



# What makes a trend

Human truths behind the  
Top 5 YouTube trends

**Indonesia**

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What are millions of people  
choosing to watch on the **world's  
largest video platform?**

**And what is it  
that makes  
these videos  
so popular?**

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Here, we look at the **top 5 YouTube trends**  
from the last year and the **human truths** that  
are driving them.



## TREND 1

# The success of sequels

Some of 2021's most successful videos were **follow-ups** to top-viewed videos.

Raditya Dika's popular comedy series “Wenseriesnya Radit” now has **17 episodes**, attracting a total of **17.9M views**.

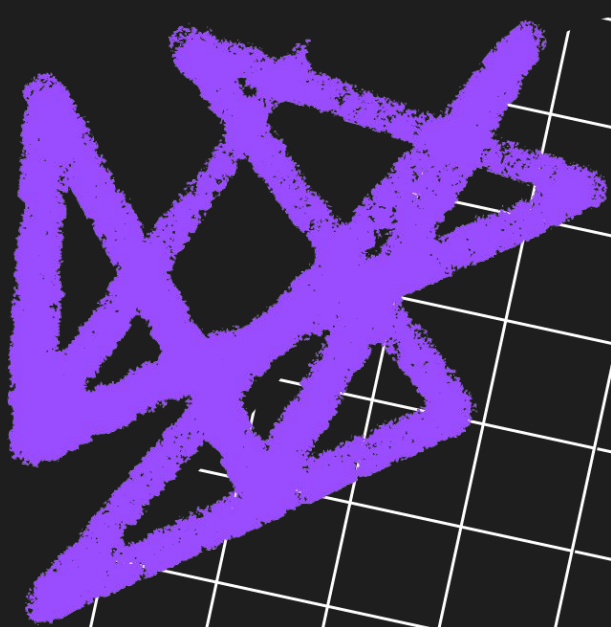


## WHAT WE LEARNED:

# If it ain't broke, don't fix it

The success of sequels reveals how viewers are taking **comfort in familiarity**, particularly amid times of uncertainty.

Once viewers are **invested** in content they love, they begin to actively seek out **more of the same**.





## TREND 2

# Live streams are mainstream

Creators are using **live streams** to connect with their audiences in **real time**, making cultural moments a **communal** affair.

When VINDES live streamed a competitive table tennis match among its team of creators, the channel's **1.8M fans** joined in online to root for their favorites, making the event trend at **No.2 on Twitter**.



WHAT WE LEARNED:

# Connection tops credentials



You don't need big budgets or intricate scripts to captivate audiences. The popularity of live streams shows that viewers are placing value on **authentic and immediate** content that **reflects real life**.

## TREND 3

# You play, I watch

Once a subculture, gaming is now undeniably pop culture. The first half of 2021 saw over **800B gaming-related views** on YouTube.<sup>1</sup>

Sarah Viloid infuses her gaming videos with humor and conversations about daily life, entertaining her **4.69M subscribers**. Her most popular gameplay video from 2021 has **4.1M views**.

1. Source: YouTube data, Global, H2 2021



## WHAT WE LEARNED:

# Create shared experiences to bring people closer

Gaming is more than holding a controller — it's **joining a community**.

Digital audiences seek content they can **relate to** and **tribes they can align with**, and gaming pop culture provides a colorful backdrop for **diverse storytelling** and **engaging experiences**.







## TREND 4

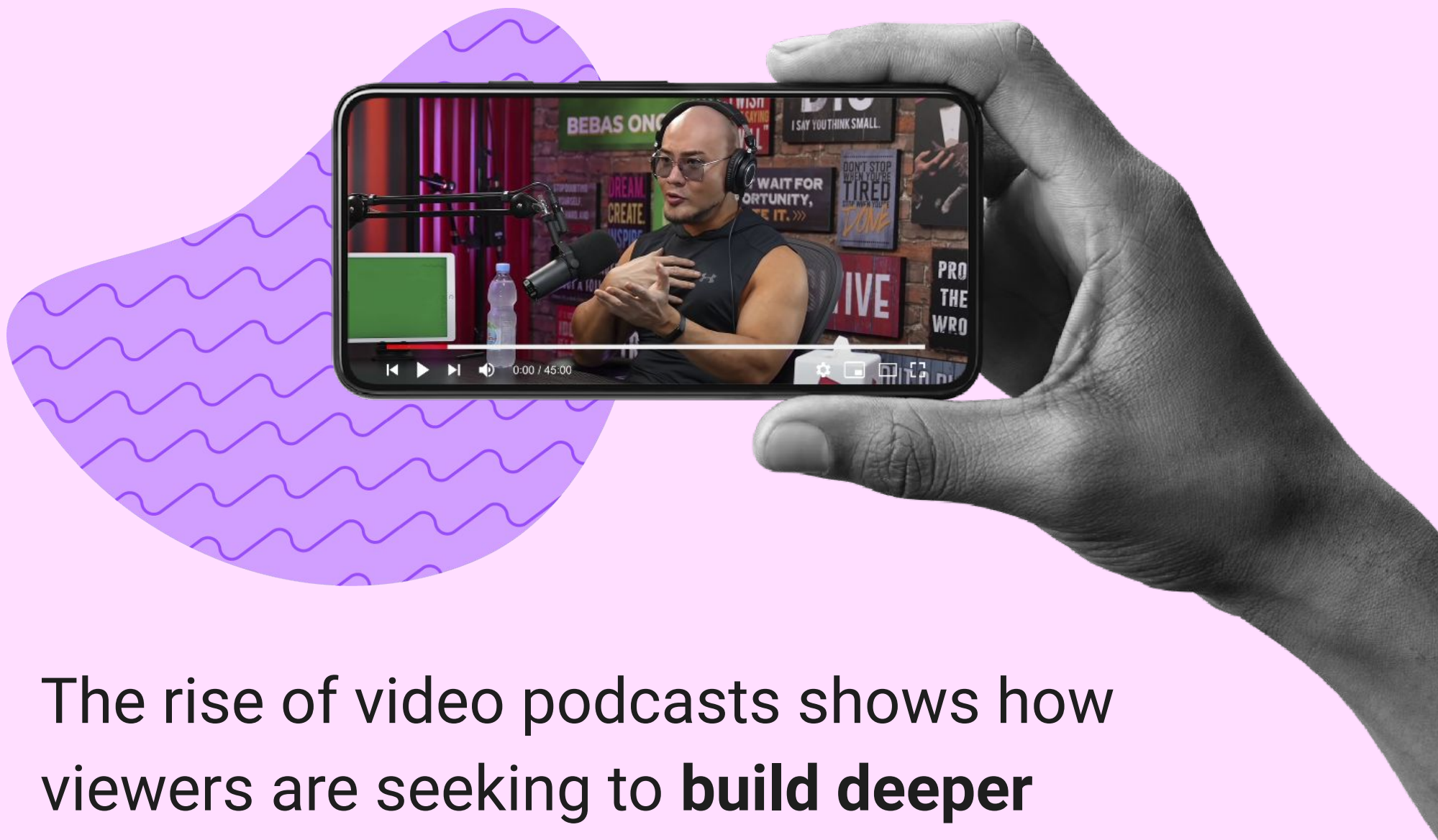
# Podcast enthusiast

YouTube is now an established **podcast destination**, buoyed by greater demand for **audio content** and **multisensory experiences**.

Deddy Corbuzier's video podcast Close the door, which has over 700 episodes and **17.7M subscribers**, gets anywhere between **2 to 3M views** in a single day.

WHAT WE LEARNED:

# Show how content is made



The rise of video podcasts shows how viewers are seeking to **build deeper connections** with the content and creators they care about.

Providing **behind-the-scenes access** can help to establish virtual proximity for viewers, while offering creators and brands an opportunity to show a **different** or more **intimate side of themselves**.





## TREND 5

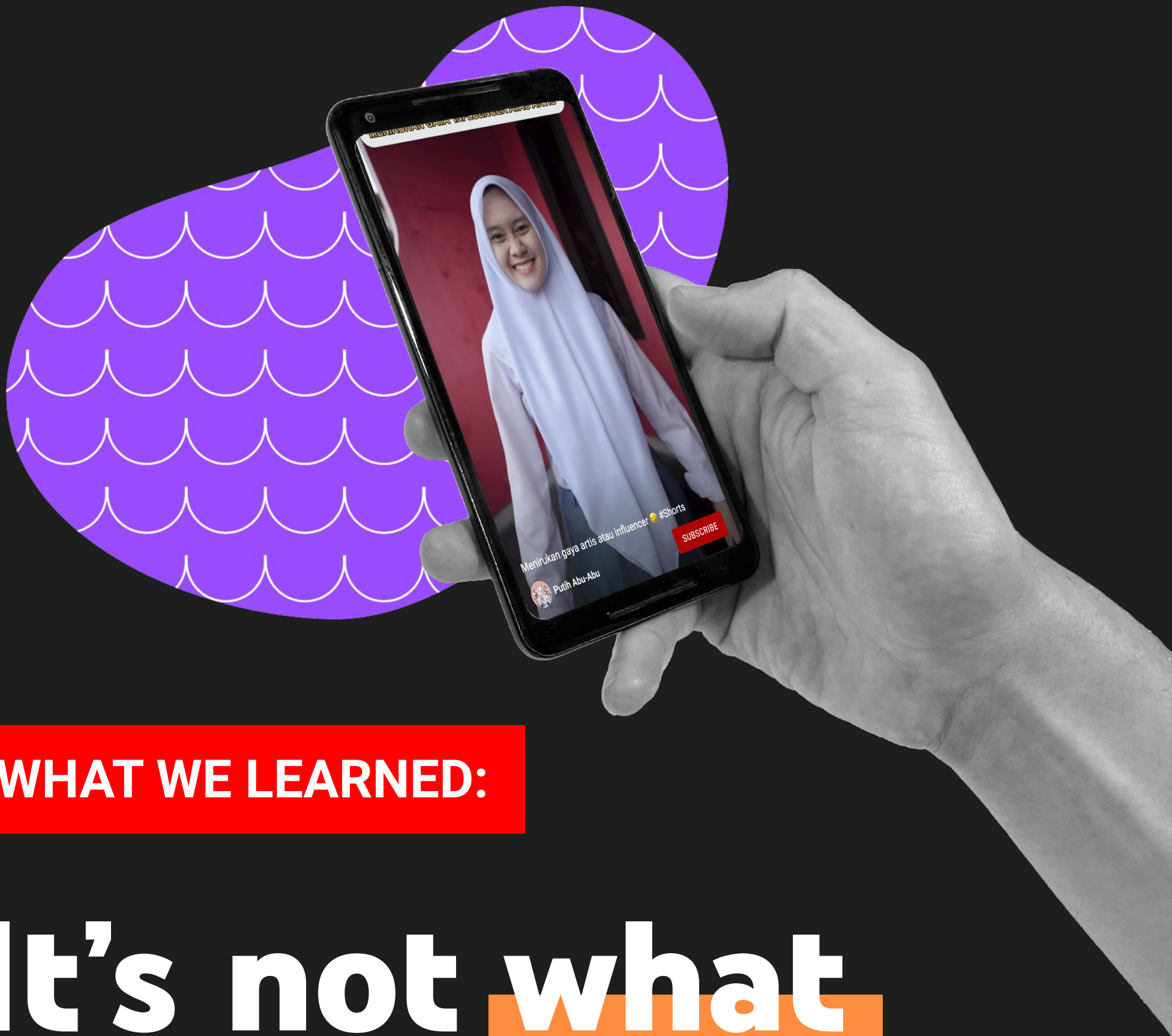
# Short and sweet

Is reality more captivating than fiction?  
**Millions of people seem to think so.**

Putih Abu Abu's Shorts, which regularly trend on local YouTube charts, have helped her gain **408K subscribers** and a **74% increase** in channel impressions.

Top creators are tapping into the **quick, informal** aspect of Shorts to spotlight the **humor and relatability** of daily life.





## WHAT WE LEARNED:

It's not **what**  
you say,  
it's **how** you  
say it

Regardless of themes or topics, this year's most popular Shorts had one thing in common: they were **relatable**.

Today's viewers are looking for content that is **unfiltered** and **unpretentious**.

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