



PREDICTION OF BEHAVIOR CHANGE IN INDUSTRY & ITS MARKET AFTER COVID19

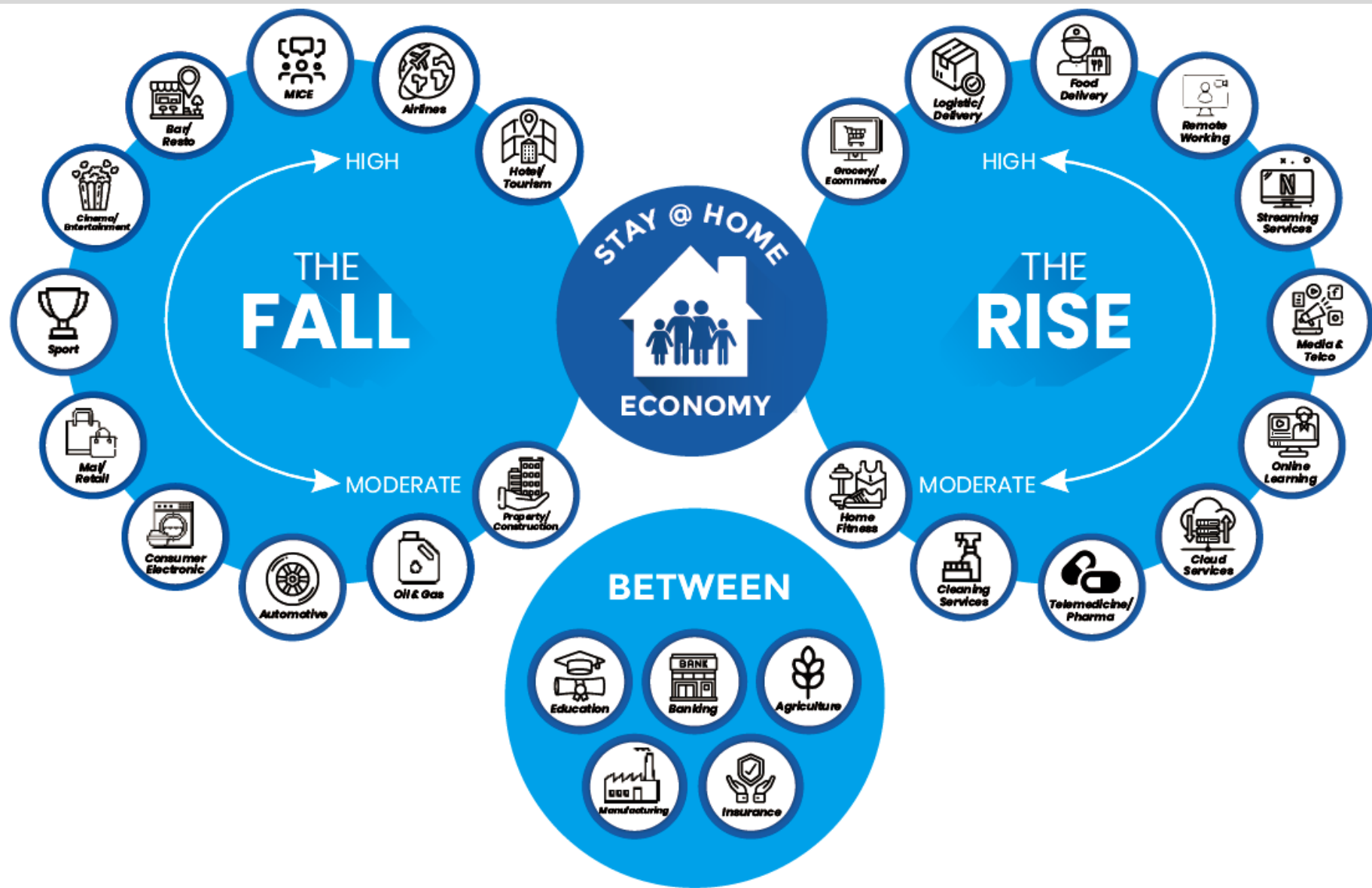
Eru Widodo, 2020

3 big changes

- Change 1: any style to home-intensive lifestyle
- Change 2: any objective to only survival
- Change 3: analog to digital media

Change 1: home-intensive lifestyle

- Mobility fallout
- Online shopping – Dual channel SC
- Rise of home cooking
- Home entertainment & sports
- Subscription model
- Work – play balance



Source: **inventure**

ONLINE SHOPPING



Source: Nielsen, 2020

■ More often ■ Same as before ■ Less often



Cleaning home

53%



DIY

47%



More home cooking;

45%



Hobbies

25%



Family games

23%



Spending time with kids;

19%



Home treatments

14%



Fitness;

12%

Source: Information Resources Inc (IRI)

Behavioral & Attitudinal Changes Owing to COVID-19

Staying
at Home
Impact



Spend most of my time at Home **79%**

Watch a lot more TV **31%**

Reduced Eating out, cooking more **43%**

■ Total ■ Big Cities ■ Small Cities

Sumber: Kantar Indonesia

Nearly 80% Indonesians
spending Most of their
Time at home!

7 IS-TELLER

READY TO COOK.

Bebek Peking + Saos
Rp 275.000

Ayam Gokar Potong 4
(Dada / Paha)
Rp 70.000

Ayam Bekakak
Rp 78.700

(250 g) (1 Kg) (700 g)

Pemesanan Hubungi :

SUGI - 0813 8719 3887 AMEL - 0813 8719 3880 IMAN - 0813 8719 3886

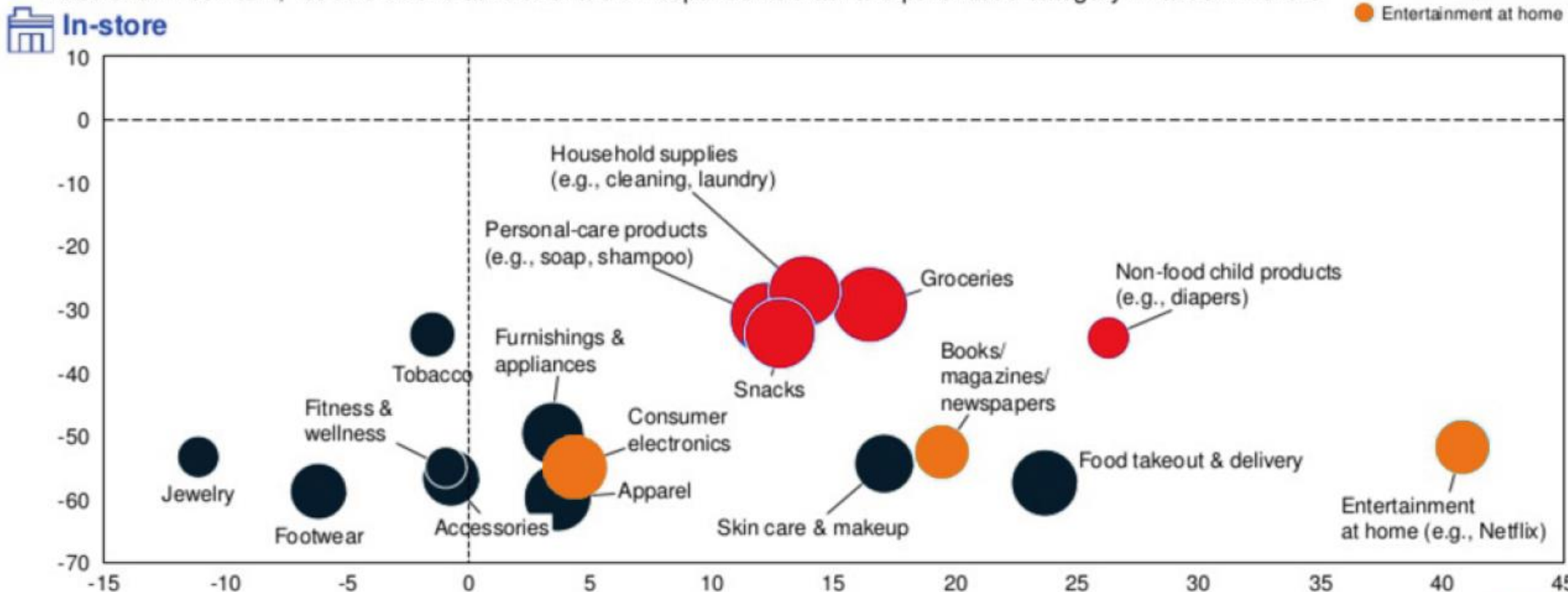
RENNO - 0813 9817 5682 SAKIMIN - 0813 9817 5680

DIANTAR KE TEMPATMU !!!

Ashift from offline to online spending continues to play out across almost all categories

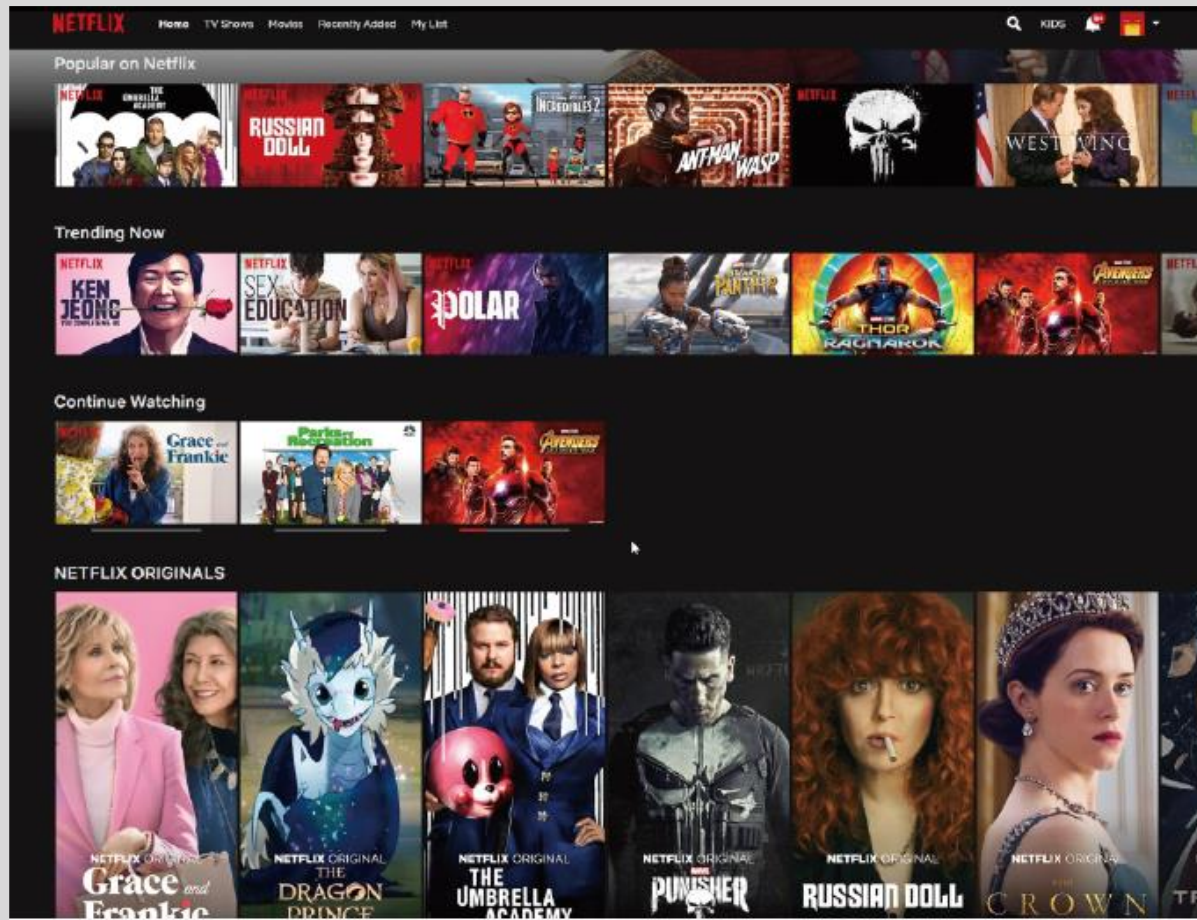
Expected change in shopping channel per category over the next two weeks¹

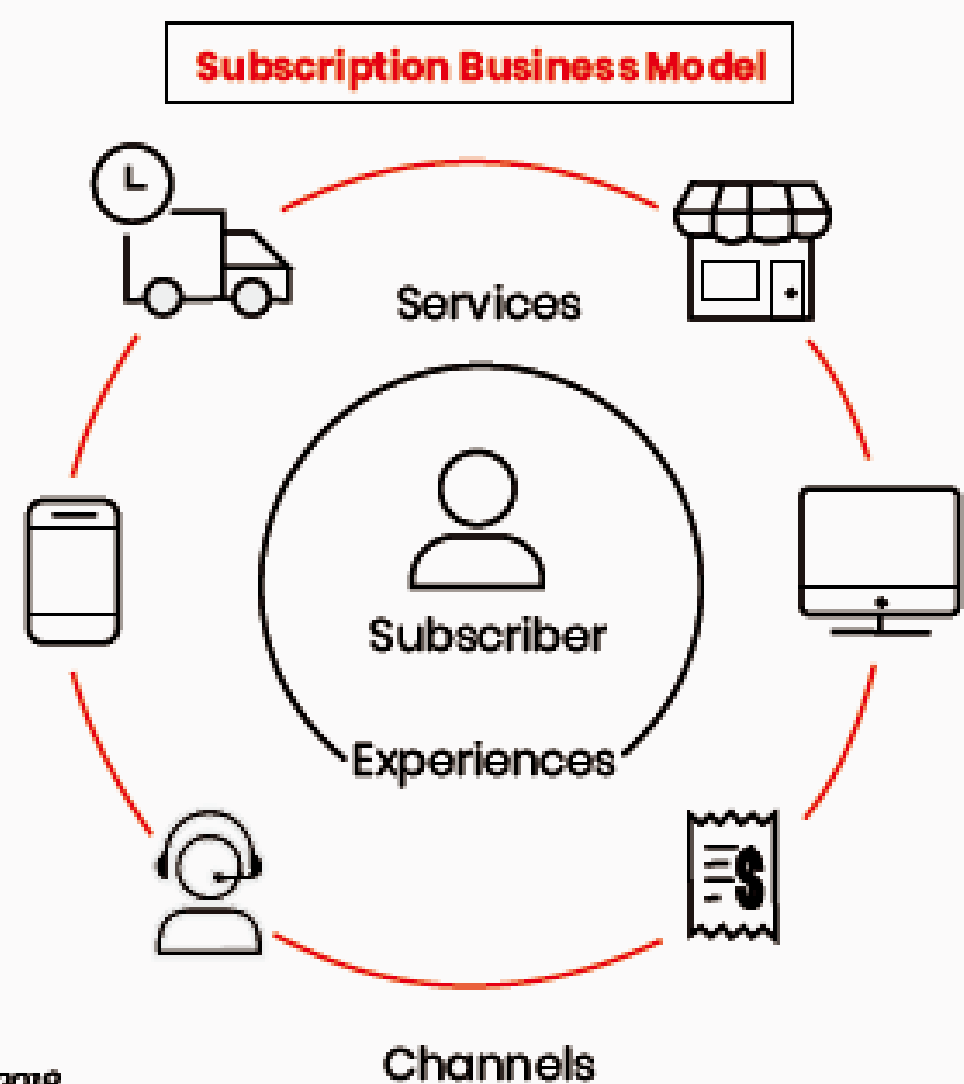
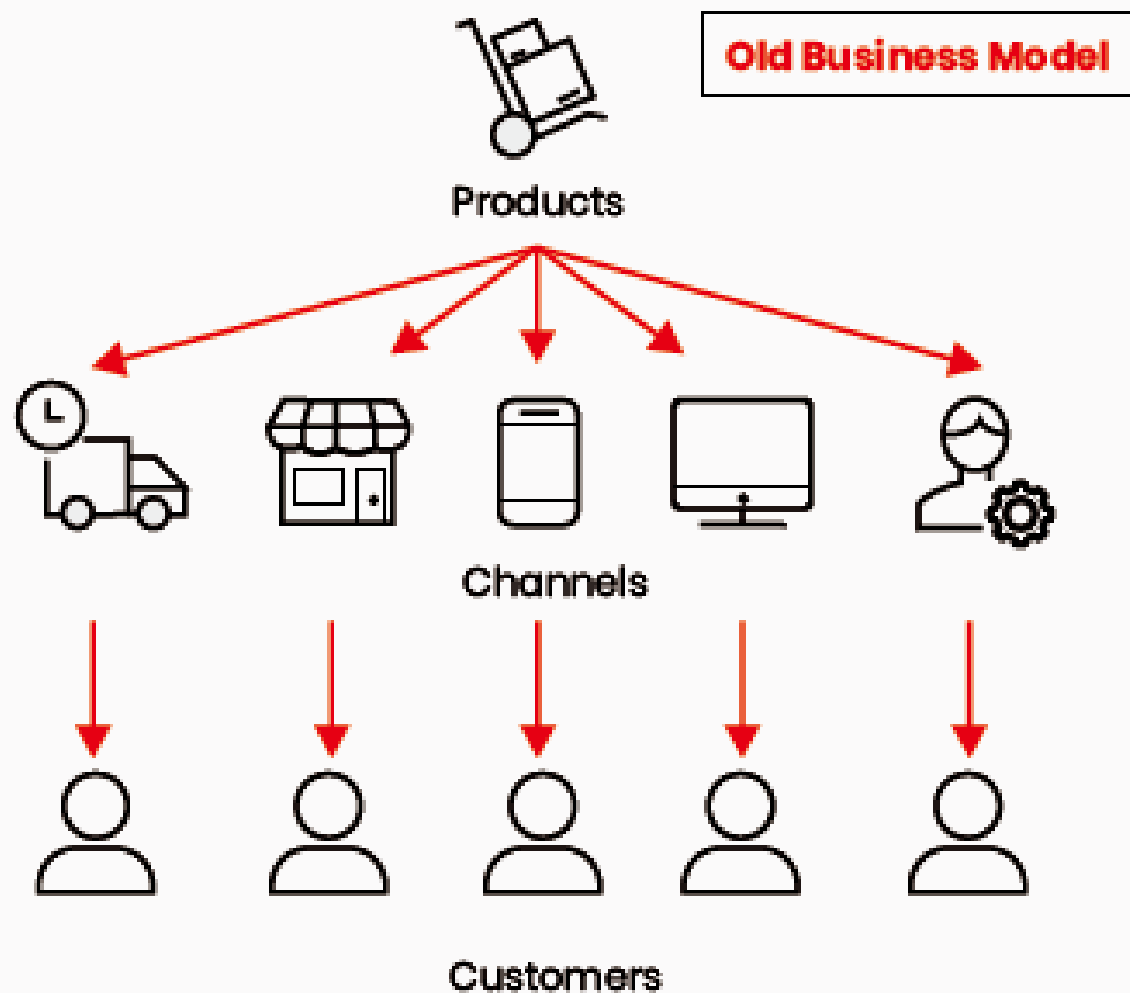
Axes show net intent,² bubble size relative to share of respondents that have purchased category in last six months



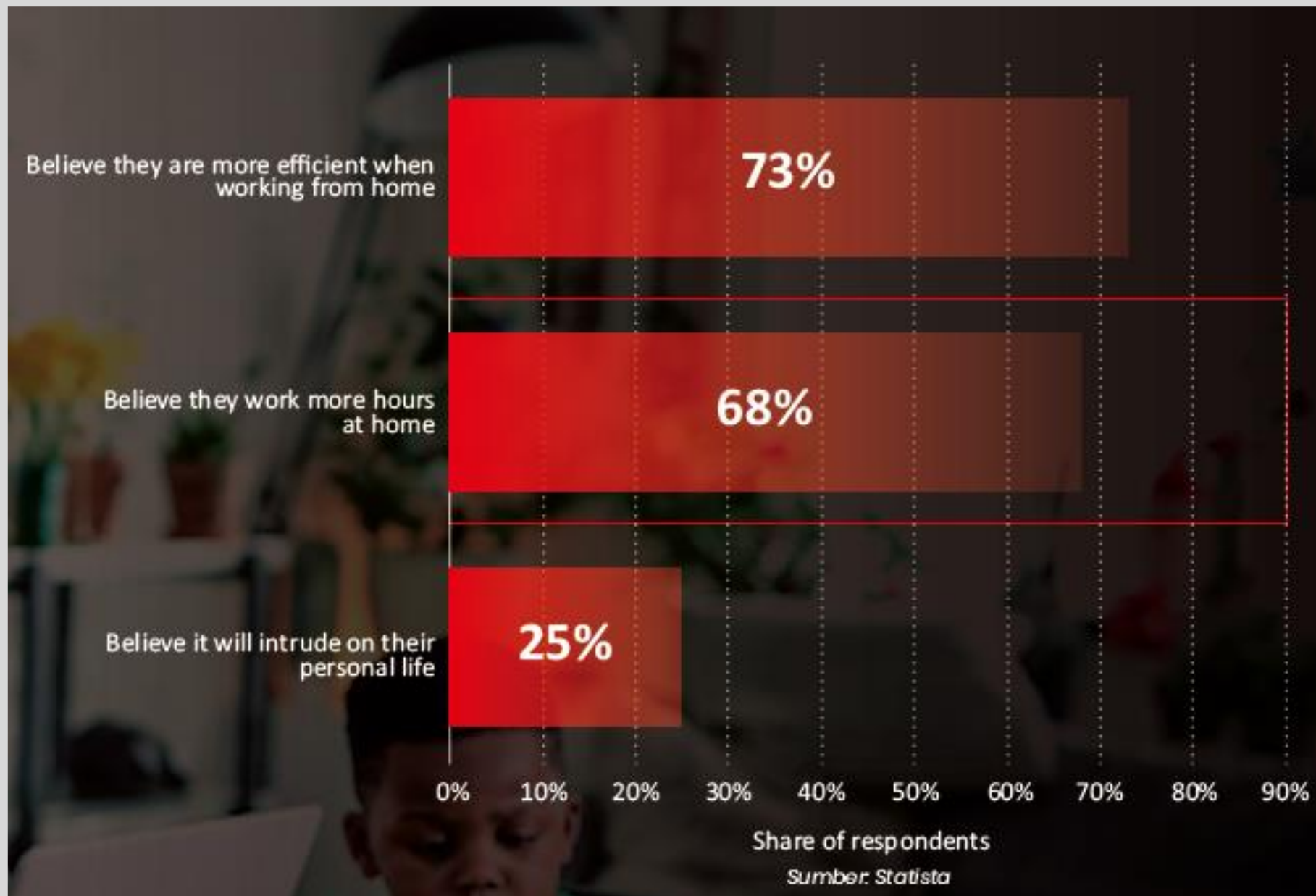
¹ Q: And where do you expect you'll buy these categories? Tell us if you will shop in the following places more, about the same, or less in the next two weeks; please note, if you don't buy in one of these places today and won't in next two weeks, please select "N/A"; did not ask this question for categories not shown.

² Net intent is calculated by subtracting the % of respondents stating they expect to decrease shopping frequency from the % of respondents stating they expect to increase shopping frequency.





Sumber: Tien Tzuo, 2018

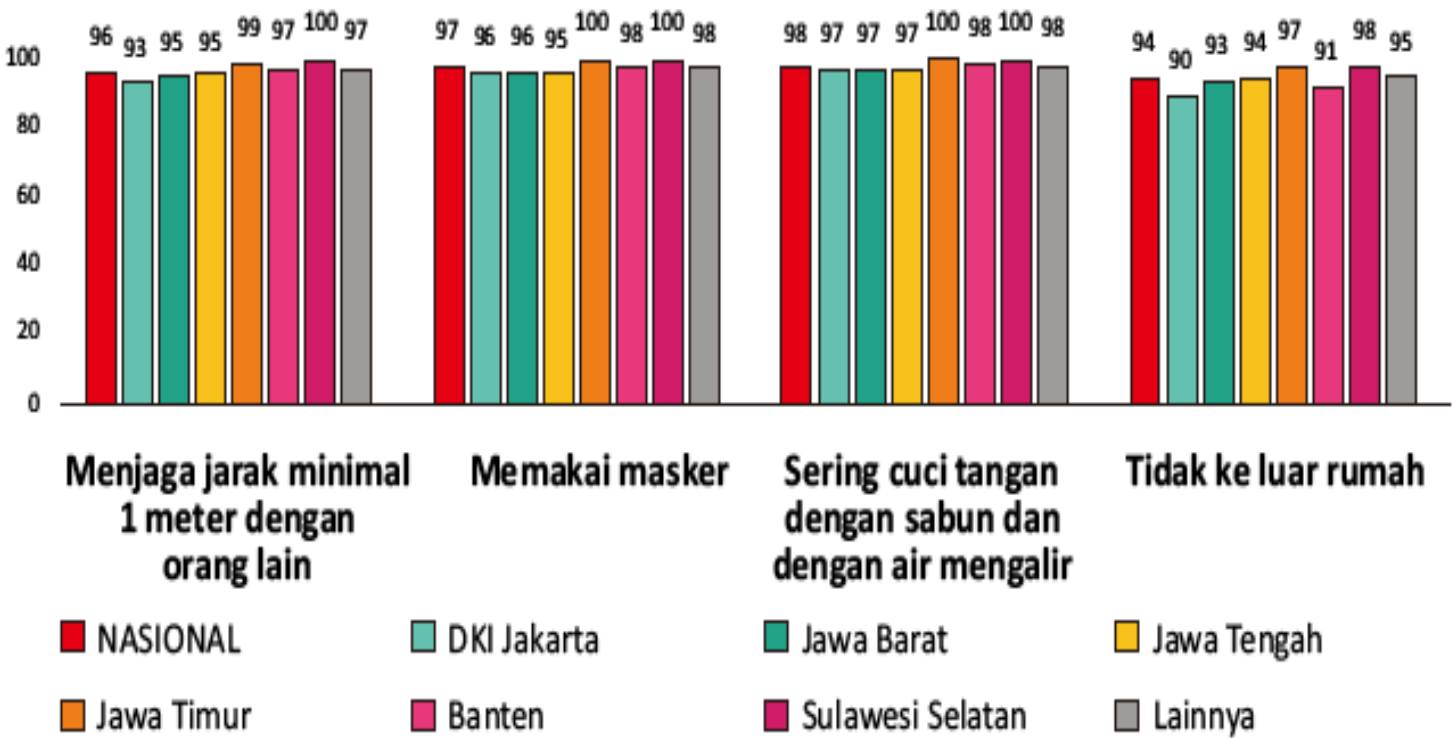


Change 2: Survival

- Distancing – contact free lifestyle
- Low trust society
- Worrying/fear customers
- Halal wal Thoyyib mainstream
- Basic/traditional way (Jamu)

Apakah Ibu/Bapak percaya cara berikut bisa mencegah penularan Covid-19?...
(%, PERCAYA) (Base: Warga yang Aware Covid-19)

Sumber: Saiful Mujani Research & Consulting



Thinking about your everyday life, since the COVID-19 / coronavirus pandemic, have you made any changes to your general lifestyle?

(as of April 15, 2020)

	China	Germany	United Kingdom	United States
Stayed at home more	70%	74%	83%	85%
Washed hands more	78%	73%	81%	81%
Applied social distancing	56%	57%	81%	77%
Gone to the shops less	60%	59%	76%	71%
Avoided public places like bars and restaurants	61%	56%	68%	69%
Cancelled plans with family or friends	53%	59%	64%	60%
Travelled less	56%	44%	68%	56%
Shopped online more	62%	27%	34%	51%
Wear protective face masks outside	79%	15%	13%	49%
Cleaned your house more	43%	26%	44%	47%
Avoided certain shopping times	29%	36%	37%	41%
Avoided public transport	64%	47%	58%	37%
Used less cash	46%	38%	58%	35%
Worked from home	41%	22%	32%	29%
Reduced exercise regime	23%	16%	21%	16%
I have not made any changes to my lifestyle	1%	6%	2%	2%

Sumber: Statista

Selasa 14 April 2020 12:54 WIB

Hasil Survei: 89% Kepala Desa Tolak Mudik Lebaran 2020

Jurnalis - Taufik Fajar

Apakah pada lebaran tahun ini Ibu/Bapak akan mudik pulang kampung?... (%)



11% warga secara nasional akan mudik pada lebaran nanti.

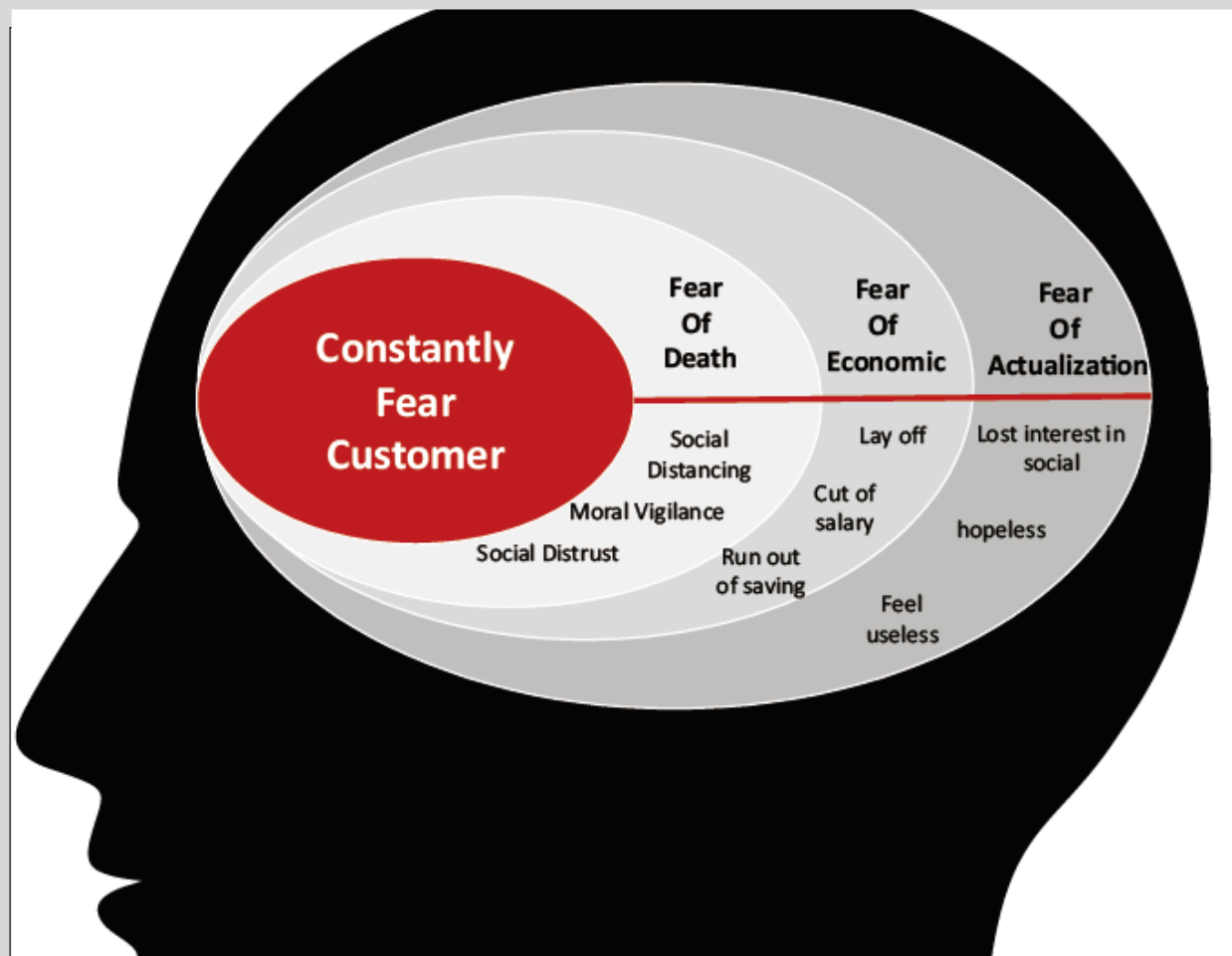
Dari sekitar 200 juta warga dewasa, 11% itu sekitar 20 juta orang lebih.

Sumber: Salful Mujani Research and Consulting



**The lack of trust
is #coronavirus'
greatest threat**

Yuval Noah Harari

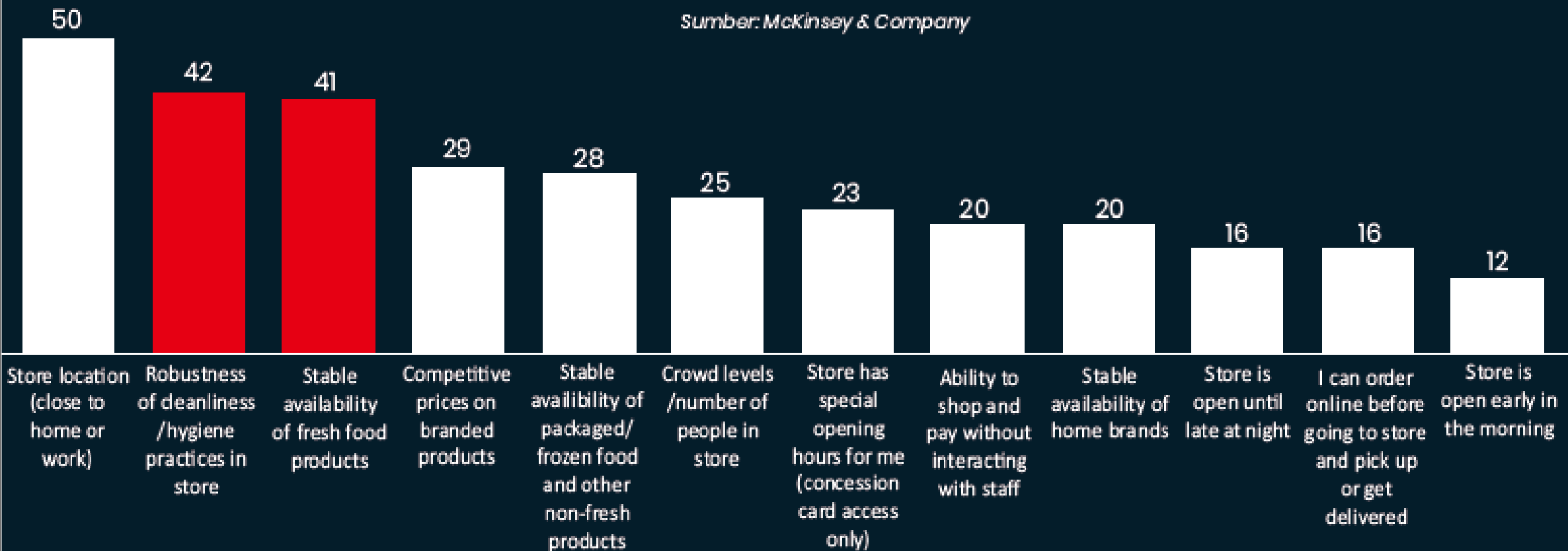


For the next few weeks, consumers say cleanliness and availability of fresh food matter more than competitive prices.

Most important factors in choosing a grocer to go to in the next four weeks,¹
% of respondents selecting factor as top three



Sumber: McKinsey & Company



Jamu Is the New Espresso



acaraki™

Kunyit Asam

JAMU NEW WAVE

Beras Kencur

OTHERS

Mineral Water
500 ml
IDR 15.000

Tea
(hot / iced)
IDR 20.000

Saring / Light
250 ml
IDR 20.000

Tubruk / Medium
250 ml
IDR 20.000

Pekat / Bold
32 ml
IDR 20.000



Saring / Light
250 ml
IDR 20.000

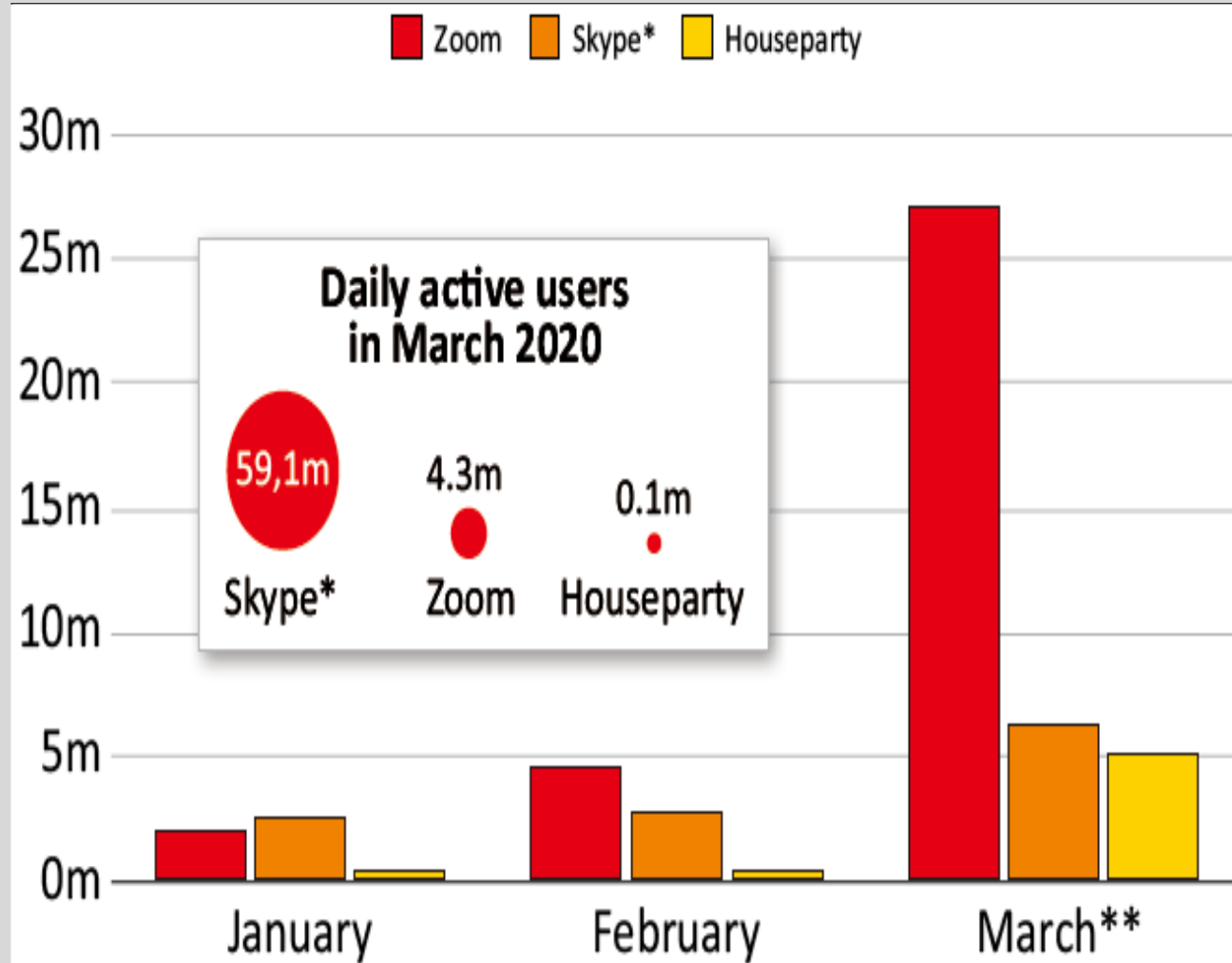
Tubruk / Medium
250 ml
IDR 20.000

Pekat / Bold
32 ml
IDR 20.000



Change 3: Digital media

- Virtual activity-society
- Flexy-time
- Online meeting generation

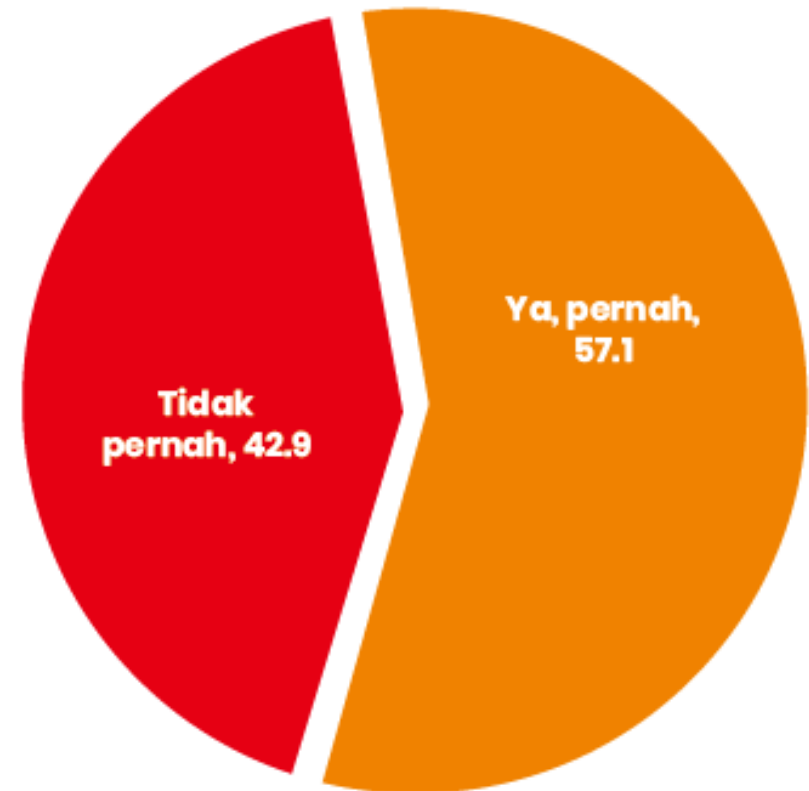


* excluding Skype for Business

** March data as of March 26

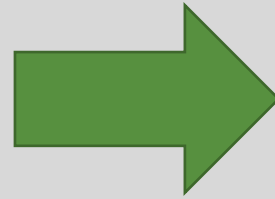
Sumber: Statista

Pernahkah Anda mengikuti video conference secara online dengan teman-teman atau kolega anda untuk keperluan apapun?



Sumber: Alvira Research Center

**Conventional
work**



WFH

+

FWH

Many China consumers tried new things

Sumber: Kantar Indonesia



34%

Online consultation



33%

Online education courses



29%

Telecommuting software



26%

Pay for online
entertainment



21%

Watch live broadcast
through mobile phone



18%

Social e-commerce/
Community groups



14%

Buy indoor fitness
equipment



13%

Try online banking



#KajianOnline

KAJIAN DHUHA



Pengajar:

KH. Muhammad Danial Nafis
(Khodimu Zawiyah Arraudhah)

Pembacaan Kitab dan Syarah:

Arbain Nawawi

{ Karya al-Imām al-Hāfidz al-Muhaddits
Abī Zakariyā Muhyiddīn Yahyā bin Syaraf
an-Nawawī ad-Dimasyqī }




Diawali dengan Bersama-sama
Membaca Hizib Nawawi

LIVE **Setiap
Hari** **Pukul 06.30 WIB**

 **Zoom Cloud Meeting**
ID: 151 614 013

Zawiyah Arraudhah Jl. Tebet Barat VIII
No. 50, Tebet Barat - Jakarta Selatan
Informasi: 0877-8805-8845

Mahad ar-Raudhatu, Ihsan
wa Zawiyah Iqodnya Ihsan
Zawiyah Arraudhah Ihsan Foundation

 [Zawiyah Arraudhah Ihsan Foundation](#)  [@zawiyaharraudhah](#)  [@zawiyarraudhah](#)  www.zawiyah-arraudhah.com

PELAYANAN IBADAH RAYA MINGGU
GEREJA BICC

LIVE STREAMING

MINGGU, 5 APRIL 2020



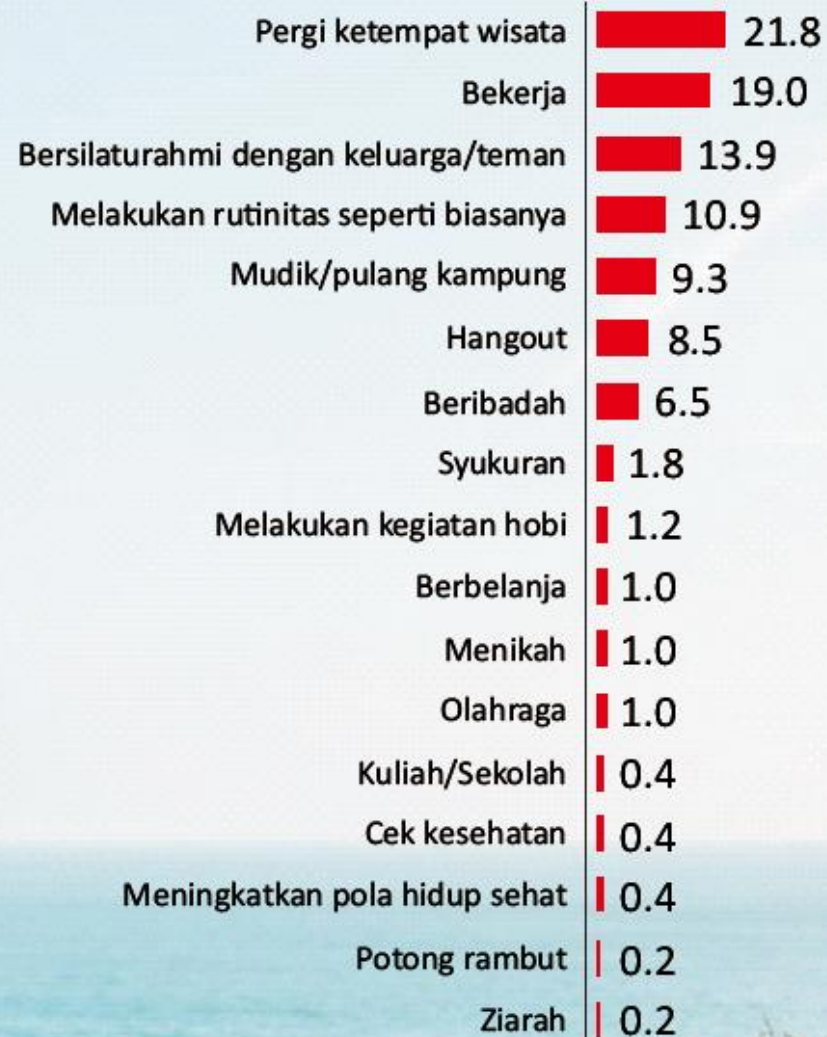
YouTube Channel
GBI ICC Rayon 11

07.00, 09.00 WIB **LIVE** 

11.11, 15.00, 17.00, 19.00 (REPLY)

MARI KITA SEPAKAT BERIBADAH BERSAMA & MENERIMA

Bila wabah Covid-19 selesai, apa aktivitas yang paling ingin anda lakukan? [%]



Sumber: Alvira Research Center