



## Media Use in Indonesia 2012

### Key Takeaways

- Television is the dominant form of mass media in Indonesia; almost all Indonesian adults (95.9%) use TV at least once a week to get news. Most Indonesians (75.3%) receive their television signal via terrestrial satellite, though satellite dishes are more common outside of Java and the Bali region.
- Indonesians' use of radio for news has declined steadily in recent years. In 2006, 50% said they listened to radio news weekly; this year that figure is down to 24.1%.
- More than eight in 10 Indonesians (81.0%) now say they have a mobile phone in their household, up from two-thirds (67%) in 2011. Half of Indonesians (49.8%) now say they use SMS/text messages at least once a week to get news.
- Overall, 20.6% of Indonesians say they've used the Internet in the past week; among 15- to 24-year-olds, this figure rises to 51.0%.
- Results for social networking mirror Internet use, 22% of Indonesians have used a social networking site in the past week, but this rises to 56% among 15- to 24-year-olds. Almost all of Indonesia's past-week social networkers (96%) say they've used Facebook during that time.

### Methodology

This report contains results from a nationally representative, face-to-face survey of 3,000 Indonesians aged 15 and older. The total 15 and older population covered by this survey in Indonesia is 93% of the adult population or 159,499,000. Interviewing was conducted from July 4th to August 2, 2012, in Indonesian. No areas, urban or rural, were specifically excluded from coverage. Results are weighted by age, gender, and education level according to 2010 data from Indonesia's Central Statistics Bureau.

### General Media Environment

Television is the dominant form of mass media in Indonesia. Nearly all Indonesians (94.1%) say their households have a television; with only a modest difference between urban (98.2%) and rural (92.5%) households. Moreover, almost all Indonesians (95.9%) use TV at least once a week to get news.

About eight in 10 Indonesian households (81.0%) have a working mobile phone, up from 67% in 2011. Even among rural households more than three-fourths (77.5%) have a

mobile phone. However, mobile phone ownership varies more substantially by age and educational attainment. Computers and home Internet access remain much less prevalent in Indonesian households – though their presence rose more sharply in 2012 than in previous years. Radio ownership, by contrast, has continued to decline, from 46% in 2011 to 38.1% in the current survey.

After television, SMS is the media form Indonesians are most likely to say they use for news – reflecting the increasing penetration of mobile phones. Half of all Indonesians (49.8%) now say they get news from texts at least weekly, up from 31% in 2011. Weekly use of SMS has risen sharply in both urban areas (39% in 2011 to 61.2% in 2012) and rural areas (24% in 2011 to 45.3% in 2012). Meanwhile, weekly use of radio for news declined from 31% in 2011 to 24.1% in 2012.

Currently, about one-fifth of Indonesians (19.3%) say they get news from the Internet at least weekly, and they are only slightly less likely to say they get news from social networking sites that often (16.7% overall). In each case, urban residents are significantly more likely than those in small towns and rural areas to respond this way.

### Day-to-day concerns top media interests, though political and international news follow close behind

Indonesians are most interested in topics related to day-to-day concerns. As in most Muslim-majority countries (87% of Indonesians identify as Muslim according to 2010 census figures) religion plays a major role in everyday life; almost all Indonesians (96.1%) are “very interested” or “somewhat interested” in religious issues. Almost nine in 10 are interested in health (87.3%) and education (85.3%) issues. Political news is last on the list of topics asked about (42.9%).

Women are somewhat more likely to be interested in health issues, while men are more likely to be interested in science, technology and IT issues, business and economics, and political news. A strong age effect is evident only regarding science, technology and IT issues; about eight in 10 (79.3%) of those aged 15 to 24 say they are very or somewhat interested, with this figure falling to less than half (46.3%) among those 55 and older. Young Indonesians' interest in these topics is likely attributable to their relatively heavy use of new information technology.

### Television: Antennas prevalent on Java and in Bali region; satellite dishes more common elsewhere

More than nine in 10 Indonesians have a working television in their household. About three in four TV owners (75.3%) get their signal from an antenna, while 22.5% say it is through

an individual satellite dish, and just 2.7% overall get their television via cable. Rural residents are much more likely than urban dwellers to get their signal via satellite – 27.8% vs. 10.0%, respectively.

There are also substantial regional variations in how Indonesians get their television signals, with terrestrial antennas prevalent across Java and in the Bali region, but satellite use more common on Sumatera, Sulawesi, and particularly Kalimantan. Also notable, cable penetration is much higher in the Bali/NTB/TNN and Kalimantan regions than elsewhere in Indonesia.

### **Radio: Use for news has fallen by half since 2006**

Radio ownership has declined among Indonesian households in recent years, as has Indonesians' likelihood to say they use radio for news. In 2006, half of Indonesian adults said they tune in to radio news at least weekly; by 2011 that figure had fallen to 31%, and it dropped further to 24.1% this year.

The vast majority of those who had listened to the radio in the past seven days said it was via the FM band (94.5%), while 7.6% listened to AM radio and 2.8% listened to shortwave. These results vary little by urban vs. rural environment or by region, with one notable exception: 15.2% of residents on mountainous Sulawesi had listened to shortwave radio, significantly more than in any other region. Though just 1.0% of Indonesians said they had listened to the radio over the Internet in the past week, 15.0% said they had listened using their mobile phones – an increase from 9% in 2011. Among 15-to-24-year-olds, 30% currently say they have listened to the radio on their mobile phones in the past week.

### **New media: Internet, mobile phones, social networking; Internet use highest among young and well-educated**

About one in five Indonesians (20.6%) used the Internet in the past week, with weekly use more prevalent in urban areas (30.3%) than rural areas (16.7%). Internet use also climbs steadily with Indonesians' education level, with weekly use rare among the relatively large proportion of the population with a primary education or less. There is also a major age effect in Indonesians' likelihood to use the Internet, with fully half of those age 15 to 24 (51.0%) saying they've used it in the past week.

Almost all past-week Internet users (96.2%) say they used social networking services in the past seven days – among the other activities the Internet is used for, the most common is to find out the latest news (72.0%). Substantial proportions of Internet users are engaged in other online activities, including reading blogs (37.7%), commenting on blogs (27.8%) or accessing online video (31.7%) or audio (28.7%). These findings speak to the relative sophistication of Internet users in the country, likely reflecting the heavy skew toward more highly educated Indonesians.

Just over one in five Indonesians (22.4%) say they used social networking services in the past seven days, whether on a computer or on a mobile phone. Among this group, almost all (95.7%) used Facebook during that time, while almost half (47.6%) used YouTube, 37.6% used Google Plus and 29.4% used Twitter.

Most past-week Internet users (71.8%) say they access the Internet at home, far more than the 16.6% who say they have Internet access in their household. This seeming contradiction is resolved by the finding that for most Indonesian Web users, mobile phones are their main source of web access; about two-thirds (65.8%) say they go online through a mobile phone or other mobile device. However, Internet cafés are also common sources of access, used by 54.2% of past-week Internet users (including majorities in both urban (56.5%) and rural (52.8%) areas). Fewer go online at work (26.5%) or school (22.1%).

### **Mobile phones: 9 in 10 users have texted in the past week**

About eight in 10 Indonesians (81%) currently say they have working mobile phones in their household. However, just 63.0% say they have their own mobile phone, while an additional 16.2% say they have access to a phone owned by someone close to them. Again, younger and better-educated Indonesians are most likely to have a personal mobile phone. Almost nine in 10 Indonesians aged 15 to 24 (87%) have their own phone, as do virtually all of those with a university education.

Among those who own their own mobile phone, just 20% of Indonesians say their phone is a smartphone. This helps explain why text messaging, a feature of virtually all mobile phones, is much more prevalent than any other function asked about. Almost nine in 10 (89.4%) mobile phone users have sent or received a text in the past seven days. However, Indonesians are far less likely to say they receive text-based news and information from their mobile operators (17.0%) or from news organizations (5.9%).

### **Contact**

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