

Monday, 18 June 2018

## detikcom & KOMPAS.com Indonesia's two leading news websites

Nearly 19 million Indonesians aged 14+ now access news or newspaper websites in an average four weeks according to the latest Roy Morgan research.

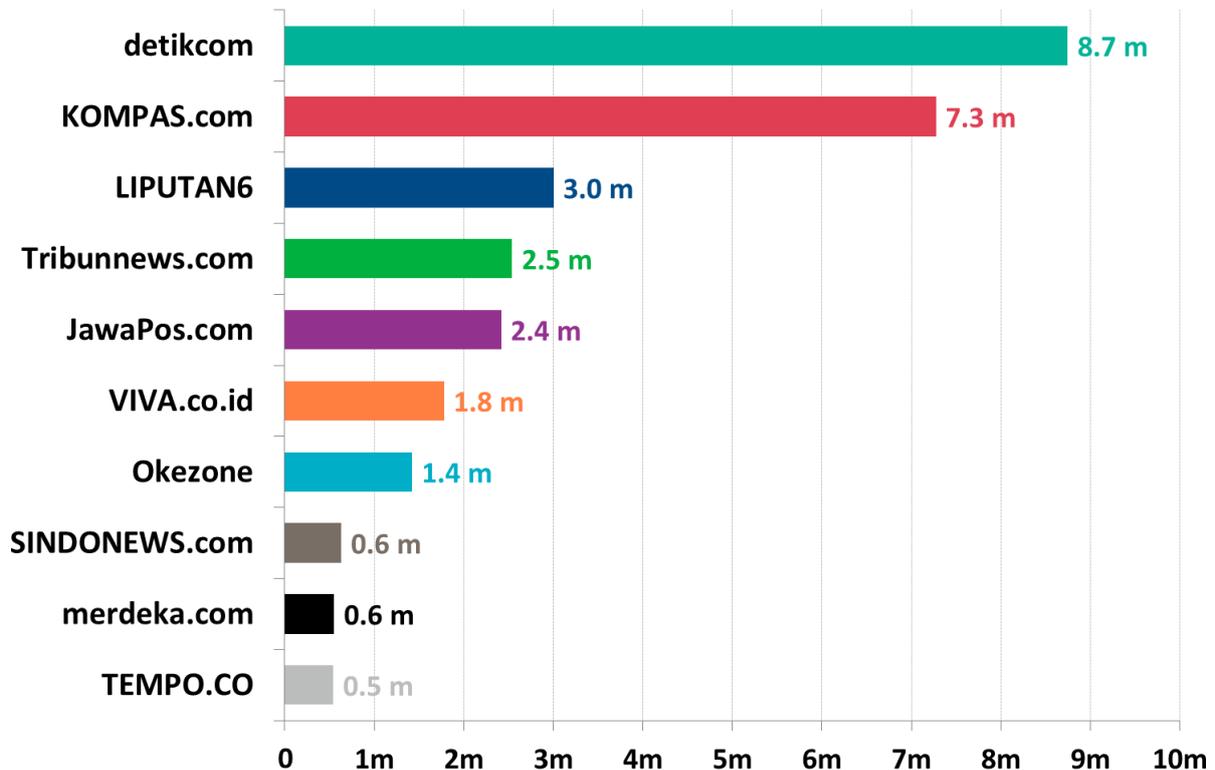
detikcom is clearly Indonesia's most popular news or newspaper website accessed by over 8.7 million Indonesians in an average four week period, well ahead of nearest challenger KOMPAS.com with nearly 7.3 million visitors and third placed LIPUTAN6 with 3 million visitors. However KOMPAS.com leads in rural areas of Indonesia.

detikcom dominates across major demographics as the leading news website for both genders, for younger Indonesians including Generation X, Generation Y and Generation Z and in Indonesia's largest urban areas.

In the Indonesian metropolis of Greater Jakarta known as 'Jabodetabek', home to over 20 million Indonesians, detikcom has over 4.2 million visitors in an average four weeks nearly twice as many as KOMPAS.com with just over 2.2 million visitors.

However in smaller urban areas the two are more evenly matched where detikcom with 1.82 million visitors in an average four weeks is just ahead of KOMPAS.com on 1.78 million visitors. In rural areas of Indonesia KOMPAS.com with over 2.3 million visitors in an average four weeks is the most visited news website ahead of detikcom on 1.8 million visitors and JawaPos.com on 1.4 million visitors.

### Indonesia's Top 10 News or Newspaper websites – visitation in an average four weeks over 12 months to March 2018



Source: Roy Morgan Single Source Indonesia: April 2017 – March 2018, n = 30,311 Indonesians aged 14+.

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## detikcom leads amongst Generations X, Y & Z, KOMPAS.com tops for Baby Boomers

Analysing the news and newspaper website preferences of different generations shows younger generations are closely aligned on their leading news and newspaper websites. detikcom, KOMPAS.com and LIPUTAN6 fill the top three spots in that order for Generation X, Generation Y and Generation Z as the top three most visited news websites.

In contrast to younger generations, Indonesian Baby Boomers visit KOMPAS.com ahead of detikcom and turn to Tribunnews.com, SINDONEWS.com and TEMPO.CO to fill out their top five most visited news websites. Baby Boomers are the only generation for which TV based news website LIPUTAN6 does not feature as a top five most visited news website.

### Indonesia's Top News websites by Generation – 12 months to March 2018

	Baby Boomers (1946-1960)	Generation X (1961-1975)	Generation Y (1976-1990)	Generation Z (1991-2005)
1	KOMPAS.com	detikcom	detikcom	detikcom
2	detikcom	KOMPAS.com	KOMPAS.com	KOMPAS.com
3	Tribunnews.com	LIPUTAN6	LIPUTAN6	LIPUTAN6
4	SINDONEWS.com	JawaPos.com	Tribunnews.com	Tribunnews.com
5	TEMPO.CO	Tribunnews.com	JawaPos.com	JawaPos.com

Source: Roy Morgan Single Source Indonesia: April 2017 – March 2018, n = 30,311 Indonesians aged 14+.

### detikcom top in Jabodetabek while KOMPAS.com leads in other cities

detikcom is the leading news website in Indonesia's largest metropolis of Jabodetabek with 4.2 million visitors in an average four weeks nearly double second placed KOMPAS.com with just over 2.2 million.

However KOMPAS.com is the leading news website for residents of Indonesia's second-tier 'Top 18' Cities which include Surabaya, Bandung, Medan, Yogyakarta and several others ahead of detikcom.

KOMPAS.com is also the leading news website for rural Indonesians ahead of detikcom and JawaPos.com.

### Indonesia's Top News websites by Location – 12 months to March 2018

	Jabodetabek*	Top 18 Cities**	Smaller Urban	Rural
1	detikcom	KOMPAS.com	detikcom	KOMPAS.com
2	KOMPAS.com	detikcom	KOMPAS.com	detikcom
3	LIPUTAN6	LIPUTAN6	LIPUTAN6	JawaPos.com
4	Tribunnews.com	Tribunnews.com	JawaPos.com	Tribunnews.com
5	Okezone.com	Okezone.com	Tribunnews.com	LIPUTAN6

Source: Roy Morgan Single Source Indonesia: April 2017 – March 2018, n = 30,311 Indonesians aged 14+.

\*Jabodetabek represents Greater Jakarta encompassing the cities of Jakarta, Bogor, Tangerang, Bekasi & Depok.

\*\*Top 18 Cities includes Surabaya, Bandung, Medan, Manado, Semarang, Makasar, Malang, Lampung, Padang, Balikpapan, Samarinda, Banjarmasin, Denpasar, Palembang, Pekanbaru, Pontianak, Surakarta & Yogyakarta.

### Michele Levine, CEO, Roy Morgan, says Indonesians are turning to the Internet for their news, and it's not just Indonesians in the big cities but throughout the archipelago:

*"Nearly 19 million Indonesians now access news or newspaper websites in an average four weeks with detikcom and KOMPAS.com the two leading news websites for Indonesians.*

*"Over 8.7 million Indonesians visit detikcom in an average four weeks making the site the leading news website across the country, for both genders, for Generations X, Y & Z and in Indonesia's largest urban area of 'Jabodetabek'.*

*“KOMPAS.com has over 7.2 million visitors and is close behind amongst many demographics and is in fact the leading news website for Baby Boomers, in Indonesia’s second-tier cities and for Indonesians living in rural areas.*

*“Although detikcom and KOMPAS.com are clearly the two leading news websites there are several other news websites that are visited by over 1 million Indonesians. In an average four weeks over 3 million Indonesians visit LIPTUAN6, around 2.5 million visit either Tribunnews.com or JawaPos.com, nearly 1.8 million visit VIVA.co.id and over 1.4 million visit Okezone.com.*

*“In contrast to [Australia where more women visit news websites than men](#), in Indonesia the audience for news websites is greater for Indonesian men. Over 10.9 million Indonesian men visit news websites in an average four weeks compared to just under 7.9 million Indonesian women. In fact there are more men visiting all ten leading Indonesian news websites than women.*

*“When used in conjunction with Roy Morgan’s Indonesian Single Source wide and deep selection of consumption, behavioural and attitudinal information, the news websites visitation data can be applied to inform both broad and niche communication strategies in a complicated and developing market such as Indonesia.”*

**For comments and information about Roy Morgan’s Indonesian website visitation data, please contact:**

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**Related research**

Browse our Online Store for access to [Roy Morgan Indonesian Single Source](#) data and the innovative psychographic segmentation tools available with [Roy Morgan Helix Personas Indonesia](#).

Compiled with data from Roy Morgan’s Indonesian Single Source with 25,000 respondents p.a, these ready-made profiles provide a broad understanding of the target.

**About Roy Morgan**

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years’ experience in collecting objective, independent information on consumers.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
50,000	±0.4	±0.4	±0.3	±0.2

