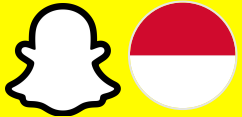


Snap Friendship Country Report

Indonesia





COVID-19 is affecting our friendships

While our friendships have been challenged, Snapchat helps users stay connected with friends

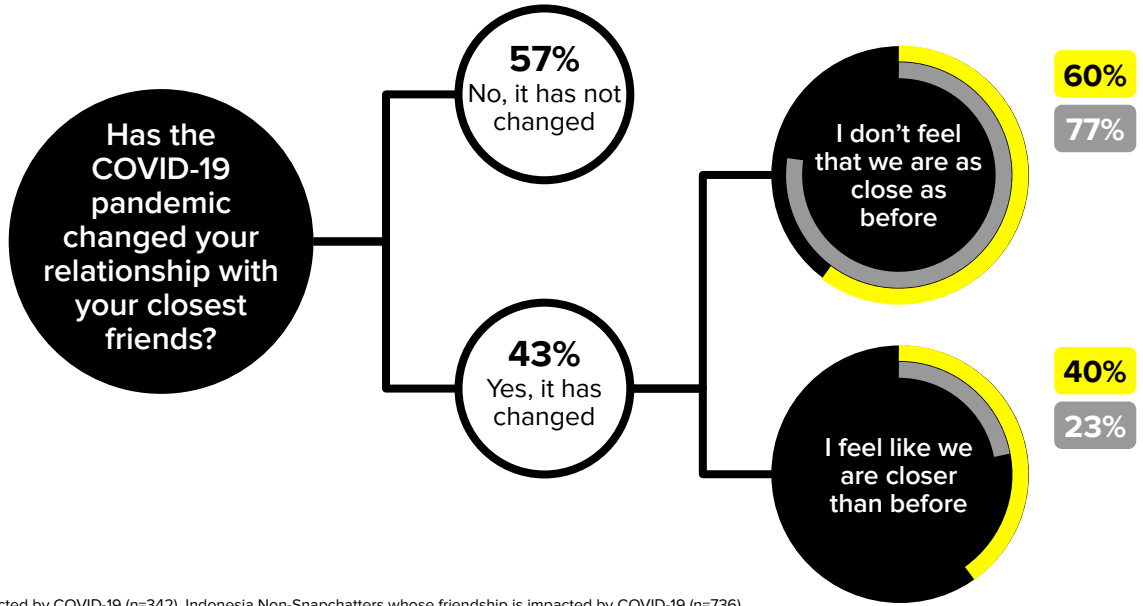


“Like people elsewhere, people in Indonesia have found it difficult not to be able to see family and friends during lockdown. Being able to call and send messages has been important in helping them maintain friendships.”

Dwi Noverini Djenar, professor

● Snapchatter ● Non-Snapchatter

Friendships impacted by COVID-19



Base: Total Indonesia Respondents (n=2504), Indonesia Snapchatters whose friendship is impacted by COVID-19 (n=342), Indonesia Non-Snapchatters whose friendship is impacted by COVID-19 (n=736)
Q10 Thinking about how close you feel to your closest friends, has the COVID pandemic changed your relationship with them?
Q10A How has the COVID pandemic changed your relationship with your closest friends?



Life events that impact friendships

Even without the stress of COVID-19, friendships go through lots of ups and downs

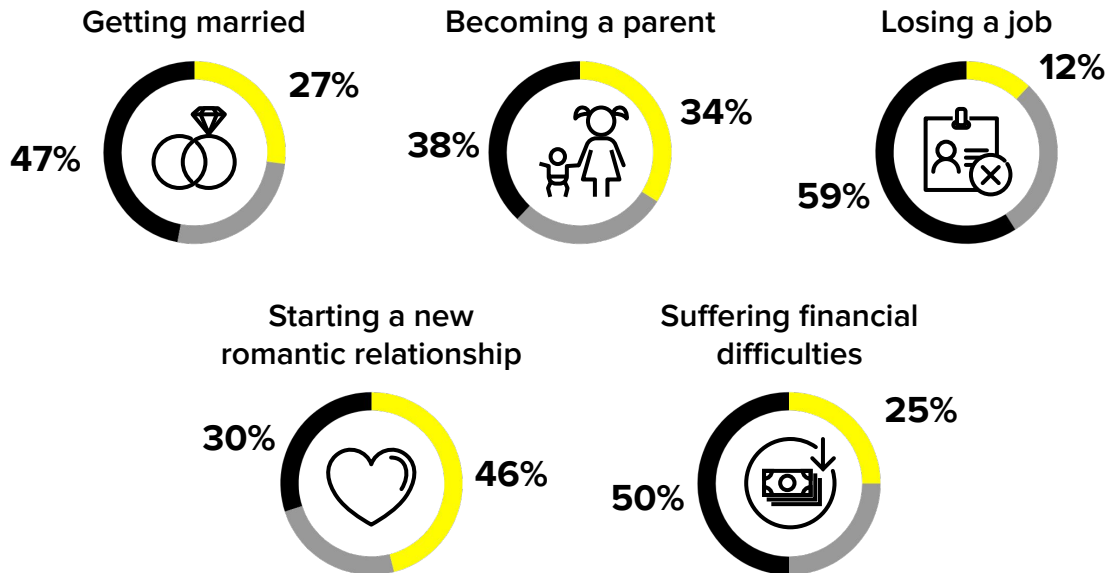


“Physical distance does not really lead to emotional distance in close friendships, but it actually enables new forms of intimacy or closeness in friendships. Long-distance friendships remain intimate due to frequent contact by using social media, especially video calls, that help to blur the physical boundaries. Even though some long-distance close friendships turn into ‘frozen friendships’, intimacy actually ‘sparks’ when they meet each other again.”

Nur Hafeeza Ahmad Pazil, professor

● Positive / strengthens ● No impact ● Negative / weakens

Life events' impact on friendships

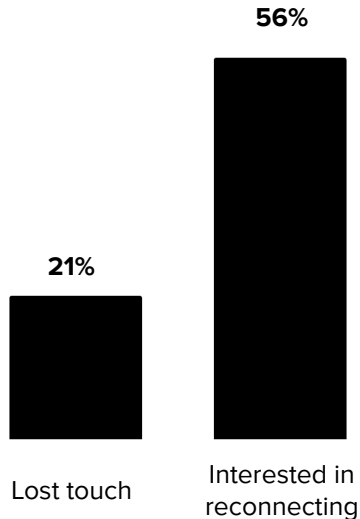




Endships: The friends that got away

Sometimes we do lose touch with close friends

Lost touch due to distance and interest in reconnecting



Reasons for losing touch with a close friend



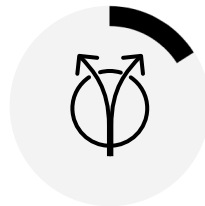
53%

Physical distance



43%

Difficulty making time to connect



16%

We grew apart in terms of interests



13%

We had a fight / argument



Trust is the key to successful friendships

Creating strong and secure bonds with friends allows for fun, playfulness, and lasting memories

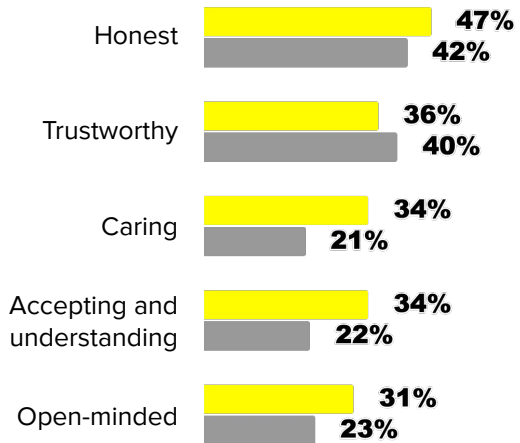


“Indonesians use the word *teman* or ‘friend’ in a significantly different way from how the English word ‘friend’ is used. *Teman* can be someone you’ve met once and haven’t been in contact since, or a friend you have regular contact with. They also recognise that some friends are closer to us than others. These are friends one would call *sahabat/sobat* or a close friend, a best friend... a friend with whom one has a shared history and whom one trusts.”

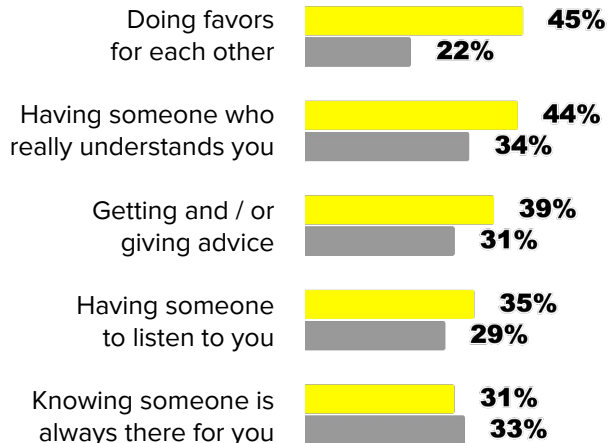
Dwi Noverini Djenar, professor

● Indonesia ● Global

Top 5 qualities in a friend



Top 5 benefits of a friend

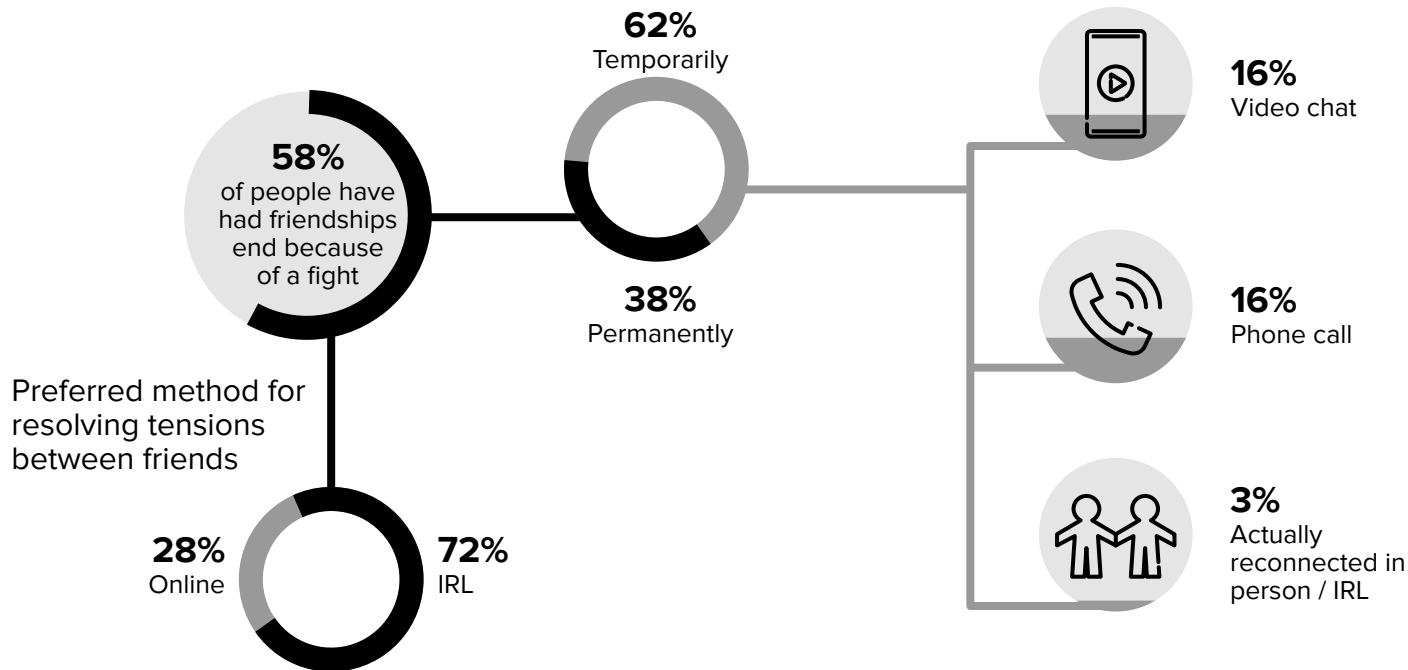


Base: Total Indonesia Respondents (n=2504)
QC9 Now we're going to show you a series of qualities you might want in a friend. Please select the top 5 qualities you consider most important for your closest friends to have.
QC11 Now we're going to show you a series of positive benefits you might get from friendships. Please select the top 5 benefits you want to get out of your friendships.



Conflict is a natural part of friendship

While they aren't the primary reason we lose touch, disagreements have an outsized impact



Base: Total Indonesia Respondents (n=2504), Indonesia Respondents who have had friendships end (n=1451), Indonesia Respondents who have repaired friendship (n=906)

QF1 Have you ever had a friendship end (either temporarily or permanently) because of something hurtful one of you did or said?

QF6 Since your conflict with them, have you been able to make up and resume your friendship?

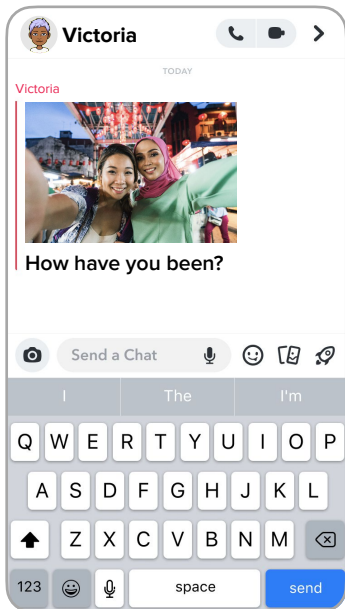
QF11 Which of the following methods of communication, if any, did you use to repair your friendship with them?

QT7 How much do you agree or disagree with the following statements about the role digital communication plays in reconnecting with lost friendships?

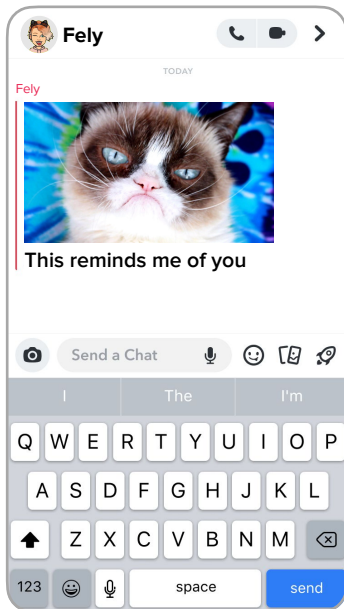


Nearly everyone has a friend that they want to get back in touch with

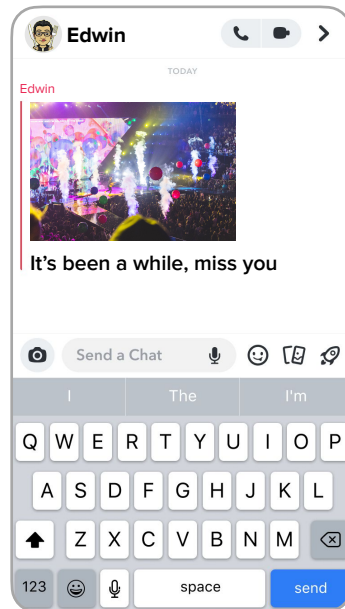
Top reconnecting phrases + imagery



A photo of the two of you (47%)



A meme you thought was funny (40%)



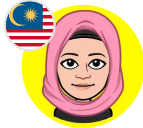
A photo that reminded you of a shared memory (53%)

Base: Total Indonesia Snapchatters (n=856)

QSF5 Below is a list of "reconnecting phrases" that you could use to send to a lost or lapsed friend through Snapchat. Which would you be most likely to use and send to a friend?

QSF6 Below is a list of "reconnecting imagery" that you could use to send to a lost or lapsed friend through Snapchat. Which would you be most likely to use and send to a friend?

Our friendship experts



MALAYSIA
Nur Hafeeza Ahmad Pazil
Professor of Anthropology and Sociology, University Sains Malaysia



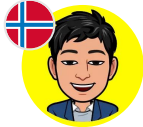
KINGDOM OF SAUDI ARABIA / AUSTRALIA
Yeslam Al-Saggaf
Associate Professor in Information Technology at Charles Sturt University



AUSTRALIA
Dana Kerford
Teacher and Friendship Expert, Founder of URSTRONG



JAPAN
Yohsuke Ohtsubo
Professor, Evolutionary Social Psychology Lab at Kobe University



NORWAY / CANADA
Julien S. Bourrelle
Public Speaker and Culture Expert, Author of *The Social Guidebook to Norway*



UNITED ARAB EMIRATES / SINGAPORE
Laavanya Kathiravelu
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CANADA / UNITED STATES
Kelci Harris
Assistant Professor of Psychology at University of Victoria



THE NETHERLANDS
Donya Alinejad
Postdoctoral researcher in the Department of Media and Culture Studies at Utrecht University



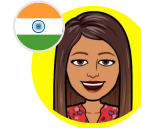
INDONESIA
Dwi Noverini Djenar
Associate Professor and Chair, Department of Indonesian Studies University of Sydney



GERMANY
Janosch Schobin
Faculty of Social Sciences and Chair of Macrosociology at University of Kassel



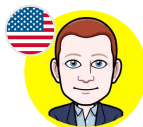
FRANCE
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Researcher and Associate Professor of Sociology at Toulouse Jean Jaurès University



INDIA
Rhea Gandhi
Psychotherapist specializing in interpersonal dialogue



UNITED STATES
Jeffrey Hall
Professor, Communication Studies at University of Kansas



UNITED STATES
Dr. Dan Siegel
Clinical Professor of Psychiatry at UCLA, Mental Health Expert, and author of *Whole Brain Child*



UNITED STATES
Lydia Denworth
Journalist and Author of *Friendship: The Evolution, Biology, and Extraordinary Power of Life's Fundamental Bond*



UNITED STATES
William Rawlins
Stocker Professor Emeritus of Interpersonal Communication at Ohio University, Author of *Friendship Matters*



UNITED KINGDOM
Gillian Sandstrom
Senior Lecturer, Department of Psychology at University of Essex

Methodology

Research Overview

Global, Quantitative Evolution of Friendship Online Survey

20-minute online survey among international respondents conducted July-August, 2020

Alignment with Interdisciplinary Experts

Experts from each key region participated in-depth interviews to provide context for friendship findings and contribute guidance on mending and maintaining friendships.

Respondent Qualifications

n=2504

Age 13-40

General population

Nationally representative sample from: **Indonesia**

Research conducted by independent research firm, Alter Agents



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