

Covid - 19

Online Sentiment Tracker

Indonesia 

20th March 2020 – Week 1

By:  **neurosum** INDONESIA

PURPOSE OF COVID-19 ONLINE SENTIMENT TRACKER



MEASURING COVID-19
IMPACT ON
CONSUMER CONCERNS



MEASURING
IMPACT ON
PURCHASE BEHAVIOR



WEEKLY TRACKING OF
BUSINESS IMPACT
OF COVID-19

HOW ARE WE DOING IT?



1

SMS/ WhatsApp Surveys on
NEUROSENSUM's Online
Panel

(Starting: 20th March 2020)



2

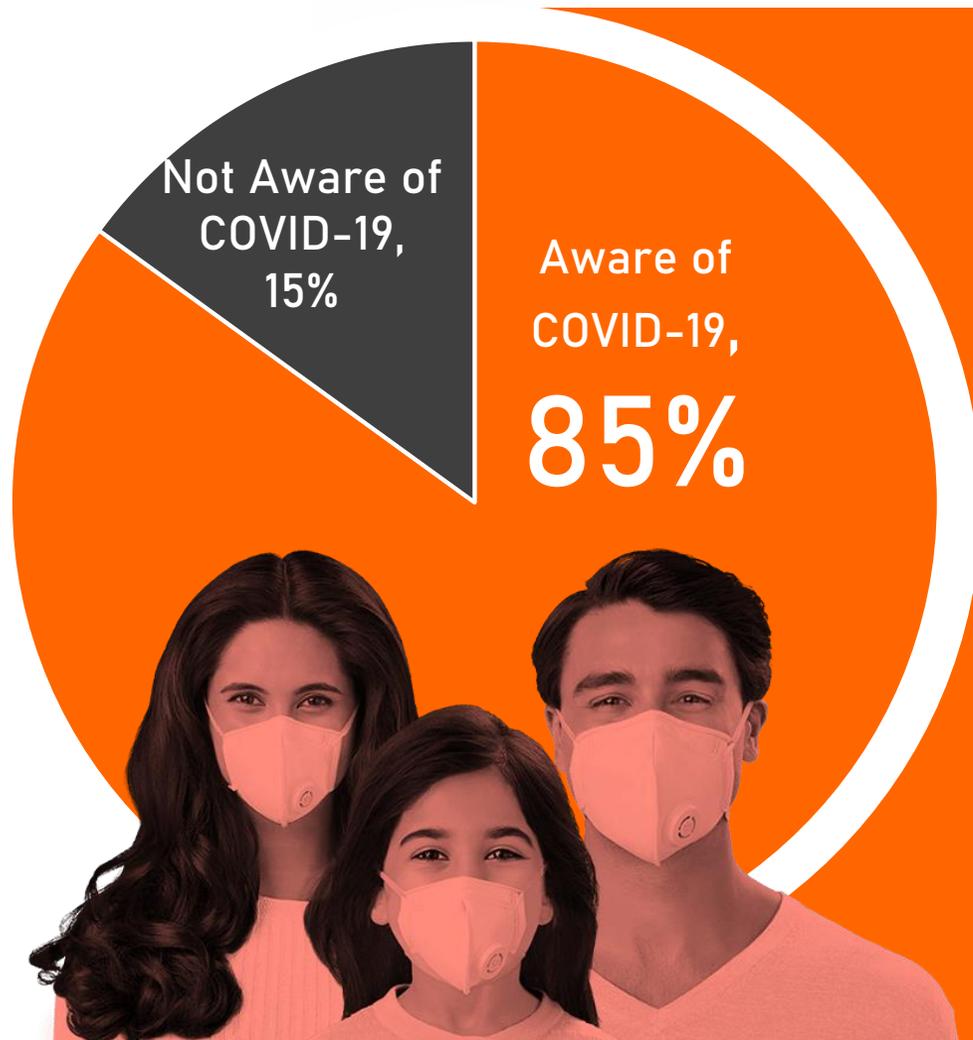
Weekly SMS/ WhatsApp
Survey on Pan Urban
Indonesia



3

Weekly Tracking on
COVID-19 Business Impact

AWARENESS ABOUT COVID 19



Source of Awareness

85%

Social media
- Facebook, Instagram,
Line etc.

83%

News on TV

55%

WhatsApp

47%

Online articles
(apps like Detik.com)

26%

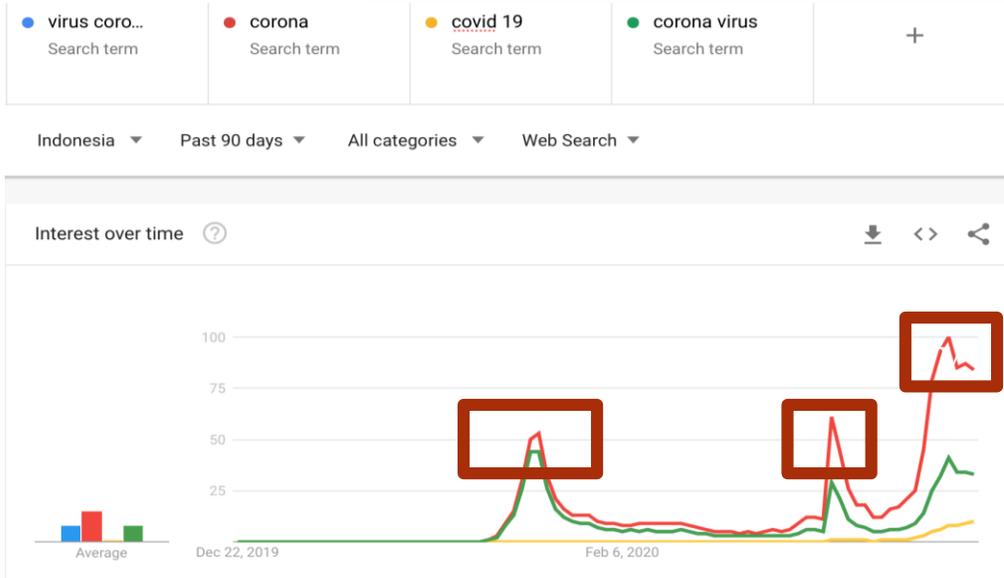
Youtube



Awareness about COVID-19 is high and
Social Media is the leading source of awareness

What is happening on Social Media?

Indonesia COVID 19 searches spiked in Jan End (Panic in China), March beginning (Jokowi announcement about 1st COVID case) and WHO Pandemic Declaration



Corona related news, specifically about the celebrities is occupying SOCIAL MEDIA SPACE

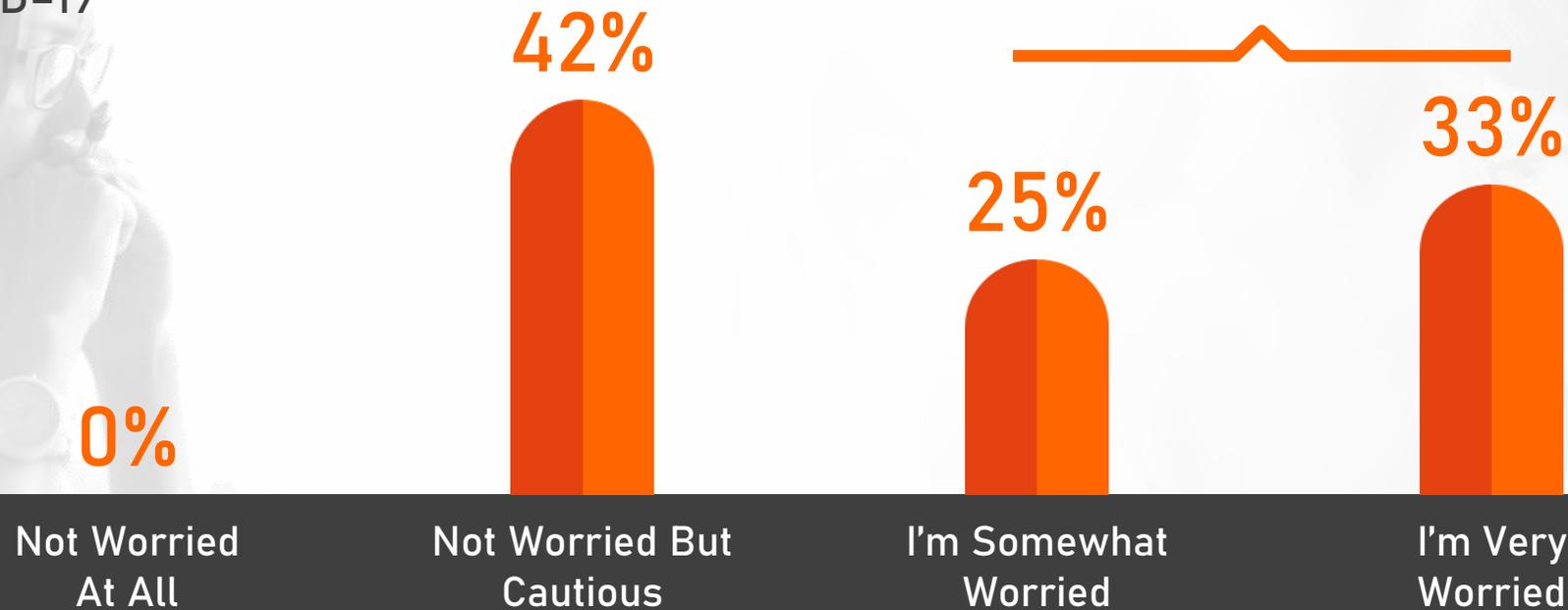
1	Andrea	50K+	
Jalani Isolasi, Andrea Di... KOMPAS.com • 58m ago searches			
2	Dr Djoko judojoko	20K+	
Tangani Pasien Corona, ... detikNews • 5h ago searches			
3	Paulo Dybala	20K+	
Paulo Dybala Pemain Ke... CNN Indonesia • 13h ago searches			

Source: Google Trends

HOW IS THE MOOD OF CONSUMERS?

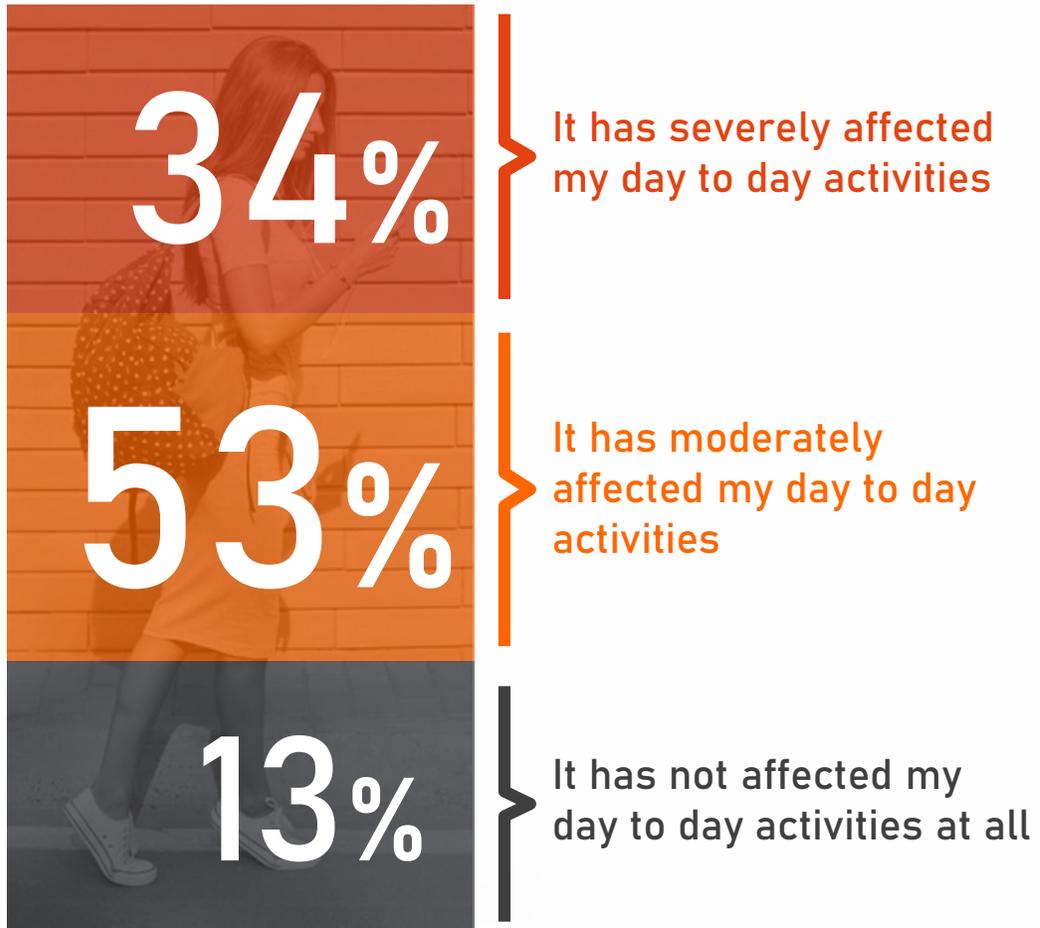
Indonesians are worried & cautious regarding COVID-19

More than half show sign of worry due to COVID-19 Outbreak

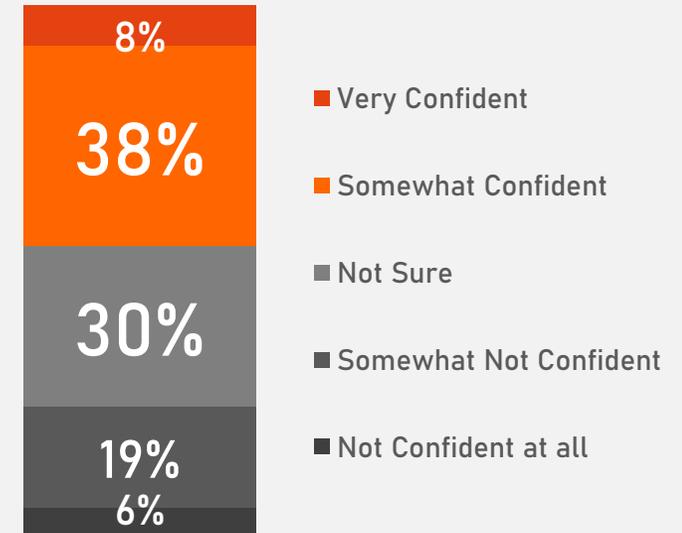


COVID-19 HAS DISRUPTED CONSUMERS' LIFE AND CONFIDENCE

Impact on Daily Activity



Consumers having varying level of confidence on situation normalization



2 Months

Average Expected Time for things to get normal

CORONA IS VIEWED AS GOD'S TRIAL- AN OPPORTUNITY TO GET CLOSER TO HIM

 **Tetangamu**
@fridaazhr

Jangan lupa berdoa, teruslah mendekatkan diri pada Allah, dan yakin bahwa virus corona akan segera hilang atas kehendakNya. #CoronaIndonesia

[Translate Tweet](#)
9:12 PM · Mar 18, 2020 · Twitter Web App

“Do not forget to pray, keep getting yourself closer to Allah and believe that this Corona virus will disappear by his will.”

 **Syarif Wicaksono**
@SyarifWicakson6

Semua ini cobaan dari Allah, agar selalu mendekatkan diri kepada Allah, wabah virus Corona ini ujian, dan manusia agar ingat Allah SWT, mintak lah perlindungan KEPADA ALLAH SWT

[Translate Tweet](#)
4:32 PM · Mar 19, 2020 from Demak, Indonesia · Twitter for Android

“All of these are trial from Allah to get us closer to Allah. This Corona virus outbreak is a test, a reminder of God. Just ask for God's protection.”

 **percetakanCMB**
@CmbPercetakan

Memaknai corona,
Melihat dari aspek pradigma berfikir manusia,
Jangan mengalahkan perintah agama,

Dengan adanya cobaan ini,
Justru harus lebih bertambah kualitasnya,
Penguasa diuji nalar berfikirnya,

Kita....
Takut oleh corona?
Apa takut Tuhan?
Sang pencipta.

With Corona as a trial from God, the quality of religiousness must be increased. Are you afraid of Corona or God?

 **Hammasah**
@hammasahid

Musibah itu meruntuhkan keangkuhan bukan menambah keakuan. Dan wabah itu mendekatkan pada tuhan, bukan menjauhkan. @Ubaidullah_Sdq

[#hammasah #quotes #khubaidillahshodaqoh #musibah #korona #corona #virus #kyai #ulama](#)

“Calamity undermines arrogance and the plague brought us to get closer to God, not set apart.”

BIGGEST CONSUMER CONCERNS

COVID-19 is
going to Catch me

70%

“ I'm scared that me or my family members will catch coronavirus ”

COVID-19 is a
Social Stigma

47%

“ I'm scared I will be ostracized if me or my family catch COVID-19 ”

Worried about
Supplies

59%

“ There could be shortage of food and essential items in the general stores ”

WHAT ARE CONSUMERS DOING TO FIGHT COVID-19?

I am more cautious about my **hand hygiene**

92%



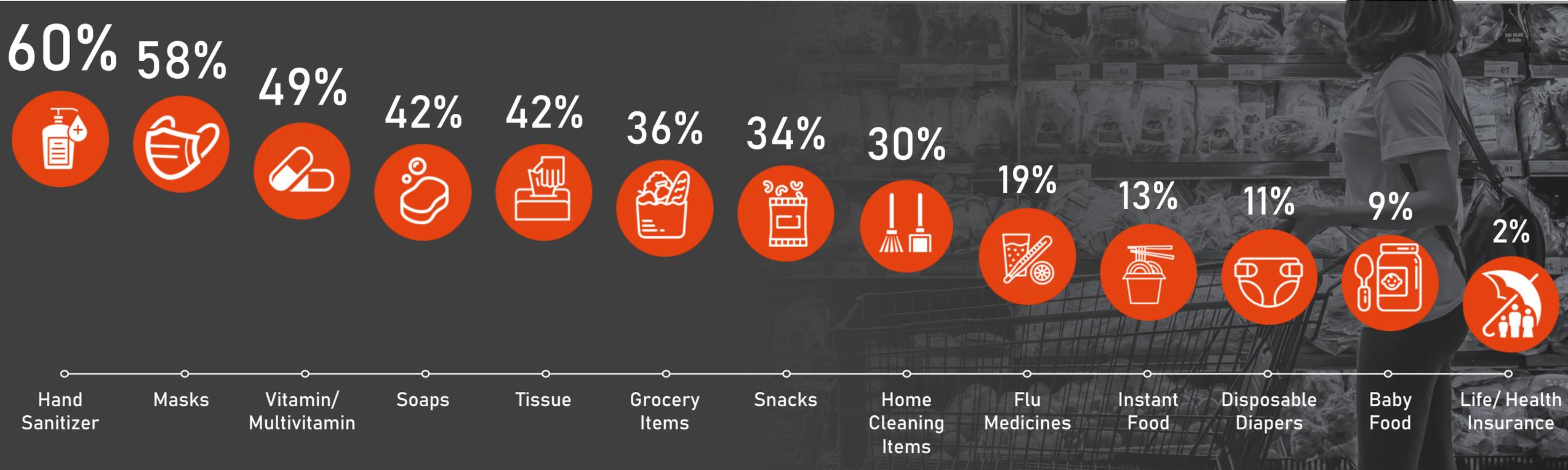
I am **consuming more natural products** to protect myself against diseases like coronavirus

57%



Consumers are becoming **MORE CAUTIOUS** and turning towards **NATURAL PRODUCTS**

WHAT ARE THEY PURCHASING IN PANIC DUE TO COVID-19?



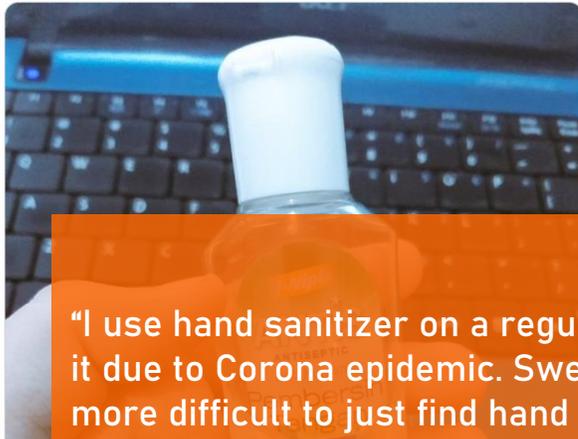
SCARCITY OF SANITATION PRODUCTS

As people began to realize the importance of maintaining cleanliness in the middle of Corona pandemic, many people purchase (and some of them even hoard) sanitary goods, such as hand sanitizer, hand soap, mask, alcohol etc

Nia Masliana Siregar
@niamaslianaa

Sebelum corona nyebar pun emang udah lama pake. Karena kerjaan di kantor tiap hari harus pegang uang. Fyi kuman di uang juga bahaya, ditambah lagi corona yg makin merebak. Sumpah mau nyetok lagi kok makin susah dicari 😞

[Translate Tweet](#)



"I use hand sanitizer on a regular basis and plan to hoard it due to Corona epidemic. Swear to God, it becomes more difficult to just find hand sanitizer!"

Ratna Tiwi Yenita
@ratnatiwiy

Dr dulu emang nyetok, pas musim corona cepet abis diminta temen2 yg lain. Dan Alhamdulillah masih dapet barang langka ini dg harga normal 🥰



2

GINUK
@gitaagustiguna

MASKER LANGKA

Mama ku order 2 box masker dari minggu kemarin, dan hari ini baru datang gitu pun cuma dapet 1 box gak full.

Niat nya buat stok pribadi, kalo pun ada yg butuh bisa beli dengan harga normal ke mama ku.

Bahkan mama bagi-bagiin ke tetangga sekitar cuma2.

[Translate Tweet](#)



"Scarcity of masks! My mom bought two boxes of mask. The intention is to use and sell it at normal prices. We even share some for free."

Mila
@ratihmn

Sabun cair langka. Hand sanitizer langka. Opo aku kudu cuci tangan karo sunlight?

"Liquid soap is difficult to find. Also hand sanitizer. Should I wash my hand with Sunlight (dish soap)?"

nana
@prspnha

anjir lah kenapa sabun cuci tangan jadi langka 🙄

[Translate Tweet](#)

7:23 PM · Mar 18, 2020 · Twitter for iPhone

"Why on earth hand soap becomes scarce?"

cella 🌟👑
@DHnugu

Replying to @neyisheng

Udah nyetok2 belum? Aku baru nyetok tissue sabun gt2 hasil blanja bulanan kmrn hauahaha blm makanan nih :(masa iya setiabudi keabisan makanan... aneh juga

[Translate Tweet](#)

11:33 PM · Mar 14, 2020 · Twitter for iPhone

"I just stocked tissue and soap. Haven't stocked any food... 😞"

PEOPLE BUYING GROCERIES IN BIGGER QUANTITY THAN USUAL

The most common groceries bought are instant food (instant noodle, instant porridge - mainly Indomie), cooking oil, and rice.

Bintang Renjana
@RenjanaAditya

Abis nyetok nich ,buat pencegahan virus corona , nyetok super bubur 3 biji



"I'm stocking instant porridge to prevent Corona."

Manquer Vania
@vanawijaya

Ceritanya nyetok minyak 2literan gara-gara Corona things, terus beliin bbrp bungkus juga buat si bapak... doi udah directly say thank you... terus malem2 ngechat lagi... and say thank you for the second time.

Translate Tweet



"I'm stocking up cooking oil (in 2 liters size) because of Corona..."

HATERS DARI LAHIR
@rascaldizzie

Apakah indo Corona akan outbreak akibat santuynya pemerintah dan rakyatnya, ku udah beli beras dan mie instan untuk 2 bulan ke depan dan masih akan nyetok bahan pangan, di game game yg daku mainkan kerusuhan bukan terjadi karena virusnya, tapi karena lambatnya penanganan 🙄

Translate Tweet
10:47 PM · Mar 19, 2020 · Twitter for Android

"Stocking up rice, instant noodle for the next 2 months. I also intend to stock other foodstuff..."

mesin pendingin @pijerrr · Mar 14

Nyetok indomie dulu ah...



"Stocking up Indomie..."

Sumedangfess
@smdfess_

Replying to @adessutrisna

Nyetok indomie :(corona engga, rusak pencernaan iya : (

Translate Tweet
6:30 PM · Mar 15, 2020 · Twitter for iPhone

"I'm stocking up Indomie. Corona no, digestion damage yes..."

mas mas biasa
@Erryonly

nyetok mie drmh bnyk bgt, kena corona kagak malah kena usus buntu nanti

Translate Tweet
1:39 AM · Mar 20, 2020 · Twitter for Android

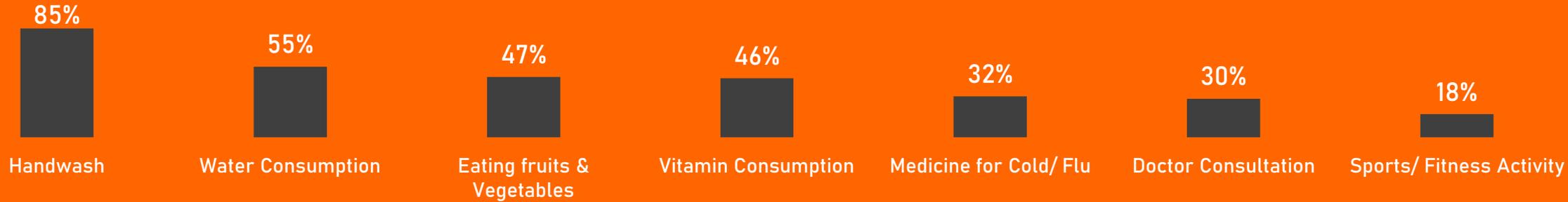
"I stock up so many instant noodle at home. I may not get Corona, but instead an appendix..."

CHANGE IN ACTIVITIES DUE TO COVID-19

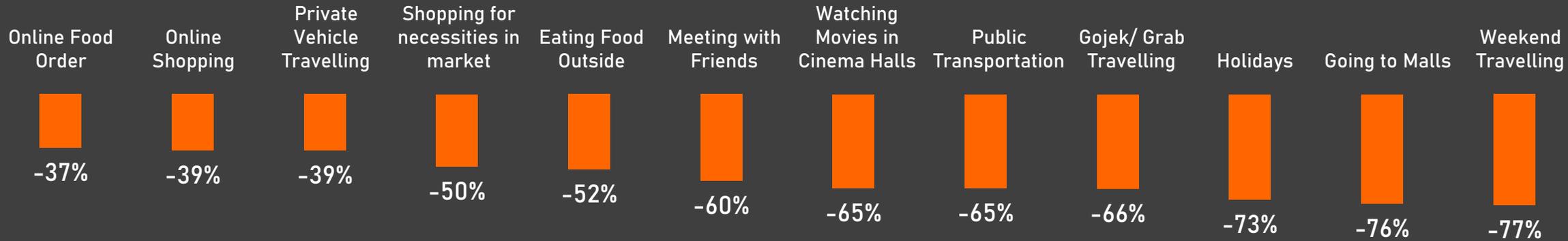
Percentage of Consumers Increasing/ Decreasing

Consumers wallets shifting towards Personal Health & Hygiene

KEY CATEGORIES INCREASING



KEY CATEGORIES DECLINING



Social Life Coming to a Halt!!!

Biggest Negative Impact on Travel Industry

INCREASING IMMUNITY is a Top Priority



"Due to COVID 19, I began to stock up this. Initially it is only for body endurance and vitamin intakes. But, it ended up also good for your skin!"



"I'm stocking up this at home for body endurance, guys!"



"In this kind of situation, we need to have a proper diet, stock up vitamin to ensure we have good body endurance"



"I also ended up stocking up apple & bear brand"

COVID-19 Impact on Digital Behavior

Online learning apps & Office Productivity Apps are in Surge

Top google search topic in last 1 week

Indonesia 3/15/20 - 3/22/20 All categories

Search topics	Rising
1 Google Classroom - Topic	+2,200%
2 Classroom - Topic	+900%
3 Hand sanitizer - Topic	+450%
4 Corona - Topic	+450%
5 Cubit - Topic	+400%

Top rising apps on google play store

New in Top 100 List

App	Usage Rank	Store Rank
 Google Classroom	-	1
 Ruangguru - One-stop Learning Solu...	-	3
 ZOOM Cloud Meetings	-	5
 Slap Kings	-	13
 Edmodo	-	25

New in Top 100 List



App	Store Rank
 ZOOM Cloud Meetings	1
 Hangouts Meet by Google	3
 Ruangguru - App Belajar No.1	4
 Microsoft Teams	9
 Google Docs: Sync, Edit, Share	10

Work at Home means more Gaming & Entertainment

Change in rank 

Gaming Apps and Simulation based games are getting maximum traction



	App ¹	Publisher ¹	Category ¹	Usage Rank ¹	Change ¹ 
1	 Google Classroom	Google LLC	EDUCATION	880	+105
2	 Snake Zone: Worm Mate Zone Crawl Cacing.io 2020	Izee Games	SIMULATION	535	+41
3	 Sharpen Blade	ZPLAY Games	SIMULATION	979	+32
4	 Ruangguru - One-stop Learning Solution	ruangguru.com	EDUCATION	677	+19
5	 Slap Kings	Lion Studios	ACTION	585	+11
6	 Little Big Snake	LittleBIGsnake	CASUAL	327	+10
7	 Draw Climber	VOODOO	ARCADE	371	+10

More searches for Korean and Hollywood Movies



6 Download Subtitle 

5K+ searches

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SUMMARY

PANIC AMONG CONSUMERS

- **33%** saying severe impact on daily Life
- More than a quarter of consumers are not optimistic about situation to get normalize soon
- **2 months** average expected time for things to normalize

DISRUPTION IN SOCIAL LIFE

- **70%** consumers fear that COVID-19 is going to catch them or family
- **59%** worry that there will be supplies disruption

WALLET MOVING TOWARDS HEALTHCARE

- **60%** of consumers have bought masks
- **58%** have bought sanitizers
- Vitamin and Herbal product consumption is significantly higher

TRAVELING & SOCIAL DINING ON HALT

- **52%** reduction in eating outside
- Use of public transport down by **65%**
- **60%** less social gatherings

58% have High Level of Worry

Social Stigma

47% Worry about Social Out-casting

Focus on Personal health

85% Purchased at least 1 health item

Safe at home

77% Reduced weekend Travelling

STAY TUNED FOR NEXT WEEKLY TRACKER

What you can expect in next Weekly COVID-19 SENTIMENT TRACKER

WEEKLY TRACKING OF COVID-19 SENTIMENTS

CHANGE IN SHOPPING BASKET

CHANGE IN CONSUMER OPTIMISM LEVEL

WHAT ARE THEY DOING INSIDE HOMES?

We will be coming up with an update on 30th March 2020

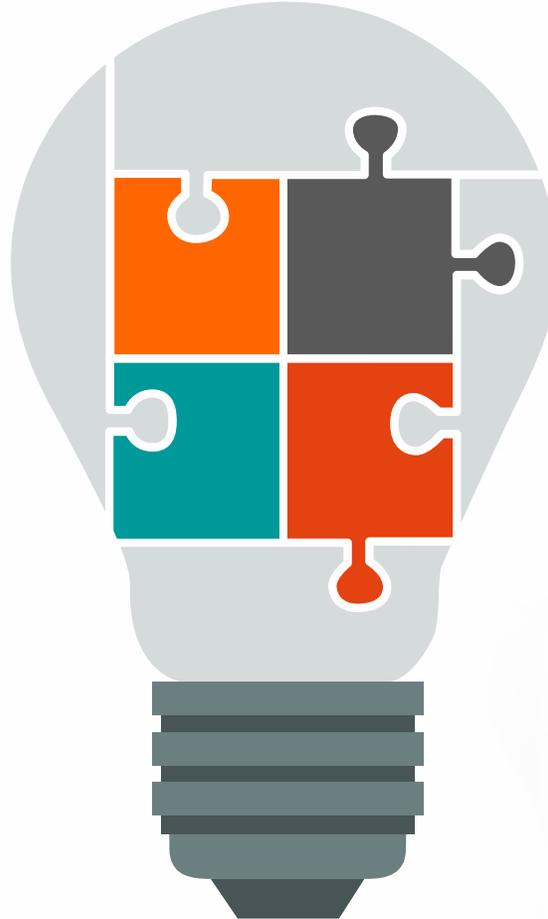
ONLINE QUANTITATIVE PANEL

1,000,000+
consumers

We have large panel size of over 1,000,000 consumers spread across demographics and geography

15
top cities

Our Panel has reach beyond Jakarta and Bodetabek. It is spread across major islands and covers 15 top cities in Indonesia



15–55
years old

We bring you access to Gen-Z, Millennials and Gen-Y so that you can uncover trends across age groups without any worry.

A, B & C
SES

Our panel members are spread across income group and have sufficient representation of all income groups across cities.

Online Qualitative Solutions

Respondents are recruited either through phone. All backchecking is done through smart phones – pantry check, wardrobe check, dressing table check etc

Online Groups/Bulletin Boards

Social networking platform (Eg – Ning) that offers dynamic group discussions and interactive tasks and exercises. Can do video and image uploads. Ability to have private one on one conversations too.

Consumers can log in anytime

Mobile Lifestreaming/Digital diaries & blogs

Gaining a new level of intimacy with people via ethnographic observation, data capture and dynamic conversations.

These are mobile platforms for one on one conversations

Crowdsourcing ideas/ Development of creatives

Gives clients and agencies access to a deep reservoir of bold new idea territories

Not just test stimulus, but curate ideas, rapid prototyping and Sequential sessions

Mobile Check ins

Documentation of real-world attitudes and behavior through smartphone app
Eg : Whatsapp etc

Synchronous groups

Virtual groups using platforms like Zoom, Google Hangouts etc





IN TOUCH WITH TOMORROW

SINGAPORE • INDONESIA • INDIA

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