

“People Reaction to recent January 14th, 2016 Bombing in Sarinah, Jakarta”

Most of respondents in Greater Jakarta are not afraid of bombing tragedy in Sarinah.

❖ [Research Summary]

- 25.9% respondents feels sad after bombing tragedy in Sarinah
- 33.1% among Surveyed People knew about Bombing in Sarinah from Television. More than 7 out of 10 people did calls their family afterwards the bombing tragedy.
- “TOP 3 Ways” to contact their family or friends after there was the bombing at Sarinah are Phone Call, WhatsApp Messenger and SMS.

W&S Group provides Digital Marketing Services in the Southeast Asia. With the offices cover Vietnam, Indonesia, and Thailand. W&S Co., Ltd. (Indonesia) under W&S Holdings Inc. (URL: <http://www.nusaresearch.com>, Head Office: Jakarta, Indonesia, CEO: Mr. Yoshio Fujii) conducted a survey, aimed 526 males and female over 17 years old in Greater Jakarta Area, in the topic of “Bombing incidents in Sarinah.”

❖ [Research Background]

On January 14th, 2016, there were bombs blasted in Jakarta following by gun fight near a shopping mall. There were at least seven killed, including five suspects. Later, a terrorist organization claimed responsibility. W&S conducted a survey about how Jakarta residents reacted to this tragedy.

❖ [Research Design]

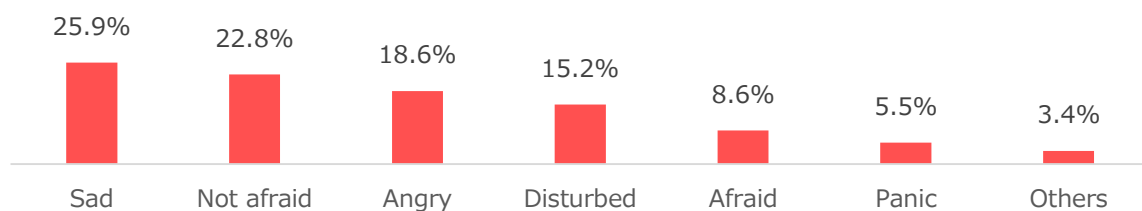
Research Method	Online Research
Fieldwork Period	15 January, 2016
Research Area	Greater Jakarta, Indonesia <i>Including Jakarta, Bogor, Depok, Tangerang, Bekasi</i>
Respondent Criteria	Male and female aged above 17 years old
Sample Size	526 Samples

❖ [Details]

Q. Please tell us what is your reaction towards Bombing in Sarinah?

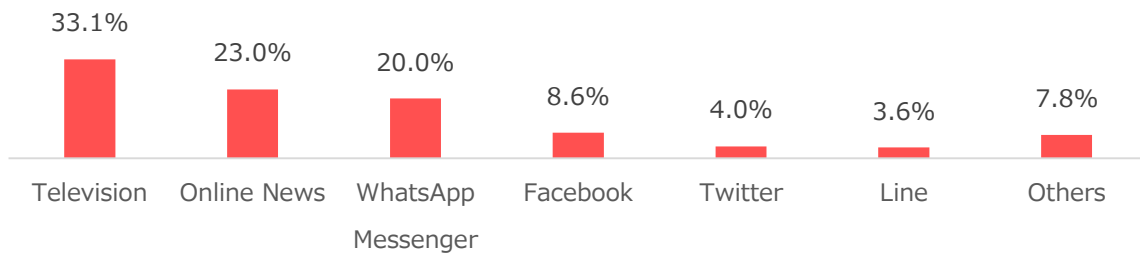
“25.9% respondents feels sad after bombing tragedy in Sarinah.”

There are 526 respondents who joined this surveyed study. 25.9% of them feel sad about the bombing tragedy. Surprisingly, about 22.8% of them who doesn't afraid of this bombing issue.



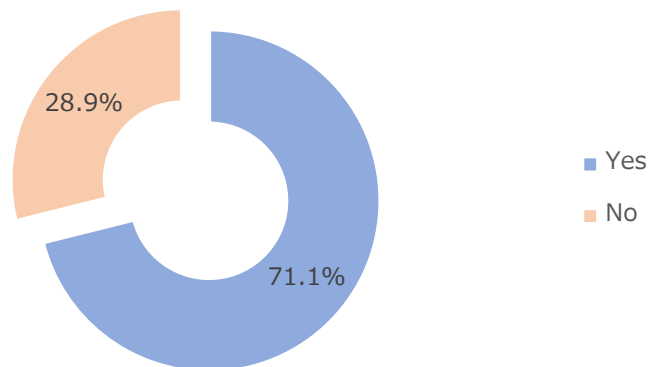
Q. Please tell us that which first source of information that you knew about Bombing in Sarinah?

“33.1% among Surveyed People knew about Bombing in Sarinah from Television”. While only 3.6% of them knew the news from Line Messenger.



Q. Please tell us that did you make any calls right after the bombing tragedy?

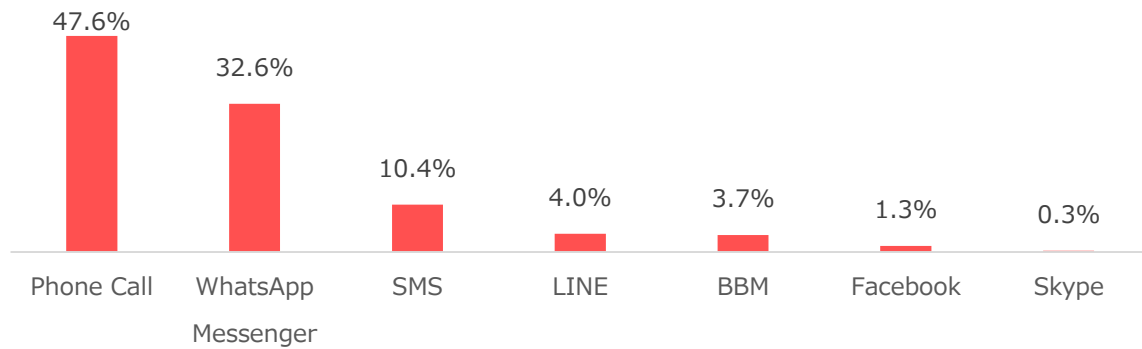
“More than 7 out of 10 people did calls their family after the bombing tragedy”. While those respondents were asking their families condition.



Q. Please tell us, how did you called your family right after the bombing tragedy?

“TOP 3 Ways” to contact their family or friends after there was the bombing at Sarinah are Phone Call, WhatsApp Messenger and SMS.

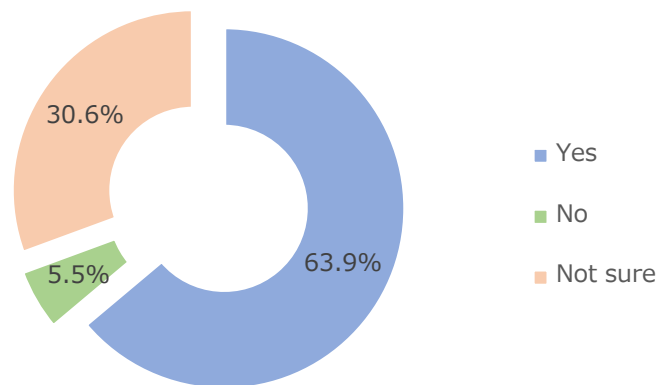
Among 526 respondents, “Phone Call” is the first choice that they made by 47.6%, coming up with “WhatsApp Messenger” 32.6%, and lastly, using “SMS” with 10.4%.



Q. In your opinion, is Jakarta safe and secured now?

“63.9% of them believes that Jakarta is safe and secured now.”

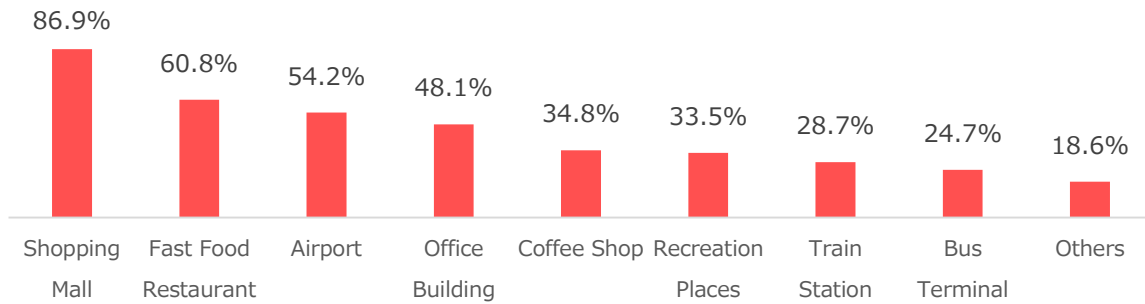
More than half of the people in Greater Jakarta believe that Jakarta are safe and secured now. Meanwhile, 30.6% of them are not sure whether Jakarta are safe and secured or not.



Q. Please tell us which places that need to be noticed after bomb issues?

“Shopping Mall” is the first priority that need to be aware of after bomb issues.

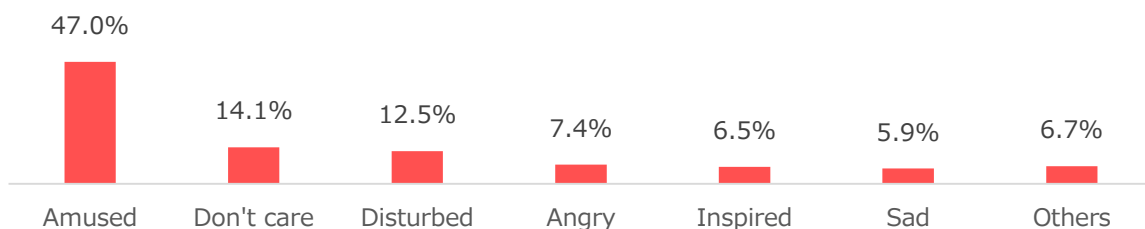
Around 86.9% respondents were aware of NShopping Mall after bombed incident. Followed by Fast Food Restaurant and Airport, which accounts 60.8% and 54.2% respectively.



Q. In your opinion, how do you respond to “MEME” after the bombing incident in Sarinah?

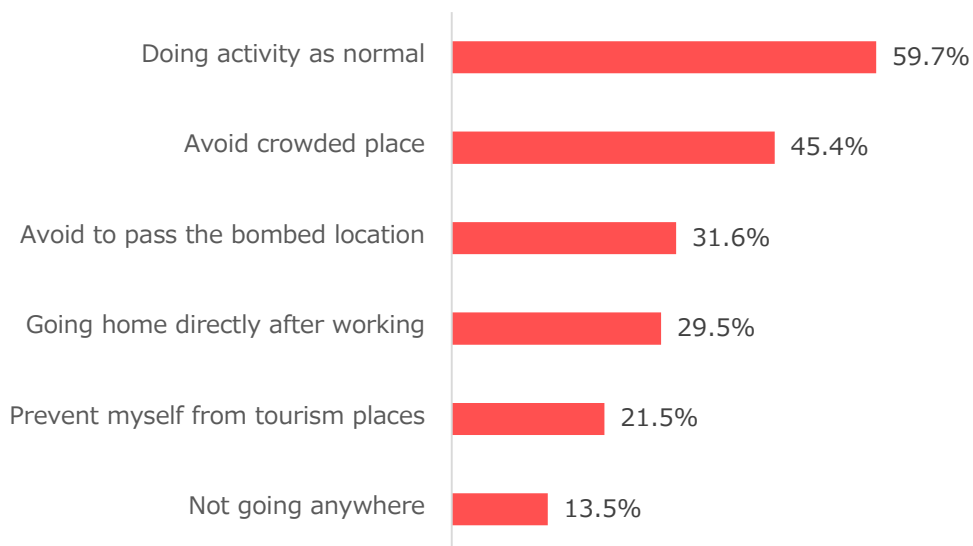
“47.0% respondents are amused as their response to “MEME” of bombing incident.”

Among 526 respondents, almost 5 out of 10 people feels amused of MEME towards bombing incident in Sarinah.



Q. Please tell us after there was the bombing in the Sarinah area, how could you prevent yourself from the risks?

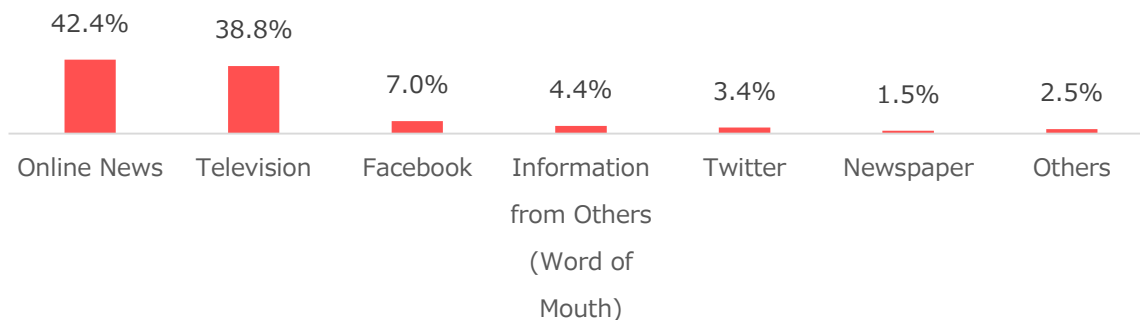
Top 3 Ways to prevent people from the dangerous situation are **“Doing Activity as Normal” (59.7%)**, **“Avoid crowded place” (45.4%)** and thirdly, **“Avoid to pass the bombed locations (31.6%)**.



Q. Please tell us which channel do you use to update the bombing news in Sarinah?

“Online News” is the First channel that people choose to update The Bombing News in Greater Jakarta.

With 42.4%. Followed by Television (38.8%), and lastly, Facebook (7.0%).



[About W&S Co., Ltd. (Indonesia)]

W&S Co., Ltd. is a digital marketing provider in Southeast Asia under the parent company W&S Holding, Inc. in Japan. Currently it has three offices cover three countries in Vietnam, Indonesia, and Thailand, with the largest panelists in Southeast Asia; 370,000 members. Our core businesses are

- 1) Market research business (both qualitative and quantitative research)
- 2) Digital marketing business

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