

APRIL 2025

Perceptions Hub

Health Perceptions Research: Indonesia

Objectives & methodology

This research project is designed to answer the following questions:

1. What are the most salient topics in donor, middle-income, and lower-middle/low-income countries? What issues do people care about? And what's the current mood?
2. How does health feature in the current issue landscape? How are specific health issues perceived?
3. How are current efforts to address health issues globally perceived?
4. How can we best make the case for investing to tackle health issues globally? What messages and messengers are most effective?

Methodology (Indonesia):

1. 2 focus groups among opinion leaders in Jakarta on October 23, 2024.
2. Online survey among the general public in Indonesia (N=1,021). Fieldwork conducted November 27 – December 9, 2024.

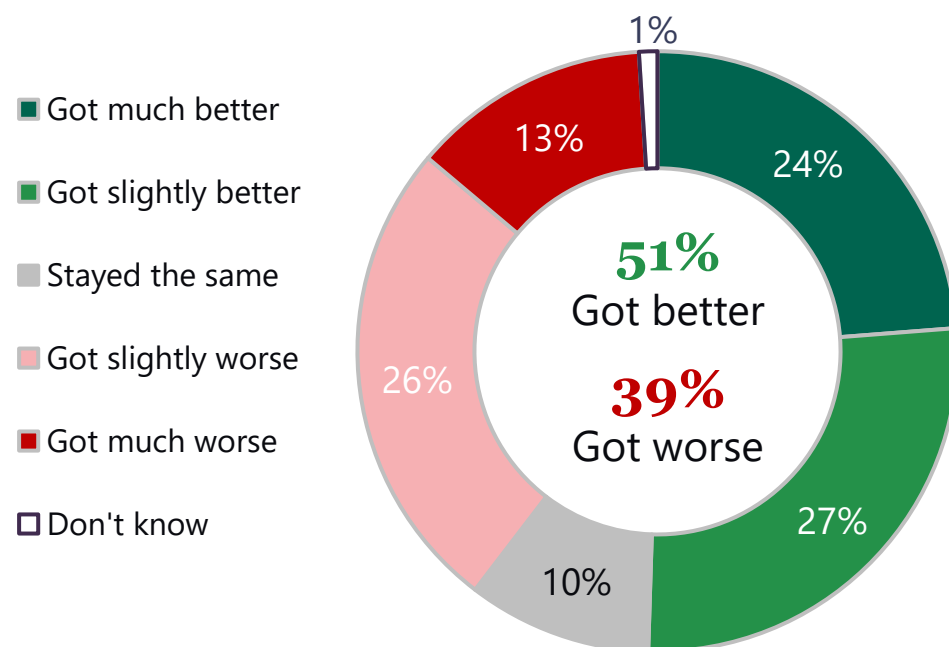
For full Wave 2 findings and detailed methodology please see the full Wave 2 report (which can be downloaded [here](#)).

Detailed findings: Indonesia

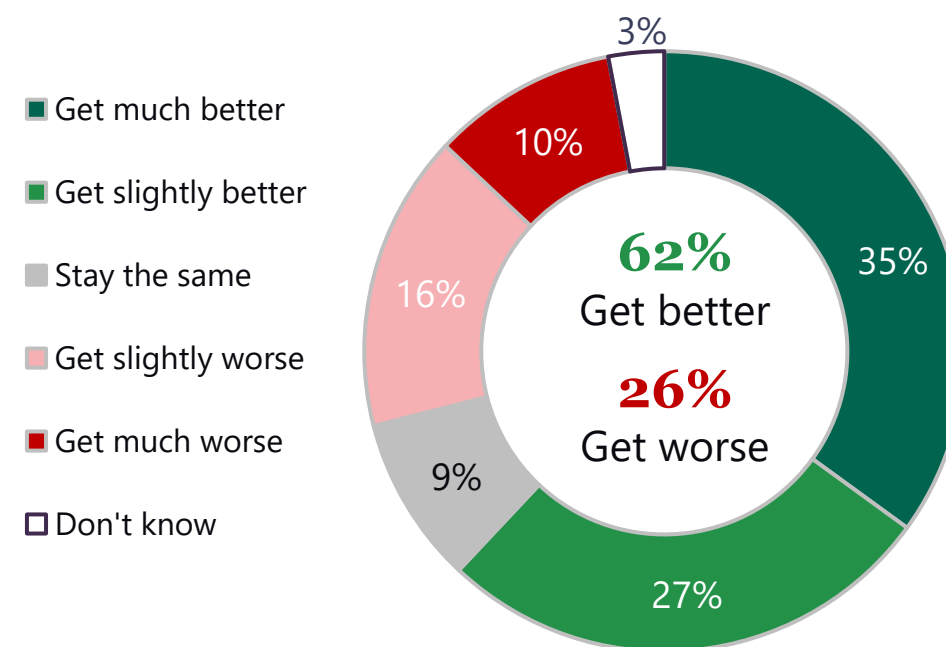
Global progress

Half of Indonesians (51%) believe that the world got better over the last 20 years. Optimism about future progress is even higher, with six-in-ten (62%) thinking it will get better in the next two decades.

Over the **last 20 years**, has the world got better, worse, or stayed the same?

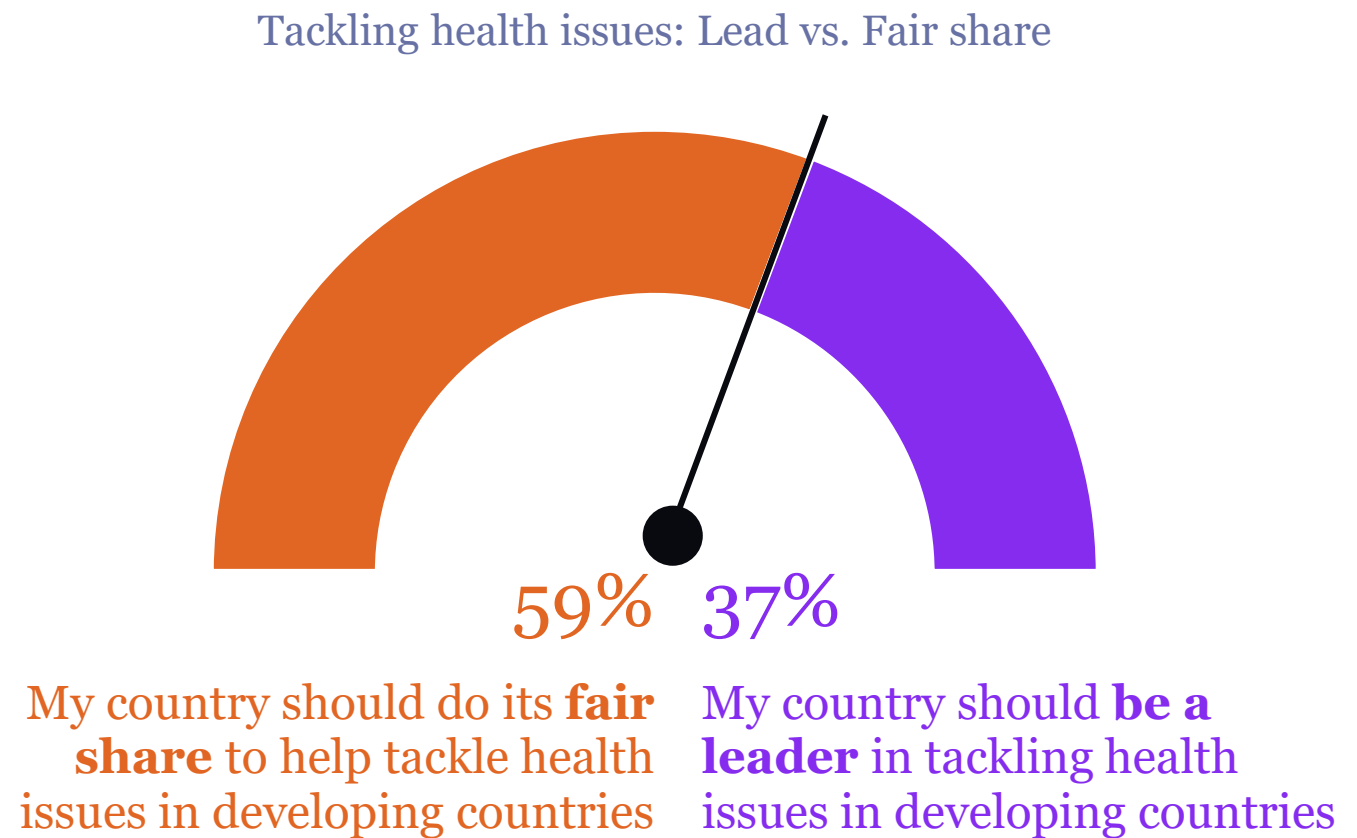
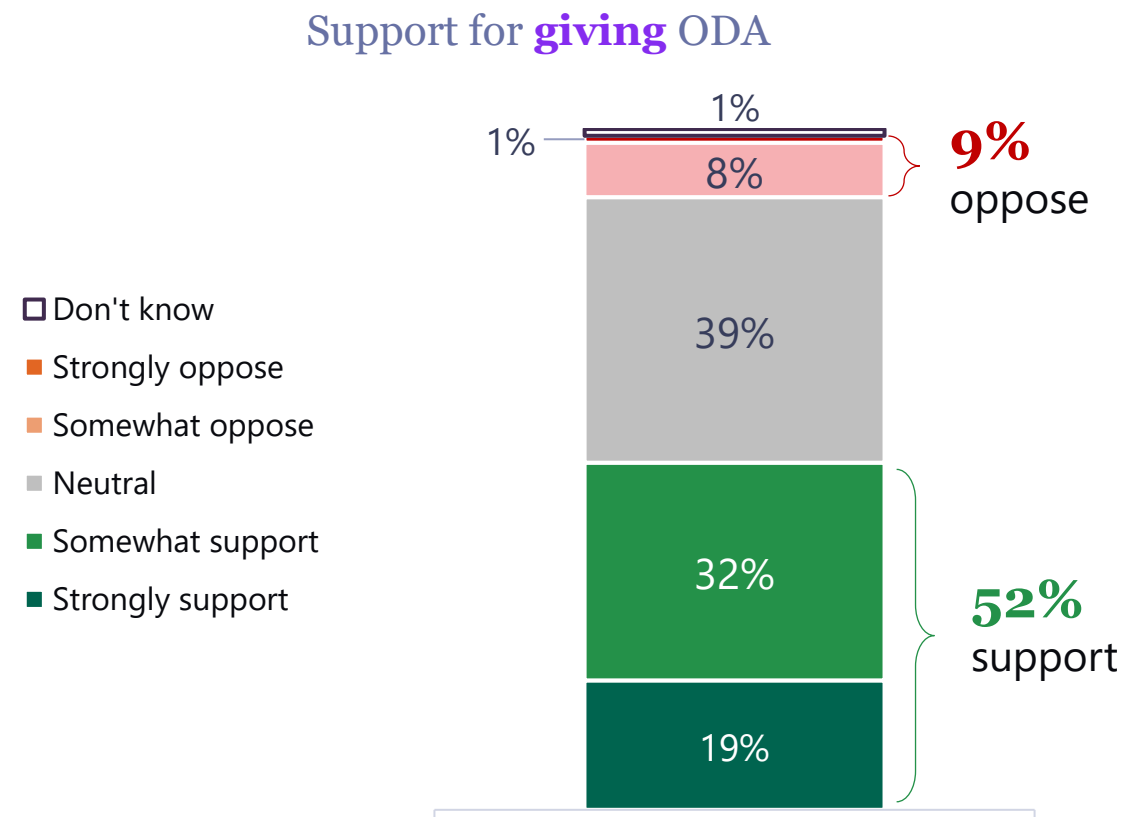


Over the **next 20 years**, will the world get better, worse, or stay the same?



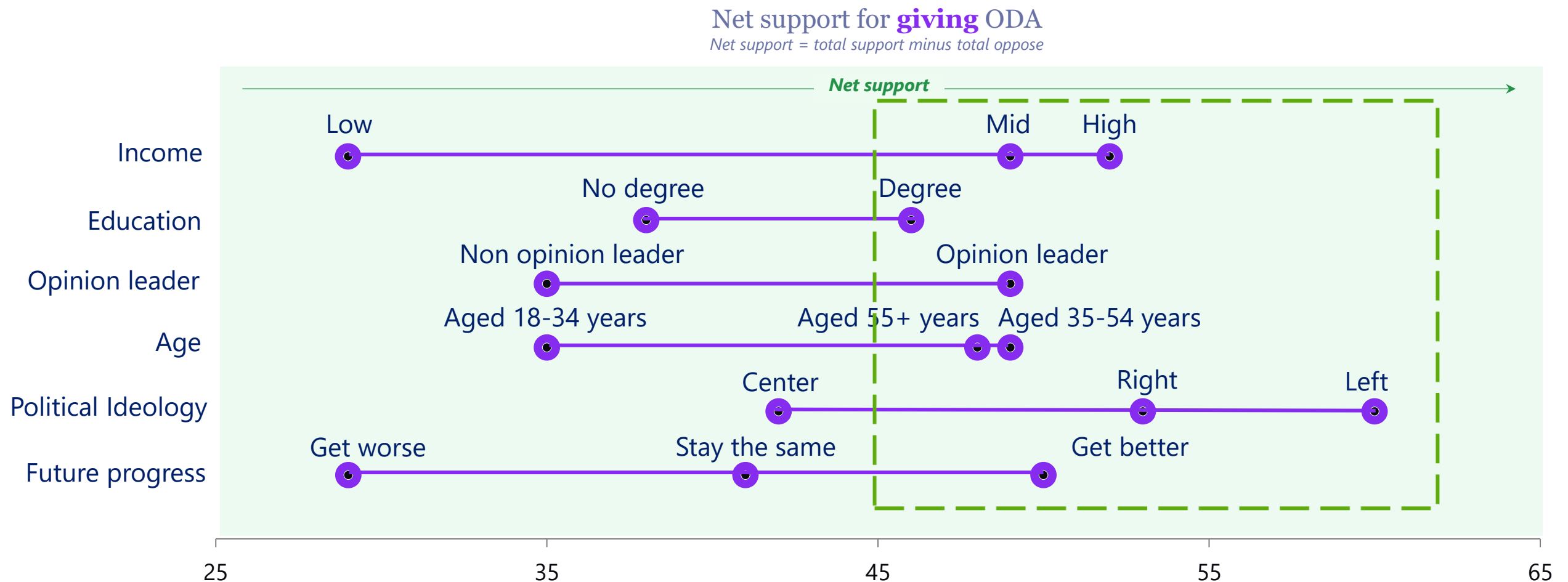
Support for giving ODA and tackling global health issues

Half (52%) support Indonesia providing overseas aid, with just 9% opposed. When it comes to tackling global health issues, a majority (59%) want Indonesia to do its fair share, rather than being a leader (37%).



Giving ODA: net support among key subgroups

There is net support for giving ODA across key subgroups. Higher support for aid correlates with higher income, higher education, opinion leaders, older age groups (35+), voters on the left, and higher optimism about global progress.



Role of Indonesia in supporting development

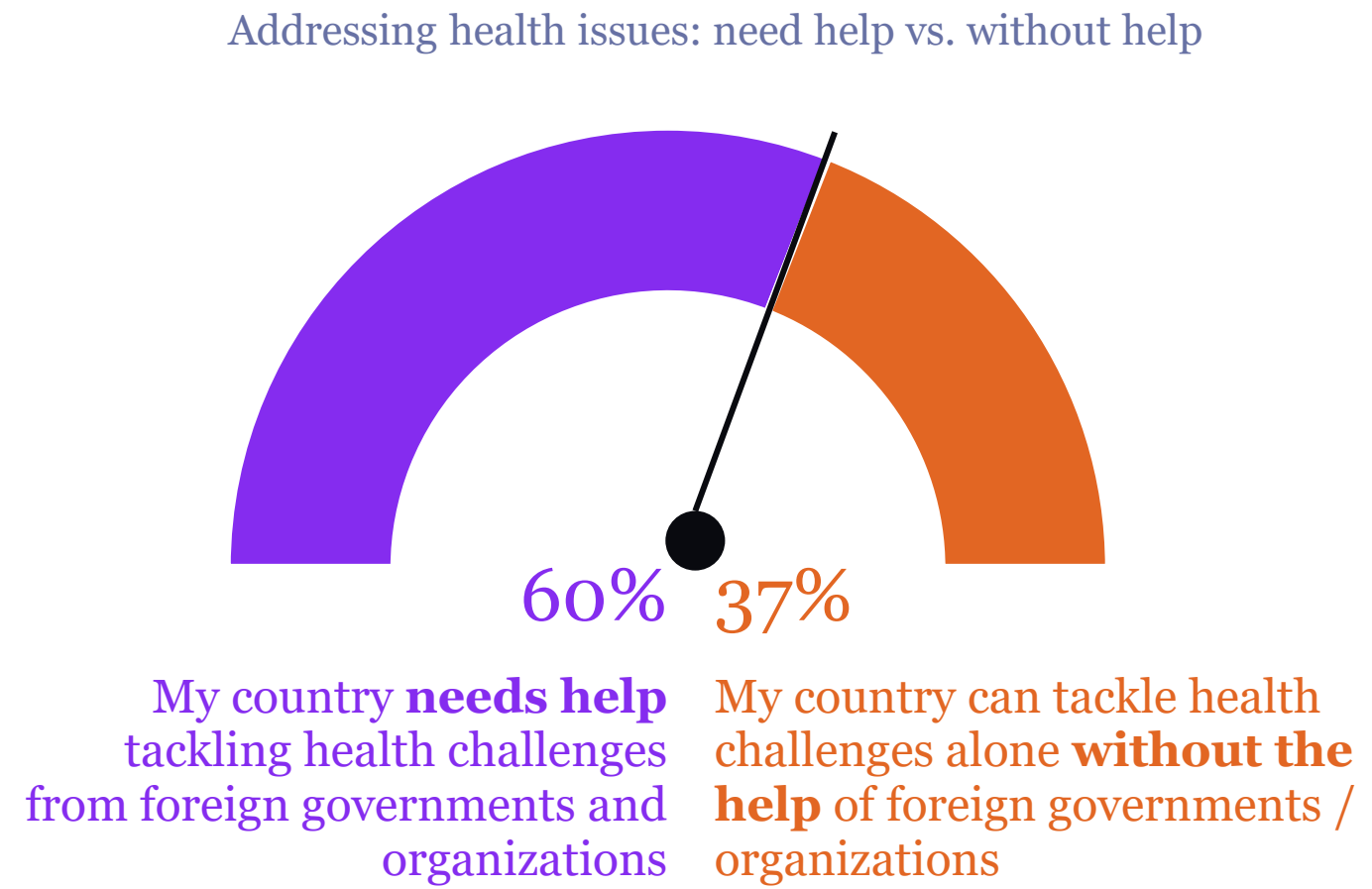
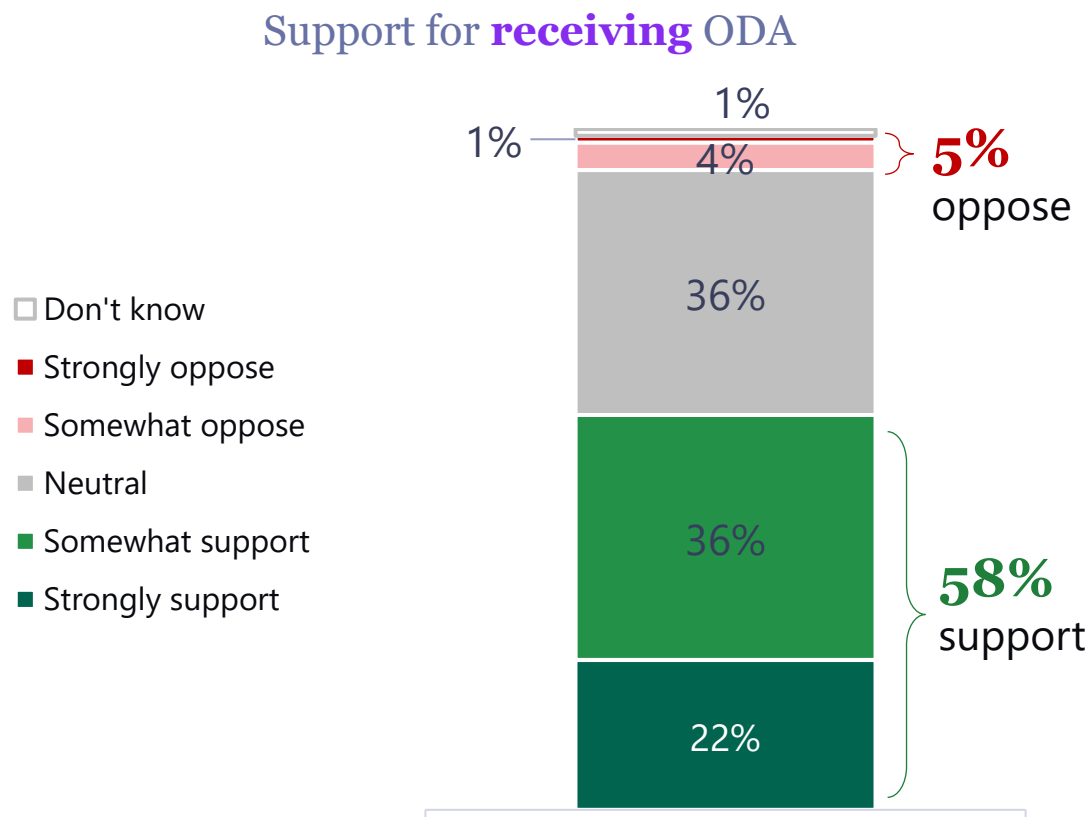
Rather than providing financial aid, Indonesians are more likely to support helping poorer countries by acting as a mediator between rich and poor countries, sharing knowledge from its own development experience, and through trade.

% Support for country taking each action



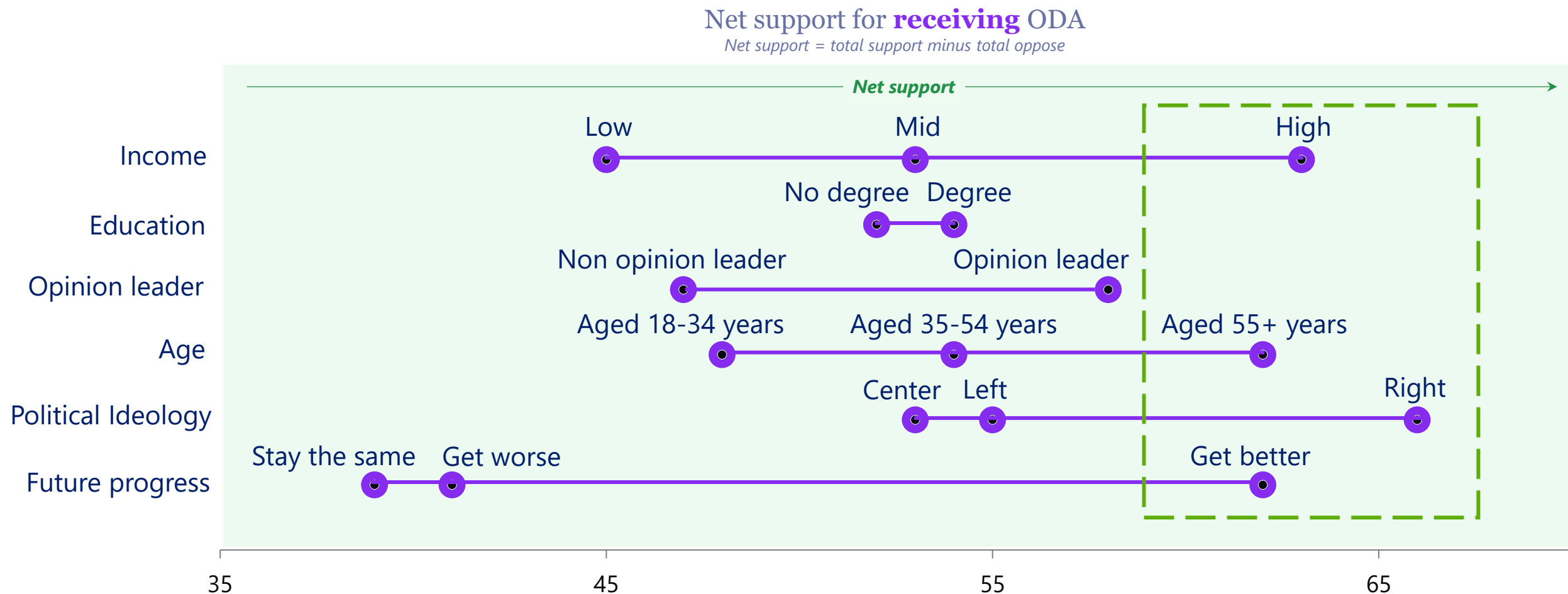
Support for receiving ODA and help addressing health issues

Nearly three-in-five (58%) support Indonesia receiving ODA. A similar proportion (60%) acknowledge Indonesia's need to receive help from foreign countries and organizations to tackle health challenges, rather than tackling alone.



Receiving ODA: net support among key subgroups

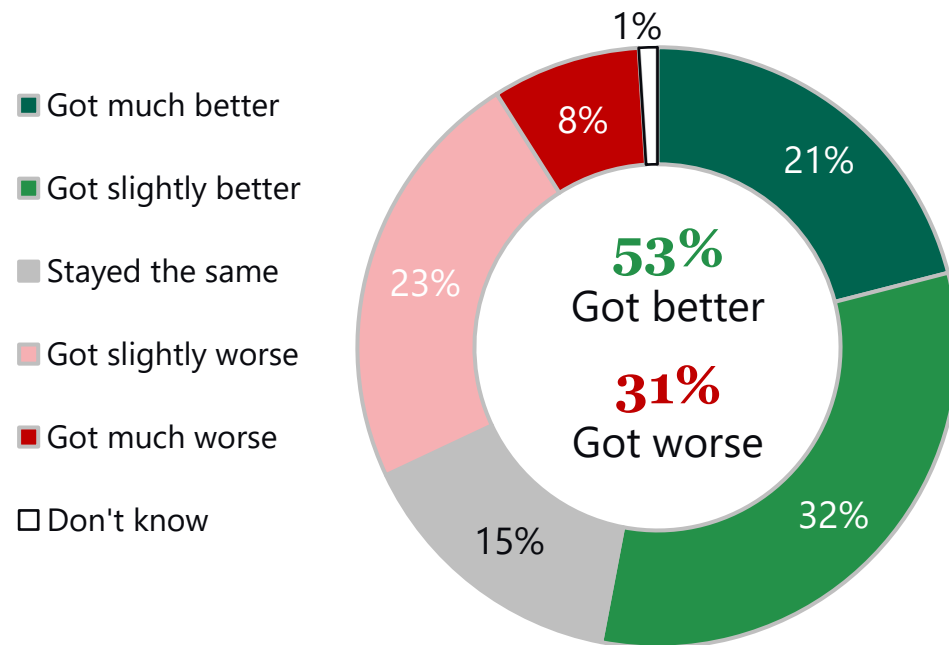
There is net support for receiving ODA across key subgroups. Higher income groups, older Indonesians (55+ years), those on the right of the political spectrum, and those who are optimistic about global progress are the most supportive.



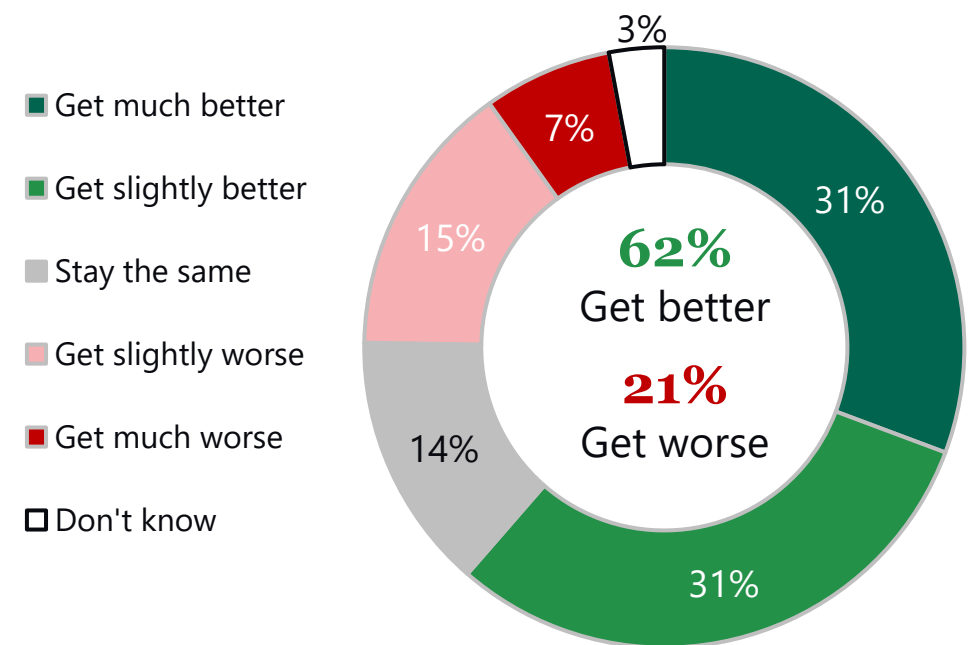
Global health progress

Half of Indonesians (53%) think global health has gotten better in the last 20 years, and three-in-five (62%) think *global health* will get better in the next 20 years. These levels are on par with views about *global progress* in general (62%).

Over the **last 20 years**, has global health got better, worse, or stayed the same?

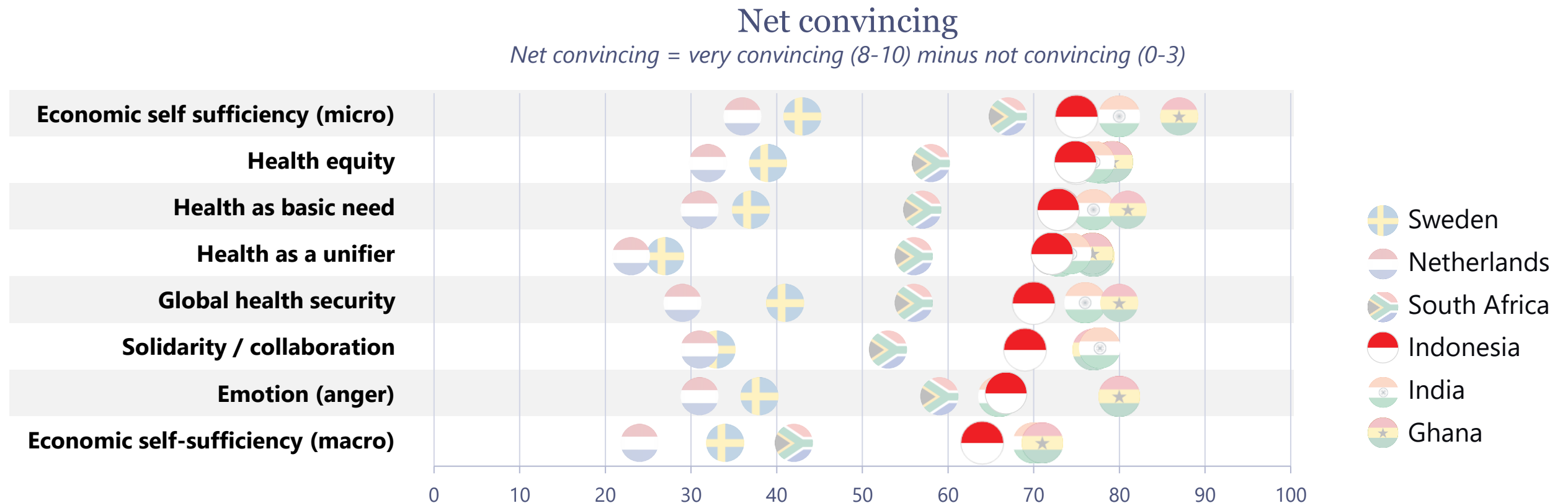


Over the **next 20 years**, will global health get better, worse, or stay the same?



Global health messaging

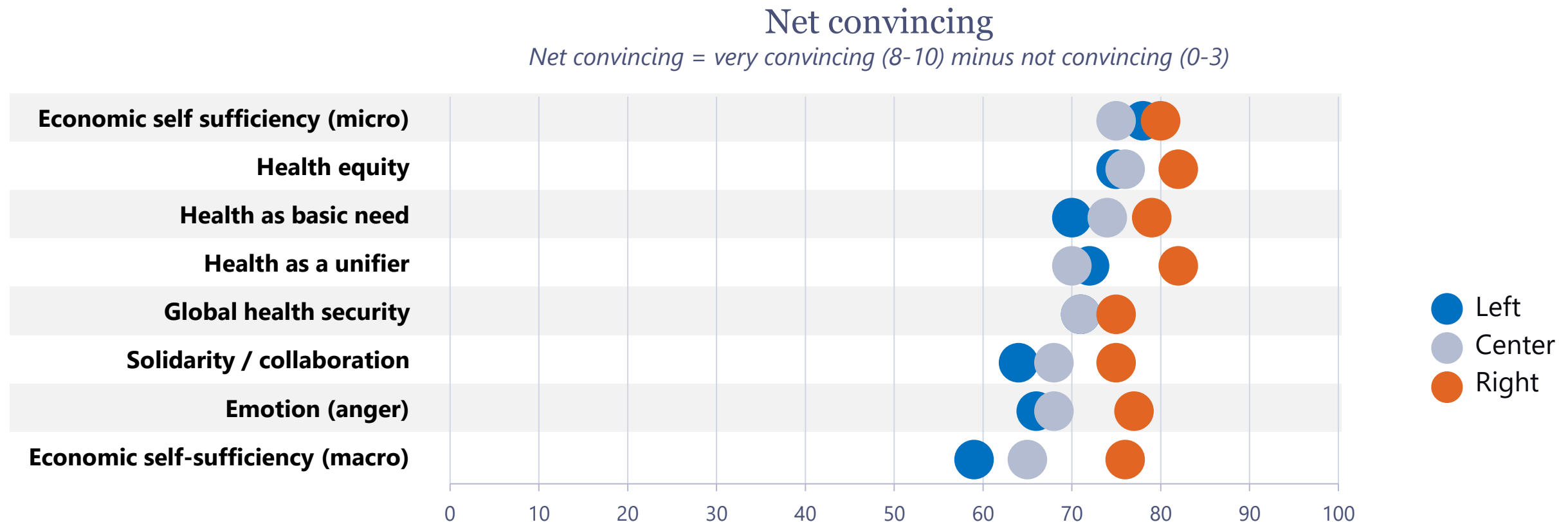
Micro-economic self-sufficiency and health equity messages were most convincing to Indonesians, while the macro-economic self-sufficiency message was least convincing.



Note: Message testing was light touch and intended as a sense-check against wave 1 results, so it should be considered directional and viewed in the context of other message testing research. For a list of the full messages tested, please refer to the Appendix.

Global health messaging x political ideology

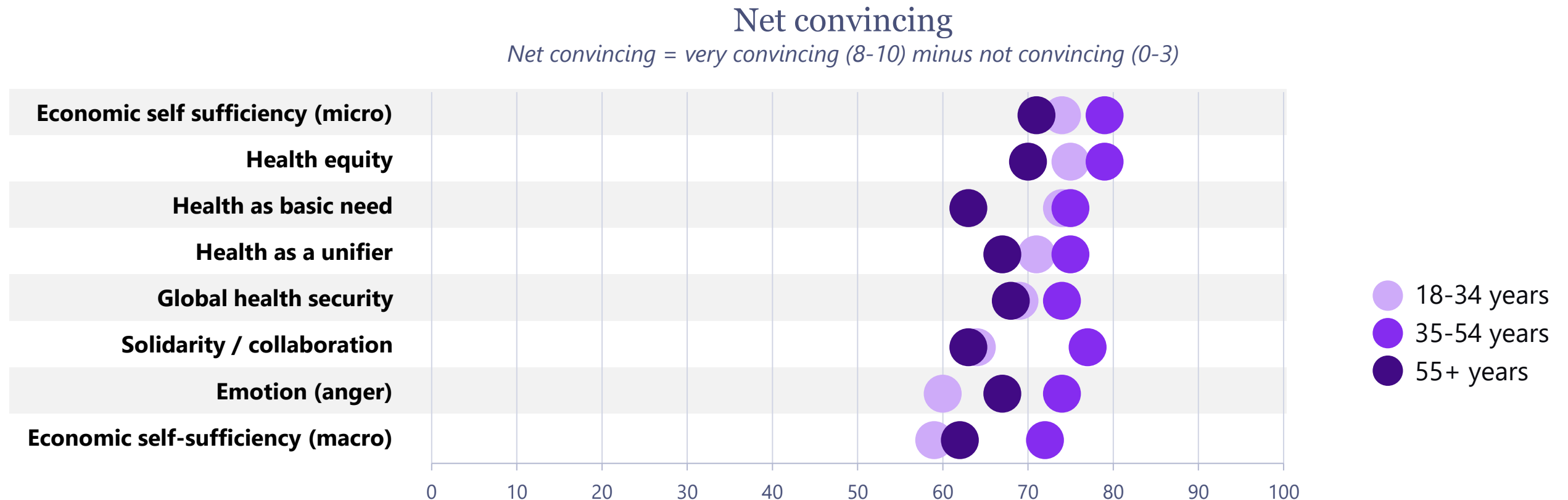
All messages tested resonate more strongly with voters on the right than voters on the left. 'Health as a unifier' resonates particularly strongly with voters on the right.



Note: Message testing was light touch and intended as a sense-check against wave 1 results, so it should be considered directional and viewed in the context of other message testing research. For a list of the full messages tested, please refer to the Appendix.

Global health messaging x age groups

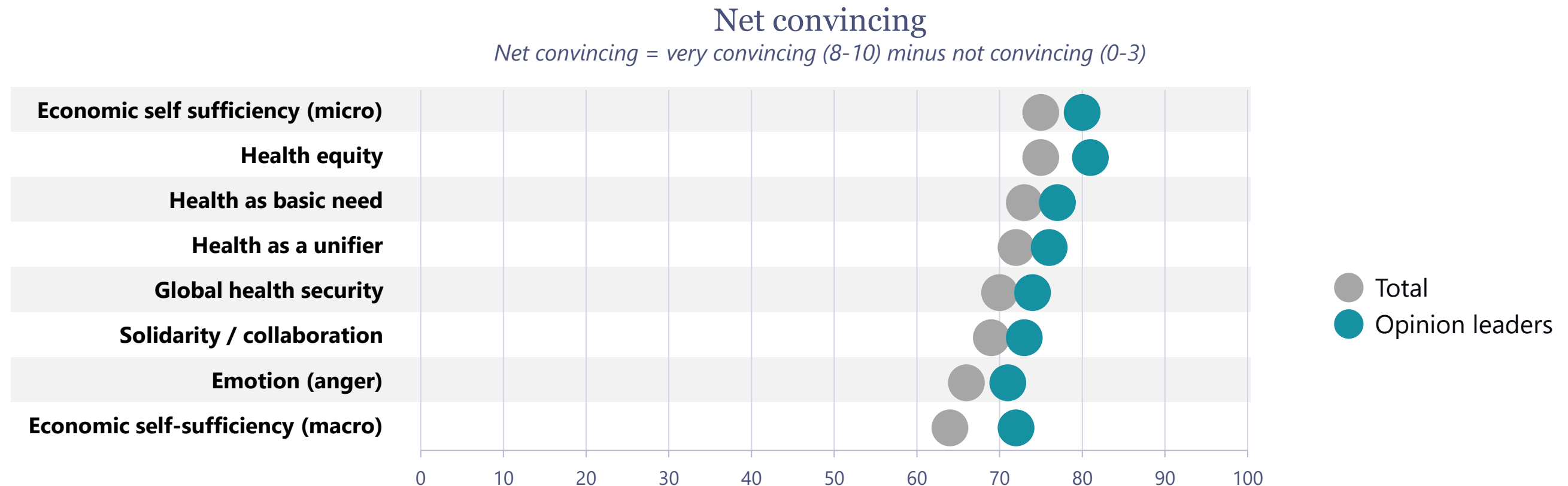
All messages tested more strongly with middle-aged Indonesians (35-54 yrs) than younger or older age groups. Micro-economic self sufficiency and health equity were the top messages across age groups. The younger age group was less convinced by the messages around anger and macro-economic self sufficiency.



Note: Message testing was light touch and intended as a sense-check against wave 1 results, so it should be considered directional and viewed in the context of other message testing research. For a list of the full messages tested, please refer to the Appendix.

Global health messaging x opinion leaders

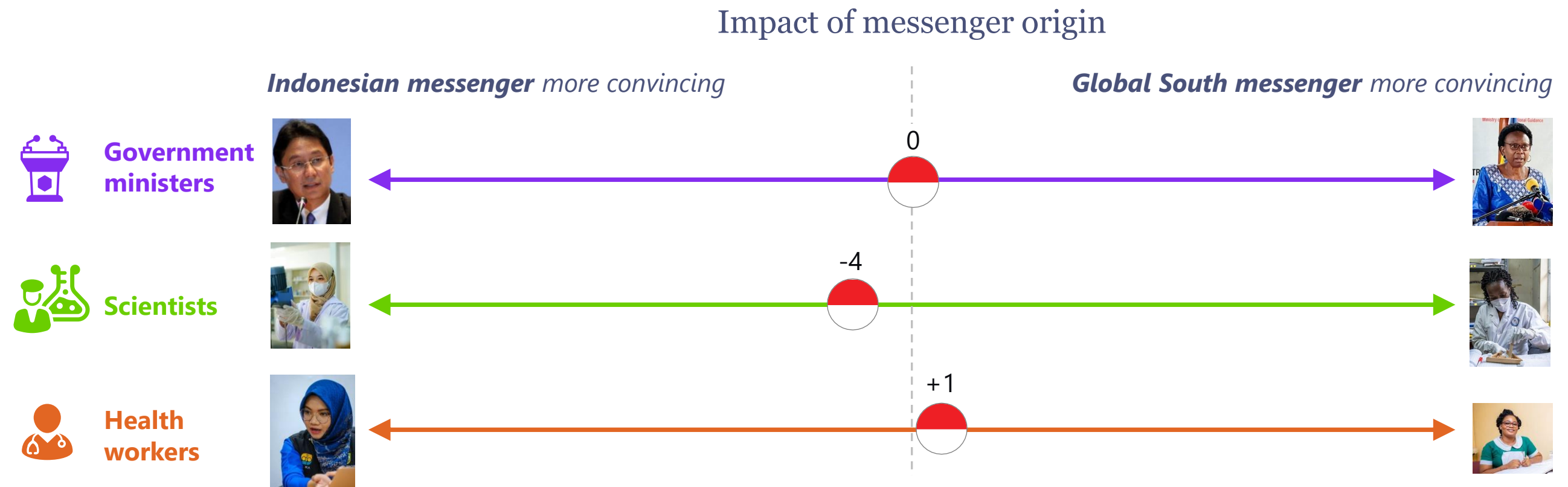
Micro-economic self-sufficiency and health equity were the top two performing messages for opinion leaders, consistent with the broader public.



Note: Message testing was light touch and intended as a sense-check against wave 1 results, so it should be considered directional and viewed in the context of other message testing research. For a list of the full messages tested, please refer to the Appendix.

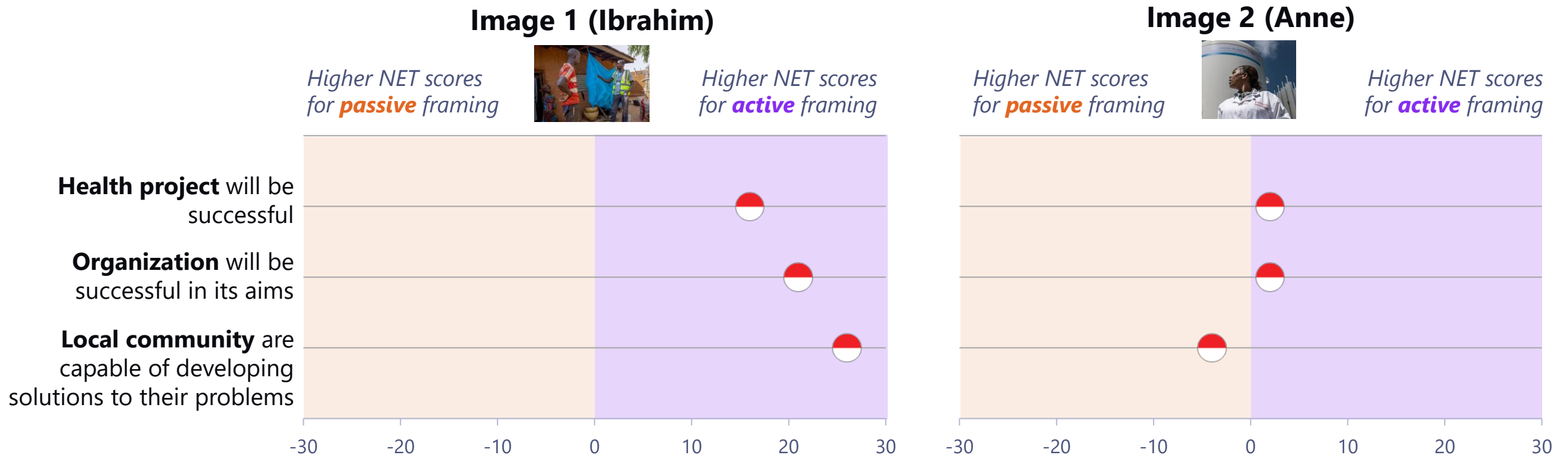
Impact of messenger origin

The impact of messenger origin was less pronounced in Indonesia than in other markets, where messages were similarly convincing whether attributed to an Indonesian or Global South voice.



Recipient framing

An experiment to test the impact of two framings of aid recipients gave mixed results in Indonesia. But there are indications an active framing drives more positive perceptions of a health project, an organization's success, and the ability of local communities to solve their own problems.



Caveats to consider when reviewing this data: This question was asked at the end of a long survey; a small sample of respondents saw each image/framing (N=c. 250 per market per framing) meaning differences must be large to be statistically significant; survey respondents saw just one framing, rather than both "passive" and "active" and making a direct comparison. Therefore, focus group insights may carry more weight. For more details, please refer to the main report.

Appendix: Messages tested

We tested the top 8 performing messages from wave 1

As a “health check” to see if these messages continue to perform well in wave 2 markets / 6 months on.

Frame	Message
Economic self-sufficiency (micro)	Kesehatan yang baik sangat penting bagi masyarakat agar mereka mampu berpijak di atas kaki mereka sendiri. Anak-anak yang sehat dapat pergi ke sekolah, orang tua yang sehat dapat pergi bekerja dan menghidupi keluarga mereka. Berinvestasi di bidang kesehatan adalah salah satu keputusan ekonomi paling cerdas yang dapat kita lakukan.
Global health security	Berinvestasi pada kesehatan yang lebih baik secara internasional bukan hanya tentang amal, tetapi juga tentang menjadikan dunia sebagai tempat yang lebih aman bagi semua orang. Seperti yang terlihat sewaktu COVID-19, krisis kesehatan yang terjadi di suatu tempat dapat mengakibatkan krisis kesehatan di tempat lain.
Health equity	Setiap orang di dunia berhak mendapatkan kesempatan untuk hidup sehat. Dengan mengatasi masalah kesehatan secara global, kita dapat memberikan akses ke obat-obatan dasar dan vaksin yang mampu melindungi masyarakat dari penyakit yang mengancam jiwa dan mengubah hidup mereka.
Health as a basic need	Kita semua membutuhkan kesehatan yang baik, di mana pun kita tinggal, karena kesehatan merupakan kebutuhan dasar manusia. Dengan berinvestasi untuk mengatasi masalah kesehatan secara global, kita dapat membantu memastikan setiap orang mendapatkan akses ke layanan kesehatan dasar, serta obat-obatan dan vaksin yang dibutuhkan.
Emotion (anger)	Sungguh memprihatinkan bahwa pada tahun 2024, jutaan orang masih meninggal akibat masalah kesehatan yang sebenarnya dapat kita tangani. Kita tidak bisa, dan tidak boleh, berdiam diri membiarkan hal ini terus terjadi.
Solidarity / collaboration	Berinvestasi untuk mengatasi masalah kesehatan secara global adalah tindakan solidaritas, yang menembus batas dan perbedaan. Dengan bekerja sama, lintas negara, kita dapat memastikan bahwa setiap orang memiliki akses ke layanan kesehatan yang mereka butuhkan, terlepas dari kondisi geografis atau keadaannya.
Health as a unifier	Kesehatan yang baik memungkinkan kita untuk menikmati momen-momen dalam hidup, baik yang besar maupun yang kecil. Tidak seorang pun boleh kehilangan momen-momen ini: dengan menangani masalah kesehatan secara global, kita dapat membantu memastikan bahwa tidak seorang pun terlewatkan.
Economic self-sufficiency (macro)	Hanya negara dengan penduduk yang sehat yang dapat mengentaskan diri mereka dari kemiskinan. Orang dewasa yang sehat dapat berkontribusi pada ekonomi dan menjalani kehidupan kerja yang produktif. Berinvestasi di bidang kesehatan adalah salah satu keputusan ekonomi paling cerdas yang dapat kita ambil.

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