

# **“People Reaction to recent January 14<sup>th</sup>, 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 14<sup>th</sup>, 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]

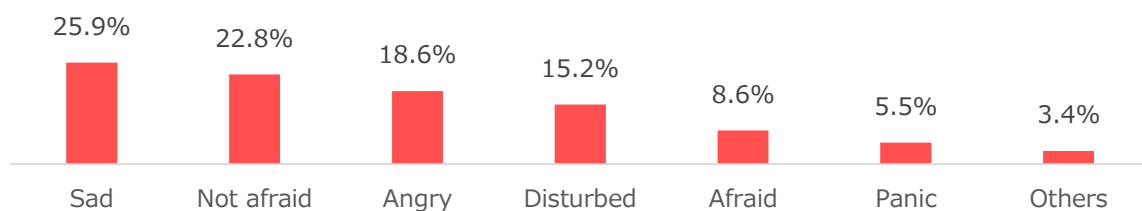
Research Method	Online Research
Fieldwork Period	15 January, 2016
Research Area	Greater Jakarta, Indonesia <i>Including Jakarta, Bogor, Depok, Tangerang, Bekasi</i>
Respondent Criteria	Male and female aged above 17 years old
Sample Size	526 Samples

### ❖ [Details]

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

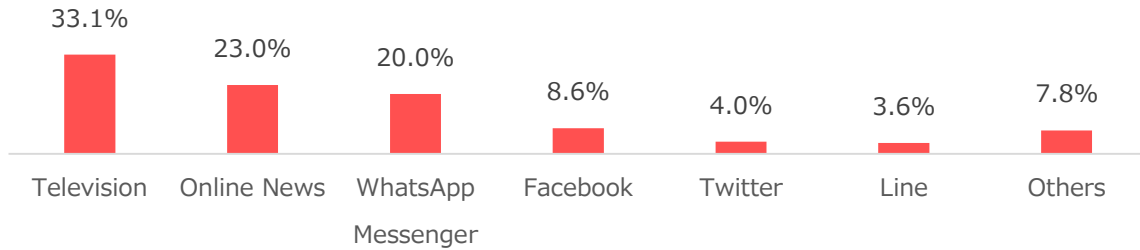
***“25.9% respondents feels sad after bombing tragedy in Sarinah.”***

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.



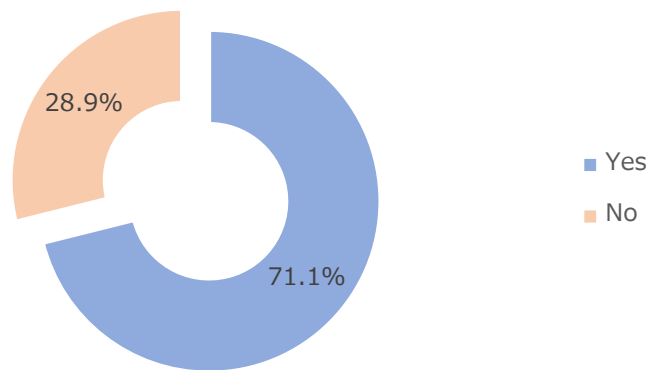
**Q. Please tell us that which first source of information that you knew about Bombing in Sarinah?**

***“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?**

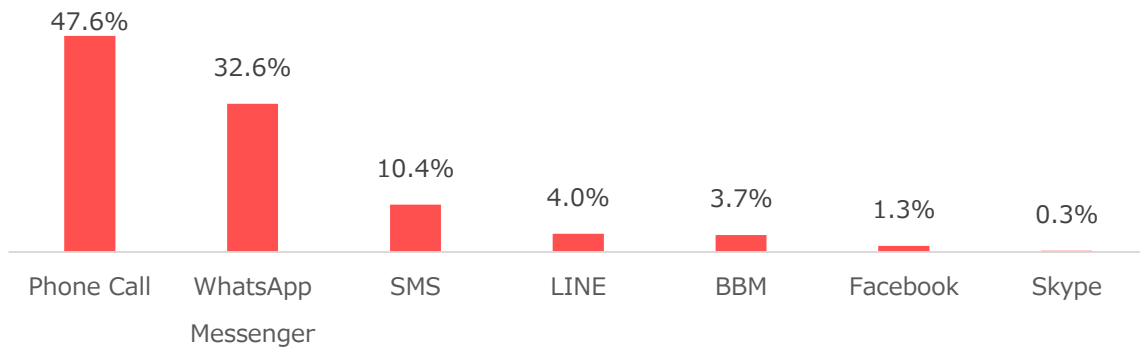
***“More than 7 out of 10 people did calls their family after the bombing tragedy”.*** While those respondents were asking their families condition.



**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.***

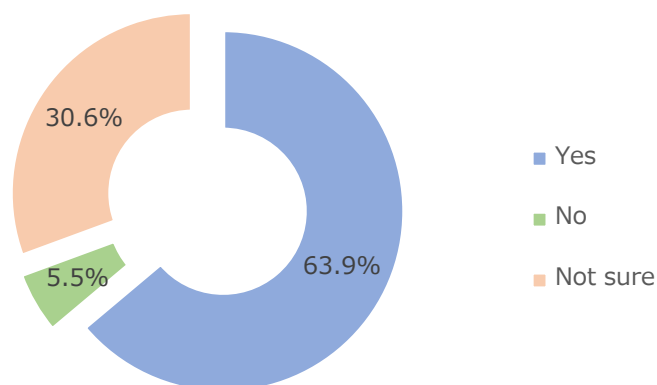
Among 526 respondents, “Phone Call” is the first choice that they made by 47.6%, coming up with “WhatsApp Messenger” 32.6%, and lastly, using “SMS” with 10.4%.



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

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

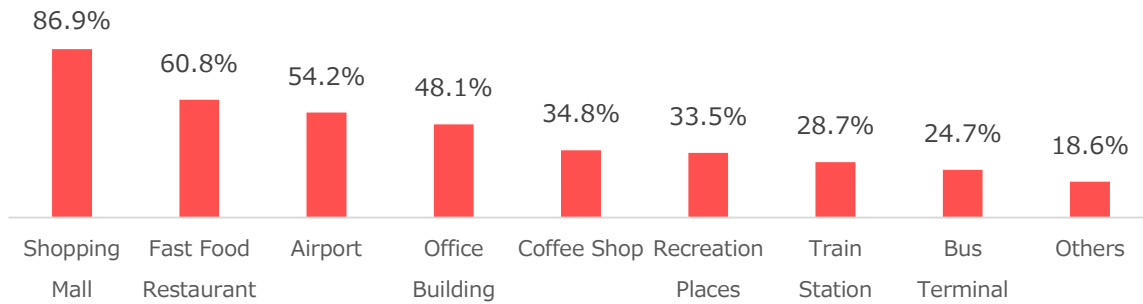
More than half of the people in Greater Jakarta believe that Jakarta are safe and secured now. Meanwhile, 30.6% of them are not sure whether Jakarta are safe and secured or not.



**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.***

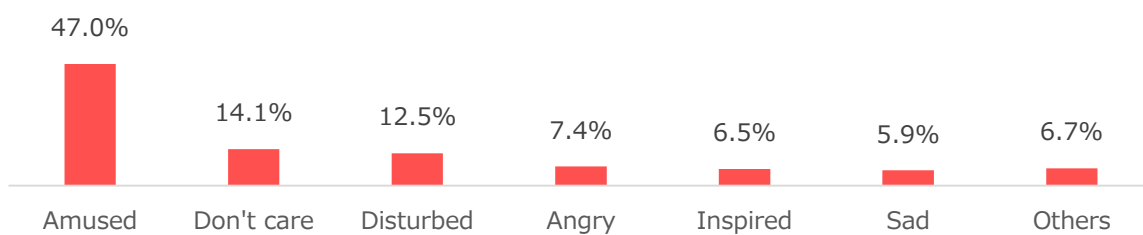
Around 86.9% respondents were aware of NShopping Mall after bombed incident. Followed by Fast Food Restaurant and Airport, which accounts 60.8% and 54.2% respectively.



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

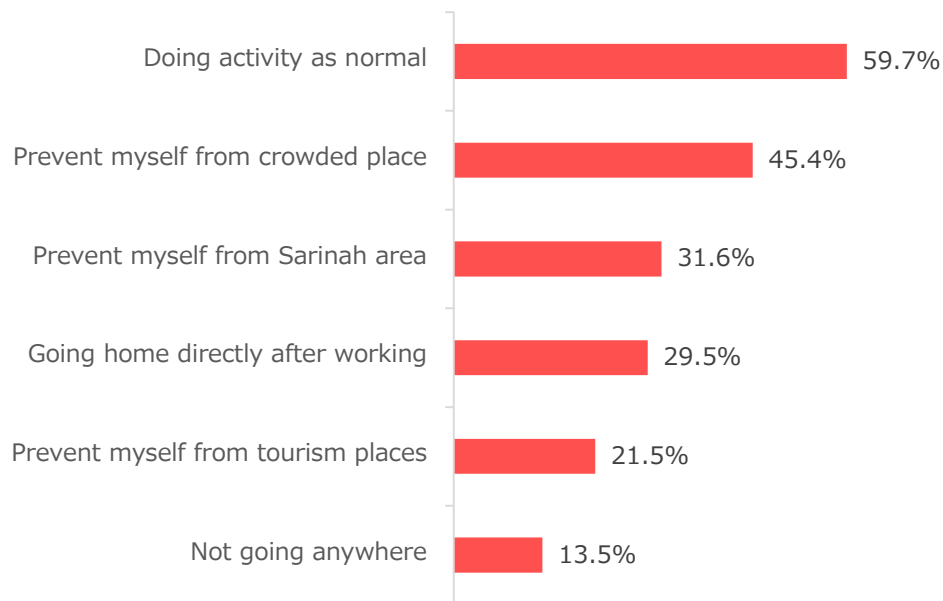
***“47.0% respondents are amused as their response to “MEME” of bombing incident.”***

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?**

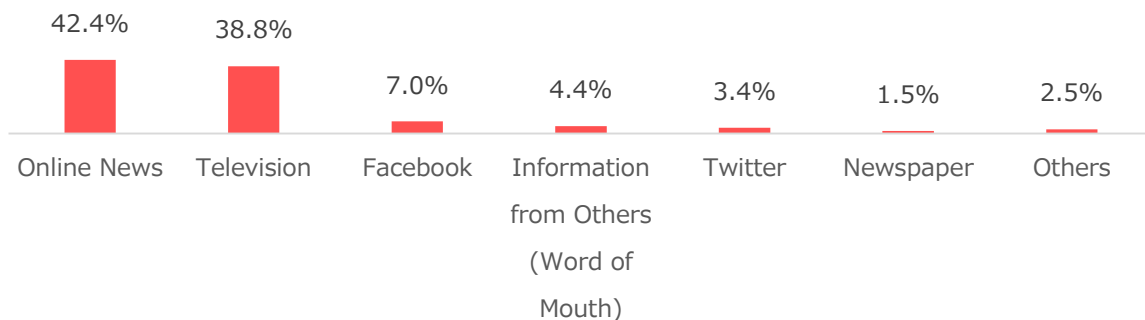
**Top 3 Ways** to prevent people from the dangerous situation are **“Doing Activity as Normal” (59.7%)**, **“Avoid crowded place” (45.4%)** and thirdly, **“Avoid to pass the bombed locations (31.6%)**.



**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%).



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**[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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