

Indonesia Social Media Landscape

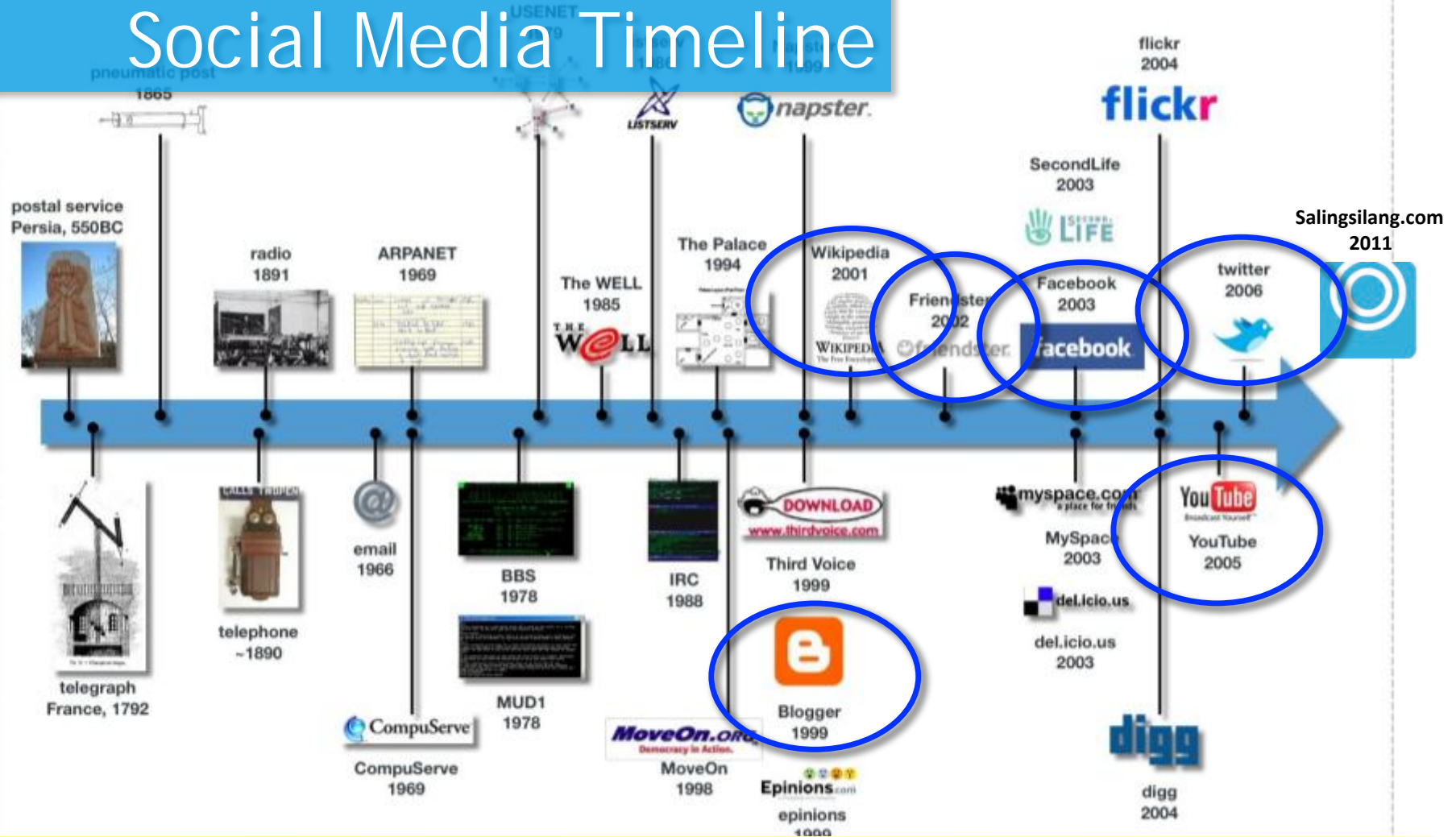
Enda Nasution

Prepared by SalingSilang.com





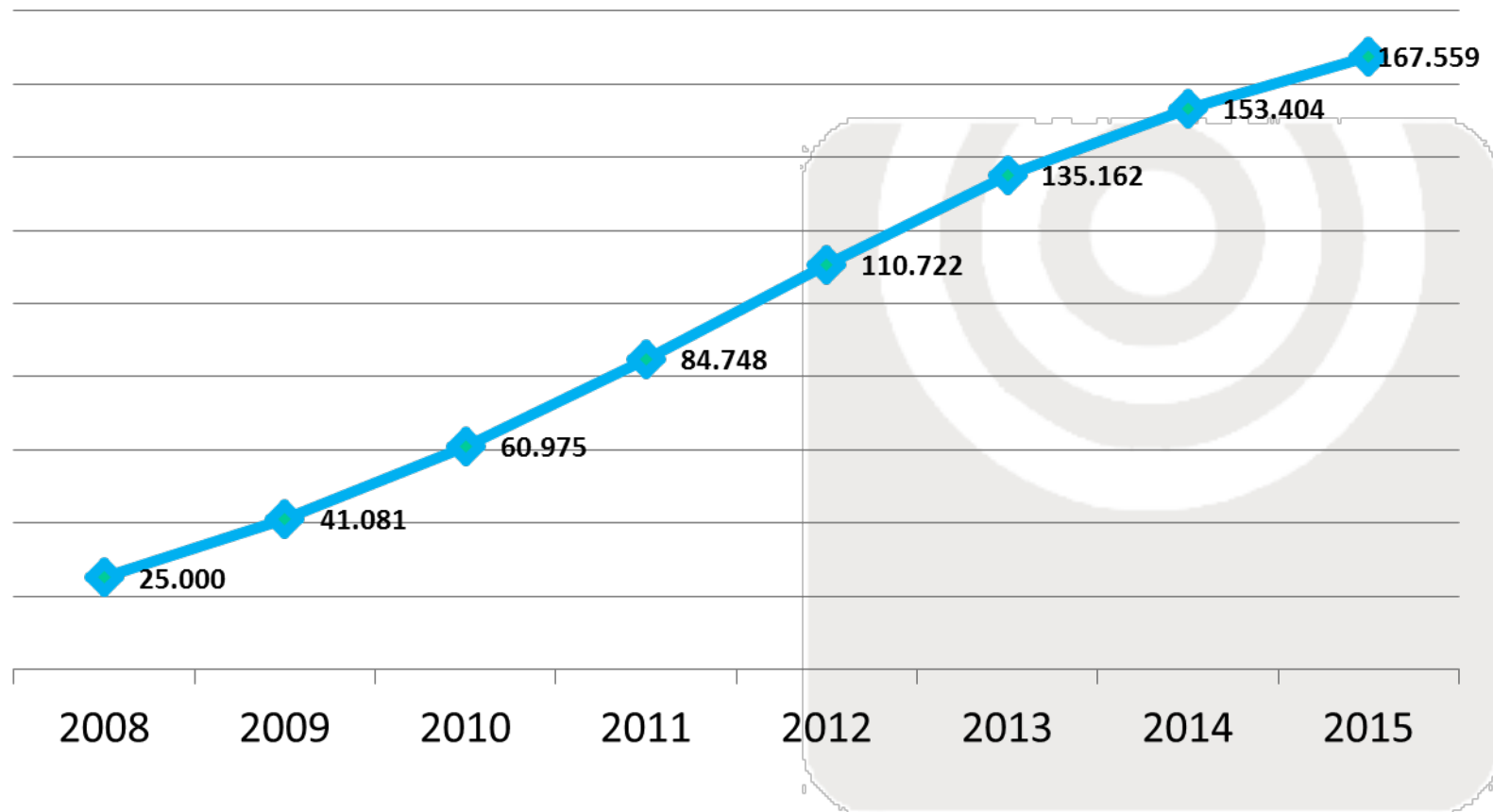
Social Media Timeline



Social Media: a group of **Internet-based applications** that build on the ideological and technological foundations of [Web 2.0](#), and that allow the **creation and exchange** of [user-generated content](#).

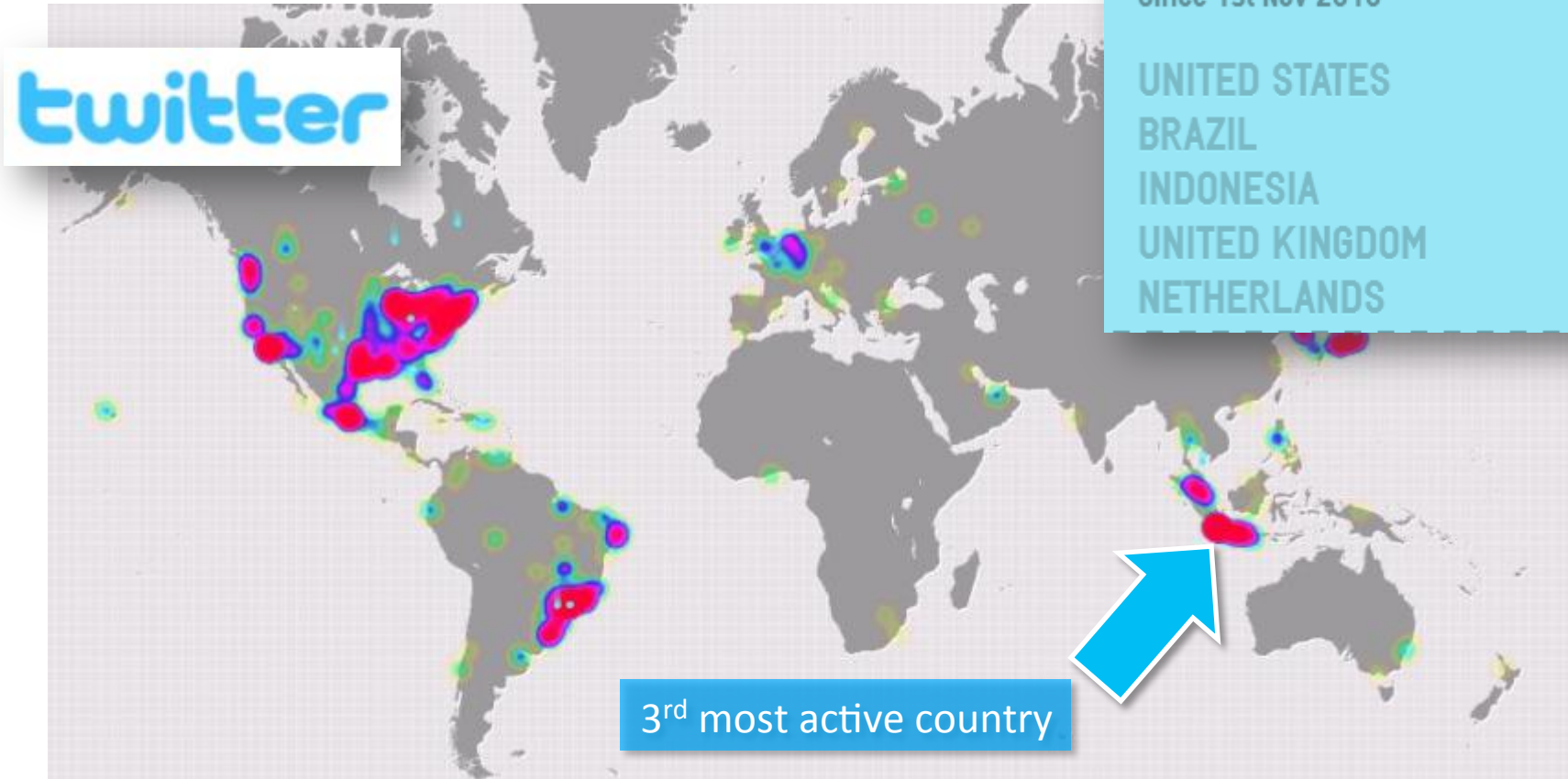


No of Indonesian Internet Users (000)



Source: Business Measurement Intelligence, Indonesia Telecommunication Report Q2 2011

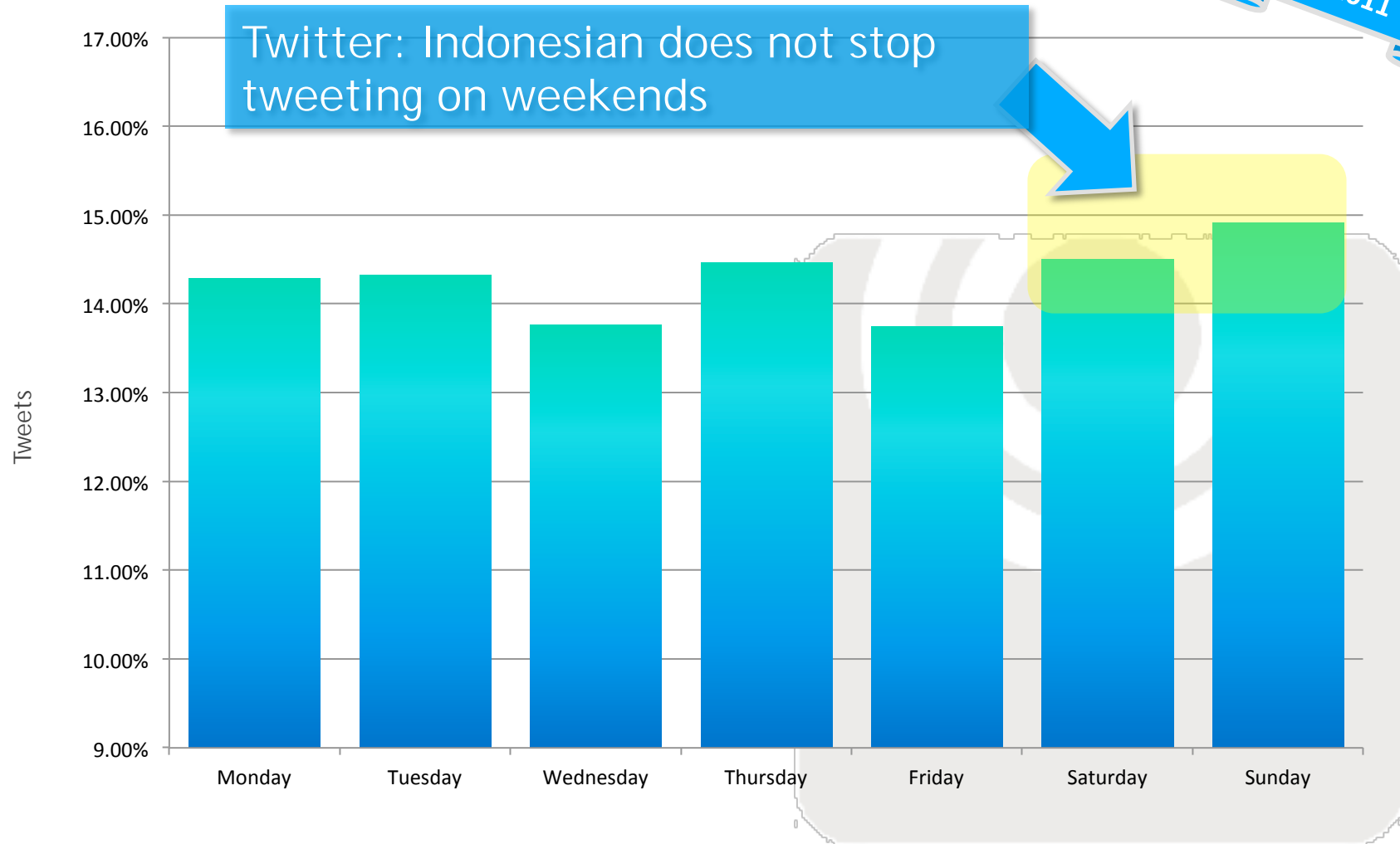
Twitter Heat Map: <http://aworldoftweets.frogdesign.com/>



Twitter

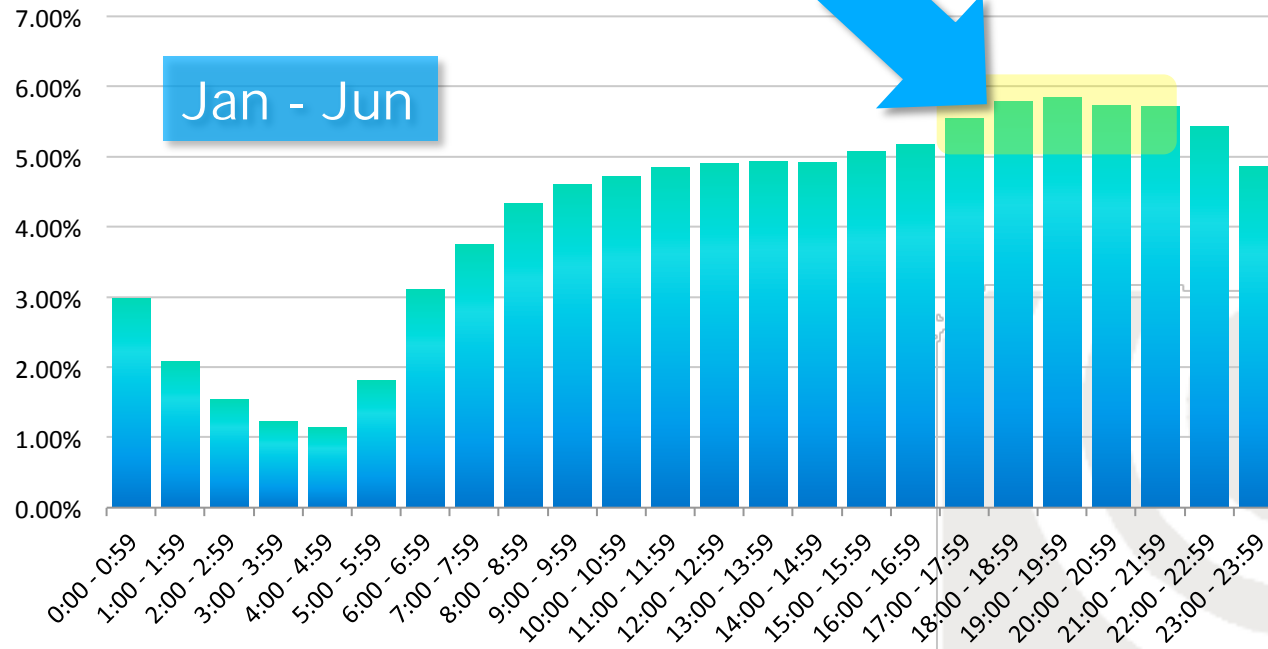
Twitter started in 2006 as a micro blogging service (140 characters) that no one really understands. Indonesian started to paid attention to Twitter in 2010, 4 years after the service is available.

Currently, it is estimated that Indonesian produce around 15% of all tweets globally, making Indonesia the **3rd largest tweets producers** after Brazil and USA.



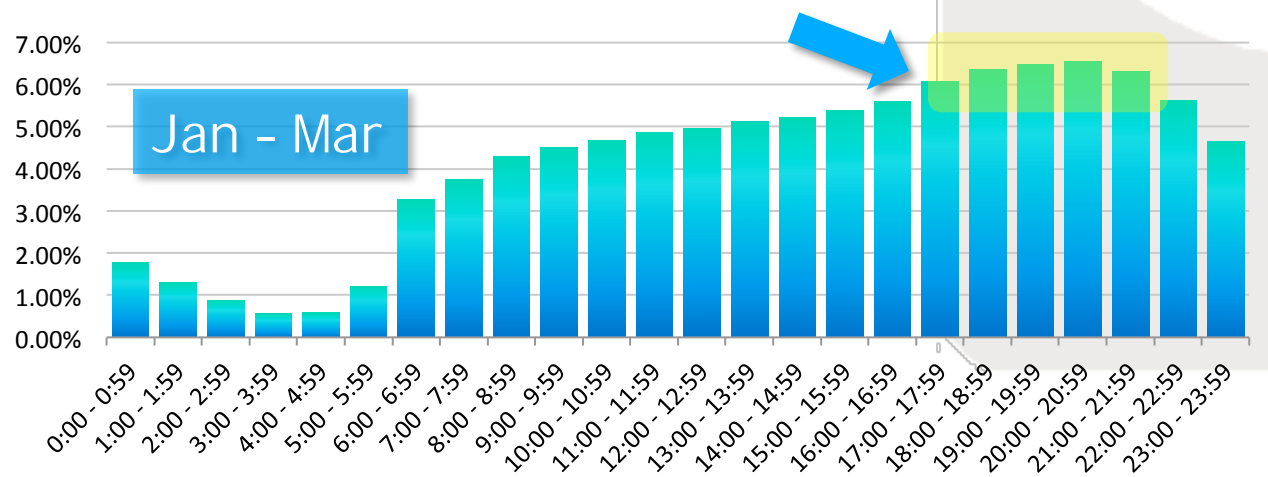
Average tweets per day: 1,293,131 tweets

Total tweets in 6 months: 234,056,721 tweets



Avg. 53,880
tweets/hour

Avg. 3.8m
account /
month



Early morning: 11%
Morning: 30%
Afternoon: 26%
Night time: 33%

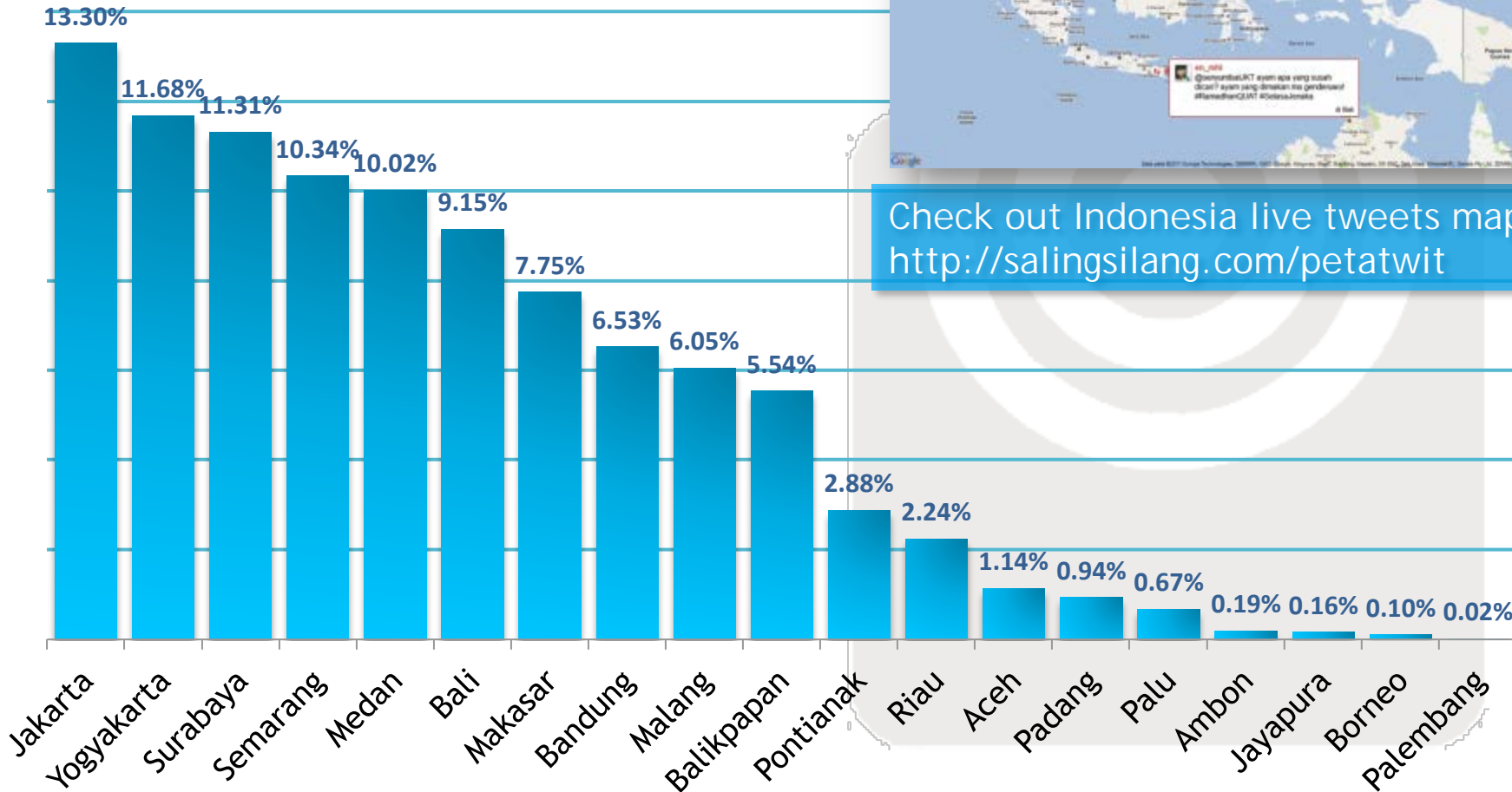
Hourly tweets of Indonesian users

Source: SalingSilang.com Engine, Indonesian Twitter Users H1 2011

Indonesia Twitter H1 2011



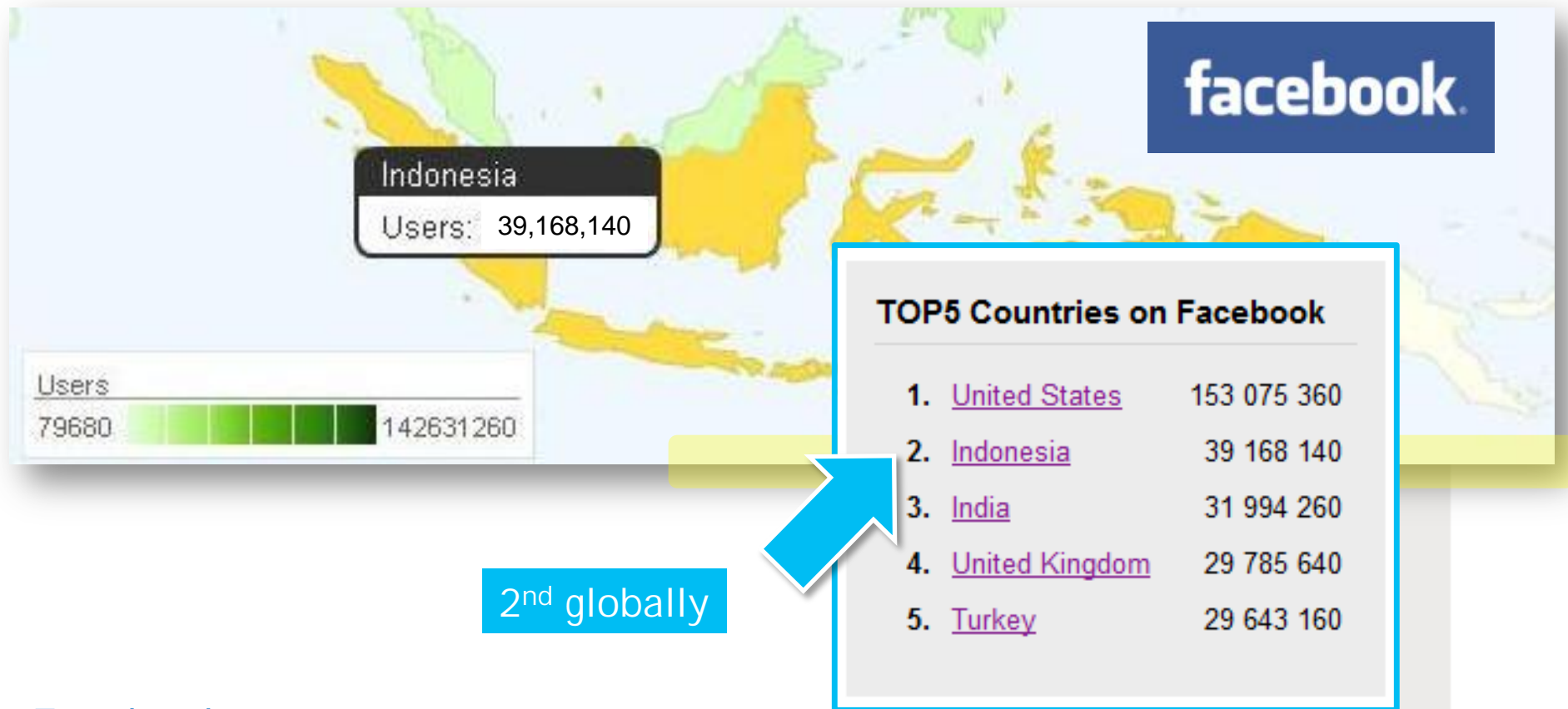
Check out Indonesia live tweets map at <http://salingsilang.com/petatwit>



Top cities in Indonesia that tweets

Source: SalingSilang.com Engine, Indonesian Twitter Users H1 2011

<http://salingsilang.com>



Facebook

Facebook takes Indonesia by the storm in 2009 even though that the service is available since 2006. Propelled by social issues that brewing on facebook and pickup up by traditional media, Facebook Indonesian users went from below 1m users in Jan 2009 to 19m users in Dec 2009

Currently Indonesian is the 2nd largest Facebook users in the world

Tambahkan data Facebook Page!

PERINGKAT FACEBOOK PAGE INDONESIA

1	Dahsyat	4.987.589	+6.073	+0,12%
2	Mario Teguh	4.477.411	+5.638	+0,13%
3	OPERA VAN JAVA (TRANS 7)	3.929.365	+11.266	+0,29%
4	Batik Indonesia	3.469.216	+2.659	+0,08%
5	Vierra	3.349.749	+4.333	+0,13%
6	Superman Is Dead	2.499.543	+2.858	+0,11%
7	KILLING ME INSIDE	2.379.854	0	0,00%
8	nikita wily	2.356.313	+3.838	+0,16%
9	J-Rocks	2.100.600	+1.840	+0,09%
10	Last Child	2.031.685	+3.479	+0,17%
11	Surfer Girl	1.750.030	+1.750	+0,10%
12	Mukjizat Sholat Dan Doa	1.780.754	+3.722	+0,15%
13	Chocolatos	1.750.030	0	0,00%

Direktori Facebook **salingsilang.com** menyajikan data Facebook Page berdasarkan jumlah Fans (Likes) dan juga pertumbuhannya, sehingga kita dapat menemukan Facebook Fan Page yang kita minati dengan lebih mudah.

Untuk melihat Facebook Page kamu dalam daftar ini silahkan

[tambah data Facebook Page](#)

yang Anda ketahui!

Cek juga [Direktori Blog salingsilang.com](#) untuk melihat blog-blog terbaru dari dunia blog di Indonesia.

KATEGORI

Semua Kategori

693

The 1st and only Indonesian Facebook Page Directory
Categorized and track the most popular Indonesian Facebook Page

<http://fbdir.salingsilang.com>



Blogger / Blogging

Indonesian bloggers has been around since early 2000. There's limited data about Indonesia Blogosphere other than that there are about 20+ active blogging communities and Indonesian Bloggers has an annual blogging conference since 2007, "Pesta Blogger"

Punya blog?
Klaim sekarang!

Mengapa perlu mengklaim blognya di Direktori blog salingsilang.com? [Berikut alasannya »](#)



Statistik Direktori Blog

2.062 pengguna

5.270.658 blog terjaring

1.440 blog telah diklaim

3.296.782 artikel terjaring

http://

5.270.658 blog dalam basis data direktori.



dagdigdug

**MAU TAHU BLOG INDONESIA YANG LAYAK BACA?
POSTING DAN BLOG TERPILIH. DI MANAPUN HOSTINGNYA.**



keluarga
salingsilang



Direktori Blog salingsilang.com

terverifikasi!

The Biggest Indonesian Blogger Directory

<http://blogdir.salingsilang.com>

MAU TAHU BLOG INDONESIA YANG LAYAK BACA?



GANTI

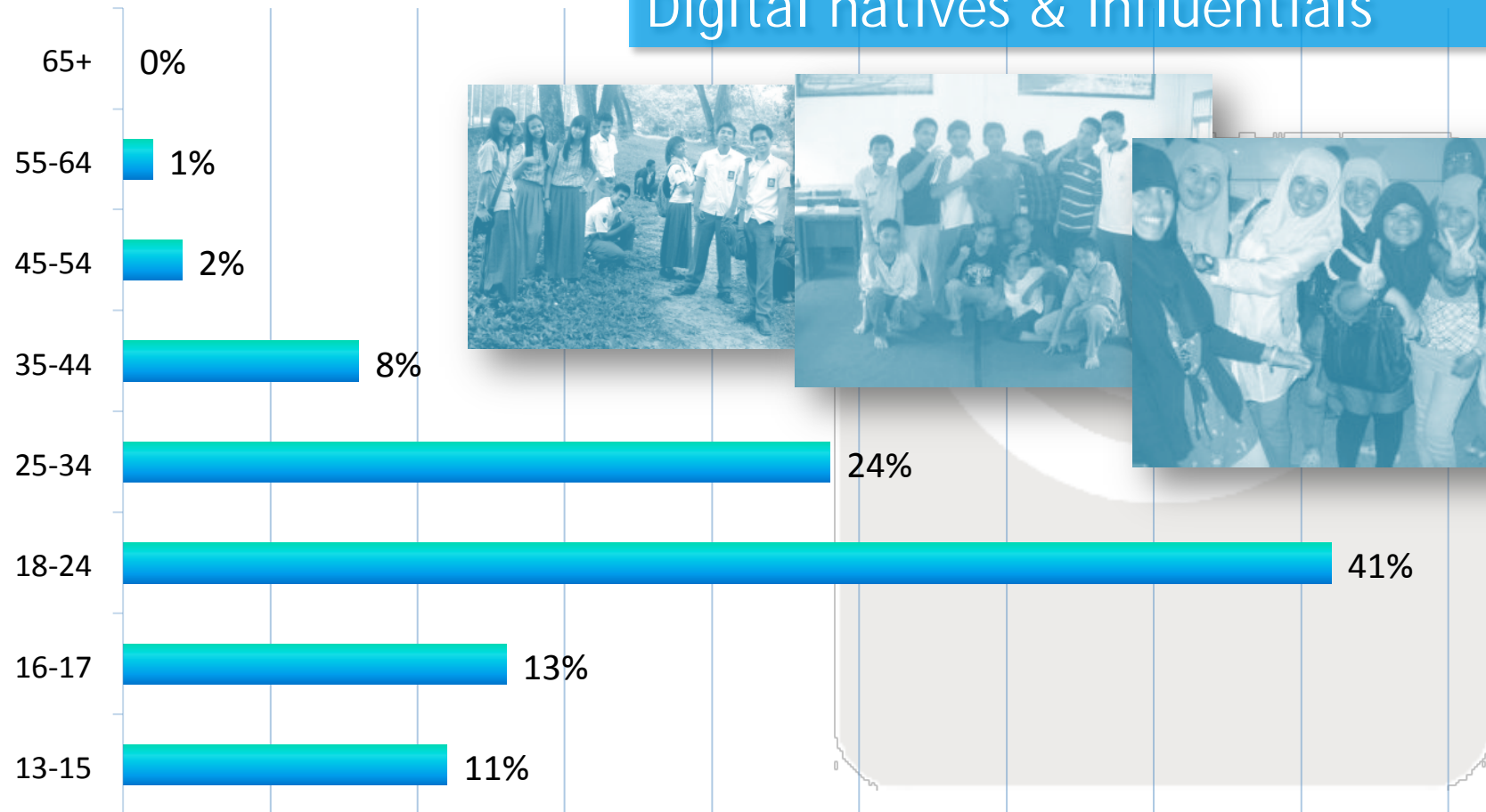


Why are we so active?

- Free Press and Freedom of Self Expression
- More affordable access + Positive economic growth (GDP \$3000)
- Sense of community and important priority on relationship (friends and families)

Consider your audience

Digital natives & influentials



Facebook: Indonesian User Age Distribution

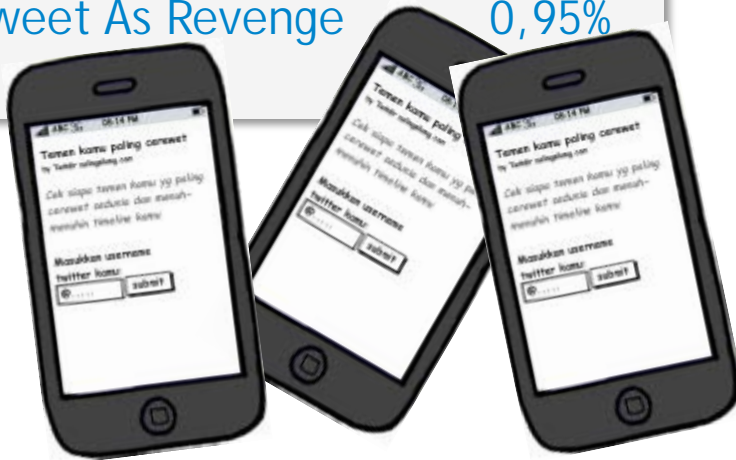
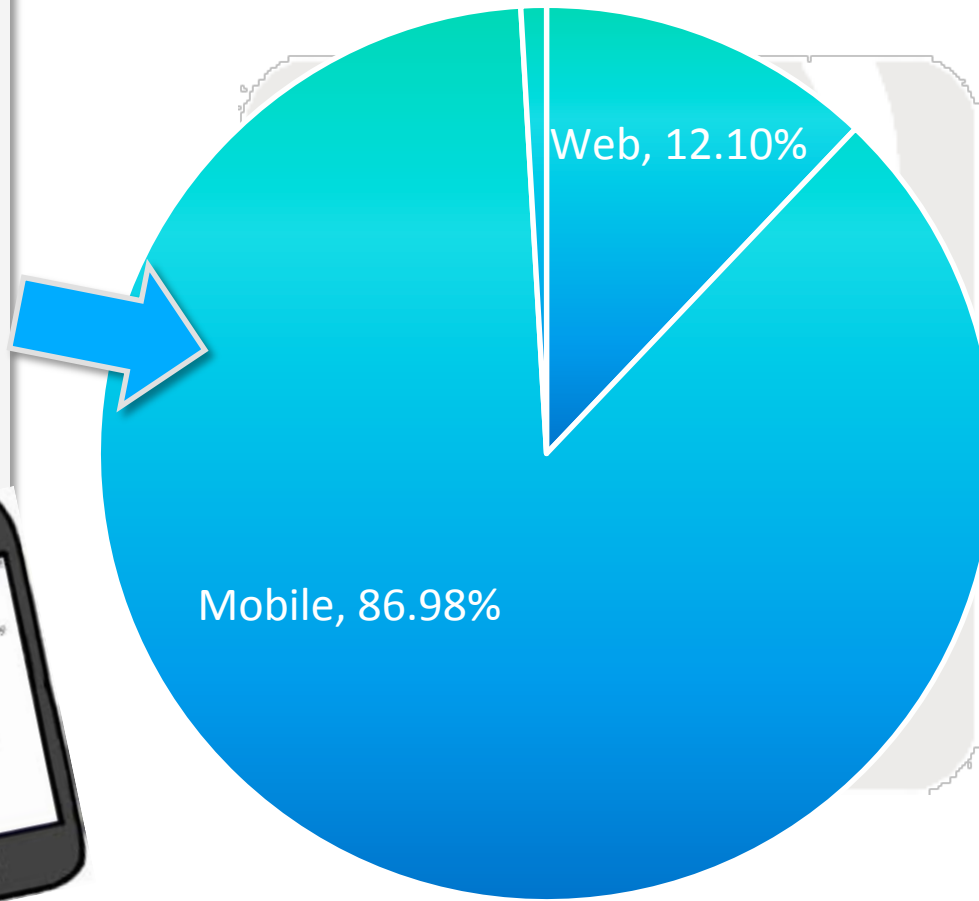
Source: Facebook.com

Consider their tools

Digital natives & influential

- ÜberSocial 37,93%
- Twitter for BlackBerry® 10,11%
- Other 8,65%
- web 8,55%
- Snaptu 5,15%
- m.tweete.net 3,59%
- TweetDeck 3,59%
- TuiTwit 3,13%
- Mobile Web 1,96%
- Sweet As Revenge 0,95%

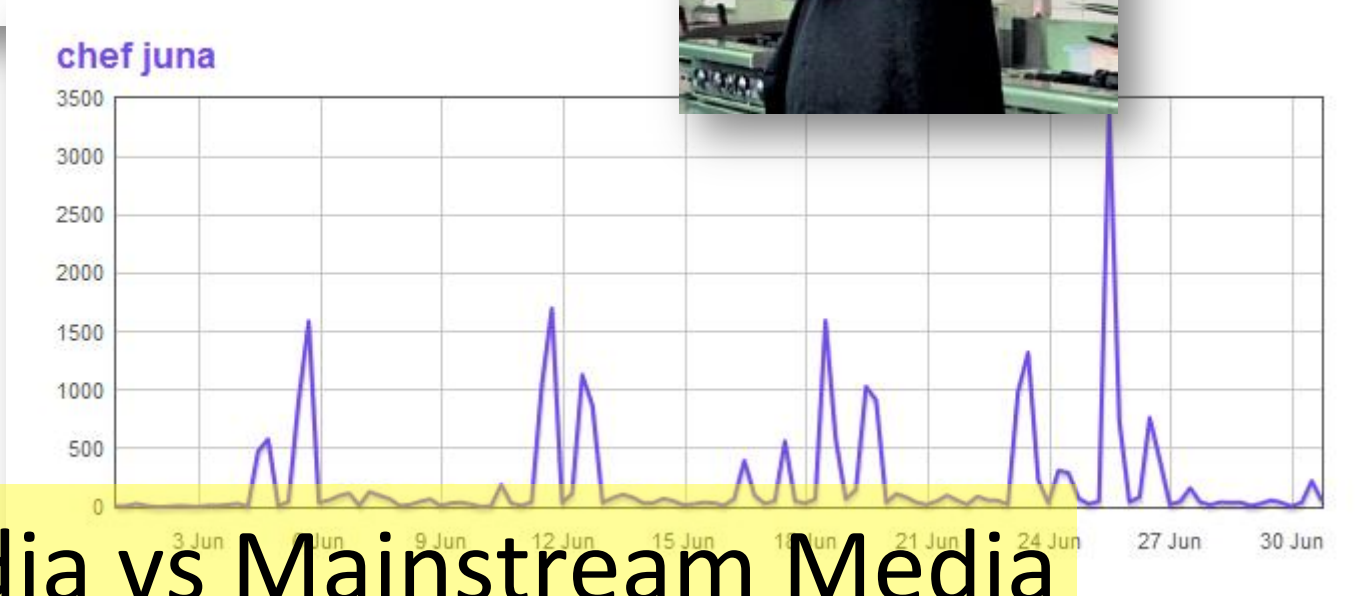
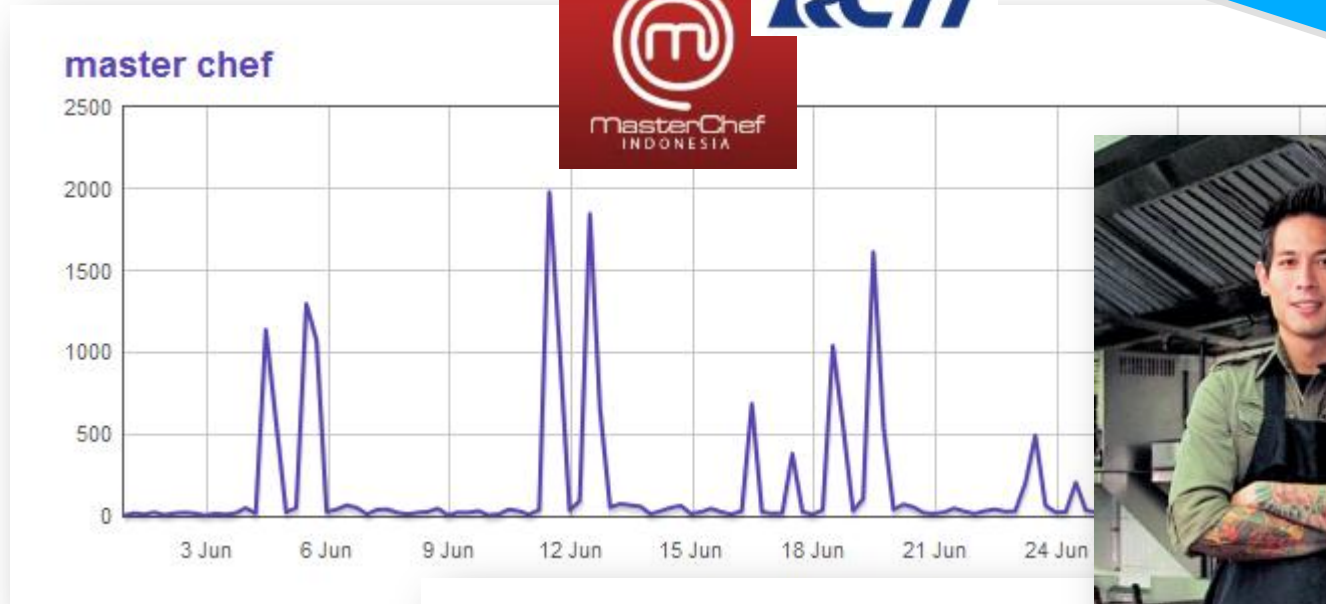
API Apps, 0.92%



Choice of Twitter Platform: Jan - Jun 2011

Source: SalingSilang.com Engine, Indonesian Twitter Users H1 2011

Indonesia Twitter
H1 2011



June 2011

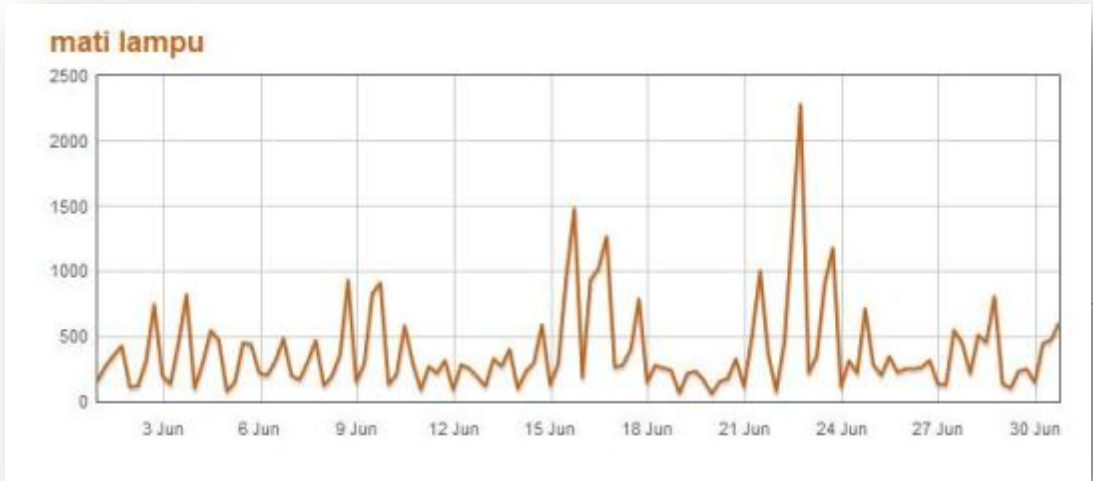
Source:
SalingSilang.com
Engine, Indonesian
Twitter Users H1 2011

Social Media vs Mainstream Media

Consuming several source of information

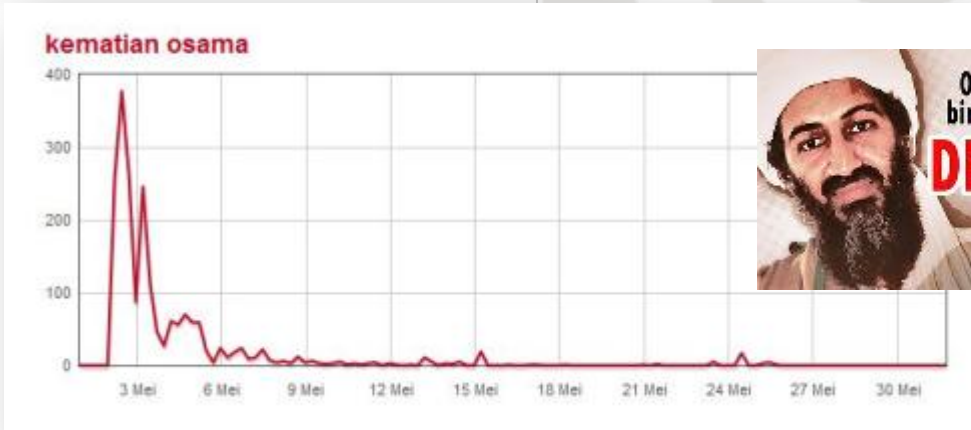


Indonesia Twitter
H1 2011



Trends

Source:
SalingSilang.com
Engine, Indonesian
Twitter Users H1 2011



Listening & Monitoring Tools

Crisis alerts, effort to be relevant



Social Media is also good for?

- Creating groups
- Raising awareness
- Changing perceptions
- Influence the influencers
 - Journalists
 - Media
 - Politicians
 - Businessman
 - Policy makers





Challenges

- REPRESSIVE REGULATIONS
- HORIZONTAL THREATS & CONFLICTS
- INTERNET INFRASTRUCTURE
- EDUCATION & LITERACY

Social Media Fest.

Jakarta Indonesia 2011 22-24 Sept



OPPORTUNITIES

Social Movements from Generation Z

Self-reliance, participations → REAL DEMOCRACY



BE RELEVANT

Facilitate, Don't Hesitate