratio** than most countries

*Internet users in Urban Indonesia (2012)

Source: Indonesia Investments (2013), eMarketer (2012), michael-yan (2012)

Key Indonesia mobile statistics



POPULATION

247 Million

% OF INTERNET POP. ON FACEBOOK

92.9%



INTERNET USERS, % POPULATION

24%

INTERNET USER GROWTH (2010-13)

163%



MOBILE PHONE PENETRATION

115%

AVERAGE MOBILE COST, USD

\$30-40

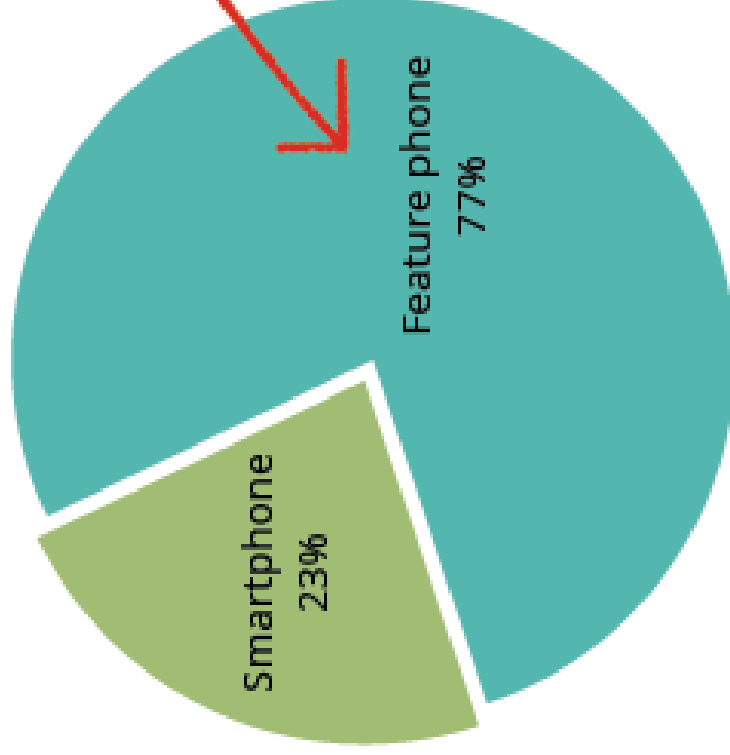
Smartphone vs Feature phones

Includes a vital sub-segment!

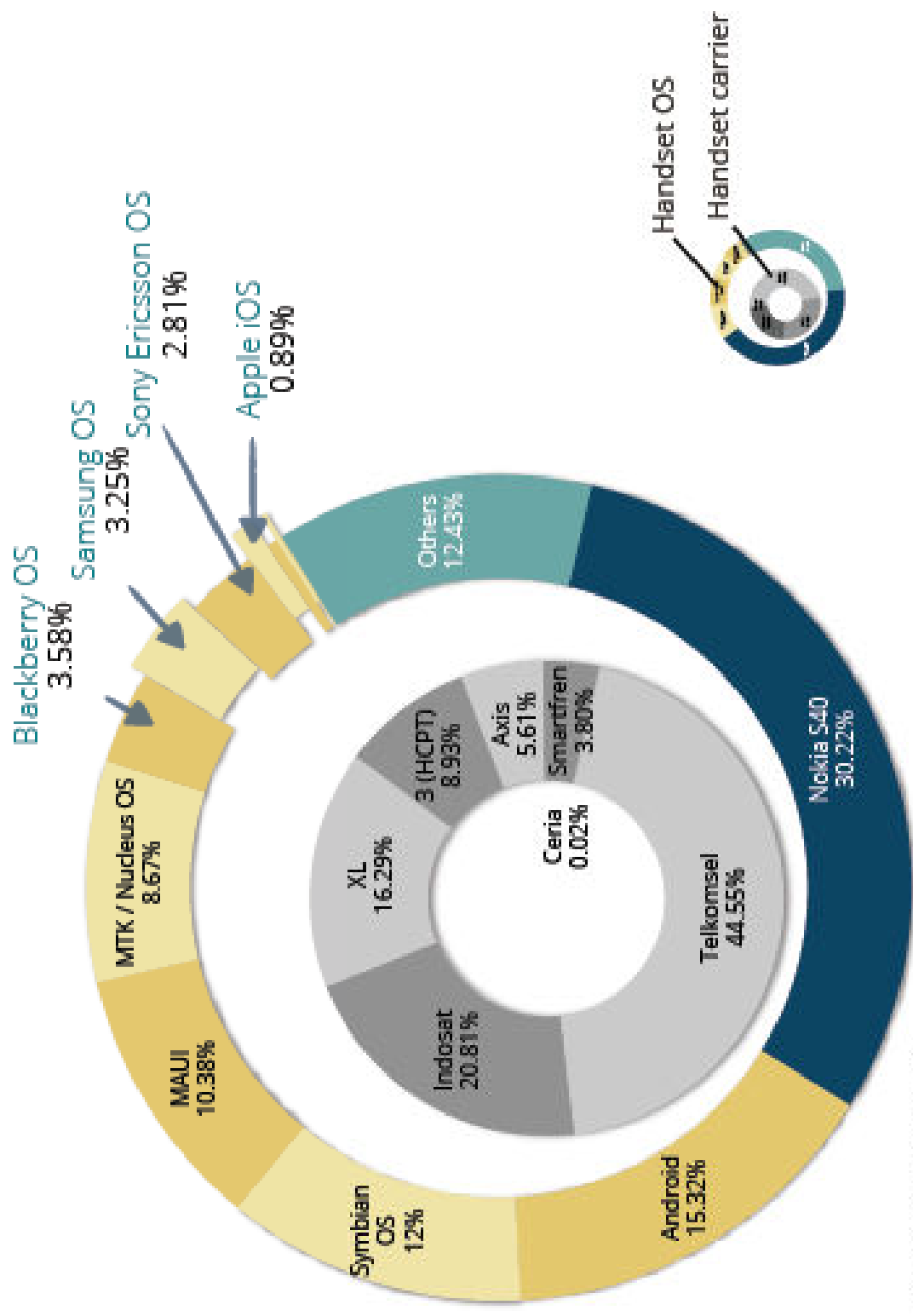
100 million mid-level, 2G & 2.5G phone users - using their feature phones to access the internet!

Of all mobile phone owners:

85% own just one phone
15% own multiple phones



Handset OS and carrier: Nokia and Telkomsel



Source: Redwing Asia (2012), GSMA (2013)

Mobile ads grew by 99% in 2012

In 2012:

- 200 billion ad impressions over the past year
- 2nd largest market for mobile ads, beaten only by the US



Did you know...

the internet grew from 2 million users in 2000

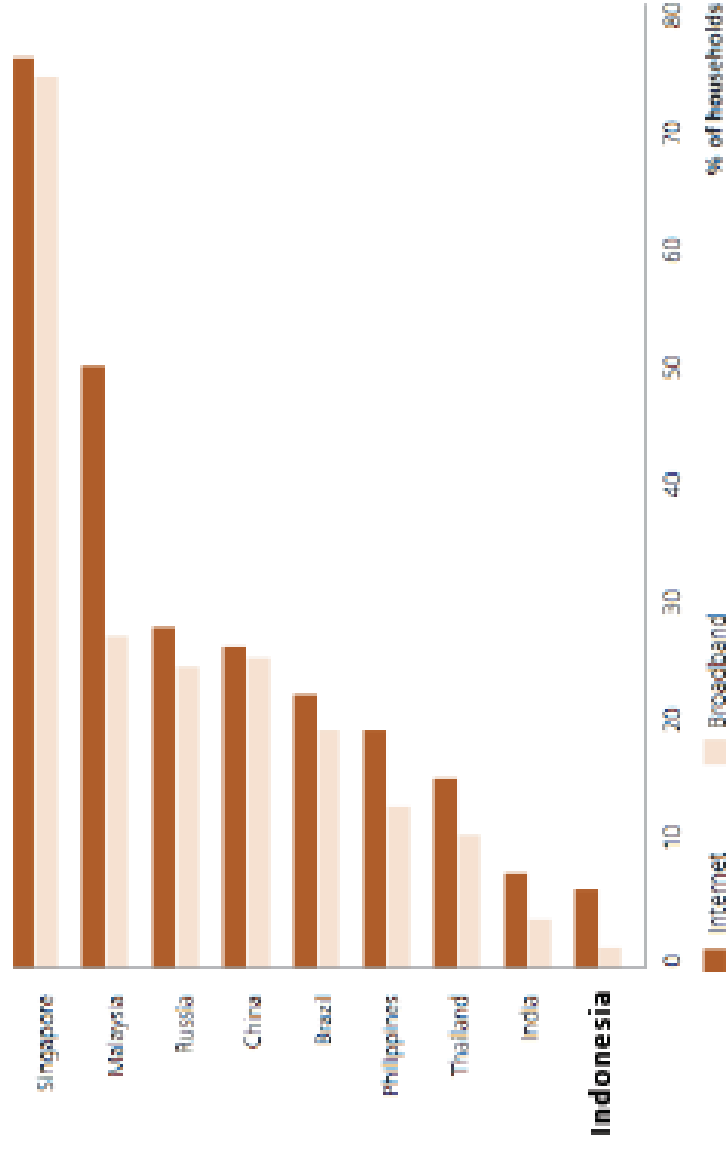
...to over 55 million in 2012?

New social media as a tool for activism
Source: Inside Indonesia (Oct 2012), tbSMITH (2009)



Yet few households have internet connections

Chart 2.2: Share of households with internet accounts, 2010



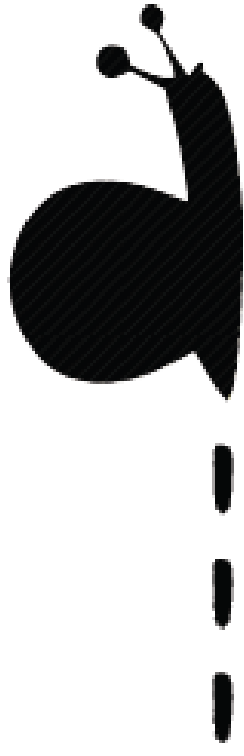
People turned to internet cafes to get connected
Now, they're turning to mobile

It's probably because

Indonesia has some of the slowest internet speeds
in the world

Slowest in the world for desktop internet speeds

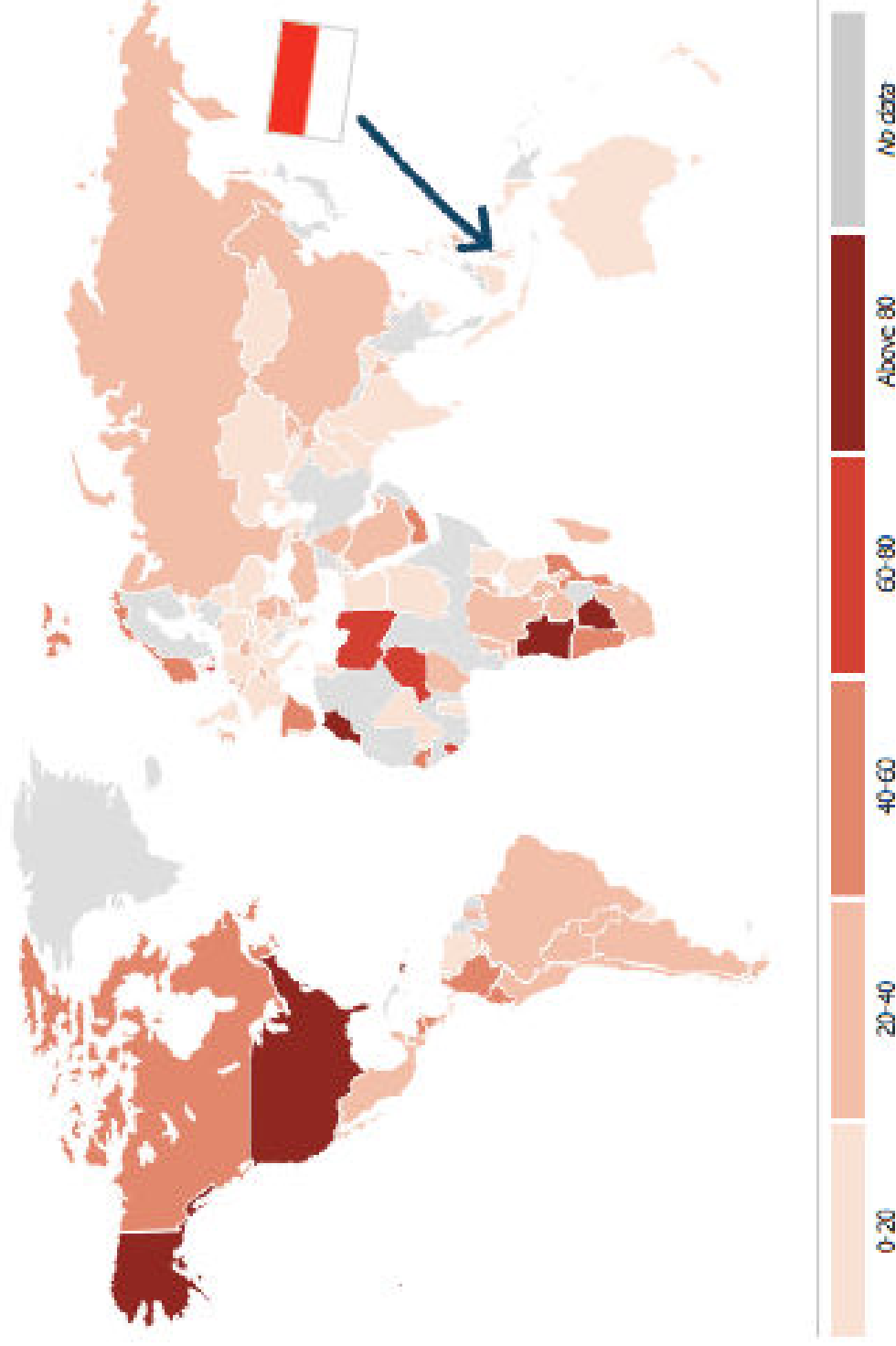
9th slowest for mobile internet speeds




*Google measured web page load speeds on desktop and mobile devices in 50 countries
Source: Google (2012), Bloomberg (Apr 2012)

However!

Indonesia is the cheapest for
mobile data plans



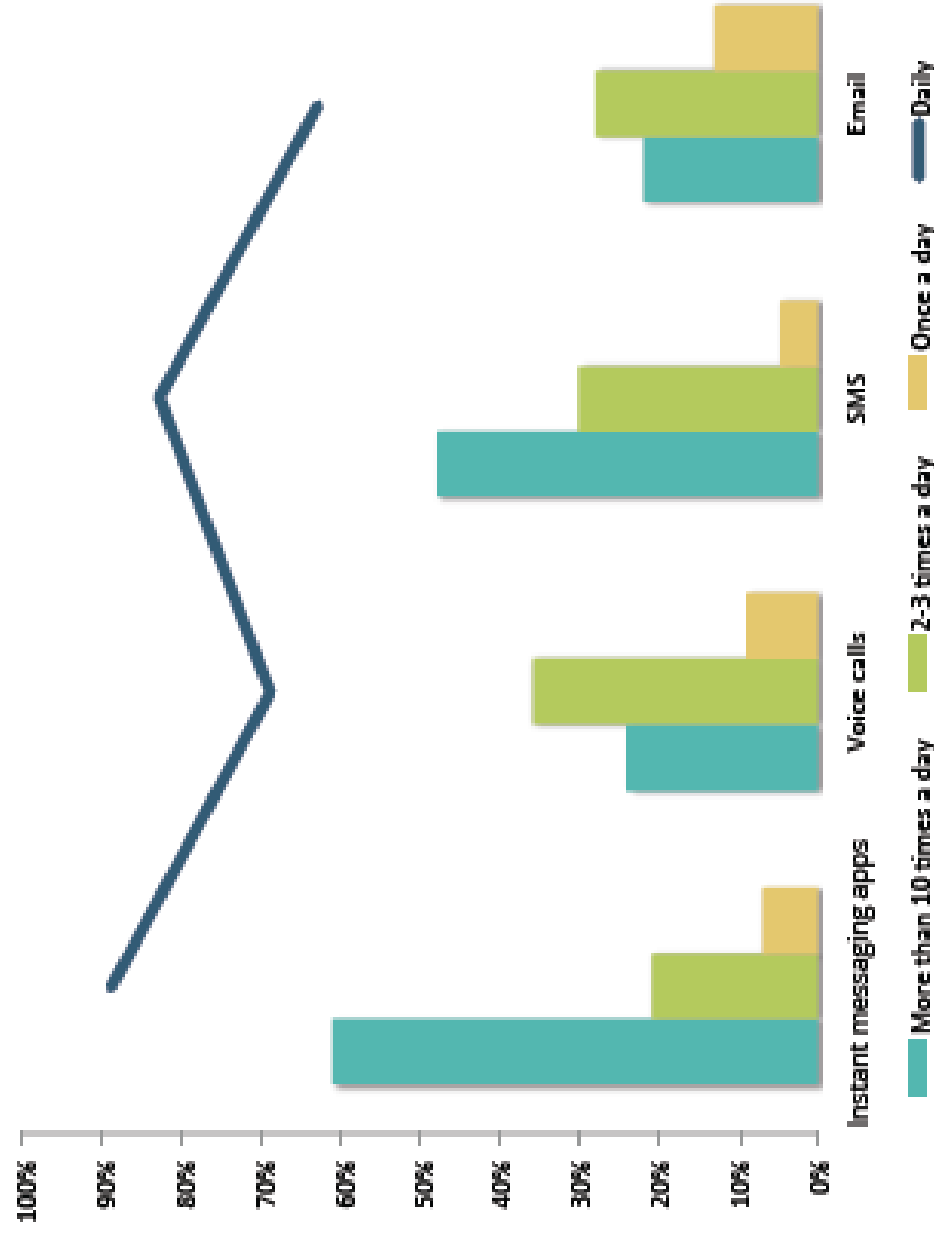
Pre-paid handset-based subscription with 500mb of data per month: based on US\$ at Purchasing Power Parity
Source: ITU (2012), Andriodcentral.com (2013)

A top-down view of a wooden table in a cafe. On the table are several white coffee cups with dark liquid, some with spoons. There is a green mobile phone, a black mobile phone, and a small white bowl with a spoon. A white napkin with a yellow stain is also visible. The background shows people sitting at the table.

Indonesia is forecasted to have 145 million internet users by 2015

and many will use their mobiles to access the internet

Majority are instant messaging



Which social messaging apps do you use at least once a week?
Source: On Device Research (2013)

Different ages are using the internet to access different things



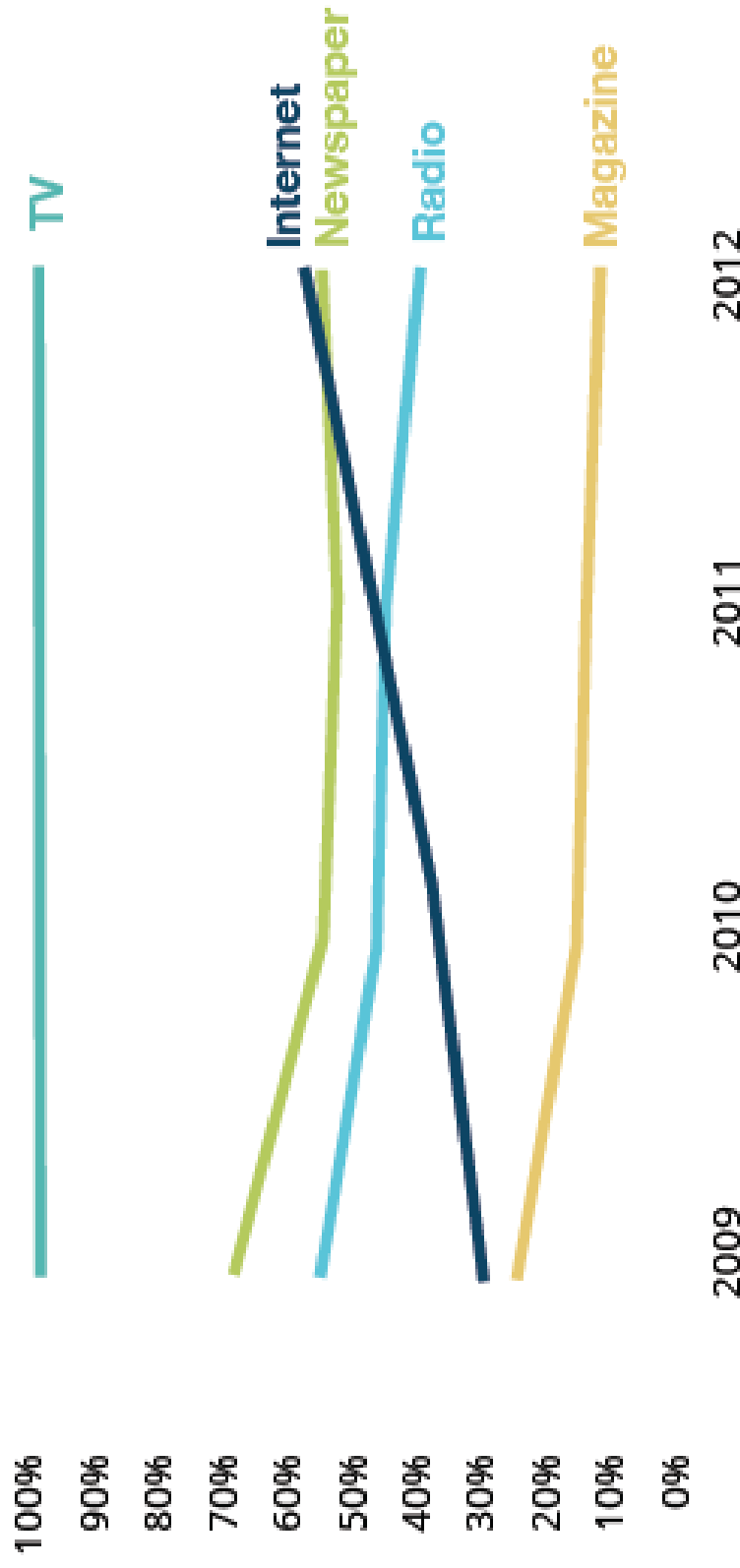
*"Indonesia also got worldwide
attention for **politics-related
discussion on social media**"*

- digitalintheround.com

Indonesians
are using
social media
to make their
voices heard

TV has long been the **primary source of media**

Now the internet is catching up fast!



*"During a live TV event, Twitter has become the **second window for television**. Conversations on Twitter always happened during news breaking event."*

- Pitra Satvika





Retweeted by Big Christmas Cookies



All About Bandung @infobdg · 12h

#BDGTToysCarnival 2014, 25-27 April 2014 at Piset Square Mall | Ticket 10 rb. |

Follow @ToysCarnival pic.twitter.com/LW93FP7AH4

Politicians are taking social media seriously

During the Gubernatorial election in Sept 2012, the now Governor of Jakarta, **Joko 'Jokowi' Widodo's election campaign** used **social media** as a platform - launching flash mobs and a One Direction music video parody, forgoing the traditional "poster and campaign slogan" approach.

Jokowi promotes political transparency, choosing to use Youtube to publicise plans and videos of official meetings - one budget meeting has gained **1.4m+ views**.




Jokowi (Joko Widodo)
41,164,736 views · 12,928 talking about this

Comment: Official
Indonesia and its citizens with President Jokowi (Joko
Widodo), Semoga Indonesia dan Rakyatnya bisa maju
serta lebih maju ekonomi di Negeri ini. aeb01k1

Source: IPRA (2013), Crikey.com.au (2013)

411k
Like
Share
Community Forum



"JOKOWI DAN BASUKI" - What Makes You Beautiful by One Dire...
2,116,925 views · 5,186 subscribers

...and brands should learn to do so too

It's not enough to be a 'famous' global brand. Companies need to be able to initiate a genuine dialogue with their local audience.



Yamaha Motor Indonesia



Surfer Girl
(a Bali-based company)



BlackBerry































Chocolatos
(an Indonesian snack brand)

"The most favoured and liked brands have a strong local flavour"


























- Djohansyah Saleh, Weber Shandwick Indonesia

Top 10 Facebook Brands in Indonesia











#	Page	 Local Fans	Fans	ER	Rating
1.	 Snaptu	6 836 707	17 963 694	N/A	
2.	 Batik Indonesia	4 684 218	5 095 070	0.154%	
3.	 BlackBerry 	4 379 110	29 978 193	0.002%	
4.	 BlackBerry 	4 359 263	4 362 662	Find In Analytics	
5.	 Samsung Mobile 	4 038 069	35 677 990	Find In Analytics	
6.	 Yamaha Motor Indonesia	4 001 817	4 251 503	Find In Analytics	
7.	 Intel 	3 543 199	24 435 844	Find In Analytics	
8.	 Tokobagus 	3 486 583	3 542 949	Find In Analytics	
9.	 berniaga.com 	2 974 242	3 028 343	Find In Analytics	
10.	 XL Rame 	2 931 107	2 997 740	Find In Analytics	

Source: <http://www.socialbakers.com/all-social-media-stats/facebook/country/indonesia/>

Top Google+ Brands in Indonesia


























#	Profile	Following ▾	Followers ▾	Rating
1.	 Nexmedia	3	136 852	
2.	 Bank Mandiri 	N/A	73 887	
3.	 Lazada Indonesia 	279	66 035	
4.	 Grivy	2 984	2 268	
5.	 AXIS Telekom Indonesia 	3	334	
6.	 Social Media Bali	N/A	319	
7.	 Bank Central Asia 	N/A	119	
8.	 ISMAYA	N/A	85	
9.	 Indojilbab.com	53	62	
10.	 Super Indo Supermarket 	N/A	44	

Top 10 Youtube Brands in Indonesia

#	Channel	Subscribers	Uploaded video views	Rating
1.	 samsungindonesia	3 787	16 405 029	N/A
2.	 Telkomsel	3 839	15 169 695	0
3.	 Cometto	3 540	8 868 080	0
4.	 Garuda Indonesia	4 055	8 236 303	N/A
5.	 axeindonesia	2 425	7 911 680	0
6.	 Berniaga	1 100	7 381 159	N/A
7.	 xlaxiata	19 927	5 879 823	0
8.	 L-Men	3 929	4 551 100	0
9.	 Solusi BCA	306	4 040 784	0
10.	 AXIS GSM	1 446	4 038 104	0

Source ; <http://www.socialbakers.com/>

Top 10 Twitter Brands in Indonesia

#	Profile	Following	Followers	Rating
1.	 XL Axiata (@XL123) 	49 131	807 828	
2.	 AirAsia Indonesia (@AirAsiaId)	78 488	530 308	
3.	 Samsung Indonesia (@Samsung_ID) 	1 343	455 785	
4.	 Garuda Indonesia (@IndonesiaGaruda) 	1 851	406 828	
5.	 Lalu Lintas (by: LM) (@lewatmana)	0	388 872	
6.	 Telkomsel (@Telkomsel) 	28 265	358 523	
7.	 Starbucks Indonesia (@SbuxIndonesia)	433	353 018	
8.	 #maicih (@infomaicih)	74	324 081	
9.	 Strategi Pengusaha (@EntrepreneursID)	438	317 943	
10.	 simPATI (@simPATI) 	1 708	278 981	

Source: <http://www.socialbakers.com/all-social-media-stats/twitter/country/indonesia/>

Indonesians are using global platforms,
but they're **keeping it local**

OKe *Coca-Cola*
MEREK DAN BOTOL TERDAFTAR
UNTUK MINUMAN BERKARBONASI

Social media helps create a sense of community

Social activism on Twitter is not just for politics, everyone's getting involved.

Indonesia Berkebun coordinates volunteers to transform vacant and abandoned land all across Indonesia for planting and gardening.

@IDberkebun



Source: digitalintheround (2006)



Social media can even help find a missing child!

Anak Hilang

Tolong membantu mencari.

Terimakasih banyak!



Nama:
Alma Aini Hakim

Umur: 8 tahun

Hilang sejak:
Sabtu, 25-10-2013

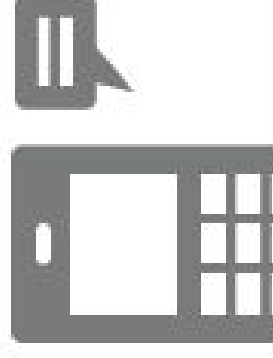
Hilang di:
Dekat Monas, DKI

Anak saya Alma Aini Hakim, 8 tahun, hilang sejak hari Sabtu tgl 25 Oktober 2013 sore di keramaian orang sekitar Monas. Ia mengenakan kaos bergaris kuning dan celana legging warna ungu. Jika anda melihat anak ini, harap melaporinmenelpom ke Polisi atau telpon saya 021-99802696. Terimakasih.

The father originally posted about his missing daughter on Facebook.

Within 19 hours, there were over **3,400 mentions on Twitter**. The message soon went viral on Blackberry messenger, Twitter and Facebook.

Eventually a Blackberry user identified Alma, returning her to a local police station.



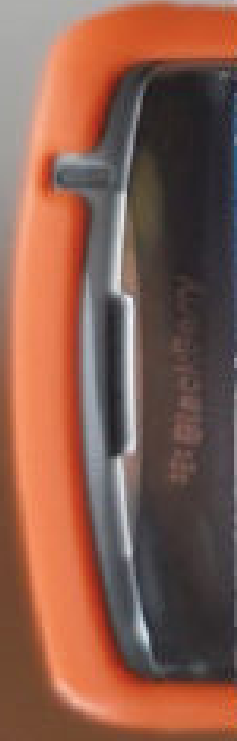
At first there was an instant messaging craze,

then came social networking,

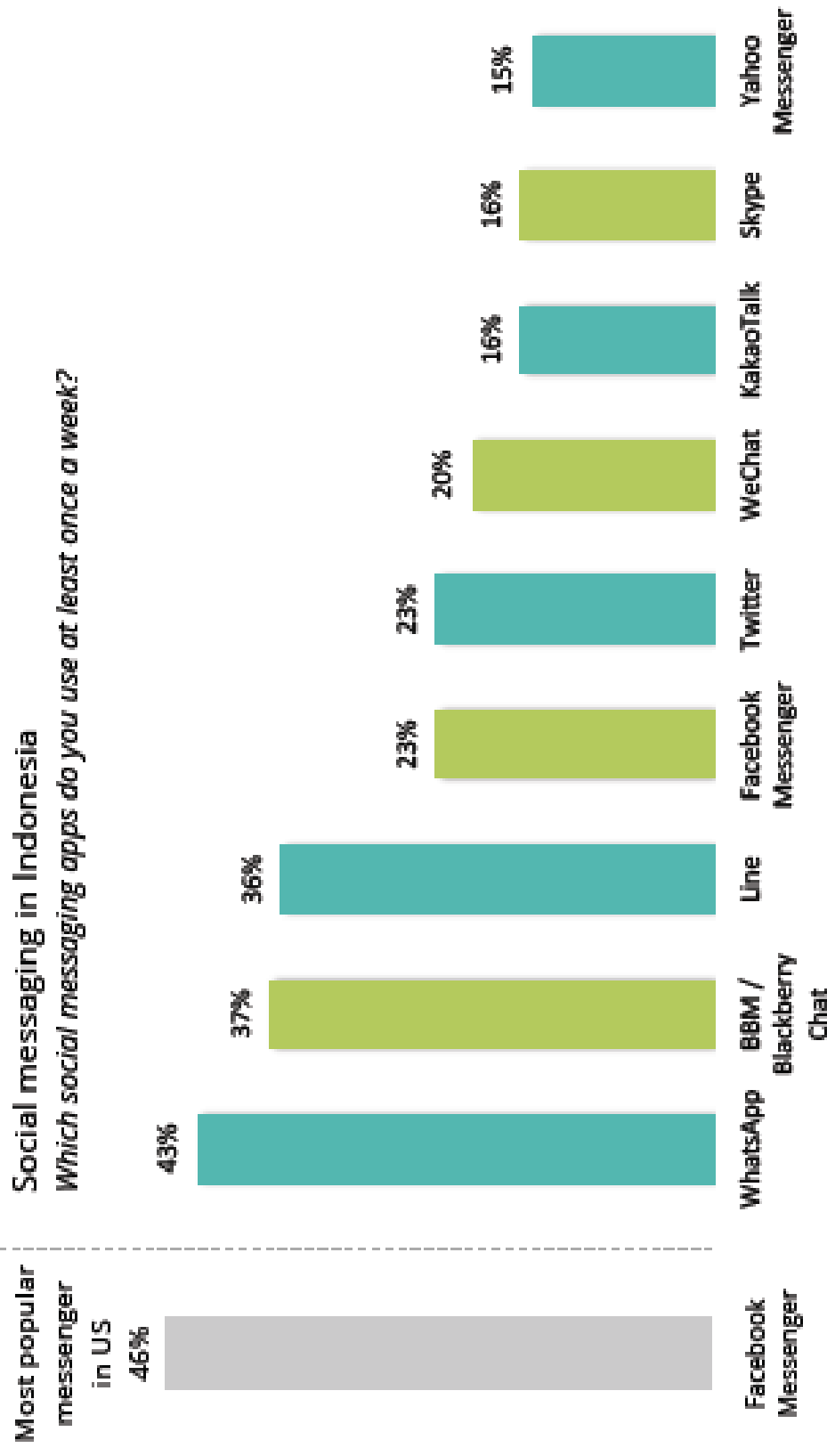
Now there's

instant messaging
2.0

Instant messaging has become a multi-faceted platform - where people can **chat, play games and buy things** - all in one place.



WhatsApp is the most popular messenger



Source: On Device Research (2013)

Average instant messaging apps installed: **4.2**

Indonesians indicate **friends using different apps**, and **apps having different features** as the two biggest reasons for having multiple instant messaging apps.

#like

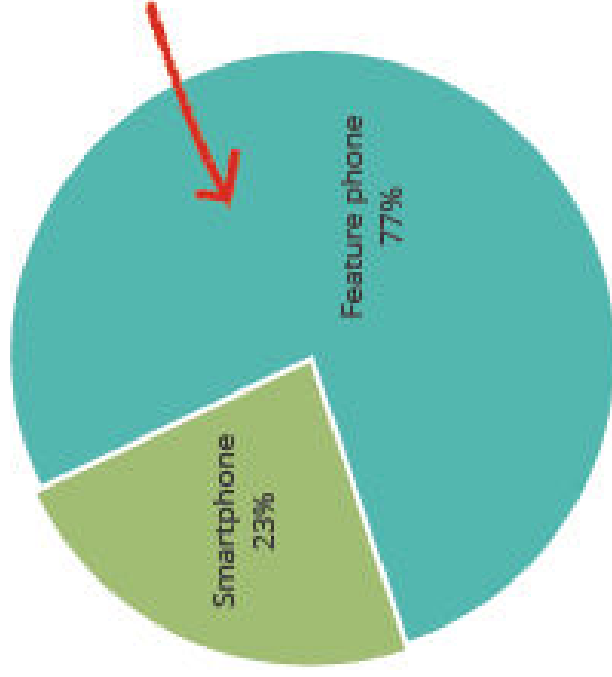
The power of market segments

Remember this sub-segment and its 100m users?

These mobile internet users purchase within social network apps using their feature phones.

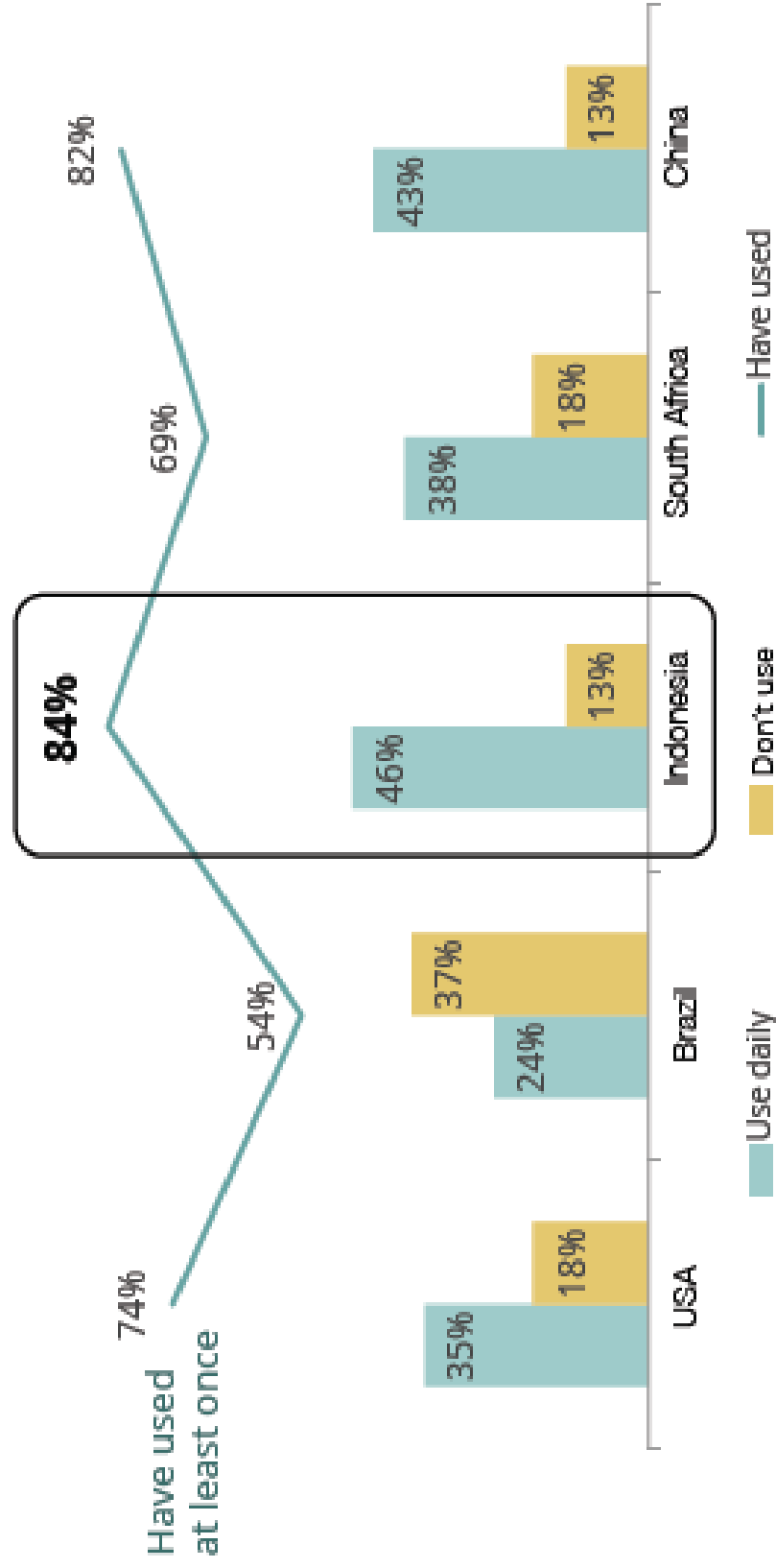
On **mig33**, their 40m users spend US\$3 per month.

Line made \$27.4 million in sales from its sticker store in Q2 2013, and recently launched a pop-up store selling their merchandise in Jakarta.



Line is a multi-platform messaging app; including Line Games, Line Sticker etc.
Source: Redwing Asia (2012), technasia.com (2012 & 2013)

Indonesians have caught onto the sticker culture



And **19%** of sticker-users have **paid** for them at least once

*"By the year 2020, it is estimated that over **140 million consumers** will be relying on e-commerce for trade-related activities."*

Global Indonesian Voices



The next phase for the internet is eCommerce

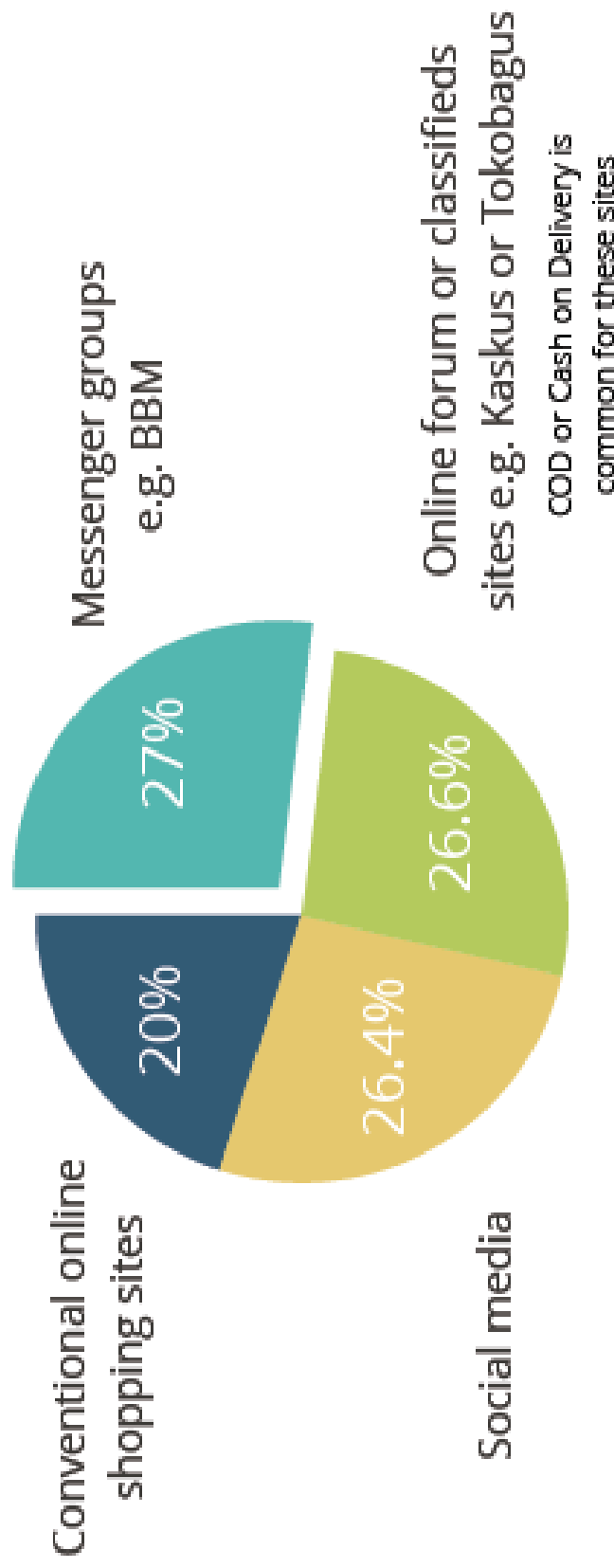
The future of eCommerce in Indonesia

Source: Global Indonesian Voices (Nov 2013). Michael Dawes (2007)

Netizens* prefer BBM for online shopping

"People prefer messenger groups is because they're more trusted, easy to access, simple, and sometimes they know the seller personally. Price is still the biggest factor that drives online shopping decisions." - Enricko Lukman

Preferred eCommerce channel or platform



*Netizens are defined as people using the internet for more than 3 hours a day.
Source: Technasia.com (Oct 2013)

60% of adults do not have bank accounts

but 85% do have mobile phones

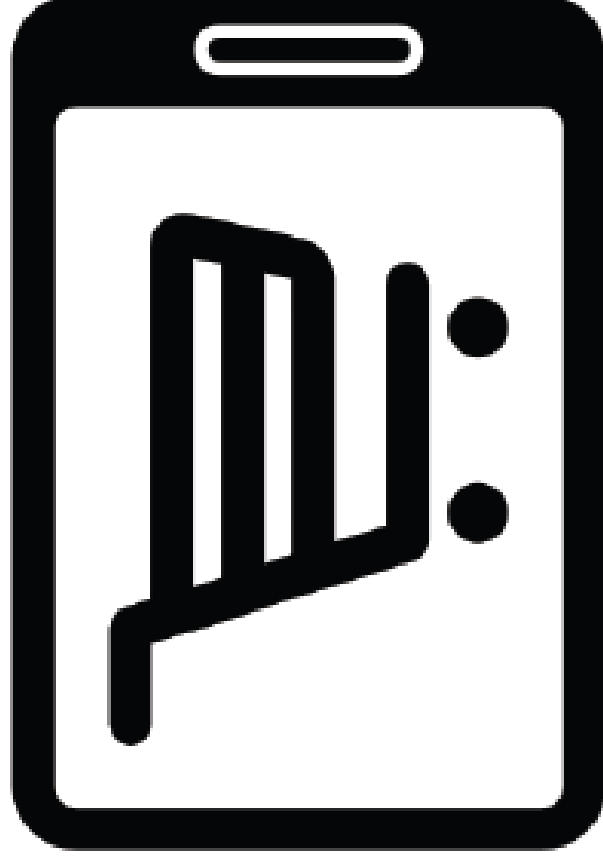
Mobile eCommerce could enable Indonesians to overcome **lack of security, poor intra-country connectivity and infrastructure**.

Cash is used for 99% of purchase transactions. Cash on Delivery is the next most popular payment method.

However, online banking and mobile payments has **huge potential** in a country with such high mobile penetration.

Ready for mobile money

59% of mobile users in Indonesia are interested in using their mobile for payment.



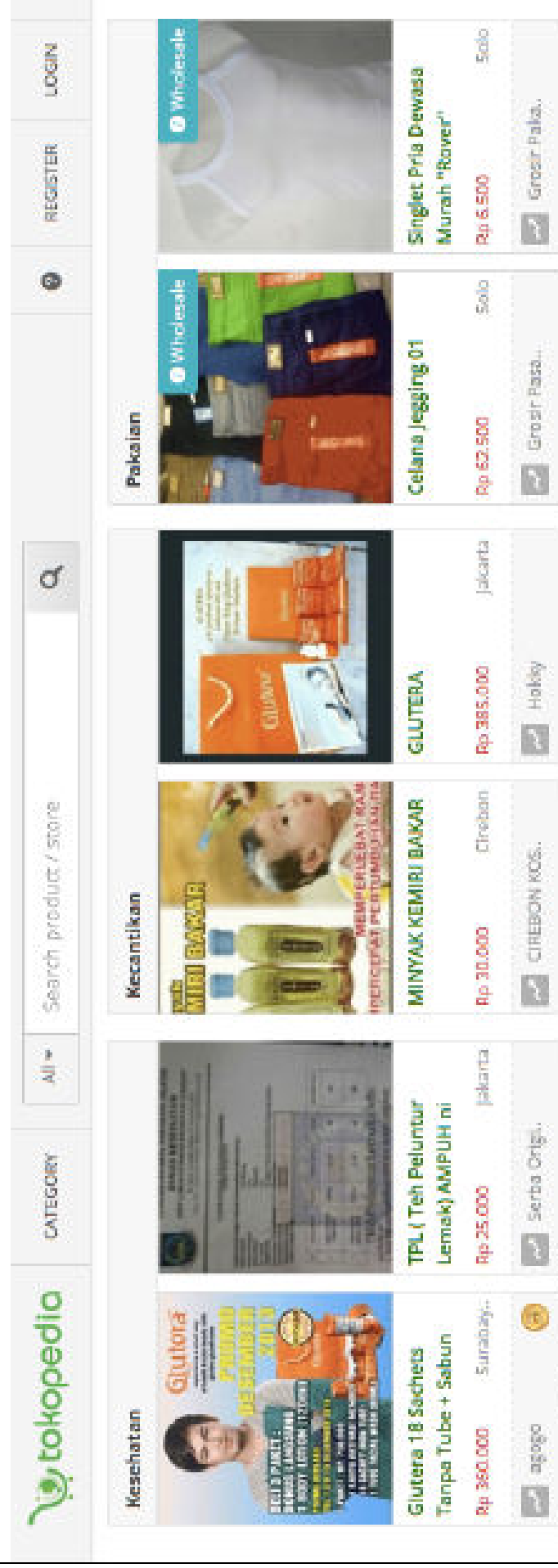
Asian consumers lead world into banking and buying via mobile
Source: TNS Global (Dec 2011)

tokopedia is celebrating its 4th anniversary

One of Indonesia's biggest C2C online marketplace

- 13.4m products sold last year
- 686% growth in Gross Merchandise Value
- Has both English and Indonesian site languages

It's already on the internet and will be launching its own Android app



The screenshot displays the Tokopedia website interface. At the top, there is a navigation bar with the Tokopedia logo, a search bar, and links for 'All', 'Search product / store', 'REGISTER', and 'LOGIN'. Below the navigation bar, the main content area is divided into three columns of product listings. Each listing includes a product image, a category label, a product name, a price, a location, and a seller name.

Category	Product Name	Price	Location	Seller
Kesehatan	Glutera 18 Sachets Tanpa Tube + Sabun	Rp 380.000	Surabaya	agogo
Kesehatan	TPL (Teh Peluntur Lemak) AMPUH ni	Rp 25.000	Jakarta	Serba Origi
Kecantikan	MINYAK KEMIRI BAKAR	Rp 30.000	Cirebon	CIREBON KOS.
Kecantikan	GLUTERA	Rp 385.000	Jakarta	Hokky
Pakaian	Celana Jeggings 01	Rp 62.500	Solo	Grosir Pasa
Pakaian	Singlet Pria Dewasa Murah "Rover"	Rp 6.500	Solo	Grosir Pasa

Source: techninasia (Oct 2013)

**50% of Indonesia's
internet population
live outside the
major cities**

**Only 6% of netizens have
made purchases online**

**Online shopping could allow
citizens to overcome the
physical limitations of
shopping from rural areas**

Indonesians should be

allowed to pay with

what they already have

phone credits!



Payment through mobile is only the beginning

Ruma, a telecom enterprise, allows small shop owners to sell things like prepaid mobile minutes and life insurance **through text message**. Shop owners can also accept utility bill payments.

Created by local entrepreneur, Aldi Haryoprato, Ruma are currently working on an application that will **notify people about job opportunities** in their area.



Mobile will take centre stage for Indonesians

*"The phone and the smartphone is not just convenience or indulgence, but actually it's a big part of a **day-to-day necessity**."*

Eddy Tamboto, Boston Consulting Group, Jakarta

In Indonesia, a smartphone for every budget
Source: Voice of America News (Mar 2013)

Want to reach Indonesian consumers?

On Device Research uses the mobile internet to gain access to consumer opinion any time or location.

Our reach in Indonesia:

- 2000 fresh respondents a day
- Smartphone and feature phones (23% vs 77%)
- US\$3 per interview

