

INDONESIA MILLENNIAL AND GEN Z REPORT 2025

Understanding and Uncovering
the Behavior, Challenges,
and Opportunities



About the Report

Indonesia Millennial and Gen Z Report 2025

As we present the Indonesia Millennial and Gen Z Report 2025, IDN brings together key insights from across the country, highlighting the evolving role of two generations that are shaping Indonesia's future. Millennials and Gen Z are not just participants in change—they're leading it, stepping into positions of influence and redefining what it means to be part of a rapidly shifting society.

With political shifts, technological advances, and the increasing dominance of digital life, both generations are taking on leadership roles, pushing for positive change, and advocating for sustainability. They are hopeful about Indonesia's economic recovery and see encouraging progress in areas like work-life balance, inclusivity, and mental health support in the workplace.

Yet, challenges are still at the forefront. Issues such as the rising cost of living, job insecurity, climate change, and mental health continue to weigh on the minds of many. As AI and automation reshape industries, questions about the future of work loom larger. Despite these uncertainties, Millennials and Gen Z remain optimistic, expecting businesses to step up and address both social and environmental issues head-on.

The Indonesia Millennial and Gen Z Report 2025 reflects the determination of these generations—a collective mindset focused on overcoming obstacles and creating a more sustainable, brighter future for the country.



Generational Insights:

A Snapshot of Indonesia's Millennials and Gen Z



Shifting Gender Roles

Both Millennials and Gen Z support evolving gender roles in the household, but their approaches differ. Gen Z is more proactive in embracing change, while Millennials prefer a more gradual shift, influenced by traditional family values.



Urbanization and Family Dynamics

Urbanization has pushed both generations to rely on technology to stay connected with extended family. However, Millennials express more concern about the erosion of traditional family ties, whereas Gen Z is more adaptable to these new realities.



Economic Adaptation through Frugality

Both generations have adopted frugal living in response to rising costs, but with different focuses. Gen Z prioritizes saving through discounts and deals, while Millennials balance cost-cutting with side jobs to ensure financial stability.



Education Reform with *Kurikulum Merdeka* (The Emancipated Curriculum)

The *Kurikulum Merdeka* resonates with both generations, as it emphasizes real-world skills. Gen Z views the reform as essential for their future, while Millennials welcome it as a necessary update to the traditional education system they experienced.



Social Media and Mental Health

The mental health impact of social media is evident for both Millennials and Gen Z, with many facing anxiety and stress. Both generations are increasingly adopting digital detox practices to manage their online presence and maintain well-being.



The Rise of Nomad Media

Both Millennials and Gen Z are gravitating towards nomad media—news media outlets established on social media—valuing their blend of credibility and creativity. Gen Z naturally embraces this digital-first approach, while Millennials are also adapting to this shift in media consumption.



Viral Content and Emotional Engagement

For both generations, viral content thrives on authenticity and emotional connection. Gen Z actively engages in creating and sharing viral moments, while Millennials tend to participate more passively, appreciating the cultural shift.



Musical Theater's Resurgence

Musical theater is making a comeback, appealing to both Millennials and Gen Z. Gen Z is drawn to the immersive live experience, while Millennials find comfort in the nostalgia and familiar themes these performances offer.



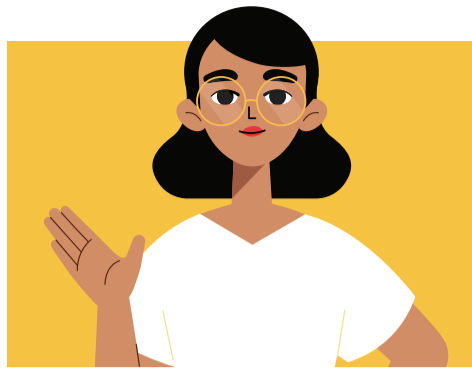
Political Engagement Amid Economic Pressures

Economic challenges are driving political engagement for both generations. They are pushing for policies that address job security and fair wages, united in their desire to find solutions to the financial pressures they face.



Social Media as a Tool for Activism

Both Millennials and Gen Z use social media as a key tool for political activism, raising awareness and driving discussions around important issues. However, both recognize the need to translate online advocacy into tangible real-world action.



Millennials Profiling

Data Collection



17 - 29
May 2024



n = 750



Male
46%



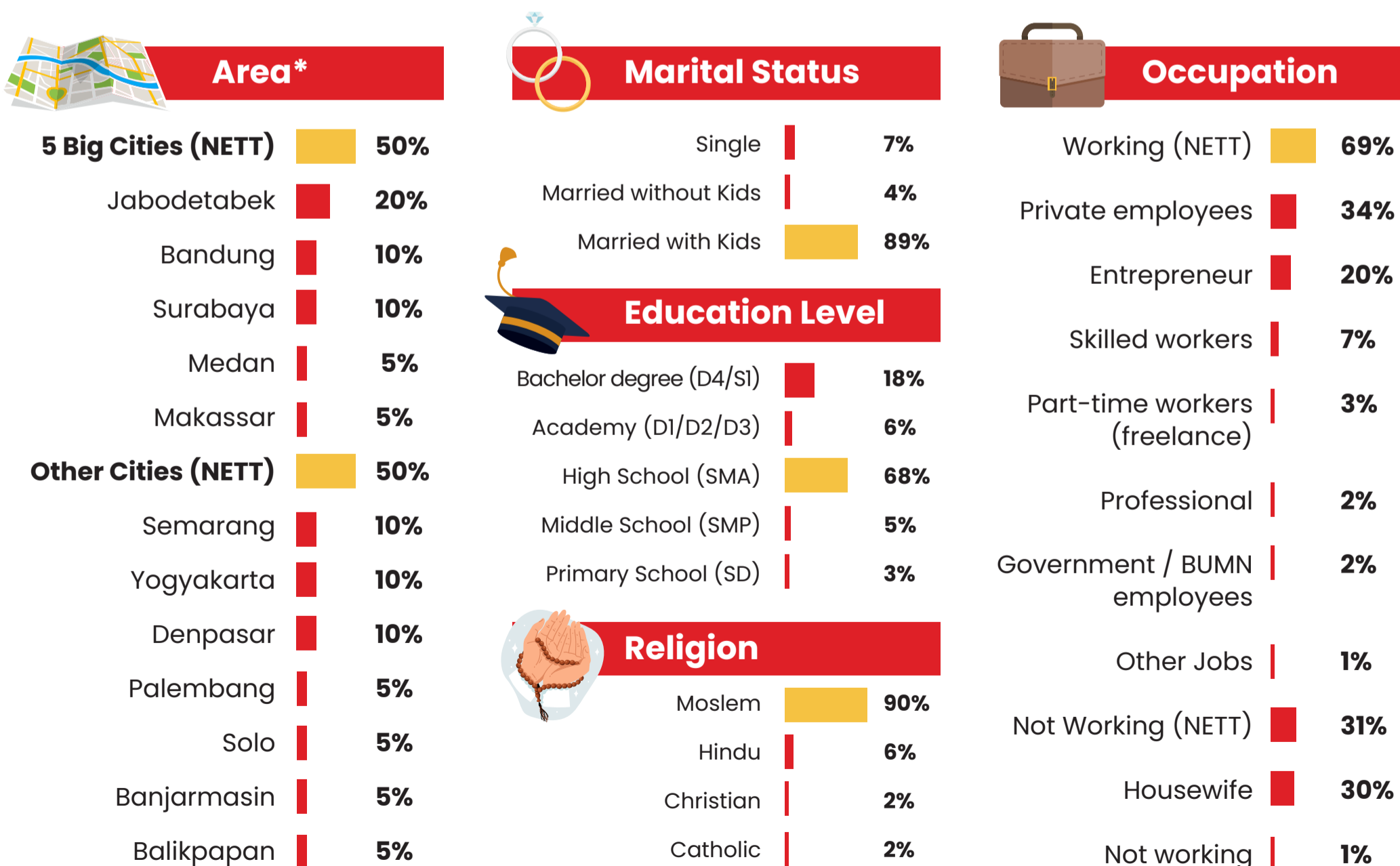
Female
54%



SEC

Upper **45%**
Middle **54%**
Lower **1%**

Millennial respondents are primarily parents, with most of them already working as either employees or entrepreneurs.



*Quota was applied during data collection



Gen Z Profiling

Data Collection



17 - 29
May 2024



n = 750



Male
52%



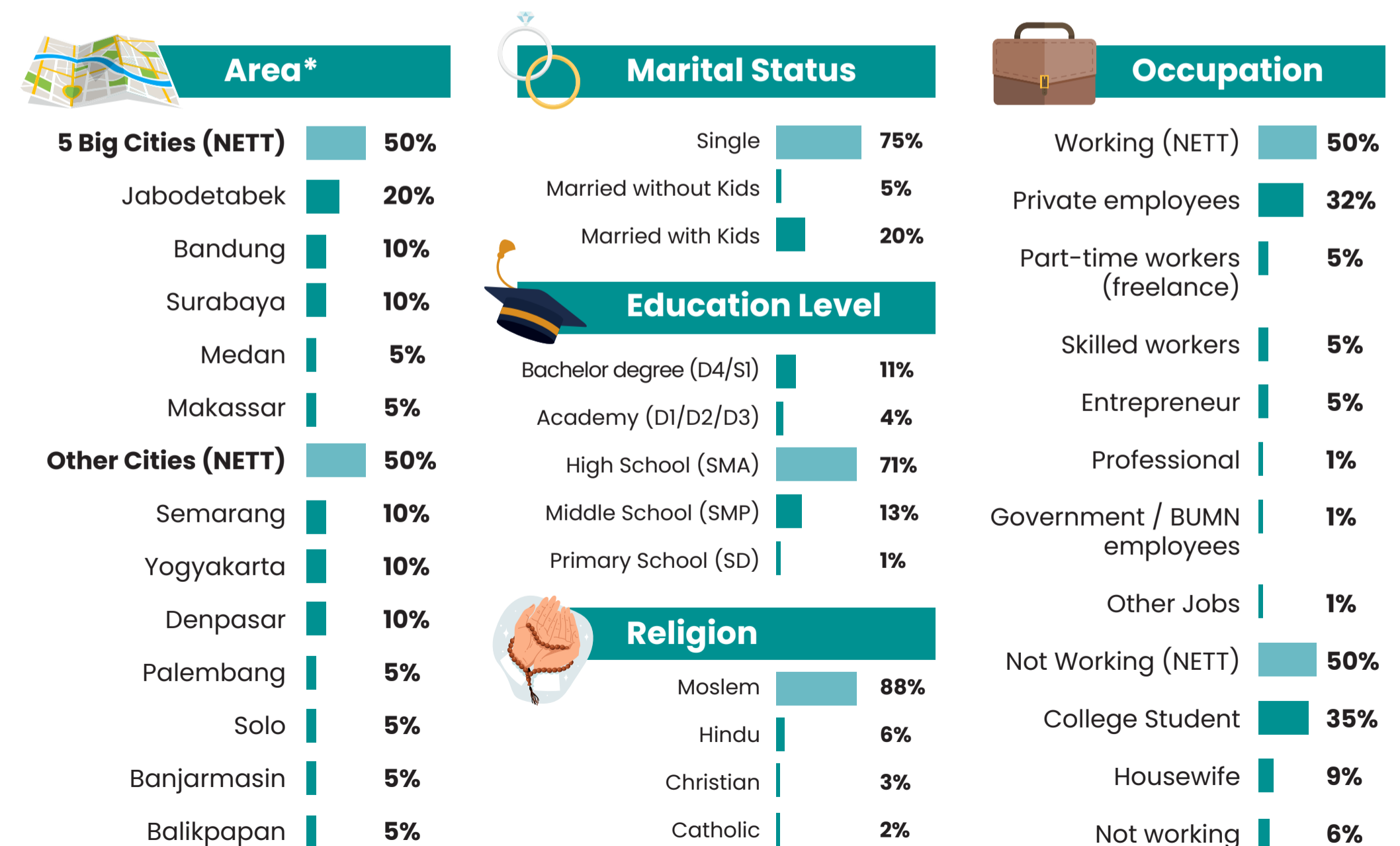
Female
48%



SEC

Upper **51%**
Middle **48%**
Lower **1%**

Gen Z respondents are mostly single, with half not yet working, as many are still in college or university.



*Quota was applied during data collection

Breaking Boundaries from Traditional Roles to New Expectations

Modern Indonesian families are steadily moving away from traditional gender roles, embracing a more balanced approach to sharing household and professional responsibilities. With an increasing number of women entering the workforce, the long-standing notion of the father as the sole breadwinner is evolving. This shift not only marks progress toward gender equality but also empowers women to pursue careers and attain financial independence, providing them with a safeguard against domestic violence and unhealthy household dynamics. Whether as full-time working mothers or through leveraging digital platforms—such as e-commerce, affiliates, and virtual assistant roles—these women demonstrate that motherhood and professional ambitions can coexist harmoniously.



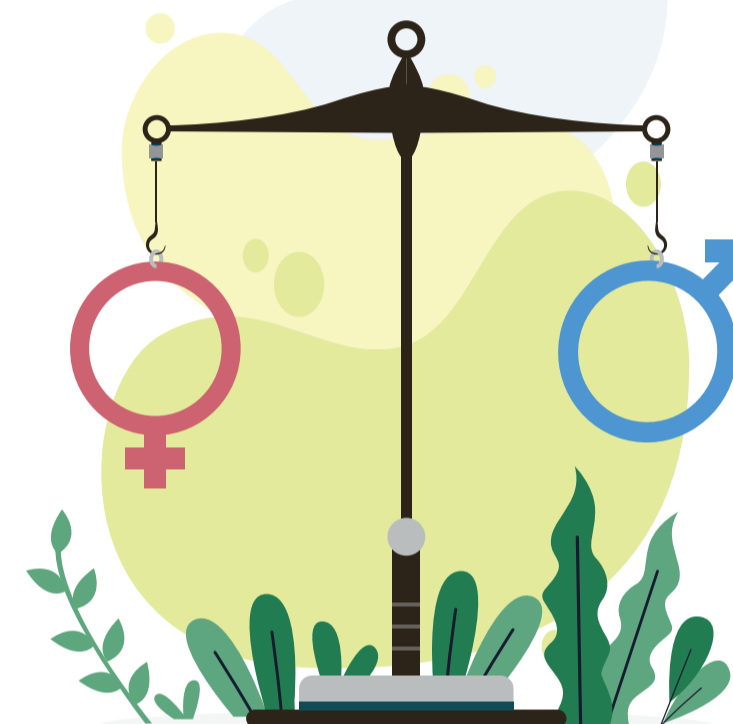
Embracing the Role of the Modern Father

Despite these advancements, the double burden of domestic responsibilities often persists, underscoring the need for husbands to actively support and share in household duties. Modern fathers are increasingly taking on roles as “househusbands,” supporting their partners’ careers and becoming more involved in family life. This evolving concept of fatherhood is particularly embraced by Gen Z, who are more open to changes in gender roles, while Millennials often exhibit a blend of adherence to traditional values and cautious acceptance of new expectations. By challenging stereotypes and promoting equitable roles, fathers today are contributing to a more balanced and nurturing family environment. This benefits everyone: children gain diverse role models, women are relieved from the dual burden, and men discover fulfillment in nurturing roles.



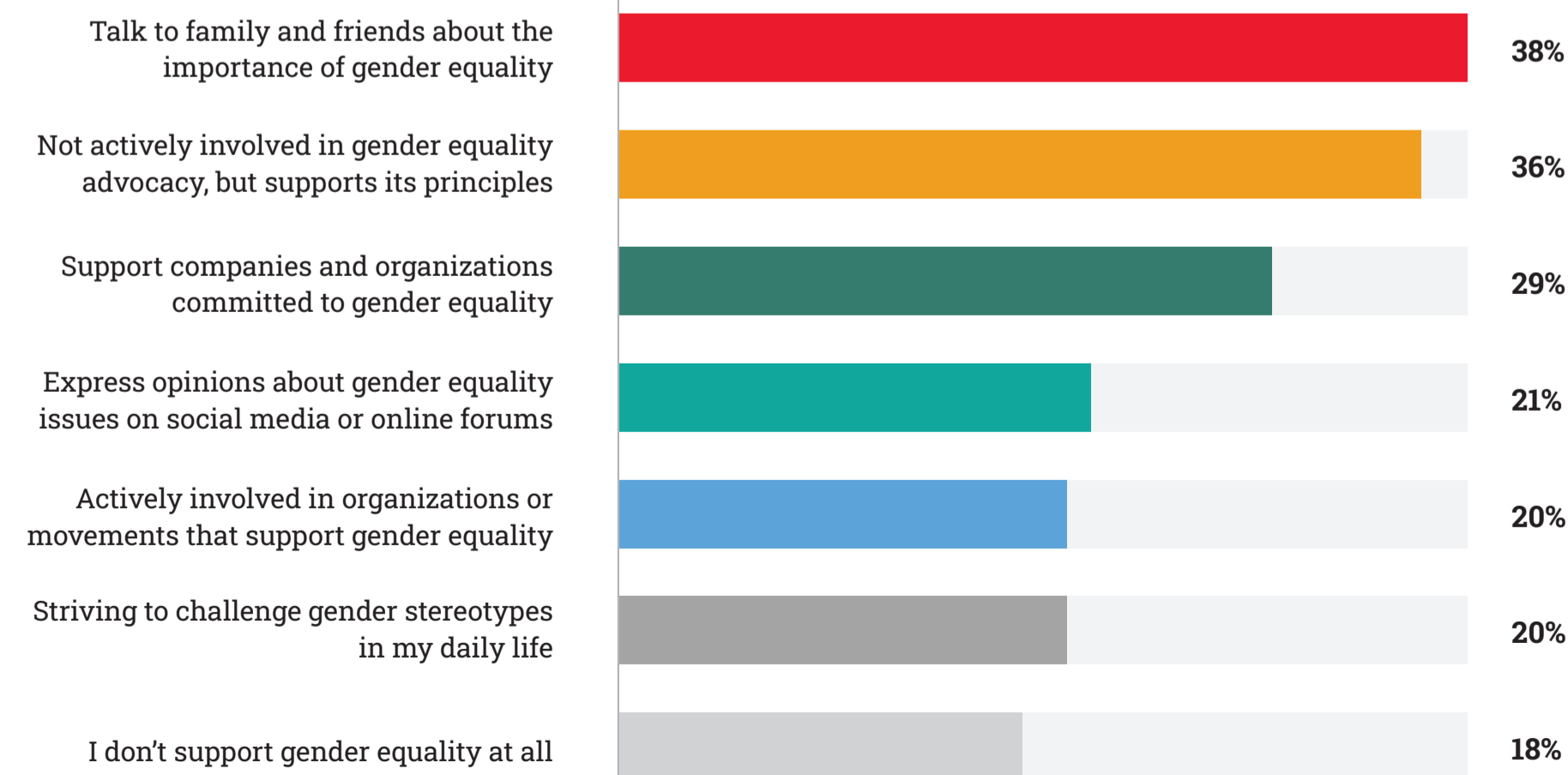
Balancing Tradition and Progress in Family Life

82% of Millennials and Gen Z generally support gender equality, as long as it doesn't challenge existing traditions



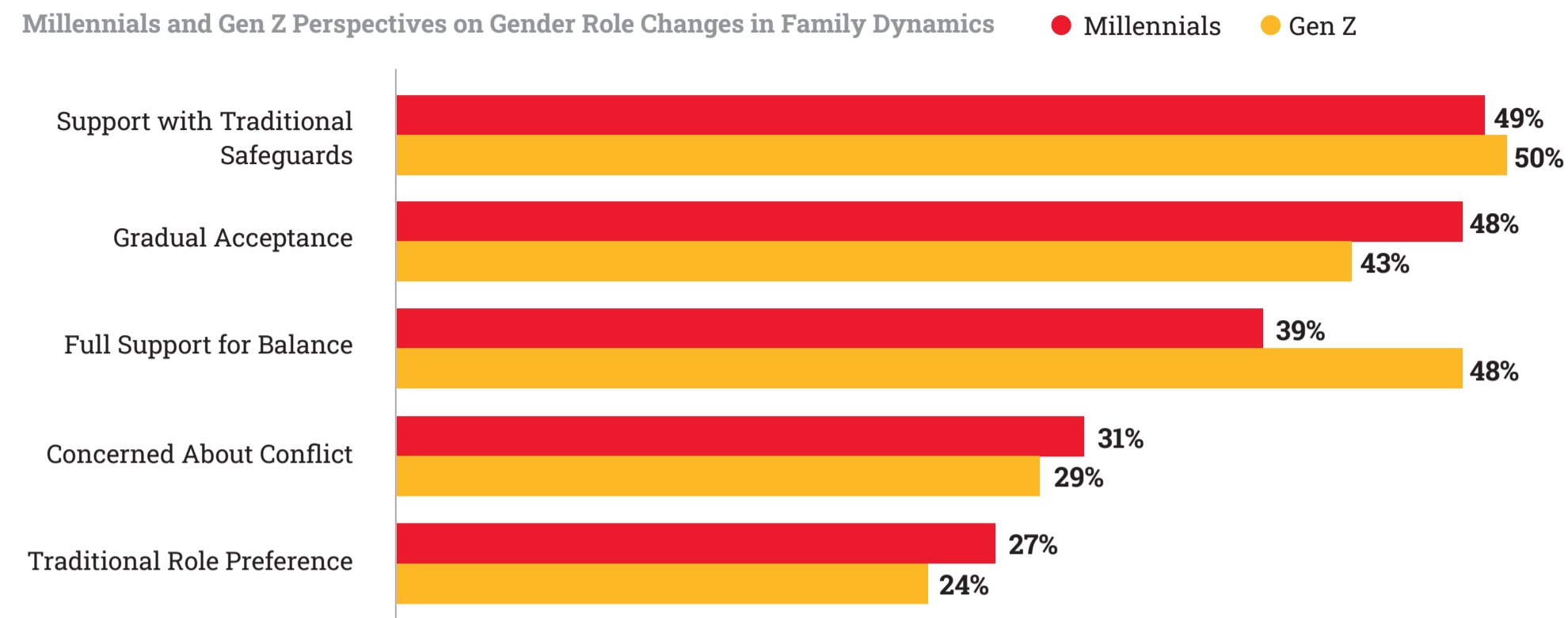
Our data shows that both **Gen Z and Millennials maintain a deep respect for traditional values, particularly concerning evolving gender roles within the family.** While 82% of both generations support gender equality, backing changes in gender roles as long as they don't disrupt existing traditions, it's clear that preserving cultural norms remains a significant concern for both groups. This highlights that, while there is growing acceptance of gender role evolution, there is also a strong inclination to maintain a connection to established cultural practices. This delicate balance between embracing modernity and honoring tradition underscores the thoughtful and nuanced approach both generations take toward changes in family structures.

Levels of Support and Involvement in Gender Equality Initiatives

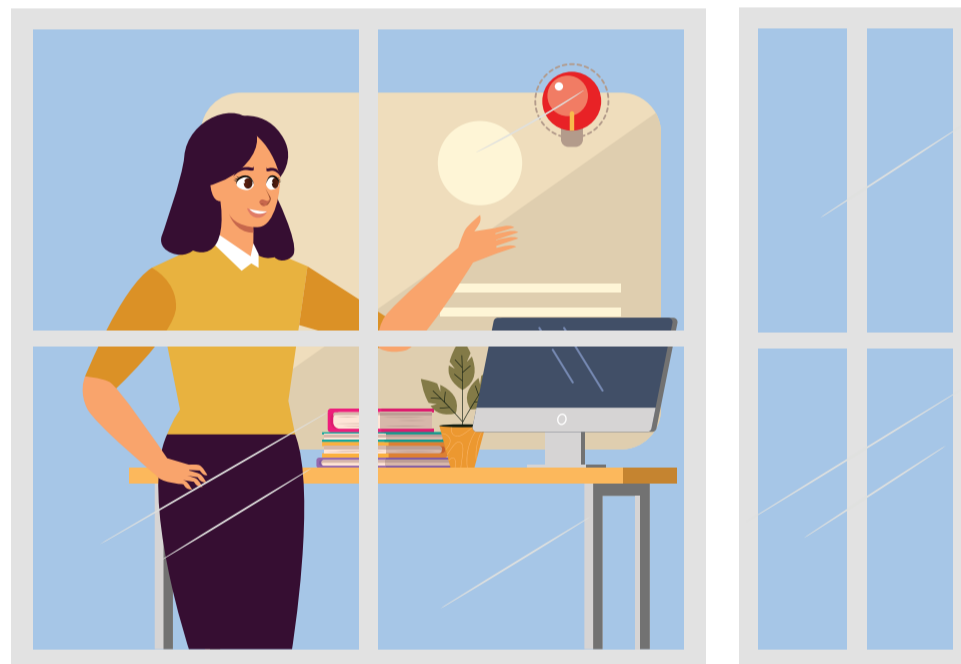


*Multiple-response questionnaires allow the total result to exceed 100%

How Millennials & Gen Z Respond to Gender Shifting Roles in Family



*This data represents 82% of Millennials and Gen Z who support gender equality



However, a clear difference emerges in the degree of acceptance and enthusiasm for these changes. Millennials, though supportive of shifts in gender roles, tend to approach them with caution—48% indicate they need time to adjust. In contrast, Gen Z demonstrates a more progressive stance, with nearly half (48%) fully endorsing the belief that shifting gender roles can bring balance and happiness to the family. This generational gap underscores Gen Z's reputation for being forward-thinking and adaptable, showing a greater willingness to embrace significant changes in household dynamics. Gen Z's openness likely stems from broader exposure to global ideas of gender equality and a strong belief in the positive outcomes of such changes, whereas Millennials, despite their support, may still prefer the security of gradual adaptation and the comfort of traditional values.

Kalis Mardiasih, an opinion writer and young Nahdlatul 'Ulama (NU) activist, reflects on her experiences growing up in a rural area where discussions about gender equality were rare. She notes that it wasn't until she had access to broader learning opportunities that she began to grasp the wider implications of gender equality. Research suggests that while many express support for gender equality, they often haven't taken action to advocate for it, primarily because they haven't faced situations demanding more than just verbal support. Mardiasih stresses that awareness is crucial, but it's only the first step. She advocates for the creation of communities and safe spaces where individuals are encouraged to speak up and take meaningful action. According to her, **progress in gender equality is a process, and every small step forward matters. It's not about achieving perfection or becoming experts overnight but about making gradual progress and acknowledging the strides made along the way.**

Empowering Women in Their Careers and Beyond

Since 1990, Indonesia has made significant strides in increasing female labor force participation. However, the gender gap remains substantial, particularly when compared to other upper-middle-income countries. Despite improvements in education and a decline in early marriage rates, women's participation in the workforce has seen only marginal growth. A key barrier that continues to hinder progress is the lack of affordable, high-quality childcare. Our survey found that 40% of women leave their jobs after marriage and childbirth, with nearly half citing family responsibilities as the primary reason.



40% Women
leave their jobs after marriage and childbirth, mainly due to family responsibilities.

Investing in childcare is not merely a social necessity but also an economic opportunity. Enabling women to remain in the workforce could significantly boost the economy. According to the World Bank, even a modest increase in women's labor participation could add as much as \$62 billion to Indonesia's economy. As the country continues to develop its infrastructure and social systems, the rising number of working women will further drive demand for childcare services, creating additional employment opportunities in this sector.

This progress is reflected in the improvement of Indonesia's Gender Inequality Index, which has advanced from 0.499 in 2018 to 0.447 in 2023. This index considers various factors, including reproductive health, women's empowerment initiatives, and the ratio of women to men in the workforce. For example, reproductive health indicators such as maternal mortality rates and adolescent birth rates show continuous societal efforts to enhance gender equality. However, despite these advancements, Indonesia currently allocates just 0.04% of its GDP to early childhood care and development, far below the Organisation for Economic Co-operation and Development (OECD) recommendation of 1%. Increasing this investment could yield substantial benefits, potentially adding up to \$62 billion to Indonesia's GDP annually.

To unlock these benefits, the Indonesian government could consider several key actions:



Establish a national policy with clear goals and responsibilities to increase the availability and quality of childcare services.



Implement fiscal programs aimed at making childcare more affordable, particularly for low-income families.



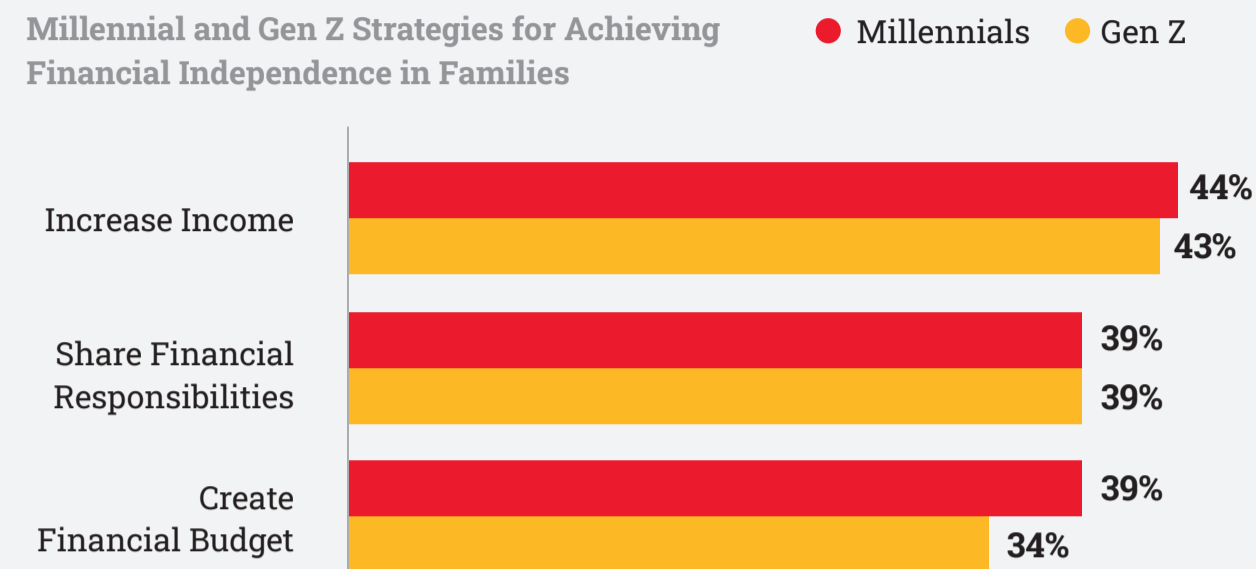
Invest in the childcare sector by supporting women entrepreneurs in starting and running childcare businesses.



Launch awareness campaigns to emphasize the importance of childcare and the need for societal support for working women.

Navigating Financial Independence Across Generations

Top 3 Actions for Financial Independence in Family



*Multiple-response questionnaires allow the total result to exceed 100%

As gender roles evolve, the strategies Millennials and Gen Z use to achieve financial independence are also shifting. Our data suggests that Millennials adopt a more balanced approach, placing slightly greater emphasis on both saving/investing and creating household budgets. With 39% of Millennials prioritizing budgeting compared to 34% of Gen Z, it's clear that Millennials favor a more structured and organized method for managing their finances. This focus on budgeting underscores a generational preference for financial planning and structure, likely influenced by their current life stages and financial responsibilities.

Additionally, both generations show a strong interest in increasing income through side jobs or small businesses, with 43% of Gen Z and 44% of Millennials employing this strategy. This shared approach reflects a recognition across generations of the importance of diversifying income sources in today's economic environment. However, the slight differences in financial priorities reveal a generational divide: Gen Z leans more toward investing and wealth accumulation as key strategies for long-term financial security, while Millennials focus more on budgeting and financial planning to achieve stability and independence.



Millennials and Gen Z Diverse Paths to Financial Independence

Both Millennials and Gen Z acknowledge **the importance of saving and investing** as essential strategies for building financial security. Gen Z, in particular, prioritizes these actions, reflecting their focus on long-term wealth accumulation.

Across generations, there is a strong interest in **supplementing income through side hustles or entrepreneurship**. This approach allows families to diversify their income streams and mitigate financial risk.

Millennials, more so than Gen Z, **emphasize the importance of budgeting**. By organizing their finances through budgeting, families can better manage their expenses, plan for the future, and ensure financial stability.

Opening Doors for Women's Empowerment and Growth



Kalis Mardiasih highlights that daycare services are not just a modern innovation but a continuation of Indonesia's cultural legacy. In many communities, children have traditionally been raised collectively—not just by their parents, but also by grandparents, neighbors, and extended family members. As more women enter the workforce, expanding access to daycare is essential for promoting gender equality. However, it is vital to ensure that these services are accessible to everyone, regardless of their location. By embracing and expanding daycare, Indonesia can honor its tradition of communal caregiving while empowering women to pursue their professional goals without compromising their roles as mothers.



“Daycare isn't just a modern necessity; it's deeply connected to our tradition of families and communities raising children together. As more women enter the workforce, ensuring accessible daycare becomes essential not only for gender equality but also for empowering families to make informed financial decisions. Expanding these services supports women in their careers, while families can plan their finances with greater confidence, knowing their children are well cared for”

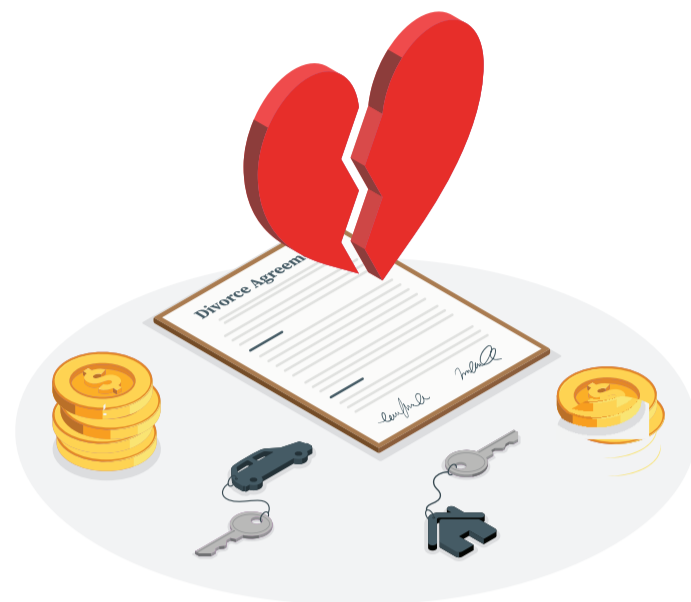
– **Kalis Mardiasih**, an Opinion Writer and Young Nahdlatul 'Ulama (NU) Activist

Investing in childcare is, fundamentally, an investment in Indonesia's future. It supports working women, encourages greater involvement from husbands in household responsibilities, strengthens the economy, and fosters a more inclusive society. By taking these steps, the government can unlock Indonesia's full potential and pave the way for a brighter, more equitable future.

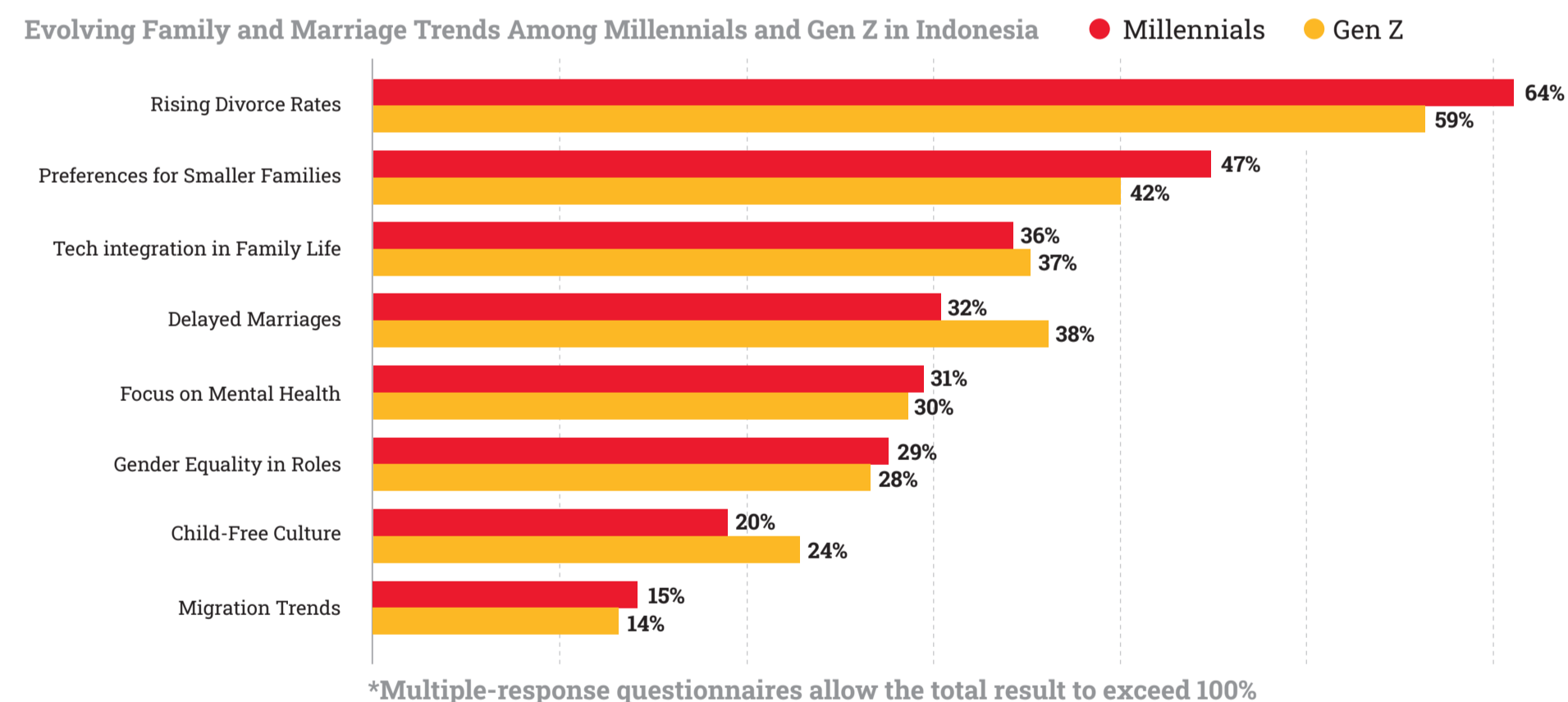


Redefining Relationships with New Perspectives on Marriage and Divorce

Indonesia is undergoing a profound transformation in family dynamics, particularly in marriage, where rising divorce rates and changing attitudes towards traditional unions are reshaping the social fabric. Over the past few years, the country has experienced a significant increase in divorce rates, with data from the Central Bureau of Statistics (BPS) showing that the number of divorce cases has steadily climbed, reaching up to 500,000 annually. This alarming trend has raised concerns among various parties, including the government, with the Head of the National Population and Family Planning Agency (BKKBN) warning that the rising divorce rate could threaten the stability and resilience of families.



Understanding Modern Challenges Behind Rising Divorce Rates



The rising divorce rates in Indonesia are a significant concern, with 62% of Indonesians acknowledging this trend. Millennials, especially those living in big cities, are facing increased marital instability. The pressures of modern life—such as financial stress, demanding work schedules, and the complexities of balancing personal and professional responsibilities—are contributing to the strain on marriages.

A common misconception is that women are primarily responsible for the rising divorce rates, particularly since the majority of divorce applications are filed by women. However, this view oversimplifies the complex reasons behind many divorces. In Indonesia, many cases stem from

gender inequality and power dynamics that place women in subordinate positions. This often leads to situations where women endure domestic abuse, including emotional, physical, and financial mistreatment. Economic factors also play a significant role, as women frequently work to supplement the family income due to the rising cost of living, while men may not equally share household responsibilities.

The dissolution of marriages impacts not only the individuals involved but also has broader implications for children, extended families, and society as a whole. The emotional and financial toll of divorce can be profound, creating a ripple effect that affects communities and future generations.

Strengthening Marriages with Better Support and Policies

To address the rising divorce rates and shifting attitudes toward marriage, there is an urgent need for comprehensive support systems to help couples navigate the complexities of modern life. Accessible marriage counseling, community-based support networks, and policies promoting work-life balance are crucial in strengthening marriages and preventing divorce.

Additionally, educational programs that prepare young people for the realities of marriage—focusing on communication, financial management, and conflict resolution—can equip future generations with the tools needed to build strong, resilient relationships. These initiatives should be bolstered by government policies that provide financial incentives for couples, such as tax benefits and affordable housing, to alleviate the economic pressures that often strain marriages.

Supporting women through education, financial opportunities, and legal protections is essential for reducing rising divorce rates and ensuring the well-being of all family members. Financial empowerment, in particular, plays a critical role in enabling women to leave unhealthy or abusive marriages and secure a better future for themselves and their families.



“We need strong support systems to help couples handle the pressures of modern life—things like accessible marriage counseling, community networks, and policies that support work-life balance. Educating young people on the realities of marriage, from communication to financial management, is key to building resilient relationships. It’s also crucial that government policies offer real financial incentives and protections, especially for women, so they have the resources and confidence to leave unhealthy or abusive marriages if needed”

— Samanta Elsener, M.Psi., Psychologist & Writer

Keeping Cultural Traditions Alive in Modern Parenting

For Millennials and Gen Z, blending traditional values with modern life is crucial to maintaining close relationships with their extended families. Many young families still live with or near their parents, enabling grandparents to play a significant role in raising the children. This arrangement not only strengthens family bonds but also helps preserve cultural values as younger generations navigate the complexities of modern life.

This lifestyle is more than just practical; it is a deliberate choice to keep heritage alive. The survey indicates that values such as mutual care, gotong-royong, and respect remain deeply ingrained. A substantial 64% of Millennials and 63% of Gen Z place great importance on maintaining family connections, with a similar percentage valuing the spirit of gotong-royong. Politeness and respect also hold strong, with 60% of both groups emphasizing their significance.

These values continue to shape family dynamics, demonstrating that while times change, the core of Indonesian family life endures. However, this communal spirit can sometimes lead to friction, especially when personal parenting decisions differ from community expectations. Differences in areas like diet or screen time can result in misunderstandings or conflicts within the family.

Sandra Ratnasari, Editor in Chief of Popmama.com, highlights the challenges that first-time parents often face when setting boundaries with older relatives involved in childcare. She points out that while respecting elders is a deeply rooted cultural value, it is equally important for young parents to have the space to navigate their own parenting journey. They need the freedom to establish their routines, even if it involves a learning curve. According to Ratnasari, finding a balance between honoring tradition and embracing modern parenting practices is essential for maintaining family harmony and ensuring that cultural values remain relevant in today's world.



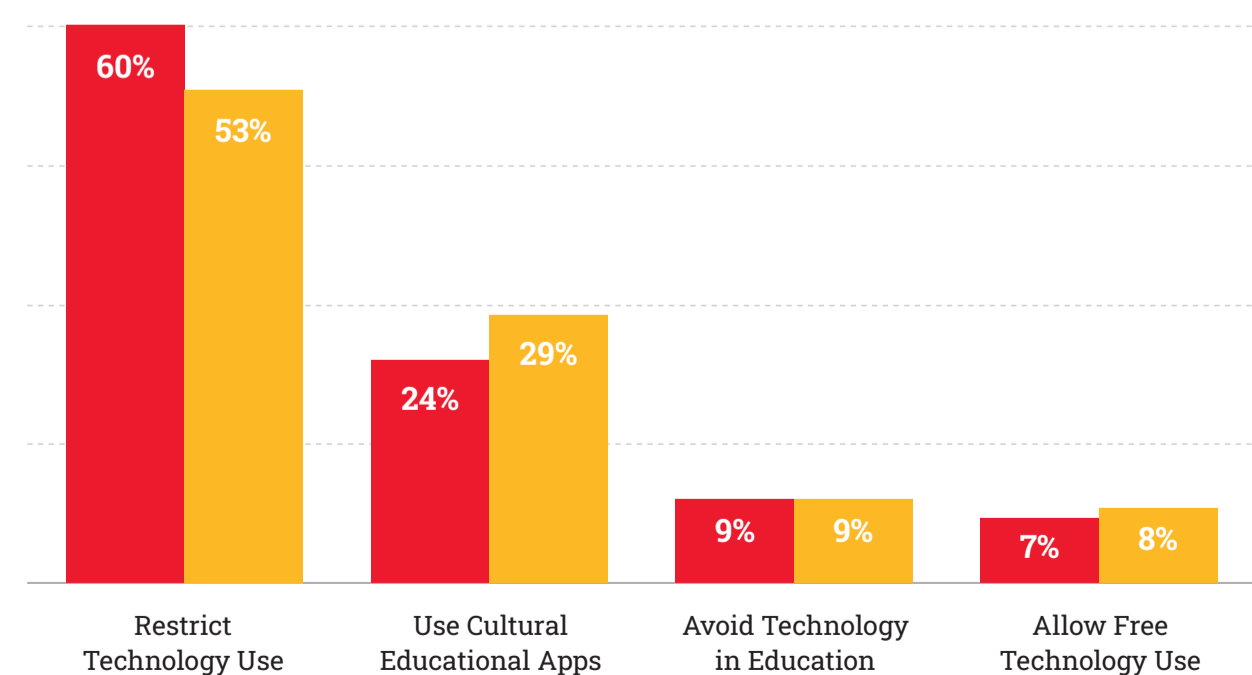
“Respect for elders is essential in our culture, but young couples should have the freedom to discover their own approach to parenting, even as they learn through experience. Balancing the respect for tradition with the flexibility for modern parenting is key to maintaining family harmony”

— Sandra Ratnasari, Editor in Chief of Popmama.com.

Guiding Children in the Digital Age

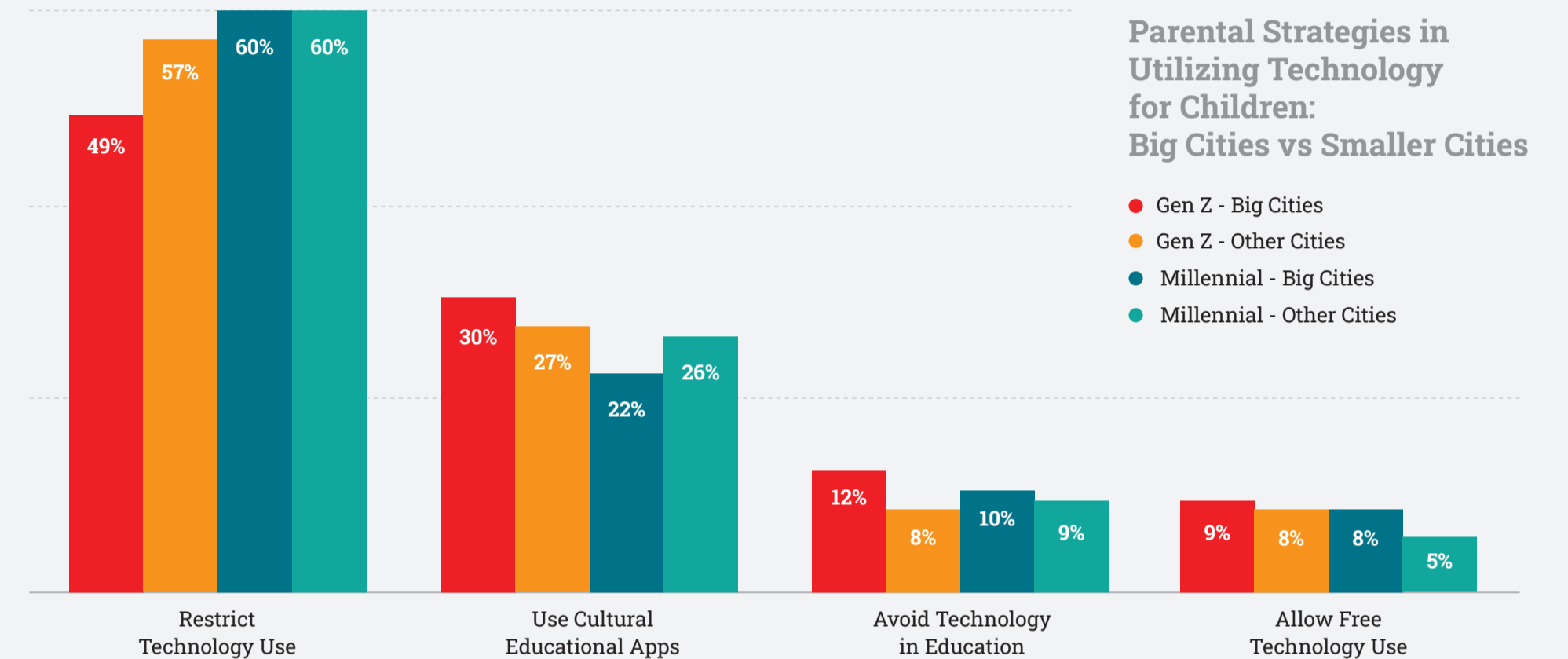


Parental Strategies in Utilizing Technology for Children ● Millennials ● Gen Z



As urban life continues to strain traditional family ties, the role of technology in parenting has become increasingly significant. The data highlights how Millennials and Gen Z parents in Indonesia are navigating the challenges of integrating technology into their children's lives, with a clear focus on controlling and curating their children's digital experiences.

A significant portion of parents—57% overall—choose to limit their children's access to certain technology devices. This approach is particularly favored by Millennials, with 60% employing this strategy compared to 53% of Gen Z parents. This suggests that Millennials, who likely experienced the rise of technology during their own formative years, are more inclined to set boundaries to prevent overexposure to digital devices.



The data also reveals a difference between Gen Z parents in big cities and those in smaller cities. In big cities, only 49% of Gen Z parents limit access, while 57% in smaller cities do the same. This may indicate that Gen Z parents in urban areas, influenced by the pervasive use of technology in city life, are more lenient, whereas those in smaller cities may take a more conservative or traditional approach.

Choosing educational applications and websites that align with cultural values is the second most common strategy, with 27% of parents overall selecting this option. Gen Z parents are slightly more inclined toward this approach (29%) compared to Millennials (24%). This preference underscores a growing awareness among Gen Z parents of the importance of cultural relevance in their children's digital content.

Interestingly, Gen Z parents in big cities are more likely (30%) to prioritize cultural educational content than their counterparts in smaller cities (27%). This could reflect a trend where urban Gen Z parents, exposed to diverse global cultures, are actively seeking content that reinforces Indonesian cultural identity amidst the influx of international media.

Only 9% of parents choose to completely avoid the use of technology for educational purposes. This figure is consistent across both Millennials and Gen Z, indicating that a small but steady minority of parents prefer traditional, non-digital educational methods.

Notably, there is a slight increase among Gen Z parents in big cities (12%) who avoid technology compared to those in smaller cities (8%). This may suggest a counter-trend where some urban parents, possibly concerned about the overuse of technology, are opting to keep their children's education tech-free.

Allowing children to use technology freely is the least popular strategy, chosen by only 8% of Millennials and Gen Z parents. Millennials in big cities show a slightly higher preference at 9%, while those in smaller cities are at 8%. Among Gen Z parents, 8% in big cities allow free technology use, compared to just 5% in smaller cities. The data suggests a general consensus among parents of both generations, across different city sizes, that unrestricted access to technology is not advisable.

Strengthening Urban Family Connections in a Changing Society

The insights from this data underscore the importance of reinforcing family support systems, particularly in urban areas where traditional bonds may be weakening. In smaller cities, where gotong-royong remains deeply ingrained, parents often find it easier to incorporate communal childcare into their daily lives. However, in bustling urban centers, maintaining this sense of community is more challenging, leading to a greater reliance on technology as a form of support—a clear departure from traditional practices.

Danesya Mayra Juzar, founder of Productive Mamas & Mindtastic, reflects on the pivotal role technology now plays in family life and how it's reshaping parent-child dynamics. She emphasizes that in today's world, digital literacy isn't just an extra skill—it's a fundamental part of parenting. According to Danesya, children need to be tech-savvy, but they also need to understand the boundaries and responsibilities that come with it. She believes it's about teaching them to use technology not just effectively but wisely. While technology offers tremendous benefits, it's crucial to strike the right balance to avoid weakening the strong family ties that are central to Indonesian culture.



"In urban settings, where life is fast-paced and screens are everywhere, it's easy for family interactions to be overshadowed by digital distractions. Parents need to ensure that screen time doesn't replace face-to-face time. By integrating digital tools with a mindful approach, we can help our children grow up in a world where technology enhances rather than diminishes our cultural and family values"

— Danesya Mayra Juzar, founder of Productive Mamas & Mindtastic



Preserving Family Bonds Amid Rapid Modernization

As technology becomes an integral part of parenting, its role varies significantly depending on the environment, reflecting broader societal shifts in how traditional values are being adapted to modern realities.

While the data reaffirms the strong family connections that define Indonesian society, it also highlights the subtle yet significant ways in which urbanization is affecting these relationships. As Indonesia continues its journey toward modernization, it is crucial to address the challenges that urban living poses to family dynamics. By doing so, the cultural value of strong family ties can remain intact, evolving to meet the demands of contemporary life while preserving the social fabric that has been woven by generations of Indonesian families.

Finding Balance in Managing Kids' Screen Time

Millennial Parents

Maria, 35 years old, Jakarta - Marketing Manager:
"I'm committed to avoiding my kid becoming addicted to devices. I'm setting strict rules on screen time and focusing on educational content. My aim is to encourage my child to engage in more outdoor play and real-world interactions, fostering an appreciation for life beyond the screen."

Azman, 36 years old, Jakarta - IT Specialist:
"Given my own experience with technology, I'm careful about how and when my children use screens. I've decided they won't have their own devices until they're older, focusing on child-safe content and educational apps to ensure a balanced upbringing. I sometimes fear there will be protests in the near future but let's see who can hold the fort longer—me or my kid."

Raka, 36 years old, Surabaya - Chemical Engineer:
"Seeing my sister's kids overly reliant on screens, I've chosen to keep devices out of social settings and family activities. We engage in activities that involve everyone and emphasize unplugging to promote my child's well-being and personal development. While it's tempting to seek a specific number of screen hours as a 'safe' guideline for technology use, there's no solid evidence proving that fixed limits are inherently beneficial. Instead, focusing on mindful and balanced usage is key."

Fifa, 36 years old, Jakarta - Elementary Teacher:
"I agree with other parents and experts that phones and tablets, especially with the content they offer, can harm our kids and us. Endless YouTube playlists and algorithms erode our attention spans, making us less social and more anxious. I feel it myself every time I'm glued to my phone instead of doing something else. That's why my friends and I decided to ban YouTube and keep tablets out of our homes. We want our kids to experience boredom and let their attention spans develop naturally, without constant screen distractions."

Gen Z Parents

Aulia, 25 years old, Bandung - Social Media Manager:
"As a Gen Z parent, I aim to integrate technology into my children's lives in a balanced way, focusing on educational and creative uses while managing time limits. In today's world, where technology is essential and platforms like YouTube are useful, it's inevitable that kids will need their own devices. The challenge is navigating when, which ones, how much, and what to limit, which can be overwhelming. Striking the right balance is tough; I've often worried whether we were too strict or too lenient. Especially during the pandemic, finding a healthy screen time routine for each child has been more complex than ever."

Danisa, 26 years old, Jakarta - Graphic Designer:
"I'm cautious about my children's online activity. I use filters and set daily limits to ensure their screen time is regulated and safe, aiming to instill an understanding of responsible technology use from an early age."

Marissa, 26 years old, Jakarta - Freelance Writer:
"I sometimes rely on screens to occupy my child. Though I feel guilty about not managing screen time more strictly, my priority is balancing work and family needs. I strive to make screen time as purposeful as possible given the circumstances."

Arayya, 26 years old, Bandung - Project Manager:
"Using screens in restaurants helps keep my kids occupied and avoid disturbing other diners. It's not just for my convenience but also about respecting others in public spaces. Many parents feel the same pressure, as there's a growing sense that society prefers families to stay home or stick to designated play areas, away from public spaces."



Spirituality and Faith Guiding Indonesia's Youth

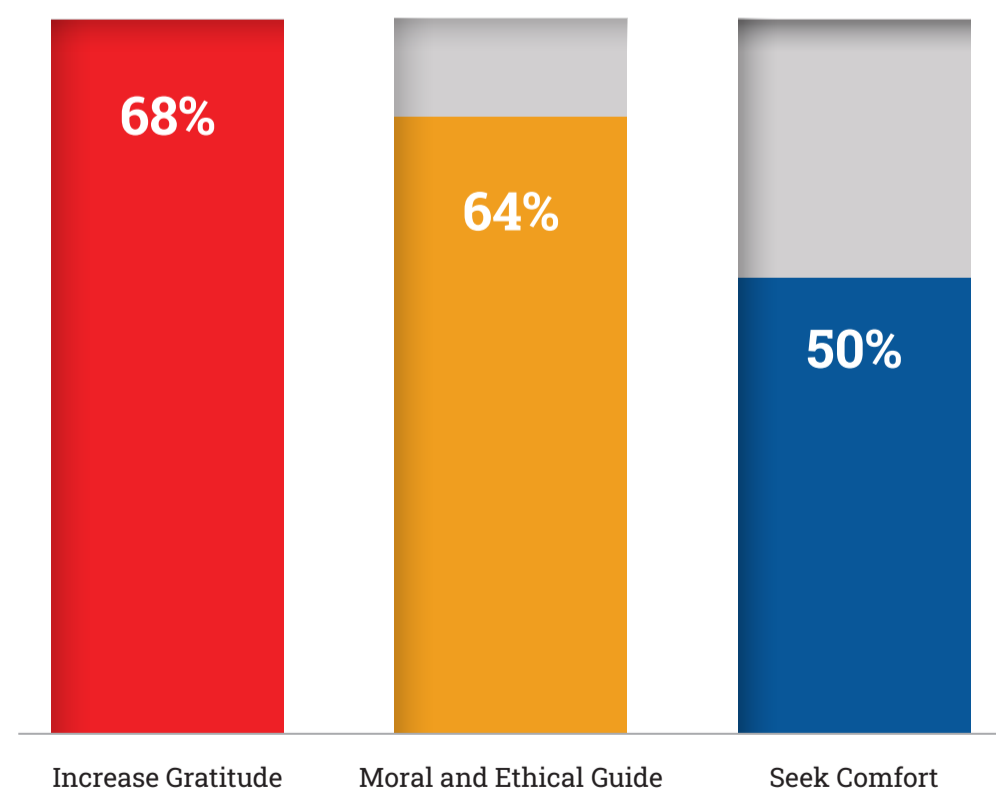
Drawing Strength and Guidance from Faith



Religion continues to be a cornerstone for both Millennials and Gen Z in Indonesia, offering a source of gratitude and a foundation for moral guidance. Across urban and rural settings alike, faith plays a deep-rooted role in helping people navigate the complexities of modern life. Millennials, particularly those in smaller towns, maintain a strong connection to their religious values, often turning to their faith for ethical direction and finding comfort during difficult times. This connection to traditional values remains particularly strong in community-oriented environments, where faith continues to influence daily decisions and actions.

For Gen Z, religion plays an equally significant role, often serving as a stabilizing force amid the unpredictability of the modern world. In smaller, close-knit communities, this generation is deeply engaged in religious practices, finding comfort and stability in their faith. Even in the fast-paced environments of urban areas, many Millennials and Gen Z individuals seek solace and a connection to a higher power through their spirituality, underscoring the enduring importance of faith in providing purpose and grounding in the face of life's challenges. This spiritual connection, often more profound in smaller towns, highlights how communal and traditional aspects of these environments foster a deeper, more personal relationship with faith.

Benefits of Religion and Spirituality in Daily Life



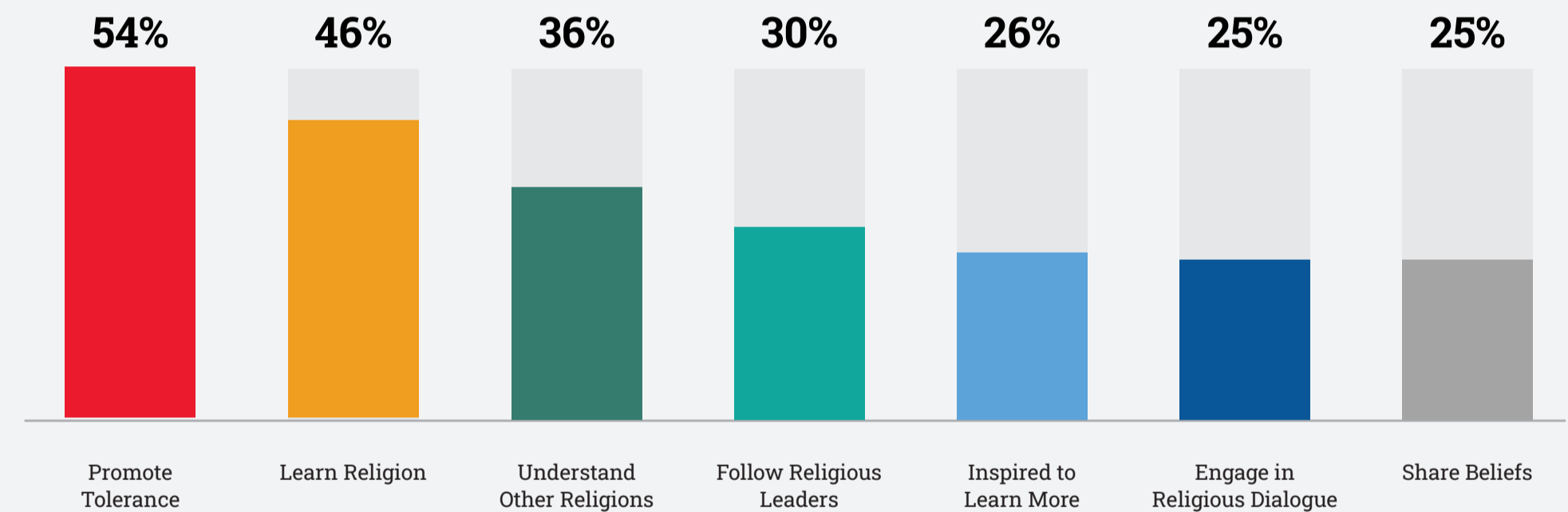
*Multiple-response questionnaires allow the total result to exceed 100%

How Young People Connect with Religious Communities

The data reveals a distinct generational divide in how Millennials and Gen Z use social media for religious purposes. Nearly half of Gen Z (49%) turn to these platforms primarily for learning about religion, reflecting a phase of exploration where understanding and education take precedence. In contrast, Millennials are more active when it comes to sharing and discussing their beliefs. With 26% of Millennials participating in religious discussions and the same percentage sharing their religious experiences online, this group demonstrates a stronger inclination towards community engagement and active participation in spiritual matters.



The Role of Social Media in Religion and Spirituality



*Multiple-response questionnaires allow the total result to exceed 100%

Social media is proving to be much more than a passive space for religious content; it's actively shaping how people engage with their faith and connect with others. For Millennials, particularly those in urban environments, social media serves as a crucial platform for following religious leaders, engaging in discussions, and sharing beliefs. This higher level of participation underscores the role of social media in fostering a sense of community around religion. Meanwhile, Gen Z, especially in cities, seems to use social media more for personal growth and understanding, prioritizing learning before they engage more deeply with others.

The broader picture shows that social media's influence on religion and spirituality is multifaceted. A significant

54% of users report feeling more tolerant of religious differences thanks to their online experiences, while 46% use these platforms to deepen their understanding of religion. Additionally, 36% seek to better understand other religions, and 30% follow religious leaders and organizations, indicating that social media is fostering both personal and communal religious engagement. With 26% of users inspired to learn more about other religions and 25% participating in religious dialogues, it's clear that social media is playing a pivotal role in enhancing religious literacy and interfaith understanding. Far from being just another digital distraction, social media is reshaping how people interact with their faith, promoting both individual reflection and collective participation.

These trends point to a broader shift from ritualistic religion to a more personalized spirituality, especially among Gen Z. While Millennials maintain a stronger connection to regular religious practices, Gen Z is gravitating towards a spirituality that is more flexible and tailored to personal experiences. This shift signifies a changing relationship with faith, where younger generations are moving away from traditional rituals towards a more individualistic and less consistent spiritual engagement.

In Indonesia, where religion profoundly influences moral and social values, these generational differences are particularly notable. Traditional practices like *"gotong-royong"* (mutual cooperation) and *"musyawarah"* (deliberation) continue to be vital for social cohesion, but the way religion is practiced is clearly evolving.



"Many people often see religion as simply a preparation for the afterlife, focusing heavily on rituals without fully exploring the deeper spiritual meaning behind them. Rituals, especially in Islam, where daily prayers hold great significance, are undeniably important. But it's just as crucial to cultivate our spiritual well-being. We need to balance our commitment to rituals with a personal, inner connection to our faith, ensuring that it nourishes both our external practices and our inner lives"

– Husein Ja'far Al Hadar, Islamic Content Creator



Husein Ja'far Al Hadar's perspective emphasizes the importance of finding deeper meaning beyond formal religious practices, advocating for a spirituality that enriches daily life and supports individuals in both their outward religious observances and inner spiritual journeys. This balanced approach may resonate with Millennials, who are returning to ritual as they age, and with Gen Z, who are seeking a spirituality that aligns with their individual needs and experiences.

43% of Millennials are actively involved in religious activities on a regular basis, with this figure rising to 47% in smaller towns



Embracing Change While Celebrating Heritage

The evolving relationship between Indonesia's Millennials and Gen Z with their faith, gender roles, and financial independence reflects the broader societal shifts taking place in the country. Both generations continue to find comfort, moral guidance, and gratitude in their faith, but their approaches to religious practice differ significantly based on location and life stage. Millennials, especially in smaller towns, maintain consistent religious rituals, while Gen Z, particularly in urban areas, engages with spirituality more flexibly and occasionally.

At the same time, the shifting dynamics in family life are redefining traditional gender roles. The once-dominant image of the father as the sole breadwinner is gradually giving way to a more balanced sharing of responsibilities between men and women. While Millennials are carefully navigating the balance between tradition and modern expectations, Gen Z is more willing to break the mold, seeking to redefine family life with a more equitable approach. This transition requires substantial support, including affordable childcare, work-life balance policies, and cultural acceptance of shared responsibilities.

Financial independence also reflects this generational shift. Millennials focus on stability through budgeting and financial planning, while Gen Z prioritizes long-term security through investing and wealth building. Both generations recognize the value of diversifying income, with side jobs and entrepreneurship playing key roles in their financial strategies.

As Indonesia continues to modernize, it is essential to support these evolving needs while honoring the traditions that have long been the foundation of its society. By fostering an environment that balances tradition with modern realities, Indonesia can ensure that its families not only survive but thrive, making gender equality and financial independence tangible realities.

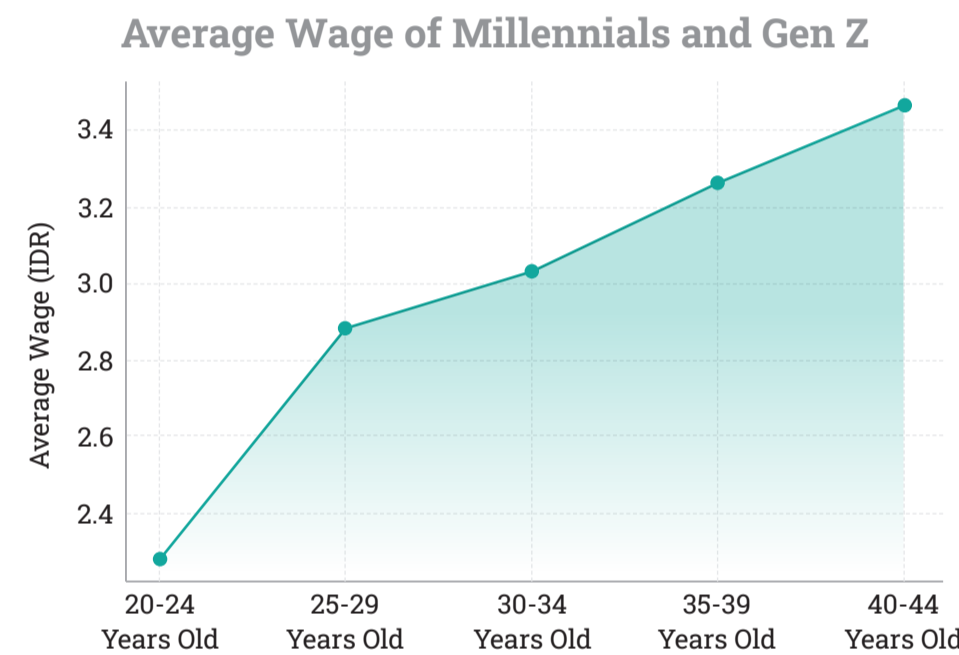


Overcoming Financial Challenges Together

Millennials and Gen Z in Indonesia are increasingly finding it difficult to achieve financial security due to rising living costs and stagnant wages. Inflation has consistently outpaced wage growth, creating an economic environment where meeting basic needs becomes more challenging, and savings goals seem increasingly distant. Over the past four years, food inflation has surged by 5.6%, while minimum wage growth has lagged at just 4.9%, according to the Bank of Indonesia.



66% of Millennials and Gen Z perceives the greatest challenge in managing their finances to be the ever-increasing cost of living, particularly Gen Z in urban areas



The average wage for Millennials and Gen Z in formal jobs across Indonesia varies by age group, ranging from IDR 2.2 million to 3.4 million. These modest earnings, combined with a shrinking middle class and a rise in informal employment—exacerbated by events like the “tech winter” and widespread layoffs—have pushed many into precarious financial situations, further widening the gap between income and living costs.

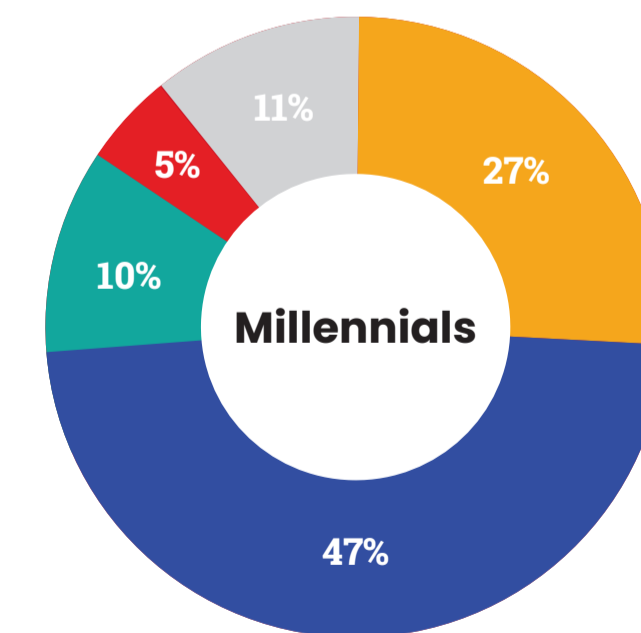
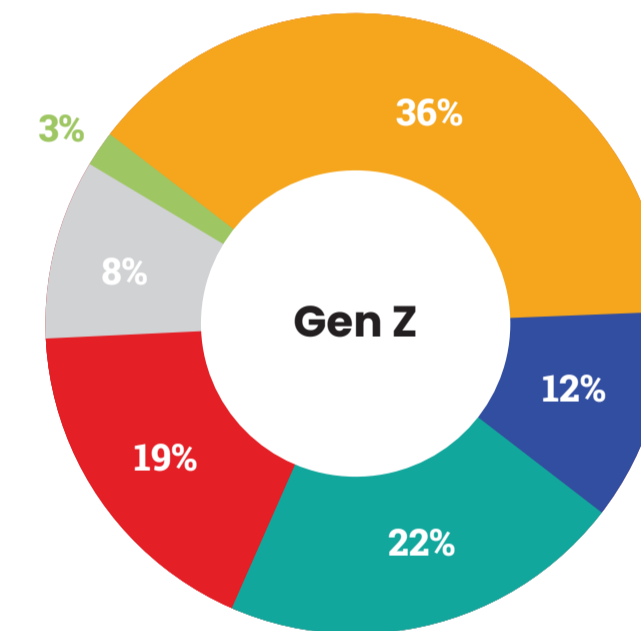
The economic strain is further compounded by the shrinking middle class and the rise of informal employment. Events like the “tech winter” and widespread layoffs in industries such as textiles have driven more people into unstable financial conditions, with informal sector employment now accounting for 60.12% of the workforce, compared to 39.88% in the formal sector. Meanwhile, advancements in manufacturing, material processing, and design systems, alongside new materials, are rapidly transforming industries. These technological improvements in weaving, dyeing, finishing, and printing have made fabric production more efficient, cost-effective, and environmentally friendly.

Rethinking Financial Priorities for Young People

While both Millennials and Gen Z in Indonesia navigate a challenging economic landscape, their approaches to financial management differ. Millennials are more focused on family-oriented goals and health, struggling with income insufficiency as they juggle multiple responsibilities. Gen Z, still in the early stages of their financial journeys, emphasizes savings, property investment, and personal experiences while seeking out more information to better manage their finances. These insights underscore the need for tailored financial advice and support for each generation, addressing their unique challenges and helping them achieve their financial aspirations.



Main Goal in Saving and Financial Planning



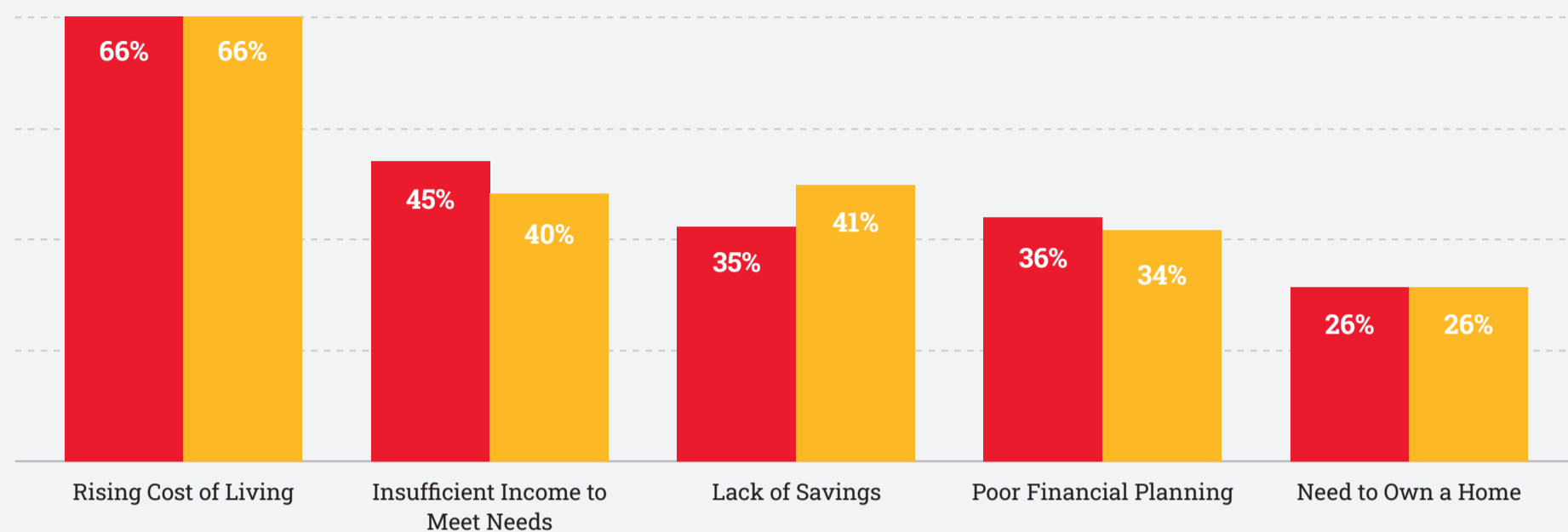
- Emergency Funds
- Children's Education
- Buying a House or Property
- Holiday and Life Experience
- Comfortable Retirement
- Others

Millennials, grappling with financial pressures, prioritize their finances differently from Gen Z. Millennials tend to focus on building a stable foundation for their families and ensuring long-term security. This is evident in their primary financial goal of saving for their children's education, with a significant 47% of Millennials emphasizing this need. This underscores their commitment to securing a better future for their children, likely driven by their current life stage, where family responsibilities are more pronounced.

In contrast, Gen Z's financial priorities are more varied and immediate. Their focus is split between building an emergency fund (36%), investing in property (22%), and indulging in holiday and life experiences (19%). This generation is clearly in the phase of setting up their financial foundations, balancing the need for security with a desire for experiences that enrich their lives. The emphasis on property investment reflects their awareness of the importance of long-term stability, while their inclination towards travel and experiences highlights their quest for personal growth and fulfillment.

Staying Resilient in Financial Struggles

Biggest Challenges in Managing Finances ● Millennials ● Gen Z



*Multiple-response questionnaires allow the total result to exceed 100%

Both generations face significant financial challenges, albeit in different forms. A staggering 66% of respondents across both groups cite the rising cost of living as the biggest hurdle. However, when diving deeper, it becomes clear that Gen Z primarily struggles with a lack of savings, with 41% identifying this as their main issue. This suggests that despite their efforts to save, the economic environment and their relatively early career stages make it difficult to accumulate sufficient funds.

On the other hand, Millennials report that their income is often insufficient to meet living needs, with 45% highlighting this challenge. This indicates that while they may have more stable jobs or higher incomes compared to Gen Z, the financial demands of supporting a family and maintaining a certain quality of life stretch their earnings thin. The contrast here shows that while both groups are feeling the pinch, the nature of their financial struggles varies significantly.



Adjusting to a New Normal with Extra Income Streams

Income-Boosting Strategies	Overall (%)	Gen Z (%)	Millennials (%)
Taking on a Side Job	46	43	50 ↑
Engaging in Online Selling	29	32 ↑	25
Seeking Higher-Paying Jobs	28	34 ↑	23
Exploring Investment Opportunities	25	28 ↑	23

*Multiple-response questionnaires allow the total result to exceed 100%

As the economic pressures of rising living costs and stagnant wages continue to challenge financial stability, both Millennials and Gen Z in Indonesia are increasingly seeking out additional income streams to maintain their financial security. This trend reflects a broader strategic response to the current economic environment, where traditional salaries are no longer sufficient to cover daily expenses and long-term financial goals.

Millennials, in particular, are more inclined to take on side jobs, with 50% actively pursuing this strategy. This higher percentage indicates that Millennials, who may have more established careers and responsibilities, see side gigs as a necessary supplement to their income, helping them manage both immediate needs and future financial commitments. Their focus on side jobs highlights a pragmatic approach to financial stability, where balancing multiple income sources becomes crucial for maintaining their standard of living.

On the other hand, Gen Z demonstrates a strong entrepreneurial spirit, with 32% engaging in online selling and 34% seeking higher-paying job opportunities. This generation's comfort with digital platforms and their proactive approach to career advancement are evident in their efforts to explore various avenues for income generation. Additionally, 28% of Gen Z is actively looking into investment opportunities, showing a keen interest in growing their wealth beyond traditional employment.

This trend aligns with their broader desire for financial autonomy and the flexibility to pursue diverse income streams.

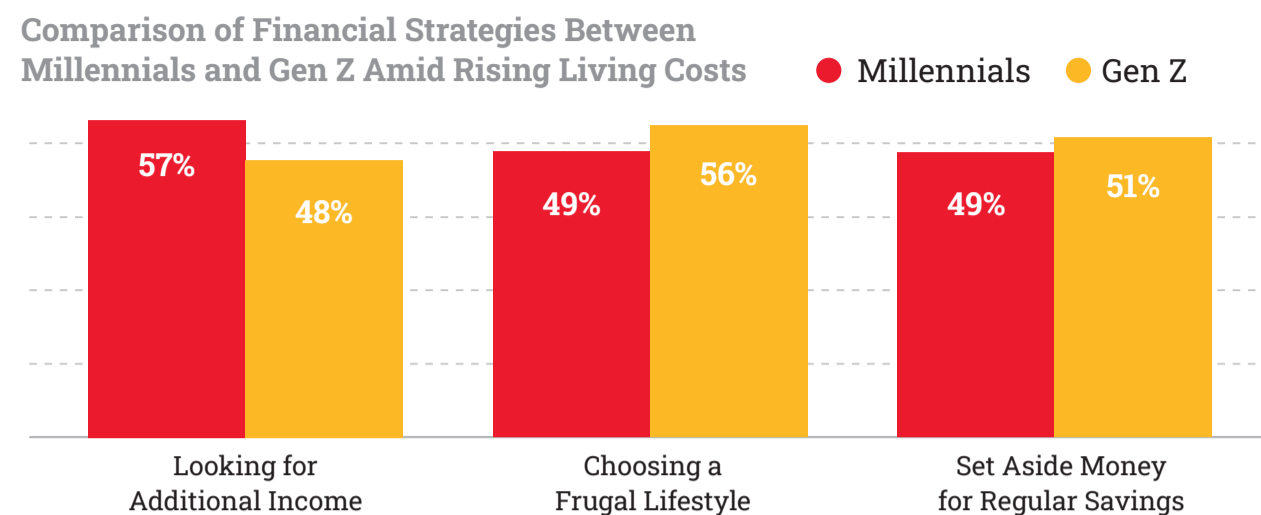
Overall, while both generations are adapting to economic challenges by diversifying their income, their approaches differ based on their life stages and financial priorities. Millennials are more focused on side jobs to secure financial stability, while Gen Z is leveraging digital platforms and investment opportunities to build a foundation for long-term financial independence. These generational strategies underscore the importance of flexibility and adaptability in navigating the evolving economic landscape in Indonesia.



Embracing Frugal Living as a Smart Strategy

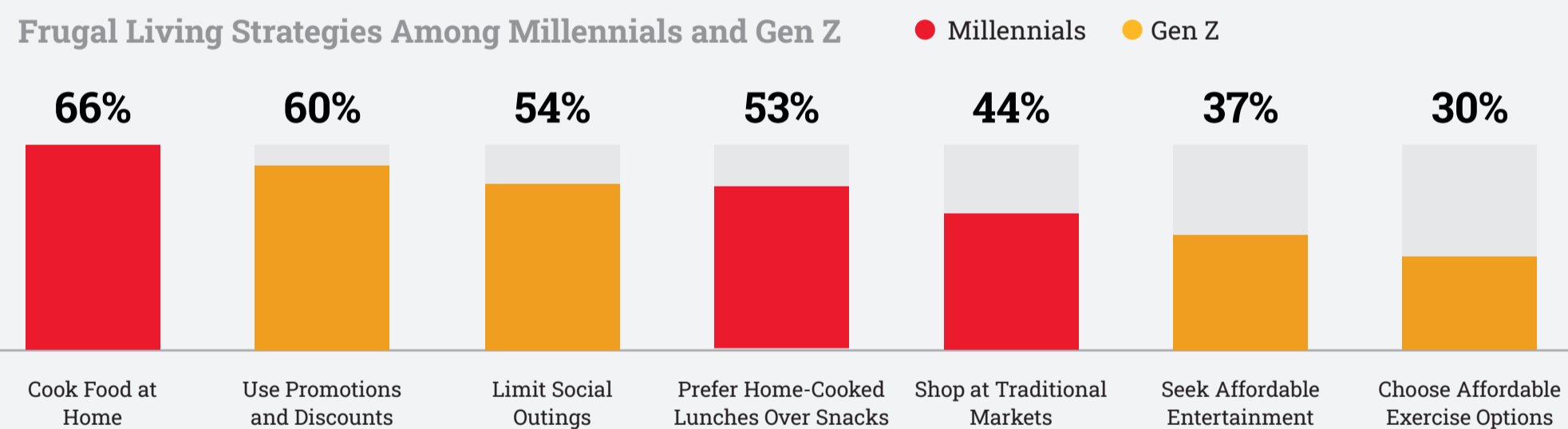


As the economic landscape evolves, Gen Z is leading the way in adopting a frugal lifestyle, with 56% actively implementing cost-saving measures. This reflects their proactive response to financial challenges, shaped by experiences with economic instability and the availability of digital tools for budgeting. Their higher adoption rate highlights a significant shift towards maximizing value and sustainability, indicating a strategic approach to managing finances in an uncertain environment.



*Multiple-response questionnaires allow the total result to exceed 100%

In contrast, Millennials show a slightly lower inclination towards frugality, with 49% embracing cost-saving practices. This can be attributed to their more established careers and lifestyle expenditures. While Millennials also face financial pressures, their spending habits are influenced by different priorities and financial stages compared to Gen Z. This generational divergence underscores the need for tailored financial strategies and marketing approaches that address the distinct values and financial behaviors of each cohort.



*Multiple-response questionnaires allow the total result to exceed 100%

As economic challenges persist, Gen Z is taking the lead in adopting creative strategies to save money. Sixty percent of Gen Z respondents actively seek out promotions and discounts, making this their primary approach to cutting costs. This behavior highlights their focus on maximizing the value of every purchase, understanding that small savings can accumulate significantly over time. Additionally, 54% of Gen Z is reducing social activities, such as hanging out with friends, to better manage their finances. Another 30% is opting for more affordable fitness options, like running instead of gym memberships, reflecting their broader commitment to cost-effective living.

Millennials are also embracing frugality, though with a different focus. Sixty-six percent of Millennials prioritize cooking at home, making it the most common money-saving strategy within this group. This habit not only helps with budgeting but also supports a healthier lifestyle, as home-cooked meals tend to be more nutritious than takeout. While Millennials also seek the best deals through promotions and discounts, their practical approach is evident in the 53% who prefer home-cooked lunches over snacks. This choice reflects their preference for substantial, budget-friendly meals that provide both value and nourishment.



“Frugal living isn’t about denying yourself comfort—it’s about making deliberate, thoughtful choices and resisting the constant pressure to chase after luxury for the sake of appearances. It’s about understanding what truly matters to you, even if it means putting in a bit more effort, and staying committed to those values instead of getting caught up in the endless pursuit of the next big thing. Frugality is about prioritizing substance over style, and finding fulfillment in simplicity rather than excess”

– Samuel Ray, Content creator, Author, and Advocate for Frugal Living

By adopting frugal habits, Millennials and Gen Z are not just saving money; they are redefining what it means to live well in today’s society. By moving away from the consumer-driven culture that often dominates urban life, they are shaping lives that prioritize sustainability, simplicity, and meaningful choices. In this context, frugal living is not about deprivation—it’s about building a life that is both financially secure and ethically grounded, where fulfillment comes from deliberate choices rather than the endless pursuit of material excess.



Supporting the Sandwich Generation in Balancing Family Duties



In Indonesia, the economic challenges faced by Millennials and Gen Z have given rise to what is increasingly known as the “sandwich generation.” This term, originally coined by social worker Dorothy Miller in 1981, refers to those who are simultaneously supporting their children while caring for aging parents. As Indonesia’s economy shifts to a lower-middle income status, this phenomenon is becoming more widespread. Bhima Yudhistira, Director of the Center of Economic and Law Studies (Celios), explains that this economic transition has significant consequences, leading to a growing number of individuals finding themselves in the sandwich generation. The decline in Gross National Income (GNI) per capita is indicative of broader economic issues, including stagnant wages, rising living costs, and insufficient social protection.

Content creator, author, and advocate for Frugal Living, Samuel Ray highlights the generational differences in how Millennials and Gen Z are navigating these challenges. Millennials, now in their 30s and 40s, often find themselves juggling the demands of raising young children while also caring for elderly parents.

On the other hand, Gen Z is determined to avoid the financial struggles they have seen Millennials endure. They are focused on achieving financial independence and even early retirement but face significant obstacles, including limited career opportunities, high living costs, and escalating education expenses, which make saving and investing increasingly difficult.

Indonesia’s social safety net remains inadequate in addressing these issues. Programs like Jaminan Kesehatan Nasional (JKN) provide some coverage, but many still face significant out-of-pocket medical expenses, forcing the sandwich generation to make difficult choices between immediate healthcare needs and long-term financial security. With 35% of health expenses being paid out-of-pocket—far exceeding the WHO’s recommended 20%—the pressure on these individuals is immense.

Government initiatives like Kartu Prakerja offer some relief, but the middle class often finds itself overlooked. While financial literacy is crucial, it is not enough on its own. Without stronger social welfare programs, many will remain caught in the cycle of supporting both their children and aging parents, struggling to achieve financial independence and stability for the future.



“Millennials are uniquely positioned in the sandwich generation, shouldering the dual responsibilities of raising young children while caring for aging parents. They bear the emotional and financial burden of both roles, often feeling stretched thin, yet they continually find ways to balance these demands. This generation exemplifies resilience, managing the intricate pressures of supporting their families on both ends with remarkable strength and resourcefulness”

– **Samuel Ray**, Content creator, Author, and Advocate for Frugal Living

Testimonials

Arief, 38, Jakarta

“Managing all household expenses for my parents and my own family is a big responsibility, but I’m comfortable with it. Even though the financial burden is significant, I’ve grown accustomed to it and take pride in providing for both households. The sense of accomplishment I feel from making sure everyone is well taken care of outweighs the challenges. It’s a lot of work, but knowing my family is happy and secure makes it all worthwhile.”



Aika, 35, Bandung

“Supporting my younger sibling’s education has been a huge financial commitment, but it’s something I’m proud to do. While it does stretch my budget, seeing my sibling succeed and knowing that I’m helping them achieve their goals is deeply fulfilling. The sacrifices are worth it when I see their progress and know I’m contributing to their future. It’s a challenging role, but it’s one I gladly accept for the sake of family.”

Hadi, 33, Surabaya

“I’m proud to have covered my brother’s wedding expenses and to support my sister’s living costs while she studies in Malaysia. However, I sometimes feel that if my living situation were less burdensome and my financial pressures lighter, I could have done even more for my family. The strain of managing these responsibilities can be overwhelming at times, and I wonder how things might have been different if I had more financial security. Despite this, I continue to do my best because I care deeply about my family’s well-being.”



Rayna, 31, Jakarta

“Being the primary provider for my parents and covering all household expenses has taken a severe toll on my mental health. The constant financial pressure and the burden of managing every aspect of our household leave me feeling overwhelmed and trapped. I’m constantly stressed, and it’s affecting my well-being and personal life. I don’t see my friends, I clearly don’t date, and my life is a constant roller coaster. I often feel that I’m sacrificing my own happiness and health for the sake of supporting my family, and I can’t help but wish for a way out of this situation. It’s a struggle every day, and I don’t know how much longer I can keep going like this without serious consequences for my mental health.”

Managing Family Responsibilities Across Generations

While Millennials and Gen Z in Indonesia are adopting smart financial strategies such as frugal living and cautious use of fintech services, the rise of online gambling presents a serious threat to their financial security. This growing issue has the potential to undermine the stability these generations are working hard to build. The proliferation of judi online (online gambling) platforms, particularly in the wake of the COVID-19 pandemic, has made gambling more accessible than ever, leading to increased debt and financial instability. For these younger generations, already grappling with high living costs and an unpredictable job market, online gambling is a formidable challenge that requires collective action to contain its spread.

The consequences of online gambling are particularly severe for vulnerable households across Indonesia. In regions like Lubuk Linggau in South Sumatra and Bandung Barat in West Java, as reported by IDN Times in July 2024, there has been a sharp rise in divorce cases where gambling played a significant role. In Lubuk Linggau alone, over 1,000 divorce cases were reported in the first half of 2024, with many citing gambling as a primary cause of marital breakdown. The accessibility of online gambling has resulted in financial resources intended for household needs being squandered, causing significant economic strain. This instability is especially evident in lower-middle-income households, where the margin for error is already slim.

The impact of online gambling extends beyond financial loss—it destroys relationships by fostering secrecy and distrust. **Annisa Steviani, a Content Creator and Certified Financial Planner**, highlights that the financial strain from gambling can destabilize entire families, sparking conflicts over money and resource allocation. As debts accumulate, partners often resort to secrecy, eroding the trust that is essential to maintaining relationships. This financial stress has become a leading cause of marital breakdowns, with a marked increase in divorces linked to gambling in recent

years. In areas like Bandung Barat, many women have filed for divorce due to the financial turmoil and deceit caused by their husbands' gambling, illustrating the deep emotional and economic damage that can result.

The widespread effects of online gambling on financial security demand urgent attention from policymakers and society. The severity of the issue has prompted the Office of Religious Affairs (KUA) to advocate for gambling prevention efforts in religious counseling. As Anwar Saadi from the Ministry of Religious Affairs noted, "Gambling isn't just an economic threat; it's a major social issue that fuels crime, depression, domestic violence, and family breakdowns. To combat this, we need a united effort—government interventions and community education are critical to safeguarding our economic resilience."

For Millennials and Gen Z, avoiding the lure of online gambling is just the beginning. To truly secure their financial futures, they need more than personal discipline; they require the support of collective action. The government and communities must collaborate to curb the spread of online gambling, protect the economic well-being of these generations, and ensure that they have the necessary tools and environment to thrive financially.



"Gambling isn't just an economic threat; it's a major social issue that fuels crime, depression, domestic violence, and family breakdowns. To combat this, we need a united effort—government interventions and community education are critical to safeguarding our economic resilience"

— Anwar Saadi, Ministry of Religious Affairs

Finding Balance in a Dynamic Economy

Redefining Milestones by Delaying Marriage and Family

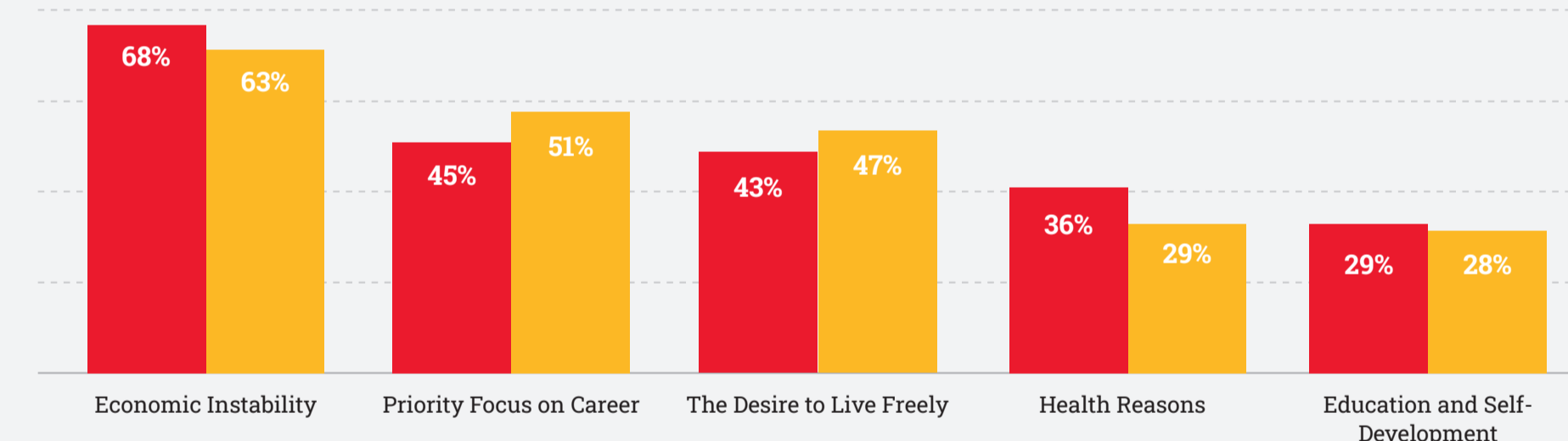


The financial pressures facing Millennials and Gen Z in Indonesia have significantly influenced their life decisions, particularly regarding marriage and family planning. Faced with economic instability, many Millennials and Gen Z are delaying marriage and considering child-free lifestyles as strategic responses to financial uncertainty, prioritizing financial security over traditional family structures.

According to 2023 data from BPS, there has been a notable increase in the number of young people aged 16–30 who remain unmarried, rising to 68.3% from 59.8% in 2020. This shift is driven not by a rejection of traditional family values but by a pragmatic response to an increasingly challenging economic environment.

Rising Costs and Their Impact on Life Choices

Top 5 Reasons for Being Childfree or Postponing Marriage by Generation ● Millennials ● Gen Z



*Multiple-response questionnaires allow the total result to exceed 100%

The data indicates that economic instability is a significant factor influencing the decisions of both Gen Z and Millennials in Indonesia to remain childfree or postpone marriage. With 68% of Millennials and 63% of Gen Z citing economic concerns, it's clear that financial pressures, such as job uncertainty and rising living costs, play a crucial role in shaping their life choices. Millennials, who may be more established in their careers, seem slightly more affected by these economic factors, possibly due to the additional financial responsibilities of supporting a family or maintaining a certain standard of living.

On the other hand, Gen Z places a stronger emphasis on career priorities and the desire for personal freedom, with

51% and 47% respectively highlighting these as reasons for delaying marriage or choosing to remain childfree, compared to 45% and 43% of Millennials. This suggests a generational shift, where Gen Z values personal and professional growth more highly before committing to long-term relationships or parenthood. Health reasons also play a notable role, with 36% of Millennials and 29% of Gen Z considering them in their decisions, reflecting an increasing awareness of the impact of health on life choices. Overall, while economic stability remains a dominant concern for both generations, Gen Z is more focused on achieving personal autonomy and career success, whereas Millennials prioritize economic security and health considerations in their decision-making.

Pursuing Financial Independence by Focusing on Careers

For Gen Z, the decision to delay marriage or opt for a child-free lifestyle is closely tied to their overarching goal of building financial security. This generation's entrepreneurial mindset—leveraging digital platforms, embracing freelance work, and exploring diverse career paths—reflects their commitment to achieving financial independence before taking on the responsibilities of family life. The data supports this trend, with 51% of Gen Z respondents prioritizing their careers and 47% choosing to live freely in order to pursue personal ambitions. Compared to Millennials, who are also impacted by economic pressures, Gen Z places a greater emphasis on career and personal freedom, indicating a stronger inclination to postpone traditional life milestones until they feel financially secure.

“The data clearly shows that this generation is rethinking the traditional path to starting a family. Faced with the intense financial pressures of rising education costs, soaring healthcare expenses, and the ever-increasing cost of living, many are choosing to focus on securing their financial stability and personal well-being first. They recognize that without a strong financial foundation, the dream of a stable family life is difficult to achieve. It’s important to understand that the decision to delay marriage or having children is largely financially driven, and this focus on self-fulfillment may ultimately lead to more empowered, resilient individuals”



— Annisa Steviani
Content Creator and Certified Financial Planner



Choosing a Child-Free Life as a Thoughtful Response to Economic Pressures

Family & Marriage Trend Changes



Gen Z

Postponing Marriage (38%)
Embracing Child-Free Lifestyles (24%)

62%
Increase in Divorce Rates

Millennials

Limiting Number of Children (47%)

Reasons for Childfree or Postponed Marriages



Gen Z

Career Prioritization (51%)
Desire for Freedom and Flexibility (47%)

65%
Influenced by Economic Instability

Millennials

Economic Instability Concerns (68%)
Health Considerations (36%)

The data points to a clear shift in how Gen Z and Millennials in Indonesia approach marriage and family life, reflecting broader changes in society and the economy. Divorce rates have spiked by 62%, indicating that maintaining marital stability is becoming increasingly difficult, likely due to financial pressures, changing social norms, or unmet expectations within relationships.

Among Gen Z, 38% are choosing to delay marriage, often prioritizing personal goals like career growth and self-discovery before making long-term commitments. Additionally, 24% of Gen Z are embracing a child-free lifestyle, moving away from traditional family expectations in favor of personal freedom or concerns about the financial and environmental responsibilities of raising children.

Millennials, on the other hand, are more focused on limiting the number of children they have, with 47% making this choice. This trend is largely driven by economic factors, as 68% of Millennials cite financial instability as the primary reason for postponing marriage or deciding to have fewer children. Health concerns also play a significant role, influencing 36% of Millennials in their family planning decisions.

These trends highlight a major shift in priorities, where Gen Z is more focused on career and independence, while Millennials are more concerned with financial and health stability. The traditional notions of marriage and family are

being re-evaluated by these generations, shaped by modern challenges and aspirations. This evolving landscape is something that policymakers, businesses, and social organizations need to understand as they adapt to the changing dynamics of family life in Indonesia.

In Indonesia, Millennials and Gen Z are delaying marriage or choosing a child-free lifestyle not because they reject the concept of family, but because they are making calculated decisions in response to the economic and social challenges they face. These choices reflect a shift in priorities, where financial stability and security take precedence over traditional milestones.

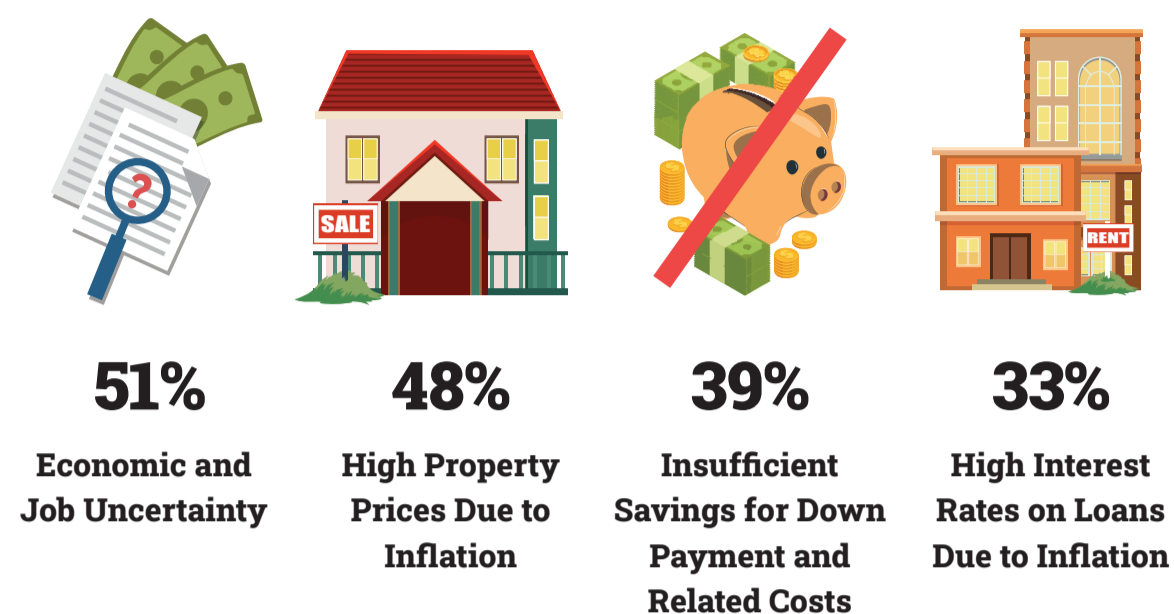
For these Millennials and Gen Z, navigating an uncertain economic landscape means redefining what it means to build a life. Their approach highlights a pragmatic understanding of the realities they face, as they seek to create a more stable and sustainable foundation before embracing the responsibilities of marriage and family.

This shift in priorities underscores a broader generational trend—Millennials and Gen Z are not just postponing family life; they are intentionally redefining their futures in response to the economic and environmental challenges they face. Their choices are driven by a need for security and sustainability, both financially and personally, as they navigate an increasingly complex and uncertain world.



Navigating the Challenges of Homeownership

Major Obstacles to Homeownership



*Multiple-response questionnaires allow the total result to exceed 100%

Economic and job uncertainty stands as the most significant barrier to homeownership for Millennials and Gen Z in Indonesia, with 51% of respondents identifying it as their primary concern. The unpredictability of the job market and broader economic conditions makes it difficult for many to commit to the long-term financial obligations that come with buying a home. This concern is especially prevalent among younger generations, who are still in the early to mid-stages of their careers. The fear of job instability makes the idea of taking on a mortgage during uncertain times seem like a daunting risk, highlighting the need for greater job security to promote homeownership.

High property prices driven by inflation present another substantial challenge, cited by 48% of respondents as a significant obstacle. As real estate prices continue to rise faster than wages, the dream of homeownership is becoming increasingly out of reach for many. In urban areas, where property prices have surged in recent years, younger generations are often forced to either consider homes in less desirable locations or delay their homebuying plans altogether. This situation underscores the urgent need for more affordable housing options to bridge the widening gap between earnings and the cost of real estate.

Another major hurdle is the difficulty in saving enough for a down payment and related costs, with 39% of respondents highlighting this as a challenge. Accumulating the necessary savings is particularly tough for younger individuals who may still be managing student loans or other financial obligations. Rising living costs further complicate this challenge, leaving little room for significant savings. Without sufficient funds, potential homebuyers

are left with limited options, such as taking on higher-interest loans or postponing their purchase. This scenario emphasizes the importance of financial planning and accessible saving strategies to help Millennials and Gen Z prepare for homeownership.

High interest rates on loans, also driven by inflation, present another significant barrier, with 33% of respondents citing this as a key concern. As interest rates rise, the cost of borrowing increases, making mortgages less accessible. For younger generations already wary of taking on debt, high interest rates can be a significant deterrent in their homebuying journey. The impact of these rates is felt not just in the initial cost but also in the long-term affordability of a home, as higher monthly payments can strain household budgets. This challenge underscores the need for policies that stabilize interest rates and make borrowing more affordable for young homebuyers.



How Millennials and Gen Z Are Tackling Homeownership

Data from our survey provides insight into how Millennials and Gen Z are navigating the challenges of homeownership in Indonesia. The findings reveal that a significant 52% of respondents have acquired their homes through inheritance or gifts from family, underscoring the crucial role of generational wealth and family support in the housing market. For many Indonesians, the ability to purchase a home independently remains financially out of reach.

Only 18% of respondents have managed to buy their homes with their own savings, emphasizing the level of financial stability required to avoid relying on credit or loans. This relatively small percentage reflects the broader economic landscape, where few can afford to purchase a home outright without external assistance.

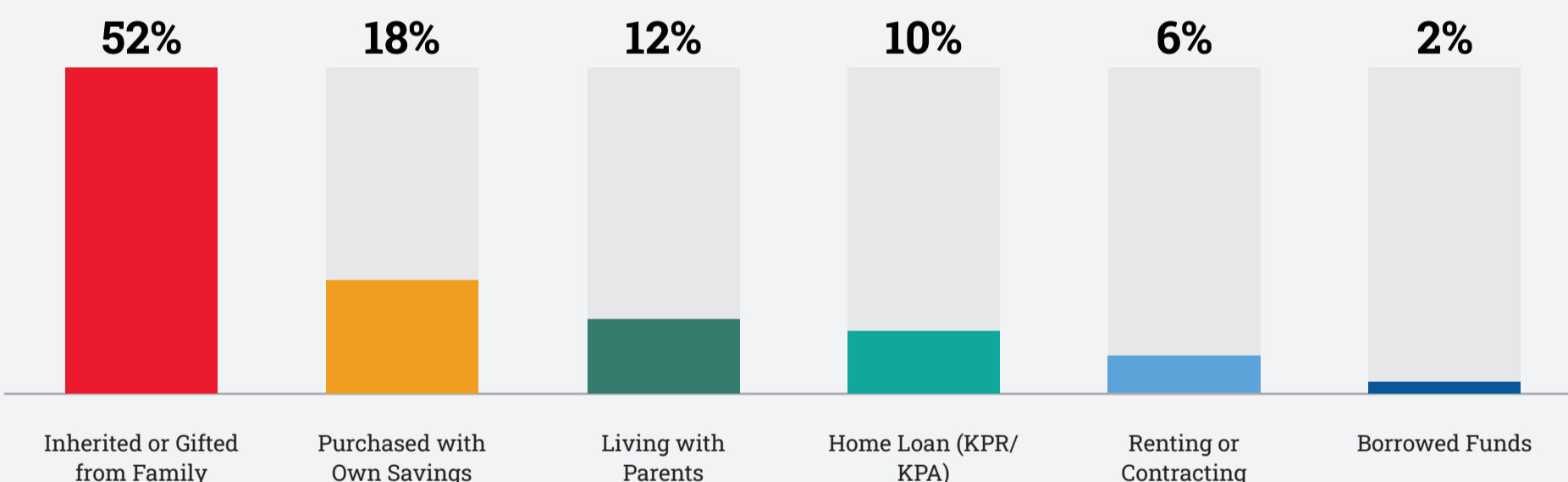
Meanwhile, home loans such as KPR or KPA account for just 10% of home purchases, indicating limited access

to credit or a reluctance to take on debt, likely due to high interest rates, unstable incomes, or other financial challenges. Additionally, 12% of respondents are still renting or living in temporary housing, reflecting the ongoing struggle to achieve homeownership.

Furthermore, 6% of respondents continue to live with their parents, which may suggest financial constraints or a cultural preference for extended family living arrangements. Another 2% have borrowed from others to finance their home purchase, indicating that informal borrowing is not a common practice, possibly due to the associated risks.

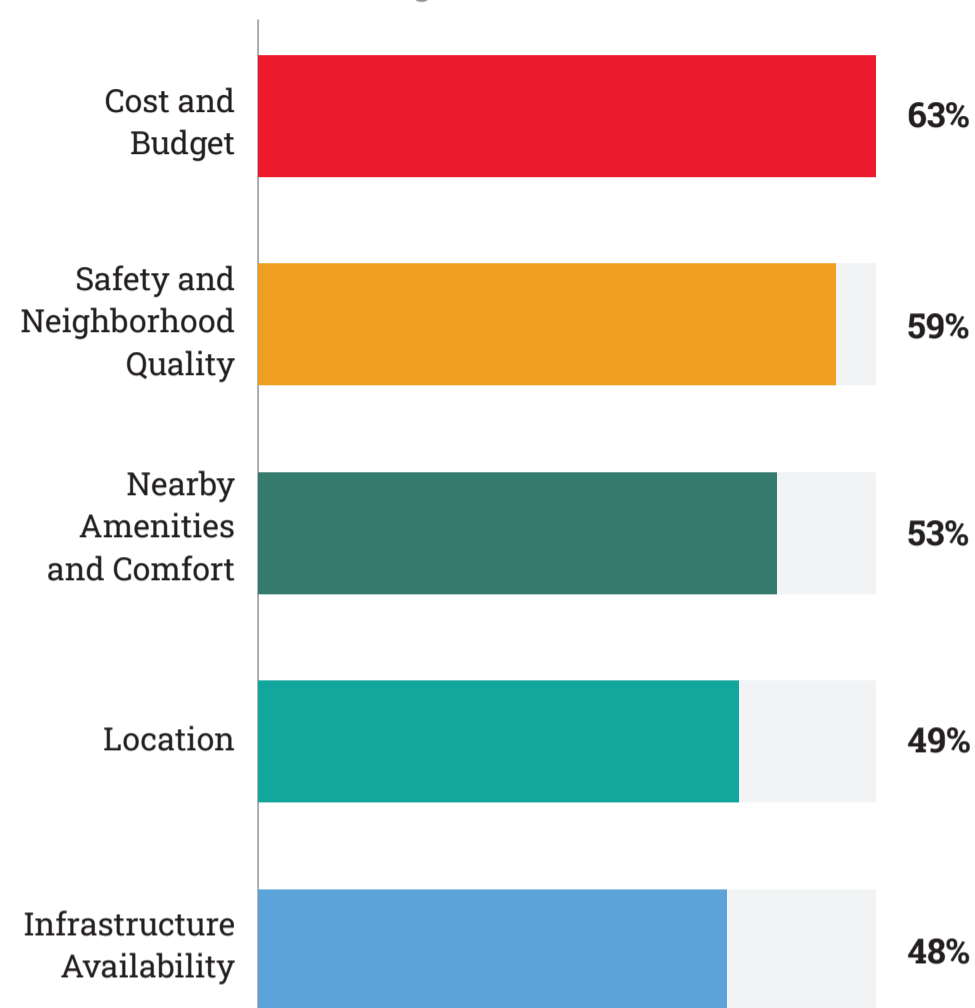
Overall, the data highlights the pivotal role of family support in homeownership and the significant economic hurdles that many Indonesians face in achieving this milestone on their own.

Current Methods of House Ownership Among Millennials and Gen Z in Indonesia



Key Considerations for Buying a Home

Top Factors Considered When Purchasing a House



*Multiple-response questionnaires allow the total result to exceed 100%

When it comes to buying a house, Millennials and Gen Z in Indonesia are primarily focused on financial stability, safety, and access to nearby amenities. For 63% of respondents, the most critical factor is the cost and budget, reflecting the financial constraints and economic realities they face as they aspire to homeownership.

Close behind, 59% prioritize safety and neighborhood quality, underscoring the importance of secure and stable living conditions. This shows that for these generations, feeling safe at home is nearly as important as managing their finances.

Additionally, 53% of respondents place significant value on nearby amenities and comfort, such as parks, shopping centers, and gyms. This indicates that they're looking for more than just a house—they want a community that enhances their quality of life.

Location also matters, with 49% considering it a key factor in their decision. Finally, 48% highlight the importance of infrastructure availability, like roads, public transport, and utilities, showing that practical concerns are top of mind for young homebuyers seeking a hassle-free living environment.

The shift towards remote work has significantly influenced how Millennials and Gen Z approach housing selection. Remote work has reduced the need for daily commutes, allowing for greater flexibility in choosing residential locations farther from city centers. This flexibility is particularly valued by Millennials, with 13% indicating that they prioritize this aspect when selecting a home. This generation is increasingly open to the idea that owning a private vehicle is no longer a primary necessity, reflecting their preference for locations that are less dependent on transportation.

Conversely, 65% of Gen Z still consider owning a private vehicle as a primary need, suggesting that while they appreciate the flexibility remote work offers, they still value the convenience and freedom that comes with vehicle ownership. For 25% of respondents, the need for a private vehicle depends on specific situations and needs, indicating a balanced approach where mobility is considered but not necessarily prioritized.

The shift in housing priorities is further underscored by the growing need for workspaces and technology

that support remote work. This trend highlights the importance of having a home environment equipped with reliable internet and appropriate devices, which are essential for maintaining productivity in a remote work setting. Overall, the data suggests that remote work has not only changed how people think about where they live but also how they evaluate the importance of mobility and transportation in their daily lives. Gen Z appears to be leading the way in embracing this shift, while Millennials remain more cautious, balancing the benefits of remote work with the traditional need for private transportation.

Remote work offers a potential solution to commuting challenges. Since the COVID-19 pandemic, remote work has gained popularity, allowing many to reduce or eliminate their daily commutes. This shift has also influenced housing preferences, with more people opting to live in suburbs or rural areas where housing is more affordable and spacious. The demand for homes with dedicated workspaces has risen, particularly among Millennials and Gen Z, who require environments that support their professional needs.

Exploring Remote Work as a Path to Homeownership

Influence of Remote Work on Housing Selection



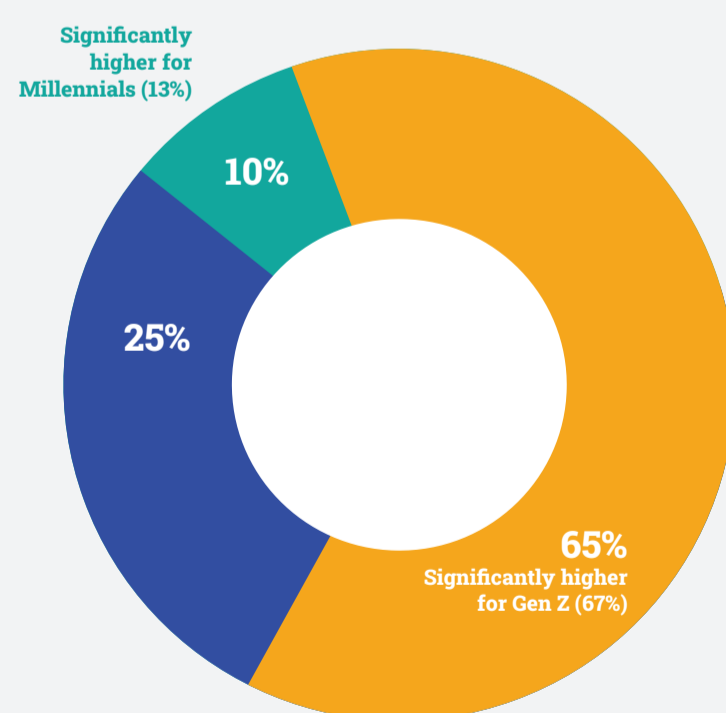
Reduces the need for commuting and transportation



Increases flexibility in choosing where to live



Requires a well-equipped workspace and reliable technology (internet, devices) for remote work



■ Yes, owning a private vehicle is still essential
■ It depends on the situation and individual needs
■ No, owning a private vehicle is no longer a primary need

Commuting has become a significant challenge for people living in Indonesia, particularly in large cities like Jakarta. Overcrowded public transportation during peak hours, combined with long commute times, has led to widespread dissatisfaction. The situation is even more challenging in rural and smaller cities, where public transportation infrastructure is often inadequate. As a result, personal vehicle ownership remains a necessity for many, further contributing to traffic congestion.



Navigating Financial Tools with Confidence

Digital finance tools have become essential for Millennials and Gen Z in Indonesia, with four out of five individuals now utilizing digital finance applications. This widespread adoption is especially driven by Gen Z, who are at the forefront of incorporating these technologies into their everyday financial management. The user-friendly design and accessibility of these digital tools resonate with the tech-savvy habits of younger generations, making them a crucial component of contemporary financial practices.



4 out of 5 Gen Z Respondents
Use Digital Finance Application

The Rise of Mobile Banking and E-Wallets Among Youth



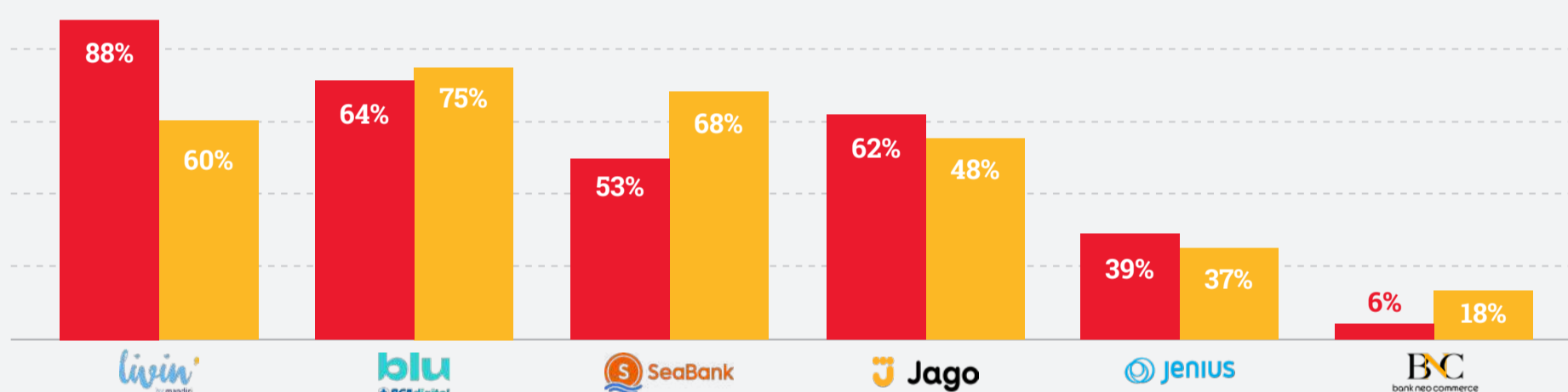
60%
Prefer Mobile Banking



58%
Use E-Wallets

As Millennials and Gen Z continue to reshape the financial landscape in Indonesia, their preferences for digital finance tools are becoming increasingly evident. A notable 60% of respondents have adopted mobile banking, while 58% regularly use e-wallets. This shift marks a clear move away from traditional banking methods, driven by the demand for more convenient, digital-first solutions. Mobile banking offers users the flexibility to manage their finances anytime, anywhere, aligning seamlessly with the fast-paced, on-the-go lifestyles of these generations. E-wallets, meanwhile, provide an effortless way to conduct transactions, perfectly fitting into the daily routines of those who prioritize speed and convenience.

Comparison of Top-of-Mind Awareness for Digital Banks ● Millennials ● Gen Z



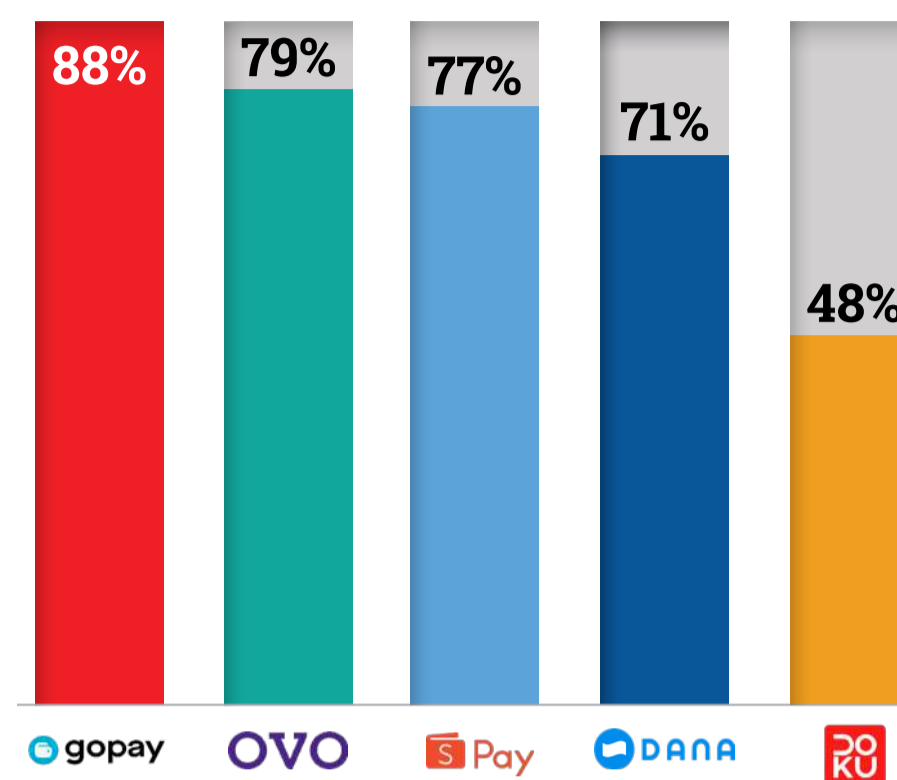
*Multiple-response questionnaires allow the total result to exceed 100%

When examining the brand preferences of these digital-savvy consumers, distinct differences between Gen Z and Millennials become apparent. Gen Z exhibits a strong preference for purely digital platforms, with 68% having top-of-mind awareness for SeaBank and 75% for blu by BCA Digital. These platforms align with Gen Z's tech-forward mindset, offering the innovation and accessibility that they highly value.

Millennials, however, show a slightly different tendency. Brands like Bank Jago, with 62% top-of-mind awareness, and Livin' by Mandiri, leading at 88%, are more favored. These preferences indicate that Millennials may appreciate a combination of traditional banking reliability and the modern convenience of digital solutions. These brands have effectively transitioned into the digital space, offering the best of both worlds, which resonates well with Millennial consumers.



Usage of Selected E-Wallet Services



*Multiple-response questionnaires allow the total result to exceed 100%

The competitive landscape of e-wallets highlights the evolving preferences of Millennials and Gen Z in Indonesia. GoPay leads the market with an 88% usage rate, firmly establishing itself as a dominant player. Close behind, OVO and ShopeePay have strong footholds with usage rates of 79% and 77%, respectively, underscoring their significant presence in the e-wallet sector. Dana also holds a substantial share with 71% usage, while Doku, though still active, trails with a 48% usage rate. This data underscores the intense competition within the e-wallet market, where GoPay maintains its lead but faces close competition from other major players.

As the financial behaviors of Millennials and Gen Z continue to evolve, it is evident that digital banking and e-wallets are not merely passing trends—they represent the future of finance in Indonesia. Each generation is forging its path, driven by distinct needs and values, yet both are leading the charge towards a more digital, interconnected financial ecosystem.

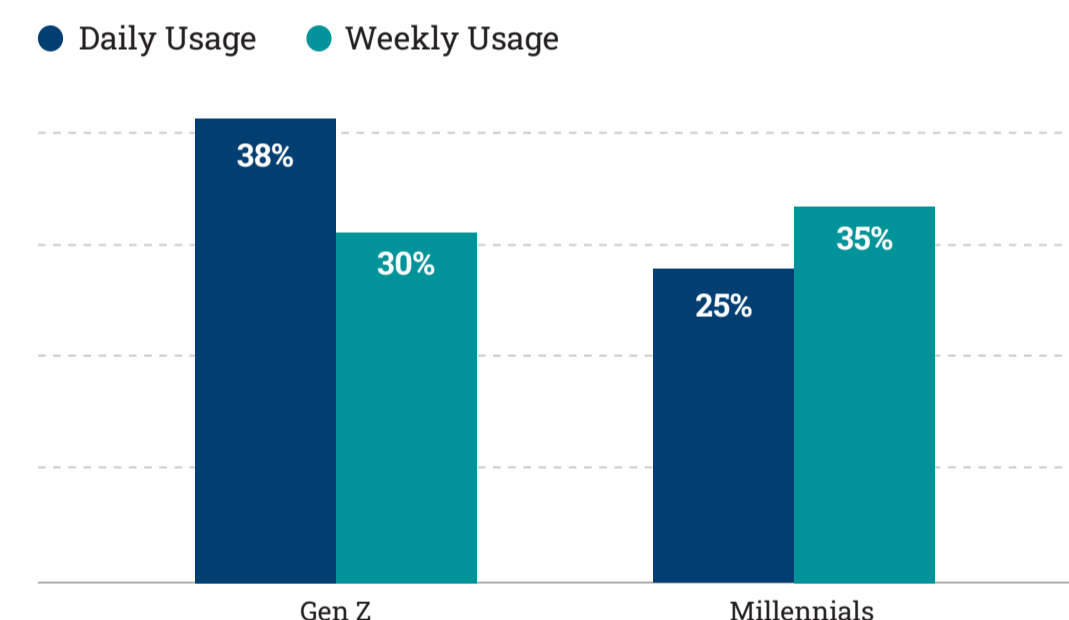
Embracing QRIS as the Standard for Transactions

QRIS, which stands for *Quick Response Code Indonesian Standard*, is a National QR code standard designed to facilitate QR code payments in Indonesia. It was launched by Bank Indonesia and the Indonesian Payment System Association (ASPI) on August 17, 2019.

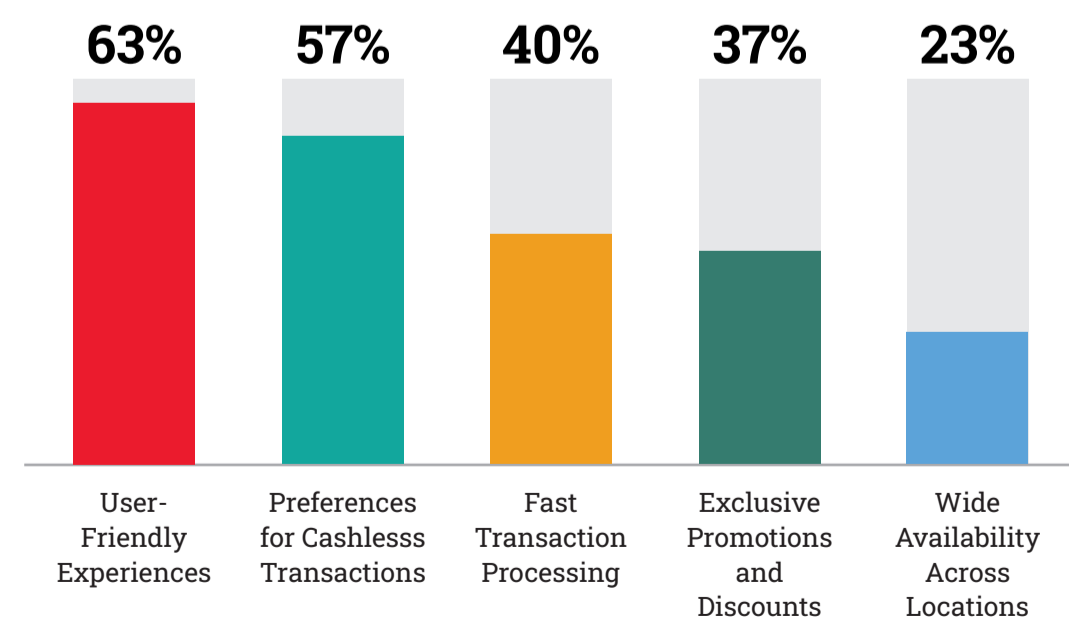
QRIS has become an integral part of daily life, especially for Gen Z, who rely on it more heavily than Millennials. This trend highlights the increasing preference for digital payments among younger demographics, though both generations show strong weekly usage, demonstrating QRIS's widespread appeal for offline shopping.

The reasons for its widespread adoption are clear: 63% of users favor QRIS for its seamless and user-friendly experience. Additionally, 57% of users appreciate the shift away from cash, aligning with the broader move towards digital wallets. Speed is another key factor, with 40% of users valuing the quick transaction times. Promotions and discounts available through QRIS also attract 37% of users looking for savings. While only 23% mention its availability across various locations, this aspect still contributes to the overall convenience and appeal of QRIS.

QRIS Usage Frequency Among Gen Z and Millennials



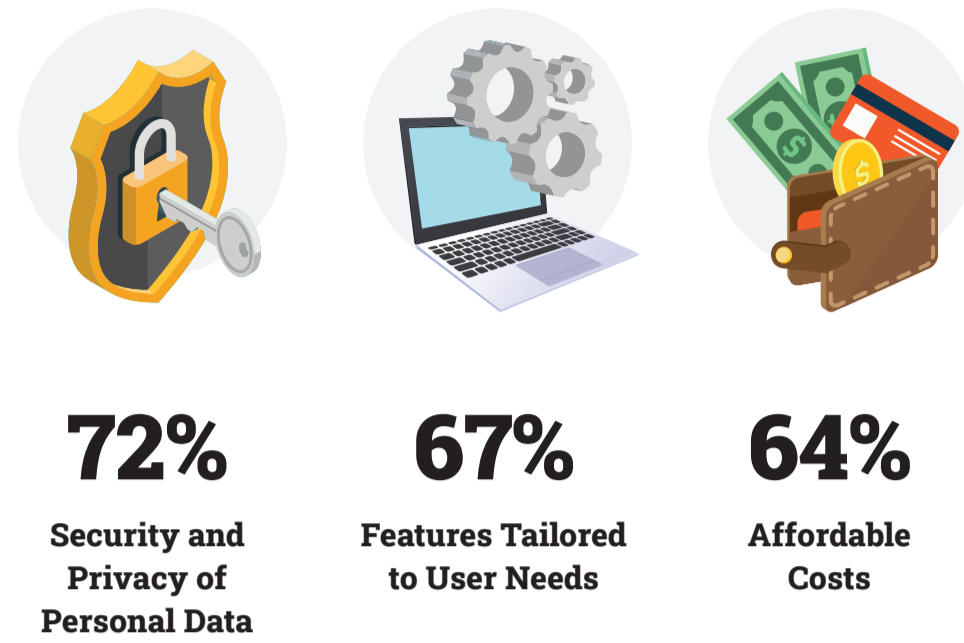
Top Reasons Why Millennials and Gen Z Use QRIS





Finding the Right Balance Between Security and Convenience

As digital finance tools become increasingly prevalent, user expectations are shifting, with 72% of users prioritizing the security and privacy of personal data, reflecting heightened concerns about digital safety in an ever-connected world. Additionally, 67% of respondents emphasize the importance of features tailored to their needs, underscoring a strong demand for personalized and user-friendly interfaces. Lastly, 64% of users highlight the significance of affordable costs, reinforcing the critical role that cost-effectiveness plays in the adoption of these tools.



Understanding the Pros and Cons of Fintech Lending

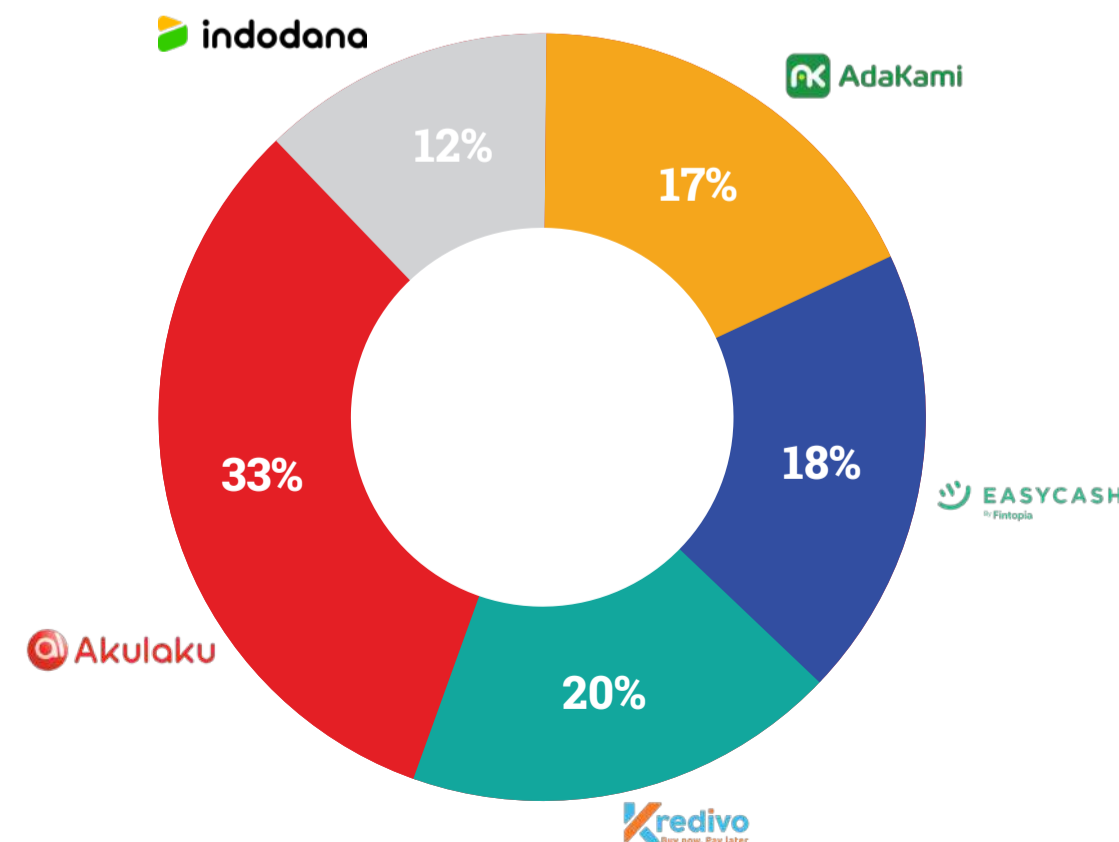
In response to these financial challenges, both Millennials and Gen Z are increasingly turning to fintech lending as a strategy to manage their financial burdens. As digital finance continues to evolve in Indonesia, these generations are relying more on online loans to cover household expenses and support business ventures. The primary appeal of these services lies in the quick access to funds and the reliability provided by platforms regulated by the OJK (Otoritas Jasa Keuangan). This shift highlights the importance of accessibility, speed, and regulatory trustworthiness as these generations seek financial solutions that align with their specific needs.

Most Popular Fintech Lending Apps Among Young People

Akulaku leads the fintech lending market with a commanding 33% share, reflecting its strong presence and widespread appeal among Millennials and Gen Z in Indonesia. Kredivo follows closely with a 20% share, demonstrating robust user engagement as a favored alternative. Easycash and Adakami hold 18% and 17% of the market, respectively, highlighting their competitive presence among younger users. Indodana, with a 12% share, serves a more niche yet significant segment of the market.

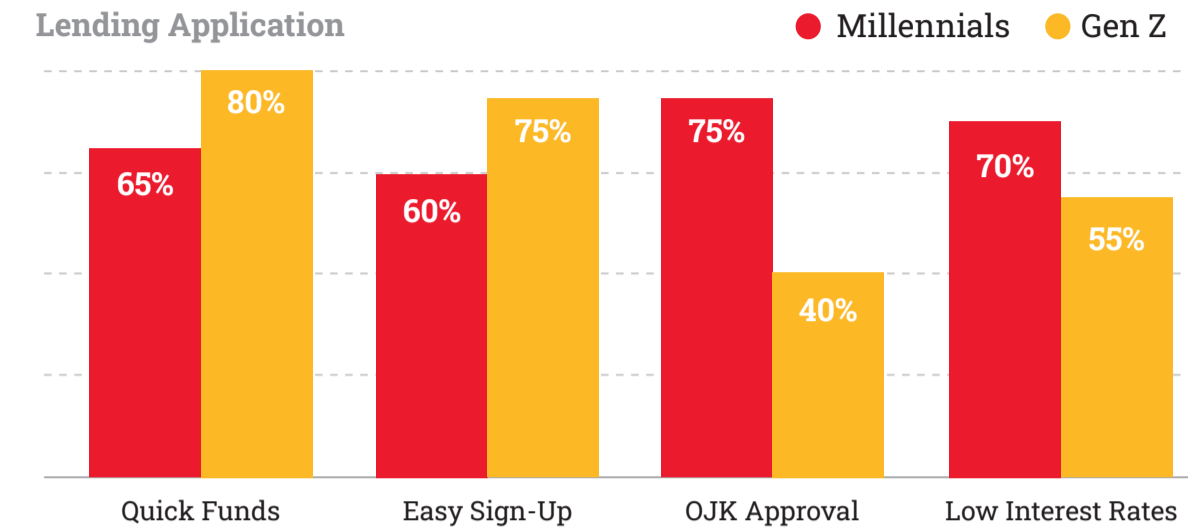
This distribution underscores a competitive landscape where multiple platforms effectively cater to the diverse financial needs of Millennials and Gen Z. As these generations increasingly turn to digital lending solutions, Akulaku remains the market leader, while platforms like Kredivo, Easycash, and Adakami maintain strong positions, collectively shaping the fintech lending space in Indonesia.

Top 5 Fintech Lending Applications Among Millennials and Gen Z in Indonesia



What to Look for When Choosing a Fintech Lending App

Key Considerations for Choosing a Fintech Lending Application



*Multiple-response questionnaires allow the total result to exceed 100%

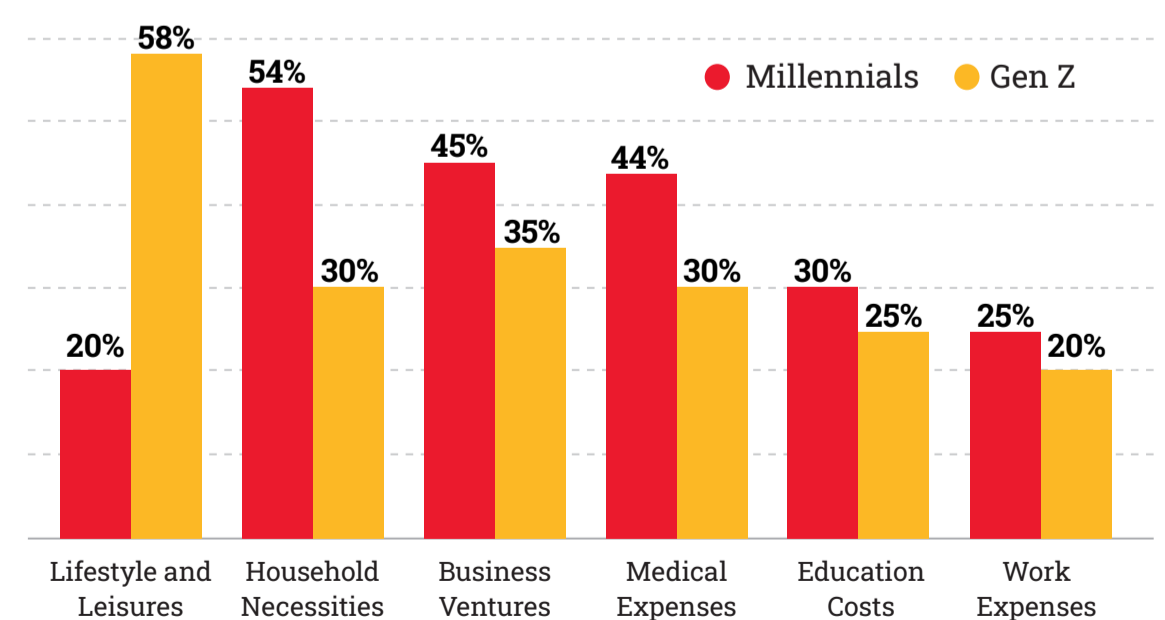
The data highlights clear generational differences in fintech lending preferences. Millennials prioritize security and cost-effectiveness, favoring OJK licensing and competitive interest rates. In contrast, Gen Z places greater emphasis on convenience and speed, prioritizing quick fund disbursement and straightforward registration processes, even if it means compromising on some regulatory assurances. This trend reflects Gen Z's focus on immediacy and ease in their financial activities.



Why Online Loans Are Becoming Popular Among Youth

The motivations for taking online loans reveal distinct financial priorities between Millennials and Gen Z. Millennials tend to focus on practical needs such as household expenses (54%) and healthcare (44%), emphasizing their commitment to maintaining stability and covering essential costs. In contrast, Gen Z demonstrates a strong inclination toward borrowing for lifestyle and leisure activities (58%), highlighting their emphasis on personal enjoyment and experiences. While both generations utilize loans for business investments, Millennials do so more frequently, reflecting their long-term financial security goals.

Motivations for Taking Online Loans by Generation



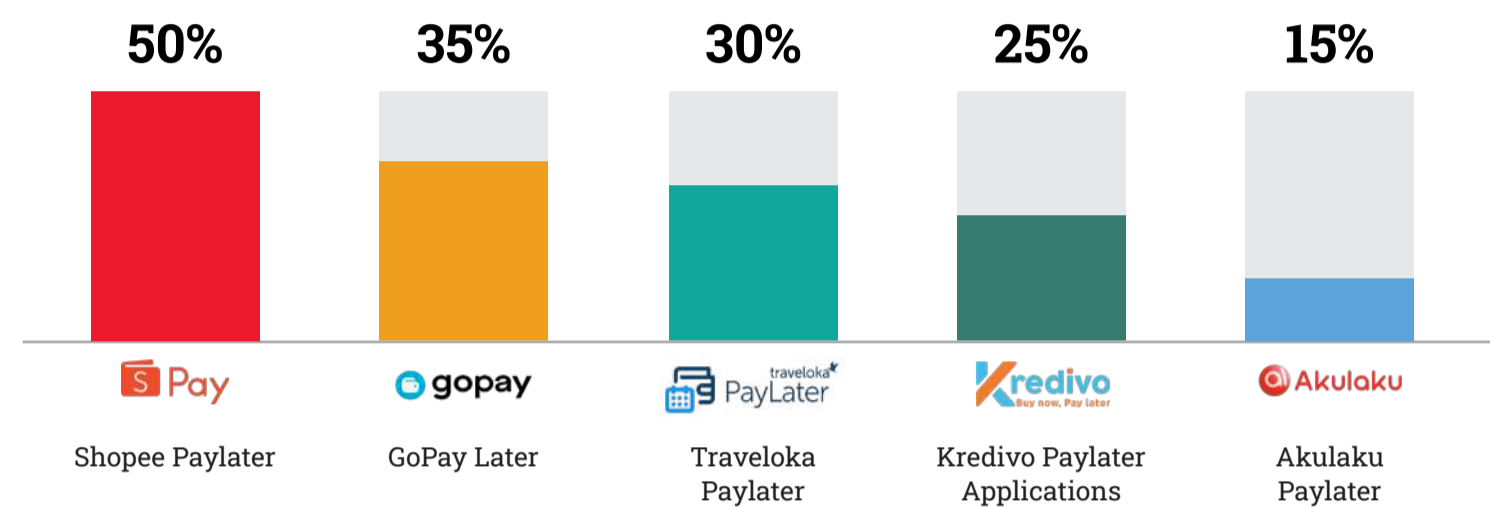
*Multiple-response questionnaires allow the total result to exceed 100%

Using Paylater Wisely to Manage Spending

As Paylater services become more integrated into daily life, the choice of platforms is often driven by their convenience and ease of use for shopping and bill payments. However, as these services grow in popularity, the primary challenge for users is to balance the convenience of Paylater with the need to avoid accumulating debt, ensuring they maintain financial discipline despite the easy access to credit.



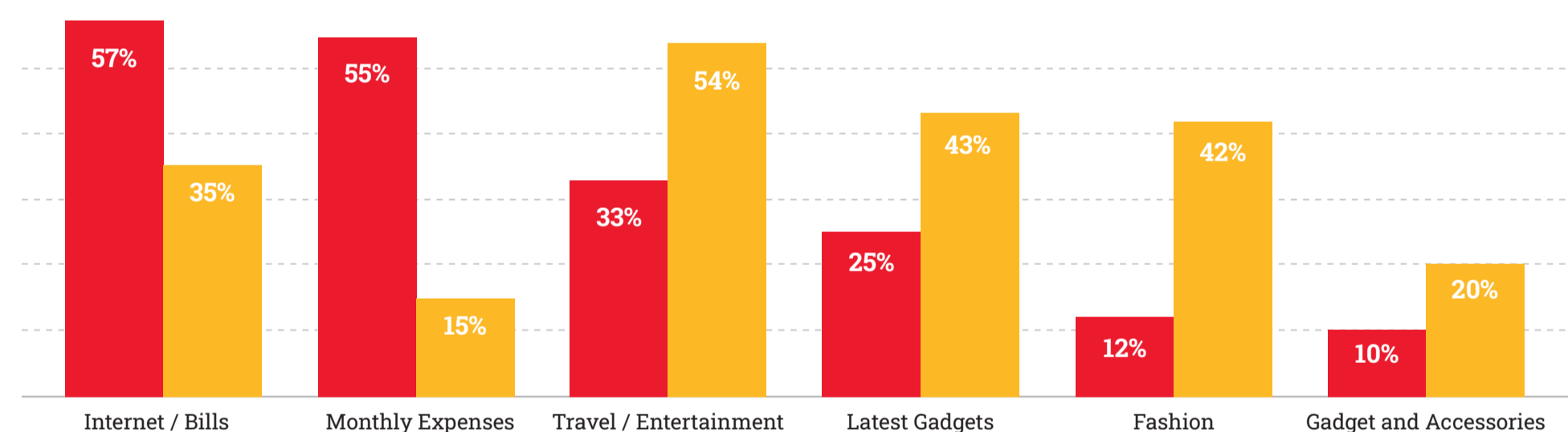
Top Paylater Apps for Millennials and Gen Z



*Multiple-response questionnaires allow the total result to exceed 100%

When and Why Millennials and Gen Z Use Paylater

Comparison of Paylater Usage by Expense Category ● Millennials ● Gen Z



*Multiple-response questionnaires allow the total result to exceed 100%

Millennials and Gen Z in Indonesia display distinct spending patterns when using Paylater services, shaped by their different financial priorities. Millennials primarily utilize Paylater for essential expenses, such as internet and utility bills (57%) and monthly expenses (55%), reflecting a cautious approach focused on managing day-to-day financial responsibilities. Their lower spending on fashion (12%) and entertainment (33%) underscores their emphasis on stability and necessity.

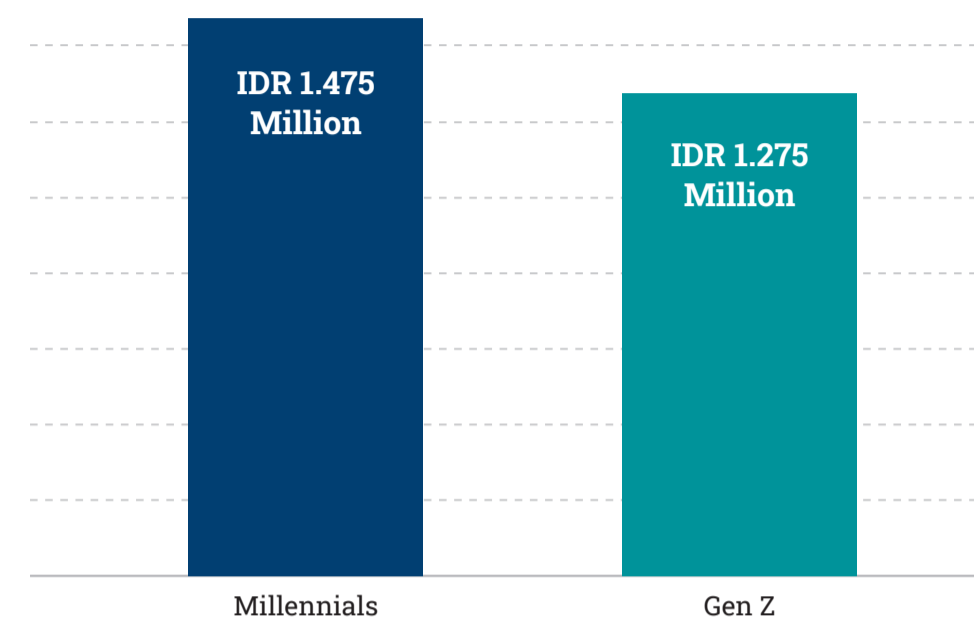
In contrast, Gen Z tends to use Paylater for lifestyle-related purchases, with a significant portion (54%) allocated towards travel and entertainment, and 42% on fashion items. This trend highlights Gen Z's inclination to enhance their lifestyle, using Paylater to enjoy experiences and

maintain a trendy image. Additionally, 43% of Gen Z relies on Paylater to purchase the latest gadgets, demonstrating their strong connection to digital culture and a desire to keep up with technological advancements.

These generational differences in Paylater usage reflect the contrasting financial behaviors of Millennials and Gen Z. While Millennials prioritize covering essential expenses and ensuring financial security, Gen Z focuses more on lifestyle enhancements and staying current with trends. For businesses and financial services, understanding these nuances is crucial for tailoring products and services to meet the specific needs of each demographic group effectively.

Managing Monthly Paylater Installments Effectively

Comparison of Mean Score for Monthly Paylater Installments

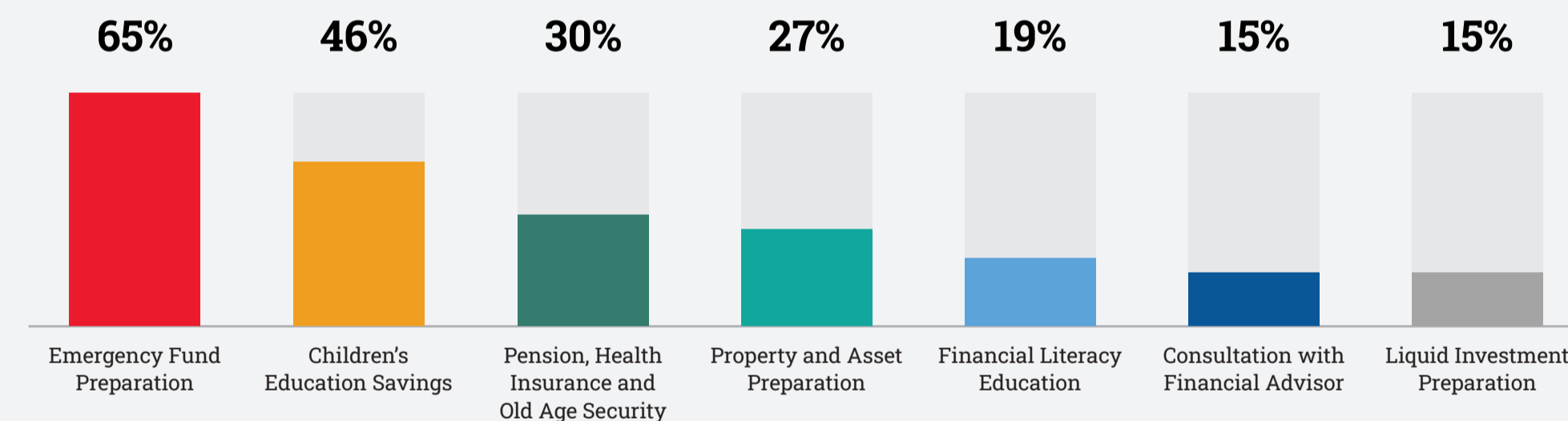


Millennials have a mean borrowing amount of approximately 1.475 million IDR, reflecting their cautious approach to borrowing. This lower mean suggests that Millennials are more inclined to choose smaller, more manageable payments, prioritizing financial security and stability.

In contrast, Gen Z has a slightly lower mean borrowing amount of approximately 1.275 million IDR. While still favoring smaller payments, this figure indicates a marginally greater willingness among Gen Z to take on slightly larger installments compared to Millennials. This difference could be attributed to Gen Z's focus on lifestyle enhancement and staying current with trends, occasionally leading them to stretch their budgets further.

Exploring New Investment Strategies for a Secure Future

Financial Focus Areas for Millennials and Gen Z



*Multiple-response questionnaires allow the total result to exceed 100%

The data reveals distinct financial priorities between Millennials and Gen Z, shaped by their unique life stages and aspirations. Both generations place a strong emphasis on preparing an emergency fund, with 65% of respondents identifying it as their top priority. This shared focus highlights a collective understanding of the need for financial security, particularly in an uncertain economic climate.

Children's education savings is another key priority (46%), but it reveals a significant generational divide. While 58% of Millennials consider this a critical goal, only 33% of Gen Z share the same level of concern. This difference reflects the varying life stages of each generation—Millennials, many of whom are parents or planning to start families,

naturally prioritize their children's future, whereas Gen Z, generally younger and without such responsibilities, place less emphasis on this aspect of financial planning.

Interestingly, 21% of Gen Z are actively pursuing financial literacy education, compared to 17% of Millennials. This suggests that Gen Z is more focused on acquiring financial knowledge, likely as a strategy to navigate an increasingly complex economic environment. Their proactive approach to financial education indicates a broader trend among younger Indonesians to equip themselves with the tools needed for future financial independence.



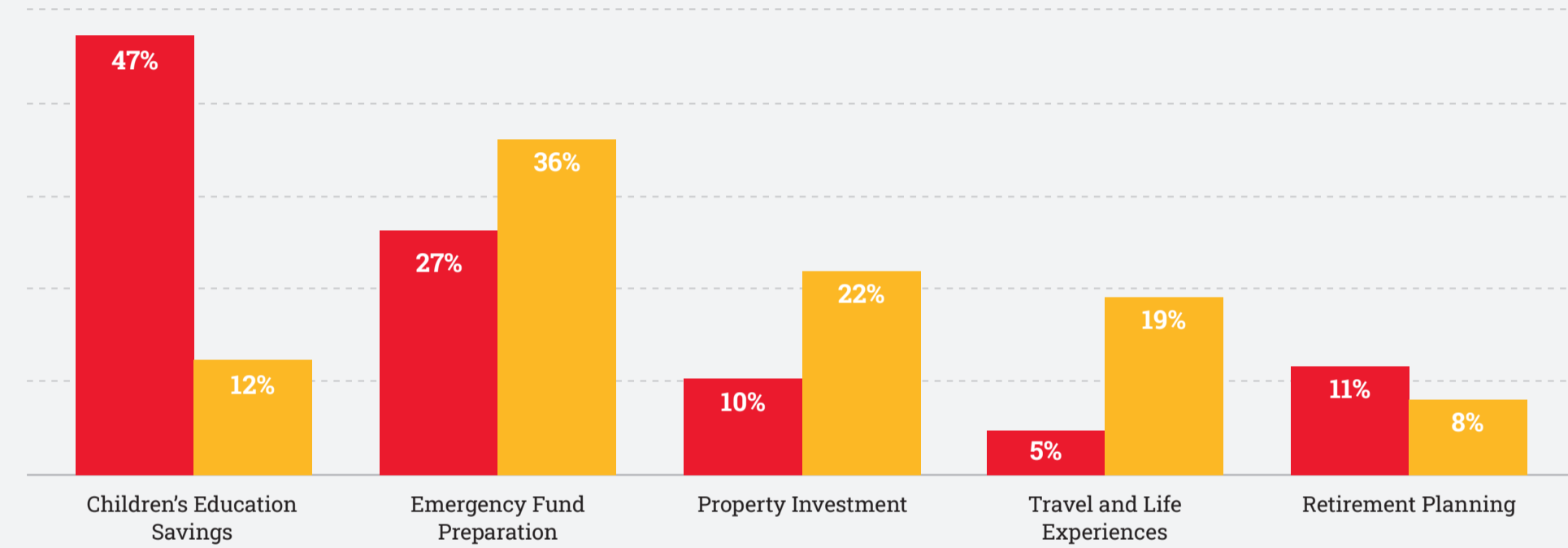
When it comes to preparing for retirement, health insurance, and old age security, 31% of Millennials are focused on these areas, compared to 29% of Gen Z. This slight difference suggests that Millennials, being closer to retirement age, are more concerned with long-term financial stability, while Gen Z, still early in their careers, may not yet prioritize these aspects as highly.

Property and asset preparation remains a consistent priority across both generations, with 27% of respondents from each group focusing on this goal, indicating a shared interest in tangible investments that secure financial futures.

Geographical differences also play a role in shaping these financial priorities. Millennials in smaller cities tend to prioritize traditional goals, such as securing their children's future and preparing for retirement, while Gen Z in smaller cities may lean more toward property investment, reflecting the influence of local contexts on financial decision-making.

Overall, the data highlights the distinct financial priorities and strategies of Millennials and Gen Z in Indonesia. While there are commonalities, such as the emphasis on emergency funds, the generational differences reflect varying life stages, aspirations, and approaches to securing financial stability in an ever-changing economic landscape.

Comparison of Financial Goals Between Gen Z and Millennials ● Millennials ● Gen Z



*Multiple-response questionnaires allow the total result to exceed 100%



Building a Strong Financial Future

Millennials and Gen Z in Indonesia are navigating a complex financial landscape, characterized by traditional economic challenges and emerging threats, such as the rise of online gambling. Despite these difficulties, both generations have shown remarkable adaptability, embracing frugal living and diversifying their income streams to cope with rising living costs and stagnant wages. Their resilience underscores a strong determination to secure a stable financial future.

However, the increasing accessibility of online gambling presents a significant risk to their financial security. Yet, this challenge also offers an opportunity for positive change. By implementing stricter regulations and enhancing community education, we can empower these generations to make informed decisions and protect their financial well-being. Financial institutions play a crucial role in this effort by providing targeted education and resources that not only highlight the risks but also equip individuals with the tools to build and sustain financial health.

Looking ahead, a collaborative approach that includes government bodies, financial institutions, community leaders, and Millennials and Gen Z themselves is vital. By working together, we can create a more secure and informed financial environment, where these generations are not only shielded from new threats but are also empowered to thrive. This collective effort will ensure that Millennials and Gen Z continue to build financial independence and resilience, paving the way for a brighter and more secure future.



How Young Indonesians See Education Today



For Millennials and Gen Z in Indonesia, the future is a canvas full of opportunities to address global challenges, embrace diversity, and cultivate creative thinking. These aren't just aspirational goals; they are core principles shaping how these generations approach education and career paths. They seek learning environments that challenge their thinking and welcome diverse perspectives, aiming to become contributors to a more interconnected world.

The introduction of **The Emancipated Curriculum** (*Kurikulum Merdeka*) as the national curriculum for the 2024/2025 academic year is a significant step towards meeting the needs of Gen Z and future generations. This innovative curriculum moves away from rigid, one-size-fits-all approaches, focusing instead on content that is relevant to both global and local challenges. Its flexibility allows schools to adapt to Indonesia's diverse cultural contexts, making education more meaningful and directly applicable to students' lives. This adaptability positions students not just as learners but as future leaders equipped to navigate the complexities of the modern world.

Understanding the Long-Term Impact of The Emancipated Curriculum

The Emancipated Curriculum is set to make a profound impact on Indonesia's educational landscape. By emphasizing essential knowledge and relevant skills, this curriculum goes beyond merely preparing students for exams; it equips them for life. Its adaptable framework ensures that education remains inclusive and reflective of Indonesia's diverse society, focusing on developing critical thinkers, problem solvers, and innovators. By incorporating real-world work experiences and mentorship, The Emancipated Curriculum bridges the gap between classroom learning and workforce readiness, aiming to produce graduates who are not only knowledgeable but also innovative and adaptable—key qualities in today's rapidly changing job market.

While Gen Z remains hopeful about their future, many share concerns that their education might not fully equip them for the challenges ahead, particularly in terms of practical skills and real-world applications. However, The Emancipated Curriculum's commitment to continuous improvement offers a promising solution, ensuring that students are better prepared to navigate an ever-evolving world.

“The Emancipated Curriculum is designed to prepare Indonesian students to face various challenges, including environmental, economic, scientific, and sociocultural changes. By focusing on more relevant and essential learning materials, the Emancipated Curriculum encourages students to enjoy the learning process, contextualize the knowledge obtained at school, and unleash their potentials”



— **Nadiem Anwar Makarim**
Minister of Education, Culture, Research, and Technology

Collaborating to Bridge the Gap Between Education and Industry

Preparing Gen Z and future generations for the workforce is a collective responsibility that extends beyond the classroom. There is a growing expectation for collaboration between the education sector and the corporate world to create a seamless transition from school to work. This partnership is essential in equipping young people with the skills, experiences, and mindsets needed to thrive in a rapidly changing job market.

The Emancipated Curriculum embodies this shared responsibility by introducing concepts aligned with the principles of freedom and equality, such as student differentiation, project-based learning, and the development of Pancasila student profiles. These elements ensure that each student is recognized as an individual, allowing teachers to tailor their approaches to meet unique needs and make learning more engaging and effective. The curriculum also encourages students to take control of their learning journeys, fostering self-awareness—a critical skill for their future. Schools thus become environments where students can fully explore and refine their strengths, preparing them not just for employment but for leadership roles in society.

Embracing Lifelong Learning as Essential for Success

Education should never be confined to the classroom. In today's rapidly changing world, lifelong learning is more essential than ever. As industries evolve and new challenges arise, young people need to continuously develop new skills and adapt to change, whether through formal education or practical experiences. Lifelong learning goes beyond acquiring technical expertise; it encompasses the development of empathy, critical thinking, and other soft skills that empower individuals to navigate modern complexities with creativity and compassion.



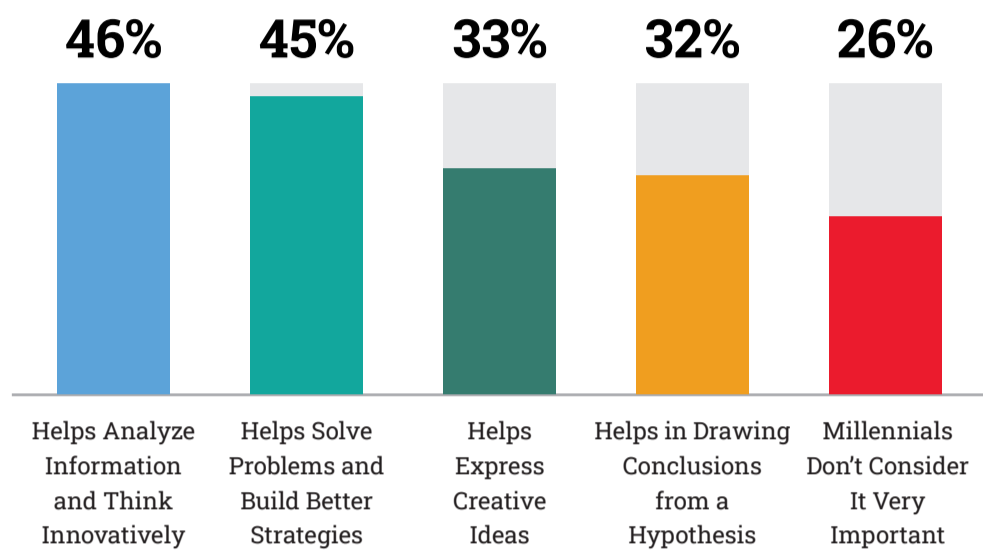
— **Iwan Syahril**
Director General of Early Childhood Education, Primary Education, and Secondary Education

“The Emancipated Curriculum is inspired by the educational philosophy of Ki Hajar Dewantara, the Father of Education. His principles, ‘Ing ngarso sung tulodo, ing madyo mangun karso, tut wuri handayani’ – meaning ‘Lead by example in front, build collective strength in the middle, and provide support from behind’ – form the core of our educational system. The phrase ‘Tut wuri handayani,’ which also features in our Ministry’s logo, embodies the ultimate aim of our learning process”

Building Critical Thinking and Digital Literacy Skills for the Future

Millennials and Gen Z in Indonesia place significant importance on critical thinking and digital literacy, recognizing these skills as essential for success in the modern world. According to the data, 46% of respondents believe that critical thinking helps them analyze information and think innovatively, while 45% feel it aids in solving problems and building better strategies at work. Digital literacy is also crucial for expressing creative ideas (33%) and drawing conclusions from data (32%). However, there is a notable divide, with 26% of Millennials not considering critical thinking and digital literacy very important. This may reflect varying levels of digital integration in their lives and careers, with some still navigating the transition from traditional to digital-centric work environments.

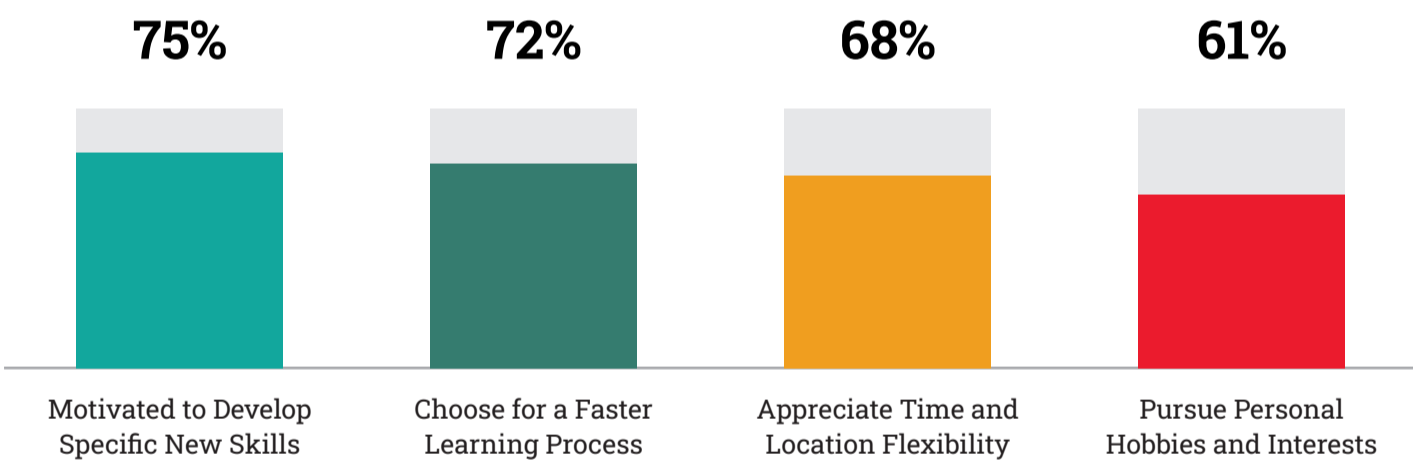
Importance of Critical Thinking and Digital Literacy Among Millennials and Gen Z



*Multiple-response questionnaires allow the total result to exceed 100%

Exploring Non-Formal Education and Its Growing Appeal

Top 4 Opinions on Non-Formal Education Among Millennials and Gen Z



*Multiple-response questionnaires allow the total result to exceed 100%

As the demand for continuous learning grows, so does the interest in non-formal education, particularly among Millennials and Gen Z. Young people are increasingly recognizing the value of alternative learning opportunities that complement traditional education.

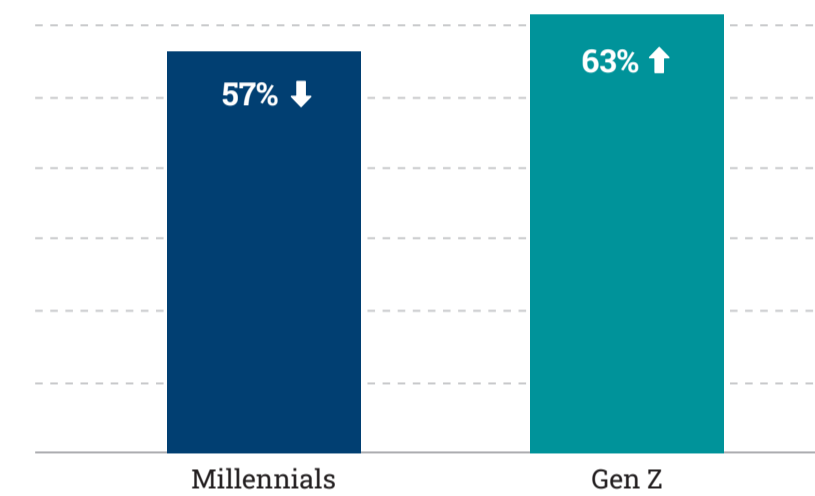


Among the key motivations, 75% of respondents are driven by the desire to develop specific new skills, while 72% are attracted to the faster learning process that non-formal education provides. The flexibility of time and location, appreciated by 68%, allows learners to balance education with their busy schedules. Additionally, 61% pursue non-formal education to explore personal hobbies and passions. These figures underscore the growing appeal of non-formal education as a complementary option to traditional learning, particularly for those seeking to enhance their skills and knowledge in a flexible, efficient manner.

Prioritizing Mental Health Education in Schools

53%
of Millennials & Gen Z support the inclusion of mental health education and awareness in school curriculums

Perception of Mental Health Importance Compared to Physical Health



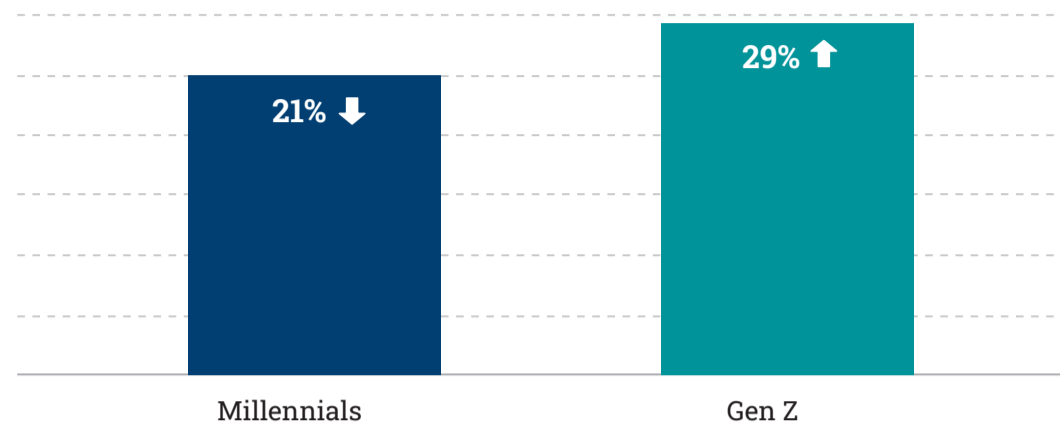
When asked about the importance of mental health education in schools, 53% of respondents highlighted its necessity. Millennials and Gen Z strongly advocate for early intervention as a crucial strategy for preventing mental health issues. The widespread support for mandatory mental health education reflects a generational push for programs that equip young people with the tools to manage stress, recognize issues, and seek help. By fostering a more supportive environment through education, Indonesia can promote overall well-being from a young age, reducing stigma and ensuring that mental health is treated with the importance it deserves.

Promoting mental health as equally important as physical health is a key priority for 57% of Millennials respondents and 63% of Gen Z respondents. This reflects a generational shift in attitudes towards mental health, where younger people increasingly view mental well-being as integral to overall health. Integrating this into government-led campaigns can help further raise awareness and reduce stigma, making it clear that mental health should be treated with the same level of importance as physical health in both policy and practice.



Millennials and Gen Z in Indonesia are playing an increasingly proactive role in promoting mental health awareness. Around 25% of respondents are actively engaged in initiatives that highlight the importance of mental health, with 29% of Gen Z and 21% of Millennials in major cities particularly focused on the concept of self-love. This active participation underscores a broader generational commitment to destigmatizing mental health issues and advocating for self-care as a fundamental aspect of overall well-being.

Promotion of Self-Love for Stress Management and Mental Health Improvement in Big Cities



Additionally, 22% of respondents are involved in campaigns that raise awareness about the complex interplay between social, political, and economic factors on mental health. This involvement highlights the need for government-supported initiatives that align with these grassroots efforts, helping to amplify the message and extend its reach. The collective actions of Millennials and Gen Z demonstrate a clear demand for comprehensive mental health campaigns that not only raise awareness but also provide practical solutions for managing stress and enhancing overall well-being.

22%
of Millennials & Gen Z
participate in campaigns that highlight the complex relationship between social, political, and economic factors affecting mental health

Maintaining Well-being with the Gerakan Sekolah Sehat Initiative



Indonesia's Gerakan Sekolah Sehat (Healthy School Movement) is a comprehensive initiative aimed at improving both the physical and mental health of students. The movement focuses on practical, everyday actions—such as staying hydrated and incorporating quick stretches between classes—to help students build healthier habits. These seemingly small steps are designed to collectively create a healthier school environment overall.

Nutrition is a key component of this movement, addressing the widespread issues of both undernutrition and overnutrition among students in Indonesia, which can significantly impact their physical and mental well-being. The Healthy School Movement promotes affordable, nutritious foods like eggs, which are accessible and rich in the protein that students need. Better nutrition leads to improved focus and energy in the classroom, making it an integral part of the movement's strategy.

However, mental health presents a more complex challenge. In many parts of Indonesia, mental health remains a taboo subject, with significant stigma

surrounding it. The Healthy School Movement is working to change this by running educational campaigns that directly confront these cultural barriers. The goal is to normalize conversations about mental health, making it a topic that students can discuss openly and without fear.

Recognizing that mental health awareness varies widely across different regions and social groups in Indonesia, the movement's initiatives are tailored to fit local contexts. In areas where stigma is particularly strong, these campaigns are even more critical. The aim is to create school environments where students feel safe to share their experiences, receive the support they need, and offer support to one another.

By making mental health a central focus of the Healthy School Movement, Indonesia is adopting a holistic approach to student well-being. It's not just about keeping students physically healthy; it's about ensuring they are mentally resilient as well. The goal is to equip students with the tools and support necessary to effectively manage their mental health, setting them up for a healthier, more resilient future.

Carving Out Career Opportunities in a Changing World

As Millennials and Gen Z enter the workforce in Indonesia, their approach to careers reflects a deep understanding of the need for balance, growth, and fulfillment. These generations differ distinctly from their predecessors—they prioritize work-life balance, value supportive work environments, and seek opportunities for growth and development. This chapter explores the key factors shaping their career choices, the significance of a comfortable work environment, and how they perceive the role of higher education in their professional success.



The Crucial Role of Higher Education in Career Development

Higher education remains a critical element in the career trajectories of Millennials and Gen Z in Indonesia. For many, it serves as a vital stepping stone in their career paths. According to the data, 63% of respondents believe that obtaining a university degree significantly improves their chances of securing a job, with this belief being particularly strong among Gen Z (65%). This perception is rooted in the idea that higher education provides the essential knowledge and skills necessary to compete in the global workforce.



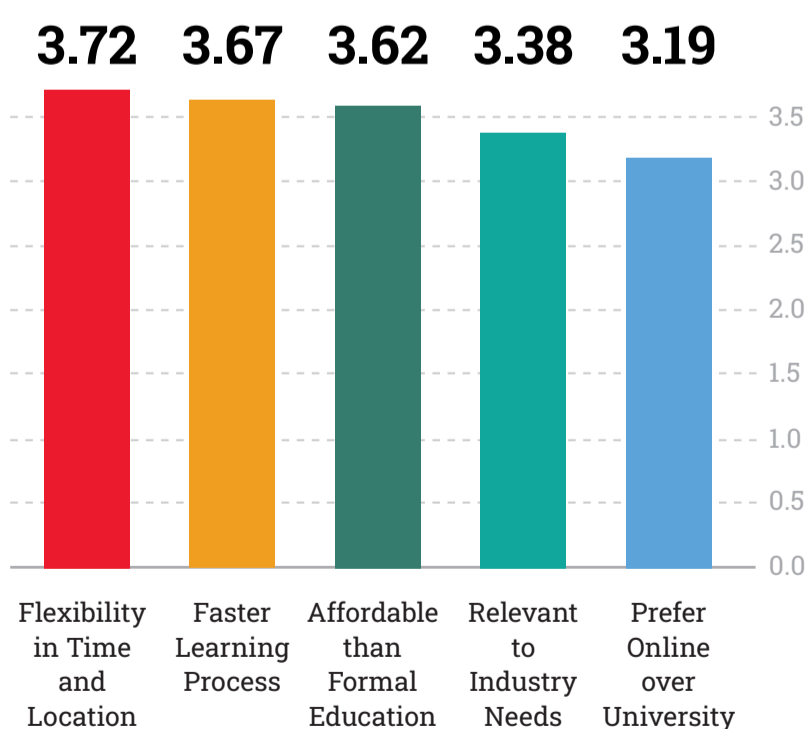
The Role of Higher Education in Career Success



*Multiple-response questionnaires allow the total result to exceed 100%

Moreover, 59% of respondents feel that a university degree equips them to compete effectively on a global scale, particularly in terms of knowledge and skills. This confidence in their educational background enables them to pursue career opportunities requiring specialized expertise, positioning themselves as valuable assets in the global workforce. The potential for higher income (58%) and the perception of stronger job stability (57%) further reinforce the importance of higher education in securing a stable and prosperous career. Interestingly, 55% of respondents, especially those in big cities, view higher education as a means to increase social status, reflecting the societal value placed on educational attainment.

Opinions Toward Non-Formal Education



*Mean Score (5-Point Scale)

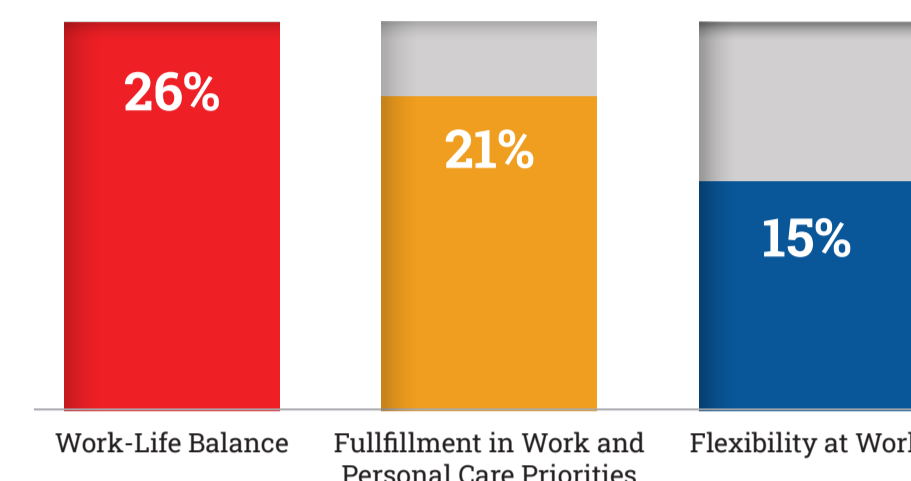
*Multiple-response questionnaires allow the total result to exceed 100%

These findings show that people find online courses highly beneficial due to their affordability, flexibility, relevancy, and faster learning process.

However, people still demonstrate a strong preference for formal education (university) over non-formal education.

Balancing Financial Goals and Personal Fulfillment

Top 3 Millennials and Gen Z Priorities in Work and Life



*Multiple-response questionnaires allow the total result to exceed 100%



For Millennials and Gen Z, balancing financial goals with personal fulfillment is critical. A significant portion of respondents—26%—prioritize aligning their careers with family life, reflecting a move away from the traditional career-first mindset. Instead, they see success as integrating work with personal well-being and relationships.

Furthermore, 21% of respondents focus on finding careers that are not just about financial gain but also personally rewarding. They seek roles that resonate with their values and passions, striving for professional and personal growth in tandem.

Flexibility remains a crucial factor, with 15% preferring jobs that offer flexible hours and remote work options. Recent shifts toward more on-site work have had mixed results—some employees report better engagement and routines, while others face increased stress and lower productivity. Nonetheless, the desire for flexibility drives the rise of non-traditional employment models like part-time roles, job-sharing, and side gigs.

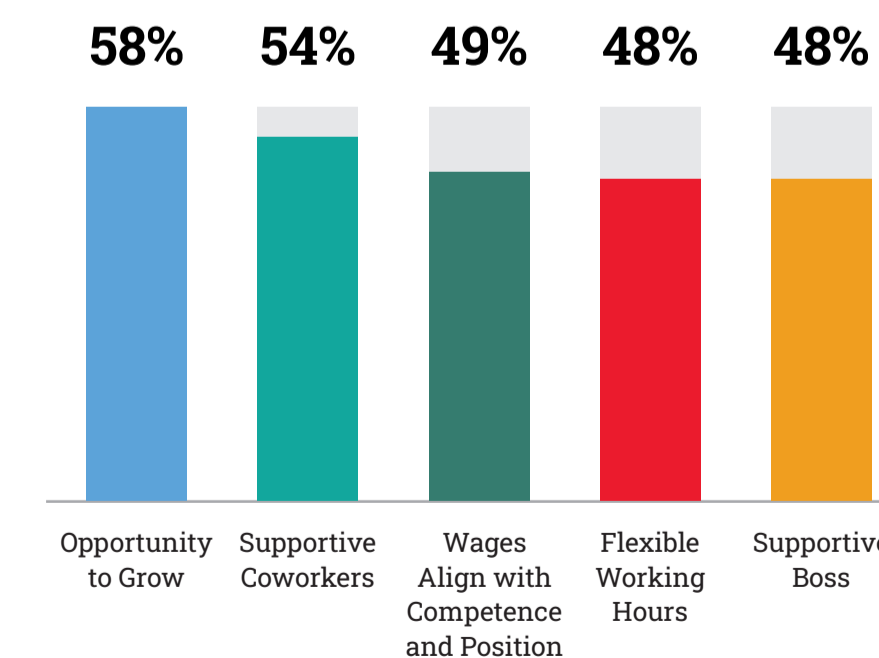
Ultimately, work-life balance is the top priority for Millennials and Gen Z, influencing their choice of employers and how they admire their peers. Their demand for flexibility and balance is reshaping the definition of work, prioritizing a harmonious blend of professional and personal life.

Creating Workplaces That Support Growth and Innovation

Millennials and Gen Z place a strong emphasis on growth and development in the workplace, with 58% of respondents prioritizing opportunities to learn and advance. They seek environments that offer continuous progress and avoid the stagnation of remaining in the same role. Equally important is the need for support—54% value supportive coworkers, and 48% emphasize the importance of a supportive boss. These generations thrive in collaborative settings where teamwork, mentorship, and mutual support are prevalent.

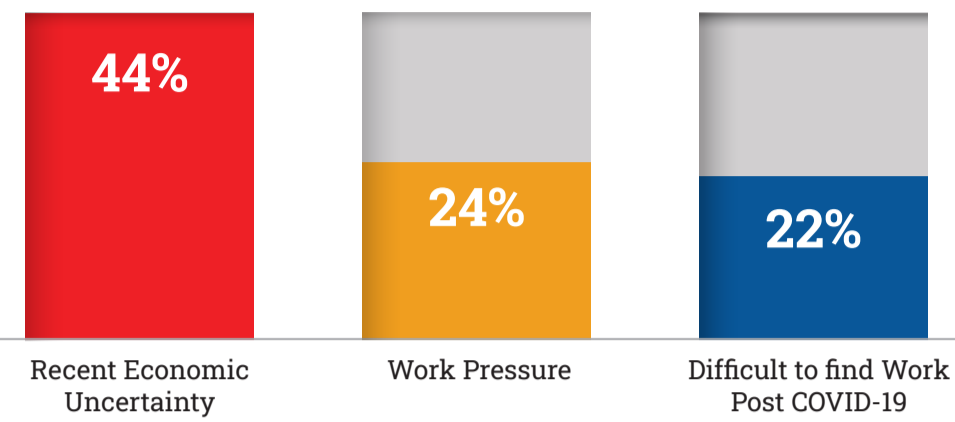
Compensation and flexibility are also key priorities. Nearly half of the respondents stress the importance of wages that align with their skills, while 48% value flexible working hours that allow them to balance professional and personal lives. For Millennials and Gen Z, work is not just about earning a paycheck—they seek roles that respect their time and offer autonomy.

Key Factors for a Comfortable Work Environment



*Multiple-response questionnaires allow the total result to exceed 100%

Job-Related Stress Causing Anxiety



*Multiple-response questionnaires allow the total result to exceed 100%

However, significant stressors still impact their workplace experience, particularly concerning mental health. Recent economic uncertainty is the most prominent source of anxiety, as cited by 44% of respondents. Work pressure also plays a considerable role, impacting 24% of individuals, while 22% struggle with the difficulty of finding work post-COVID-19. These findings highlight the critical need for employers to create a healthier, more supportive work environment that addresses these concerns and empowers Millennials and Gen Z to thrive.

Finding Meaning and Fulfillment in the Workplace

A sense of purpose is essential for job satisfaction and well-being, particularly for Millennials and Gen Z. These generations are increasingly discerning, often rejecting positions or employers that do not align with their values. When employers actively listen and respond to this feedback, they often see increased loyalty and engagement. For many, purpose transcends mere job functions—it involves contributing to an organization with a mission that extends beyond profit and positively impacts society. Indeed, 75% of Millennials and Gen Z prioritize a company's community engagement and societal impact when considering where to work. However, despite positive sentiments toward their current employers, there is a notable skepticism about the broader business world's impact on society, with less than half believing that businesses are making a significant positive difference.

In addition to purpose, these generations place a high value on a supportive work environment. They are driven by growth opportunities, seeking roles that offer continuous learning and advancement. Stagnation is a major concern; they prefer dynamic careers where they can keep progressing. A strong support system from coworkers and supervisors is also crucial. Millennials and Gen Z thrive in environments where teamwork and mentorship are prevalent, and they perform best when they feel supported by their peers and leaders. Fair pay and flexibility complete their top priorities—these generations seek more than just a paycheck; they want fair compensation and the ability to balance work with personal life. Employers who can offer growth, support, competitive pay, flexibility, and a sense of purpose are better positioned to attract and retain these employees, fostering a loyal and engaged workforce.

75%
of Millennials and Gen Z consider having a sense of purpose in their job to be very important for their job satisfaction and well-being

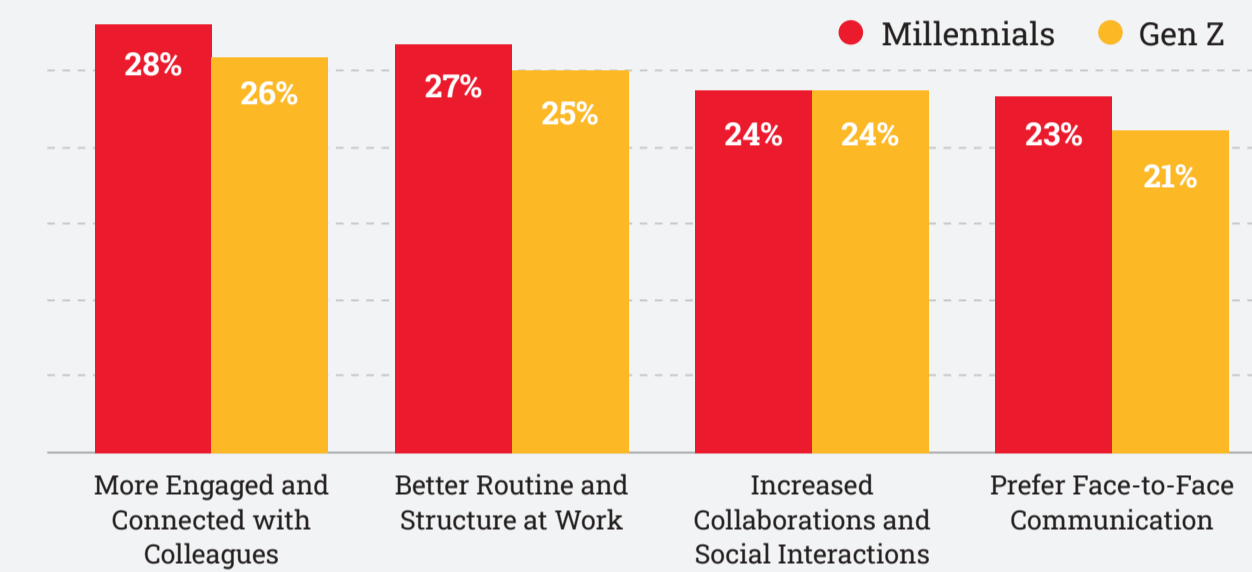


Adapting to Office Life and Its Impact on Engagement

The return to office policy has further highlighted these preferences. Data shows that 28% of Millennials and 26% of Gen Z feel more engaged and connected with their colleagues when working from the office, reflecting an enhanced sense of belonging and community. Additionally, 27% of Millennials and 25% of Gen Z appreciate the improved routine and structure that office work provides, contributing to their productivity and

overall job satisfaction. Both groups also recognize the value of increased collaboration and social interaction, with 24% of Gen Z and Millennials noting these benefits. Furthermore, 23% of Millennials and 21% of Gen Z prefer face-to-face communication, underscoring their appreciation for direct, personal interaction in their professional environments.

Positive Impact of the Return to Office Policy



*Multiple-response questionnaires allow the total result to exceed 100%

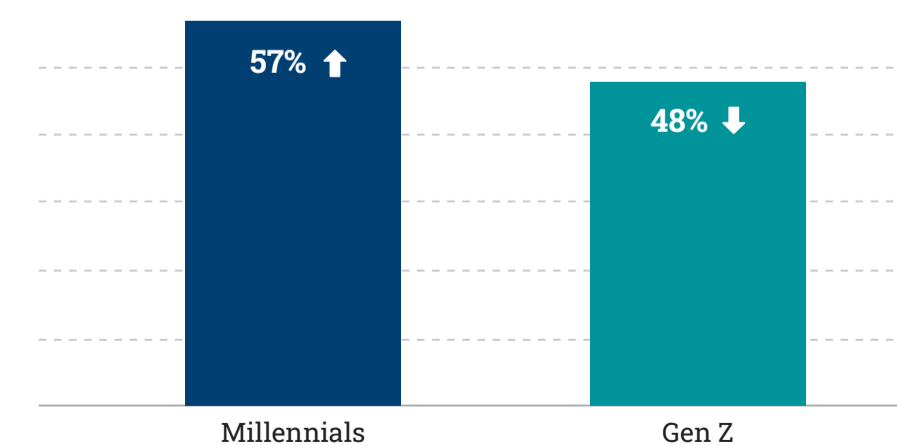
While purpose and a supportive work environment are critical to job satisfaction for Millennials and Gen Z, the return to office policy demonstrates how physical work settings can complement these factors. Employers who integrate a sense of purpose with supportive, flexible work environments are likely to see enhanced engagement and loyalty, creating a more fulfilled and committed workforce.

The Rise of Side Hustles When Salaries Fall Short

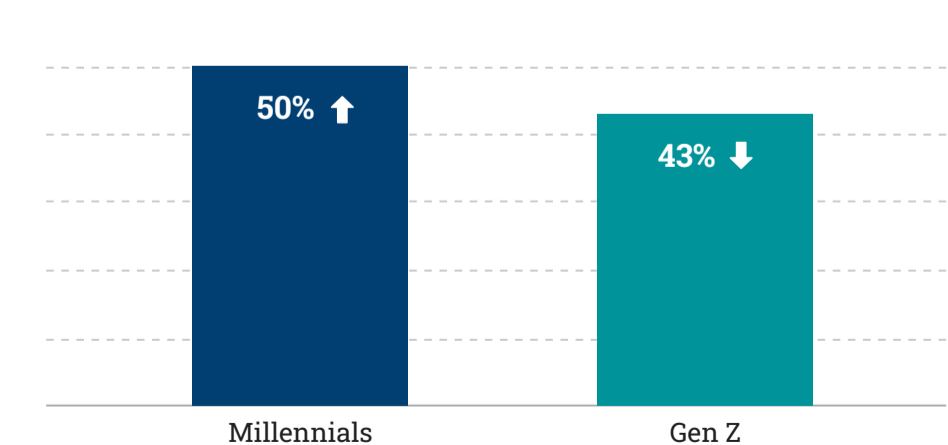
In today's tough economic climate, Millennials and Gen Z are increasingly turning their hobbies into side hustles to gain financial independence and personal satisfaction. With the cost of living rising and traditional salaries often falling short, these side ventures have become essential. They not only help cover daily expenses and build new skills but also offer a sense of independence and security. However, balancing these extra jobs with full-

time work can lead to burnout and stress. Despite these challenges, this generation is redefining what success looks like—focusing more on well-being and embracing a lifestyle that rejects the traditional hustle mentality. Their approach to earning reflects a blend of practicality and passion, showing their adaptability in a rapidly changing economic landscape.

Financial Adjustments in Response to Rising Living Costs



Strategies for Income Growth in a Challenging Economy



Testimonials from Millennials

Lia, 29, Bandung:

“As a marketing professional, I always felt that my 9-to-5 job wasn’t fully utilizing my creativity. I started a photography business on the side, which not only brought in extra income but also allowed me to pursue my passion. Balancing this with my day job can be exhausting, but the satisfaction of seeing my work appreciated—and paid for—is incredibly rewarding. It’s been a journey of self-discovery and financial independence.”

Nia, 28, Yogyakarta:

“After working in the corporate world for a few years, I felt stuck and unfulfilled. I decided to start a blog about healthy living, which turned into a side business. I now make money through sponsored posts and affiliate marketing. It’s been a lot of work, especially keeping up with my full-time job, but it’s given me a sense of purpose and financial freedom that I didn’t have before.”

Testimonials from Gen Z

Rizky, 22, Bandung:

“My regular job barely covers my basic needs, so I began exploring other ways to earn extra income. I started selling handmade crafts on social media and joined a few gig economy platforms like ride-sharing and food delivery services. It’s a lot of work juggling these side hustles with my day job, but the additional cash flow helps me manage unexpected expenses and save for future goals. It’s a bit hectic, but it’s worth it to have a bit of financial breathing room.”

Dito, 23, Jakarta:

“I’ve always been passionate about gaming, and what started as a hobby turned into a career opportunity I never expected. After investing a lot of time into improving my skills, I began participating in local esports tournaments and streaming my gameplay online. To my surprise, I started earning money from a few sponsorships, tournament prizes, and viewer donations. It’s incredible to make a living doing something I love, and it’s given me a sense of financial freedom and fulfillment. It’s not without its challenges—there’s a lot of competition and pressure—but it’s worth it to turn my passion into a profession.”

An increasing number of young workers are turning to side hustles to boost their income, build skills, and express creativity, often through online tutorials, products, and services on social media. Gen Z, having grown up with digital tools, is particularly adept at generating income this way. Events like the 2008 financial crisis and the pandemic shutdowns have shaped their views on economic security, highlighting the need for multiple income streams. While older generations might see young workers as overly focused on social media fame, many Gen Zers have learned to monetize their hobbies, bringing unique personalities to their work and redefining traditional career paths.

As more young people embrace side hustles, businesses in the tech sector play a crucial role in supporting these efforts by providing platforms, tools, and resources to help side hustlers thrive. For example, **Shieny Aprilia, Co-Founder & CEO of Agate**, one of the most established game development company in Indonesia, emphasizes the importance of skill-building in turning hobbies into viable careers.

“At Agate, we’re committed to turning hobbies into viable careers. Our initiatives, like the Agate Game Course, have prepared over 2,000 students and teachers for careers in game development. Our recent designation as an Unreal Training Center underscores our dedication to nurturing local talent and creating opportunities for Indonesians to transform their passions into professions”



Agaté

— **Shieny Aprilia**, Co-Founder & CEO of Agate

By supporting this shift toward diversified income streams, companies like Agate help create a more inclusive and resilient economy where passion and profession blend seamlessly, allowing the next generation to thrive in a rapidly changing economic landscape.

Preparing for Tomorrow’s Job Market with AI and Automation

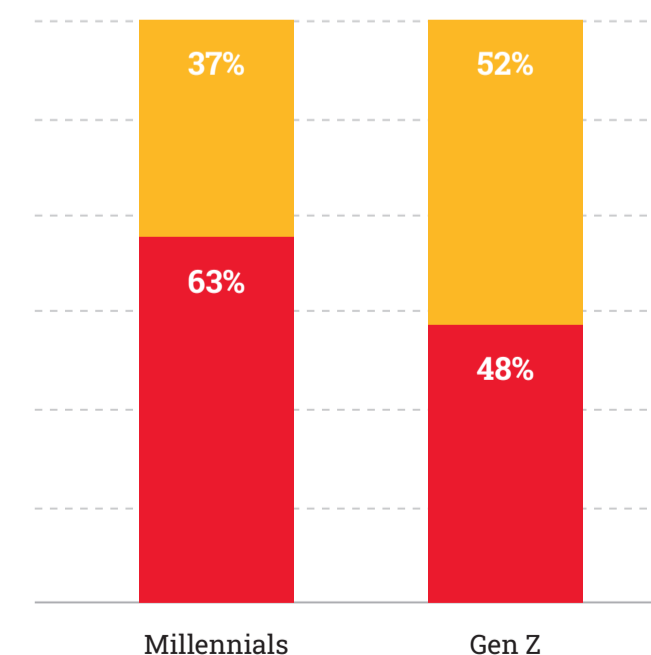
Gen Z and Millennials in Indonesia are navigating a landscape of both uncertainty and excitement as AI and automation reshape their careers. AI is not only transforming existing job roles but also creating entirely new ones that require fresh skills. Frequent users of GenAI at work are optimistic, seeing it as a tool to boost productivity, free up time, and improve work-life balance. However, this familiarity also raises concerns about potential downsides, such as job loss due to automation and the challenges younger generations might face in entering the workforce. In response, Millennials and Gen Z are proactively focusing on reskilling and seeking job opportunities that are less vulnerable to automation, recognizing that staying ahead of the curve is essential to thriving in an evolving job market.



Embracing AI and Emerging Technologies with Openness

AI Tech Platform Usage: Millennials vs Gen Z

● Never Used ● Used

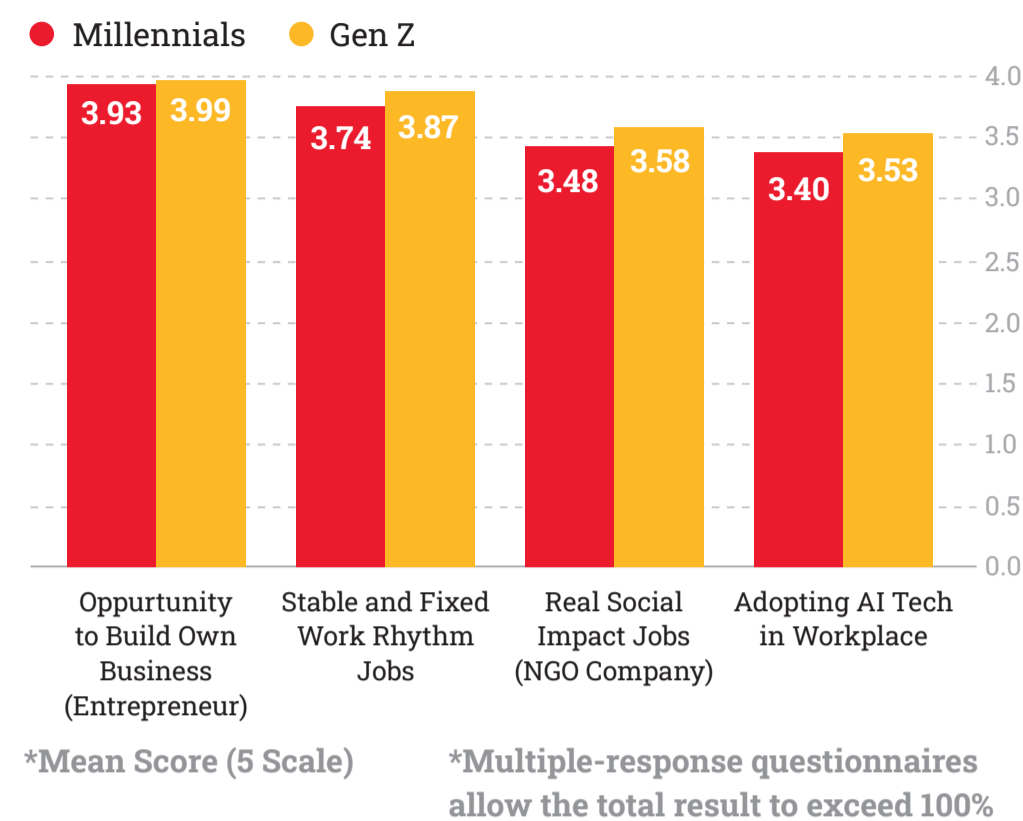


Data on AI tech platform usage reveals a clear generational divide between Millennials and Gen Z in their engagement with AI technologies such as virtual assistants, ChatGPT, and Grammarly. The findings show that 52% of Gen Z respondents have used AI tech platforms, a significantly higher percentage than the 37% of Millennials who have done the same. This suggests that Gen Z is more comfortable and proactive in integrating AI tools into their daily routines, reflecting a stronger inclination towards using technology for efficiency and productivity.

In contrast, 63% of Millennials report never having used AI tech platforms, compared to 48% of Gen Z. This disparity indicates that Millennials may be more cautious or less inclined to adopt new AI tools, possibly due to concerns over privacy, job security, or a preference for traditional methods. With overall AI usage across both generations at 45%, it is evident that while a substantial portion of the population is open to AI, the majority (55%) remains hesitant or unfamiliar, particularly among Millennials. This underscores the need for targeted efforts to build trust and educate users on the benefits of AI.

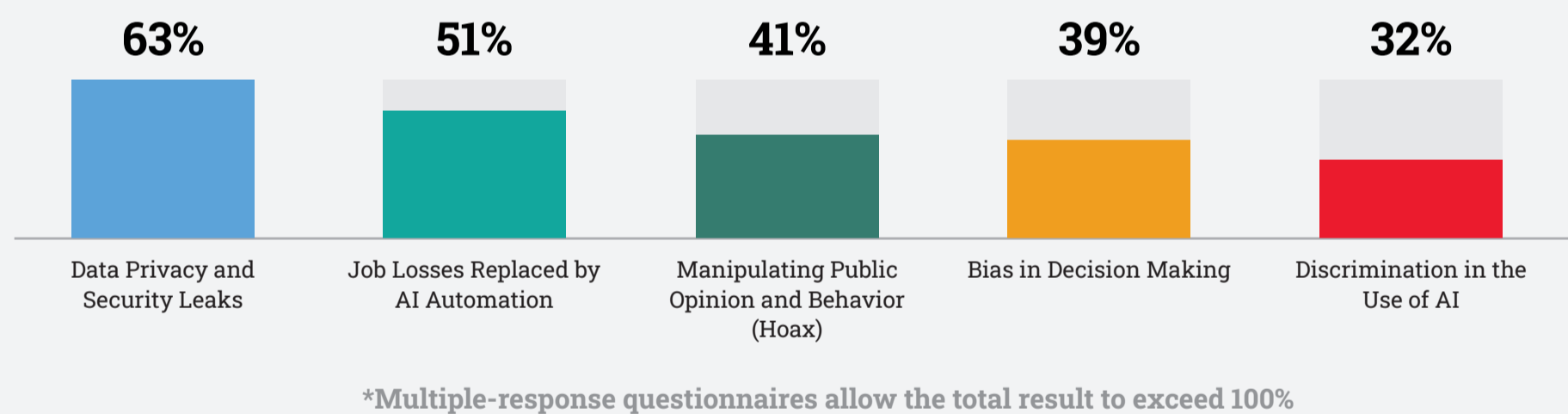
The data highlights a comparison between Gen Z and Millennials in terms of their openness to changes in the workplace across several factors. Gen Z exhibits a slightly higher openness in most areas, particularly in adopting AI technology and preferring jobs with real social impact. They also display a stronger inclination toward entrepreneurship, with a higher average score of 3.99 compared to 3.93 for Millennials. Additionally, Gen Z places greater value on stable and fixed work rhythms, indicating their desire for both innovation and stability in their professional lives. This suggests that while both generations are adaptable to change, Gen Z may be slightly more proactive in embracing new opportunities and technologies.

Openness to Changes in Work: Millennials vs Gen Z

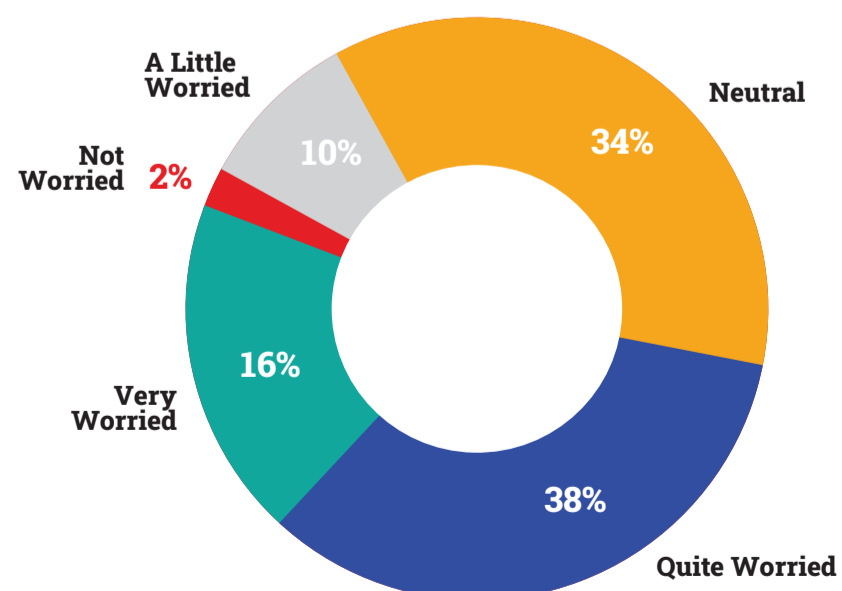


Navigating Innovation and Security in the Age of AI

Top Concerns Regarding AI Usage



Security Risks to Personal Information on Digital Platforms

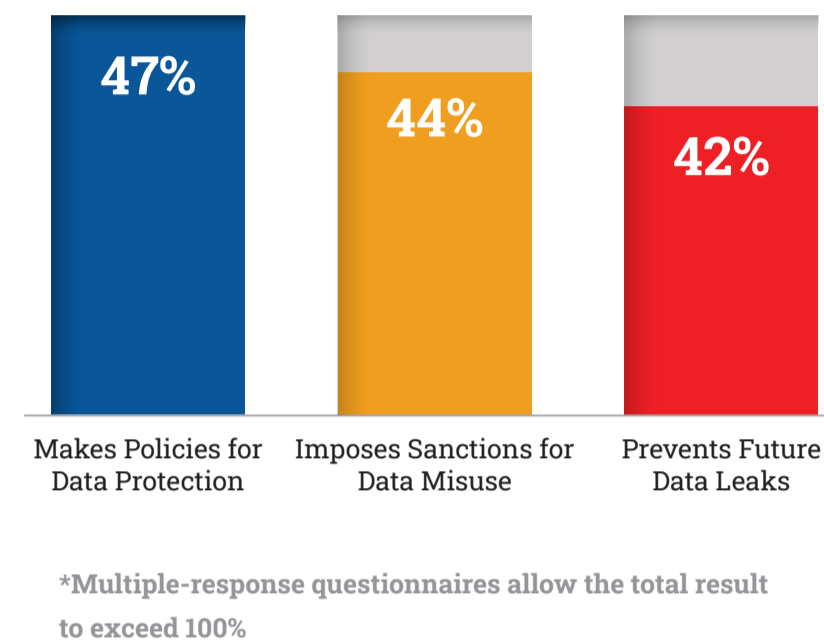


One of the biggest barriers to AI adoption is widespread concern over security. A significant 63% of respondents express worries about data privacy and security breaches, with Millennials being particularly anxious. Moreover, 51% fear that AI could lead to job losses due to automation, reflecting broader apprehensions about AI's impact on employment.

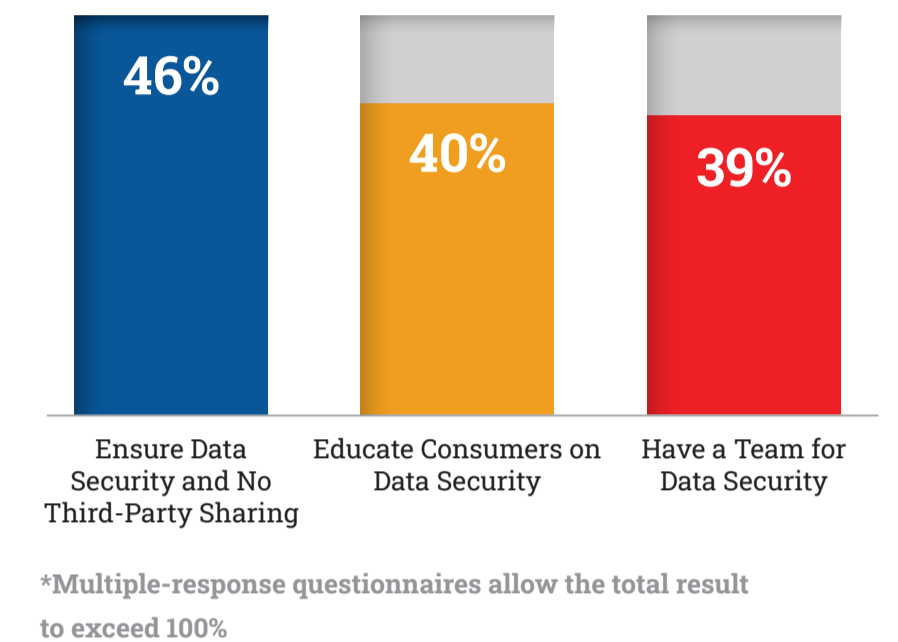
These concerns are not limited to AI; they also extend to the general handling of personal information on digital platforms. For instance, 38% of respondents are "very worried" about the security risks associated with their personal information online, particularly Millennials. This sense of vulnerability naturally leads to a more cautious approach toward AI technology.

Meeting Consumer Expectations for Data Security in an AI World

Government Expectations for Consumer Data Security



Corporate Expectations for Consumer Data Security



The data highlights a strong and optimistic push for better consumer data protection, reflecting a growing awareness and determination among Indonesians to safeguard their personal information. With 47% of respondents calling for clear policies and regulations from the government, there is a clear expectation that authorities will take proactive steps to protect consumer data. The desire for serious sanctions against any misuse, supported by 44% of those surveyed, shows that people are ready to hold both corporations and the government accountable, ensuring that trust is maintained in a rapidly digitizing world. Although 42% of respondents express concern about preventing data leaks, this also presents an opportunity for the government to build a robust, secure environment that reassures the public.

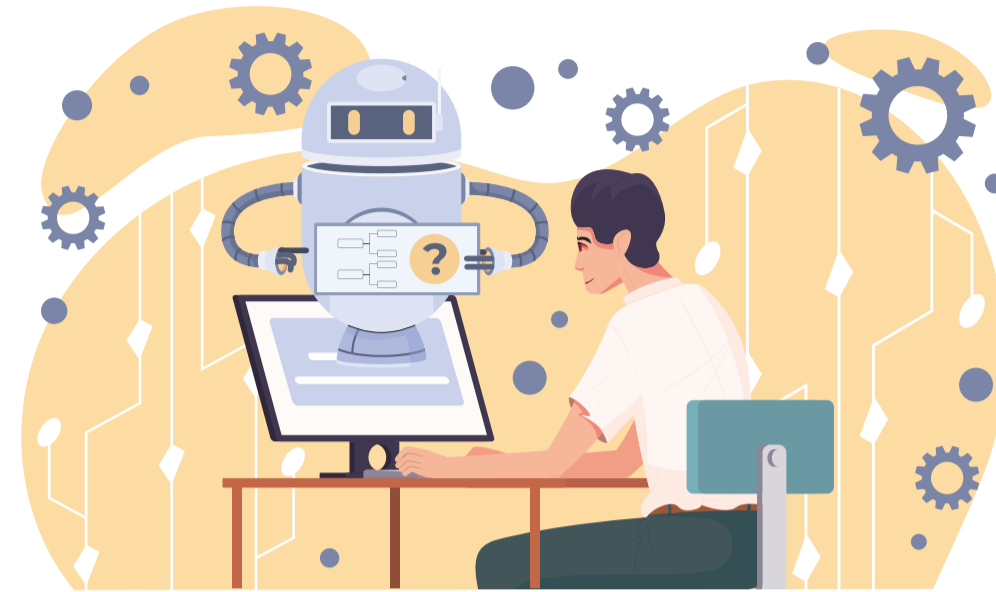
On the corporate side, the data reveals a strong demand for companies to play a more active role in protecting consumer data. With 46% of respondents expecting secure handling of identity data and 40% advocating for ongoing consumer education on data security, there is a clear call for businesses to not only protect but also empower their customers. The expectation for dedicated data security teams, as expressed by 39% of respondents, indicates that consumers are looking for companies to take concrete, visible steps to prioritize their safety. The fact that 66% would seek legal action in the event of a breach underscores the seriousness with which consumers view these issues. While challenges remain, this data reflects a powerful shift towards greater security and transparency, laying the groundwork for a more secure and trusted digital future in Indonesia.

66%
of Millennials and Gen Z States that, ideally, they would pursue civil legal action in the event of privacy data breaches



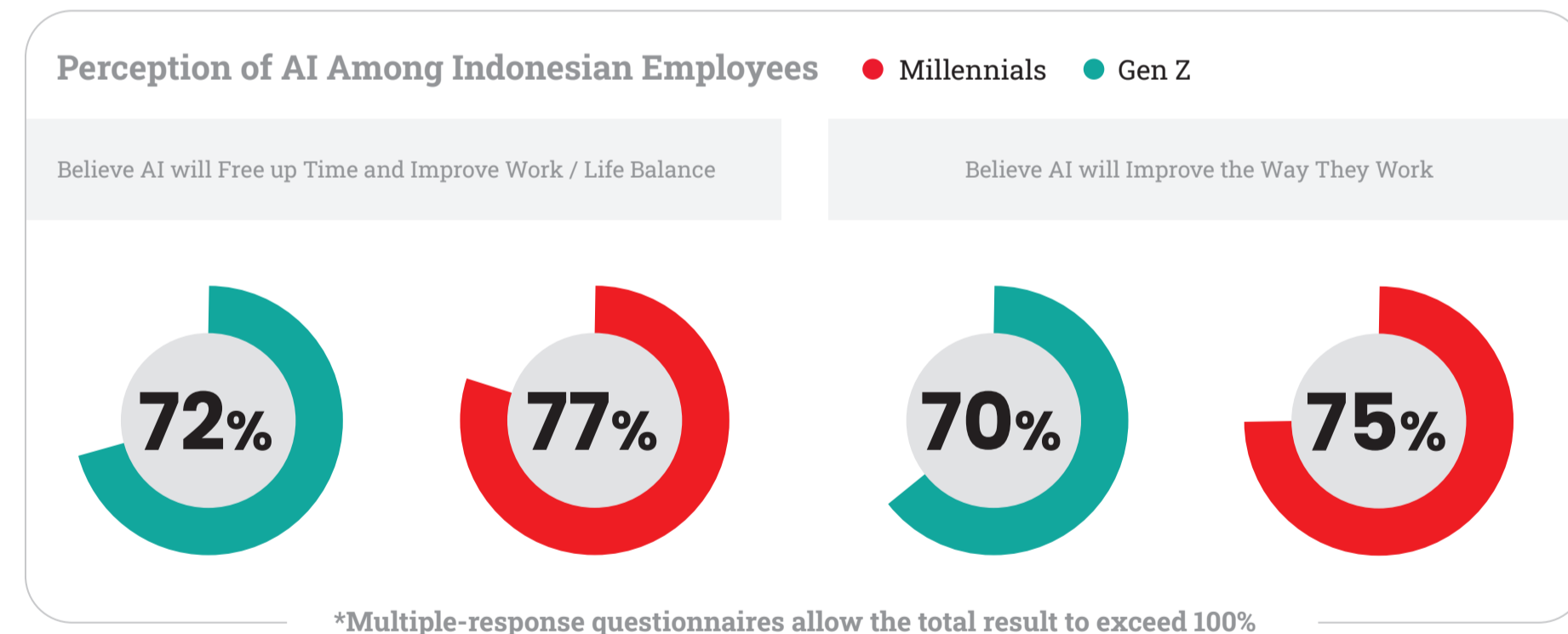
Exploring AI's Role in Job Displacement and New Opportunities

Despite the anxiety surrounding AI, it also offers significant opportunities, particularly in creating new jobs that require specialized expertise. While AI might displace an estimated 83 million jobs, it is also expected to generate 69 million new roles, particularly in fields like AI development, data science, automation management, and cybersecurity. This highlights the need for Millennials and Gen Z to upskill and remain competitive in an AI-driven job market.



Understanding How Millennials and Gen Z Embrace AI

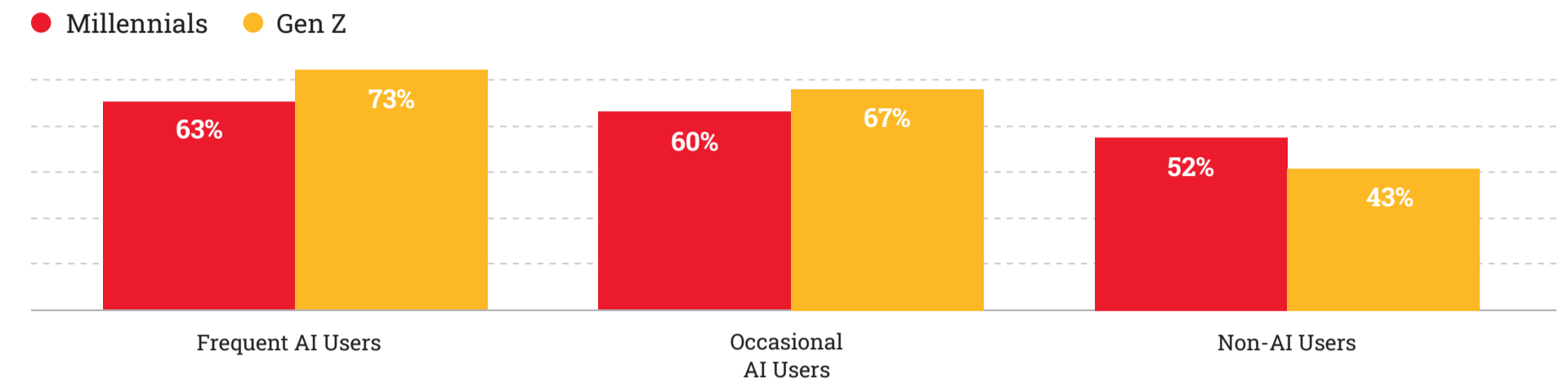
Overall, the data indicates that both Gen Z and Millennial employees in Indonesia are generally optimistic about the potential benefits of AI in the workplace. They see AI not only as a means to enhance efficiency but also as a tool that can contribute to a healthier balance between work and life. However, while the percentages are high, there is still a portion of these generations who may be cautious or uncertain about AI's impact, highlighting the need for ongoing education and adaptation as AI technologies continue to evolve in the workplace.



Employers who acknowledge these perceptions and actively incorporate AI in ways that align with these positive expectations may find greater engagement and satisfaction among their younger employees. Additionally, by addressing any concerns and providing adequate training, employers can ensure that the transition to AI-enhanced work environments is smooth and beneficial for all.

Predicting AI's Impact on the Future Workforce

Perception on Workforce Entry Challenges Due to AI

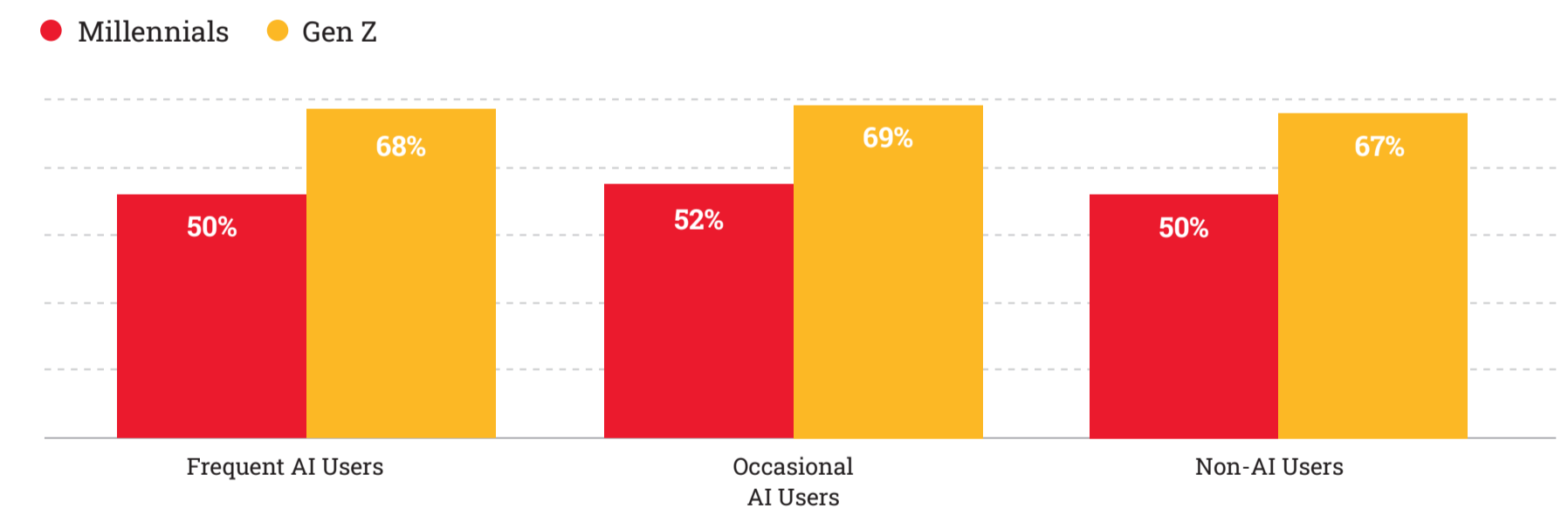


*Multiple-response questionnaires allow the total result to exceed 100%

The chart, focusing on Workforce Entry Challenges Due to AI, clearly shows a generational divide between Millennials and Gen Z, with Gen Z exhibiting more concern. Among frequent AI users, 73% of Gen Z believe that younger generations will struggle more to enter the workforce due to AI, compared to 63% of Millennials. This concern persists even among occasional AI users, with 67% of Gen Z and 60% of Millennials sharing the same worry. The lower percentages among non-users, particularly Gen Z at 43%, suggest that those less exposed to AI are less likely to anticipate its potential disruptions in the job market.

Navigating Job Security in the Age of AI Automation

Concerns About Job Vulnerability to Automation Due to AI



*Multiple-response questionnaires allow the total result to exceed 100%

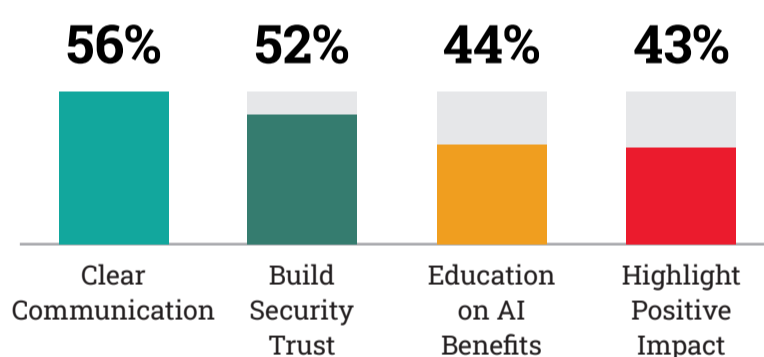
The chart on Job Vulnerability to Automation reinforces the idea that Gen Z is more worried about AI's impact on the job market than Millennials. Among frequent AI users, 68% of Gen Z feel the need to look for jobs less susceptible to automation, while only 50% of Millennials express similar concerns. The gap remains among occasional AI users, where 69% of Gen Z and 52% of Millennials are seeking more secure job options. Even among non-users, more than two-thirds of Gen Z respondents still feel the need to avoid automation-prone roles, signaling a stronger awareness of the risks posed by AI among this younger generation.

These trends suggest that Gen Z, particularly those more engaged with AI, feel a greater sense of urgency about its potential to reshape the job market. While Millennials are also concerned, their levels of anxiety are generally lower, especially among non-users of AI. This could be because Gen Z, being more digitally immersed, is more aware of AI's capabilities and potential threats. On the other hand, Millennials, having already established their careers to some extent, might feel less threatened by these changes.



Developing Strategies for AI Integration in the Workplace

Key Areas to Address Consumer Concerns About AI

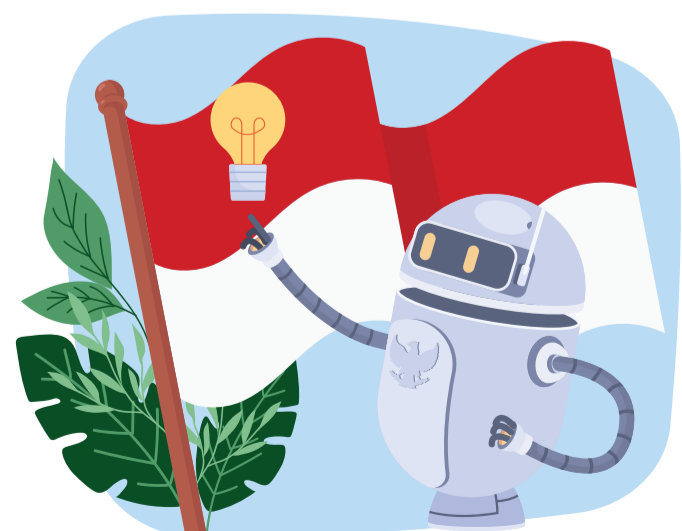


*Multiple-response questionnaires allow the total result to exceed 100%

To tackle consumer concerns about AI, clear communication is the top priority, with 56% of respondents emphasizing its importance. Following this, 52% stress the need to build security trust, showing that consumers are highly conscious of data protection. Education on AI benefits is also critical, highlighted by 44% of respondents, suggesting that a better understanding of AI's advantages could help alleviate skepticism. Additionally, 43% point to the importance of showcasing AI's positive impact.

These percentages indicate a multi-pronged approach is needed to build trust, as respondents identified several areas for improvement.

The Government's Vision for Indonesia's Future



"AI is not just a tool; it's a catalyst for our nation's future. By integrating AI into public services, we are not only streamlining operations but also setting the stage for economic growth that will uplift Indonesia towards our Golden 2045 vision"



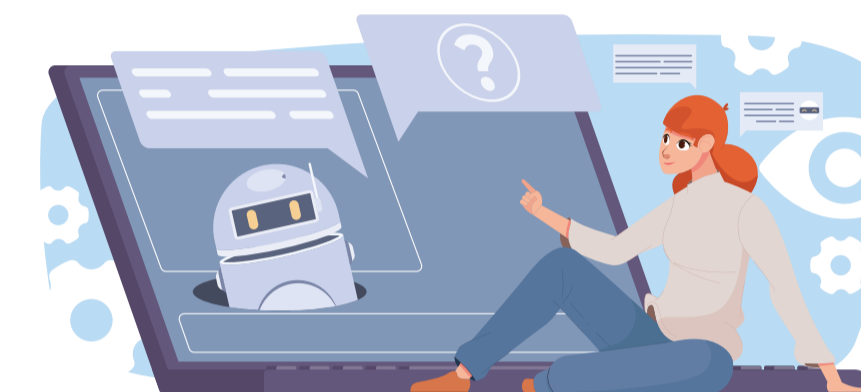
— **Budi Arie Setiadi**
Minister of Communications and Informatics

The Indonesian government is taking these concerns seriously as part of its Golden Indonesia 2045 vision. At the Google AI for Golden Indonesia event in Central Jakarta on June 3, 2024, **Minister of Communications and Informatics, Budi Arie Setiadi**, emphasized the country's progress. He noted that Indonesia now ranks fourth in AI integration readiness for public services and projected that AI could add USD 366 billion to the GDP by 2030.

Despite worries about job displacement, **Minister Budi Arie** remains optimistic. He predicts that AI and machine learning advancements will create 69 million new jobs. He also stressed the importance of critical thinking skills and digital literacy, urging sectors to ramp up skill training, online learning, workshops, and collaborations between education and industry. "Technological literacy is increasingly crucial, reflecting the shift in skills and jobs over the next five years," he added.

Adapting to Change and Building a Workforce Ready for the Future

While Gen Z shows a greater openness to change, particularly in entrepreneurship and AI, both Millennials and Gen Z share significant concerns, especially around data security and job stability. Addressing these issues through targeted government policies and proactive corporate measures will be crucial in building trust and engagement with AI technology as Indonesia advances toward its Golden 2045 vision.



Guiding Education and Career Paths for Success

Indonesia's educational landscape is experiencing a profound transformation, with Millennials and Gen Z leading the charge. The introduction of The Emancipated Curriculum signifies a shift from traditional, rigid educational methods to a more flexible, relevant, and inclusive curriculum that reflects Indonesia's diverse cultural contexts. This new approach is designed to equip students not just with essential knowledge but with the critical thinking and adaptability needed to thrive in a rapidly evolving world. As these generations prepare to take on leadership roles, the emphasis on real-world applications and lifelong learning ensures they are well-prepared for the complexities of the modern workforce.

Despite the optimism surrounding these educational reforms, concerns remain about whether current systems adequately prepare students for the future. Many Millennials and Gen Z feel that more practical skills and hands-on experiences are needed to bridge the gap between education and real-world applications. However, their pursuit of higher education continues to be seen as a vital stepping stone for career success and social mobility. At the same time, the rise of side hustles highlights a broader shift towards financial independence and aligning work with personal passions, reflecting these generations' adaptability and resilience in navigating today's economic realities.



As AI and automation continue to reshape Indonesia's job market, the importance of a balanced approach to technological adoption becomes increasingly evident. While there are concerns about job displacement, the potential for new opportunities in emerging fields is significant. By focusing on a blend of technical and soft skills, supported by strong government and corporate initiatives, Indonesia's youth can harness these advancements to their advantage. The path forward lies in embracing these changes, ensuring that the next generation is not only prepared for today's challenges but also poised to lead in the world of tomorrow.

Chapter 4

Mental Health and Wellbeing

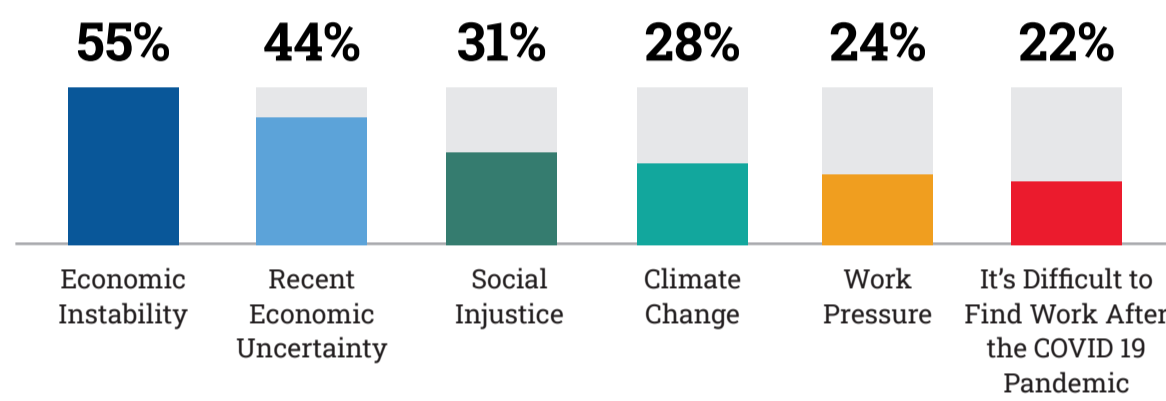
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How Global Events Impact Mental Well-Being

Millennials and Gen Z are often dubbed “the anxious generation,” grappling with an array of intense challenges including global crises, economic instability, and environmental concerns—all of which heavily impact their mental health. Over half (55%) of respondents cite economic instability as a major source of anxiety, underscoring the necessity for a holistic mental health approach that addresses these broader global and social issues.

Factors Contributing to Stress



*Multiple-response questionnaires allow the total result to exceed 100%



In Indonesia, Millennials and Gen Z are increasingly conscious of the mental strain caused by their always-on digital lives, constantly inundated with news, social media, and endless online content. Unlike previous generations, they are more transparent about these struggles, actively seeking support and prioritizing mental health. This shift signals the need for brands, governments, and communities to adopt more comprehensive wellness strategies that go beyond fitness and diet. As stress levels rise, many are turning to professional help, self-care, physical exercise, and creative outlets to cope.

Mindfulness practices, especially Vipassana meditation, are gaining traction as a way to escape the chaos and focus on the present—a much-needed relief for a generation overwhelmed by modern pressures. Meditation retreats, such as those at the Vipassana International Academy in Jakarta or Dhamma Java in Central Java, are becoming increasingly popular for this reason.

For nearly half of Millennials and Gen Z, self-care routines, regular physical activity, and creative pursuits are key stress-management tools, particularly in urban areas. Creative outlets, embraced by 35%, provide a meaningful way to express emotions and find relief, with Gen Z showing a stronger preference for them compared to Millennials. This focus on mindfulness, creativity, and community

support highlights how these generations are adopting a holistic approach to managing their mental health.

Mindfulness has transcended its religious roots, becoming a mainstream lifestyle practice that helps people achieve mental clarity, reduce stress, and enhance overall well-being. Bhante Dhirapuniño’s teachings emphasize that our minds shape our reality, and meditation is a way to deeply connect with oneself. Whether spiritual or not, the benefits of meditation are universal, offering peace and balance in daily life.

“Meditation is far more than a relaxation technique; it’s a profound practice that combines deep self-reflection with the wisdom it nurtures. The Buddha taught that meditation is a vital path for anyone seeking freedom from suffering, and its power to change lives is available to everyone, no matter their beliefs”



— Bhante Dhirapuniño, a respected Buddhist Monk

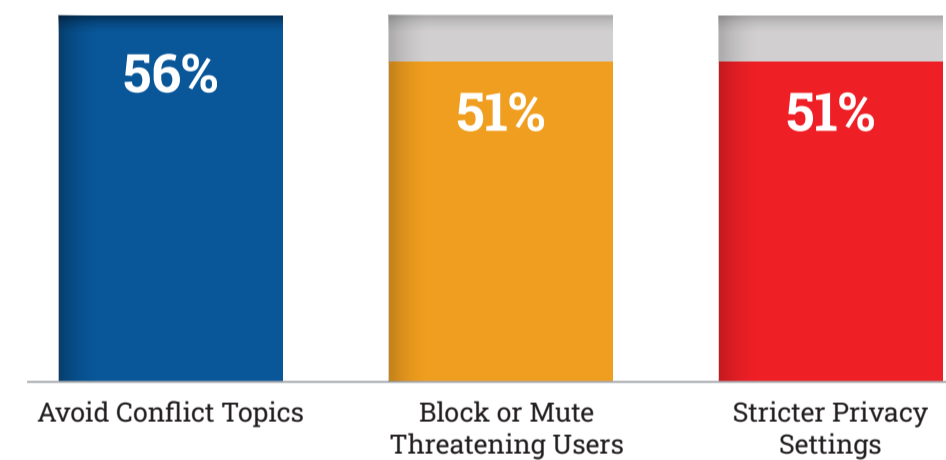
Connecting Mindfully in a Digital Age

In Indonesia, where social media is deeply ingrained in daily life, Millennials and Gen Z are increasingly embracing digital detox movements. They are becoming more aware of the negative effects of excessive screen time, such as digital fatigue, anxiety, and burnout. Rather than abandoning technology altogether, they seek a healthier balance. Many are experimenting with “Unplugged Sundays” or attending retreats to disconnect from their devices. This shift is about reclaiming control over their time and mental health, potentially altering how they engage with both digital and traditional media, pushing for a more thoughtful and selective approach.



Managing Anxiety Amid the Challenges of Cancel Culture

How Gen Z and Millennials Handle Online Threats



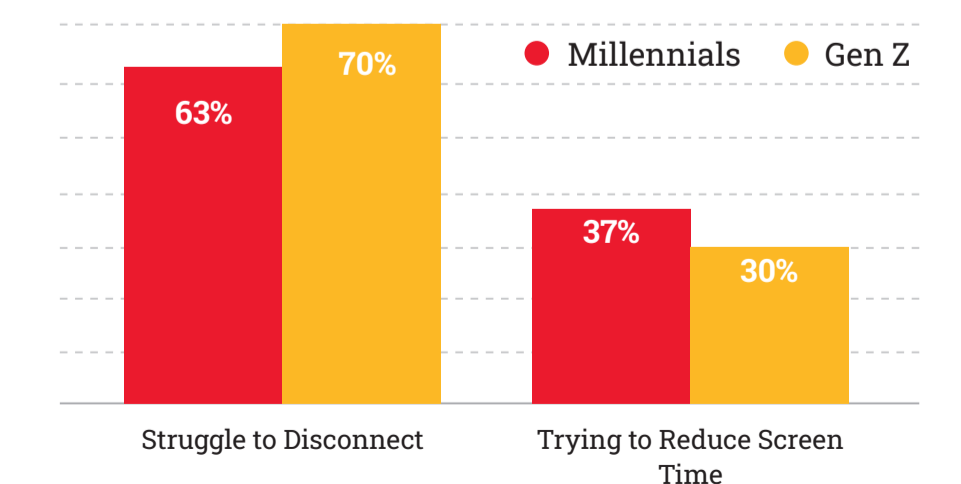
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Millennials and Gen Z are navigating the complexities of online spaces with a blend of caution and savvy. Confronted with potential conflict and threats, over half choose to avoid heated topics altogether, aware of the emotional toll of digital confrontations. At the same time, they are not merely passive; 51% are actively setting stricter privacy controls to protect their personal lives from prying eyes. Many also use block and mute functions to silence those who cross boundaries, creating a safer digital environment on their terms. This reflects a generation that is both aware of the risks and empowered to take control of their online interactions.

Finding Ways to Disconnect in an Always-Connected World

As Millennials and Gen Z continue to scroll through endless streams of distressing content, they find themselves trapped in a cycle of *doomscrolling* that intensifies their anxiety and fosters a pervasive sense of helplessness. The struggle to disconnect from the world’s problems, magnified by their digital presence, becomes a significant mental health challenge. Continuous exposure to negative news creates a feedback loop that is difficult to break, leaving individuals feeling compelled to stay informed while becoming increasingly overwhelmed by what they see. The mental health toll of this cycle is profound, leading to a persistent state of stress that is hard to alleviate without conscious efforts to unplug and find balance.

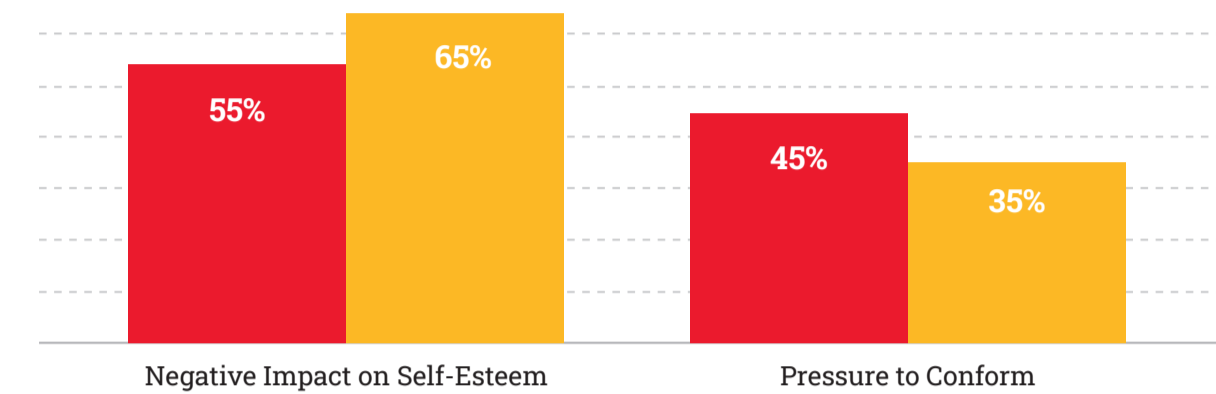
Millennials and Gen Z: Struggle to Disconnect vs Trying to Reduce Screen Time



Overcoming the Pressure of Chasing Perfection

The Illusion of Perfection: Social Media's Impact on Millennials and Gen Z

● Millennials ● Gen Z



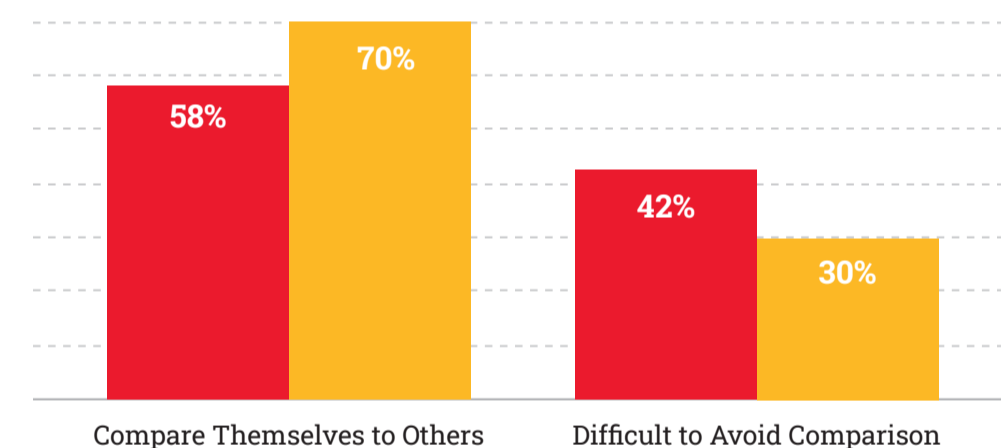
The idealized portrayals on social media present significant challenges for Millennials and Gen Z, as 55% of Millennials and 65% of Gen Z acknowledge the harm these standards cause to their self-esteem and mental health. Despite recognizing the curated nature of these portrayals, both generations find themselves caught in a cycle of self-doubt, chasing a perfection that doesn't exist.

Battling the Culture of Comparison and Finding Self-Worth

Social media's culture of comparison deeply affects both Millennials and Gen Z, though it impacts them in slightly different ways. A significant 70% of Gen Z regularly compare their lives to others online, exacerbating feelings of anxiety and depression. Millennials aren't far behind, with 58% admitting to similar behaviors. Despite being aware of the harm this comparison brings, 42% of Millennials and 30% of Gen Z struggle to break free from it. This relentless cycle, driven by curated perfection on social media, fuels a pervasive sense of inadequacy, contributing to mental health challenges across both generations.

The Culture of Comparison: Social Media's Impact on Millennials and Gen Z

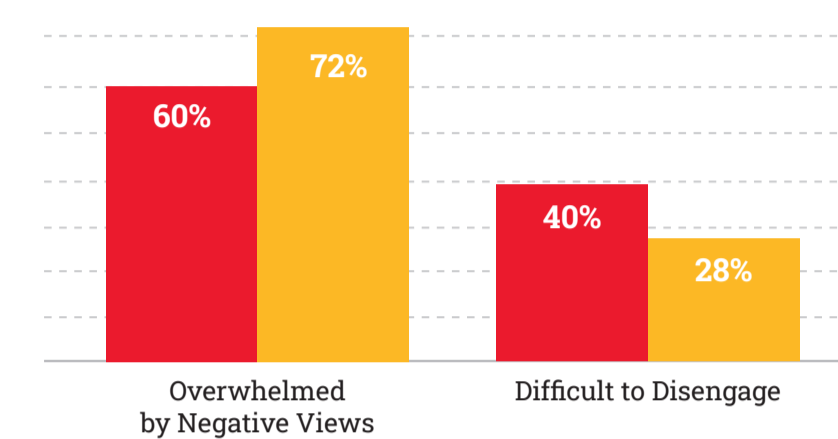
● Millennials ● Gen Z



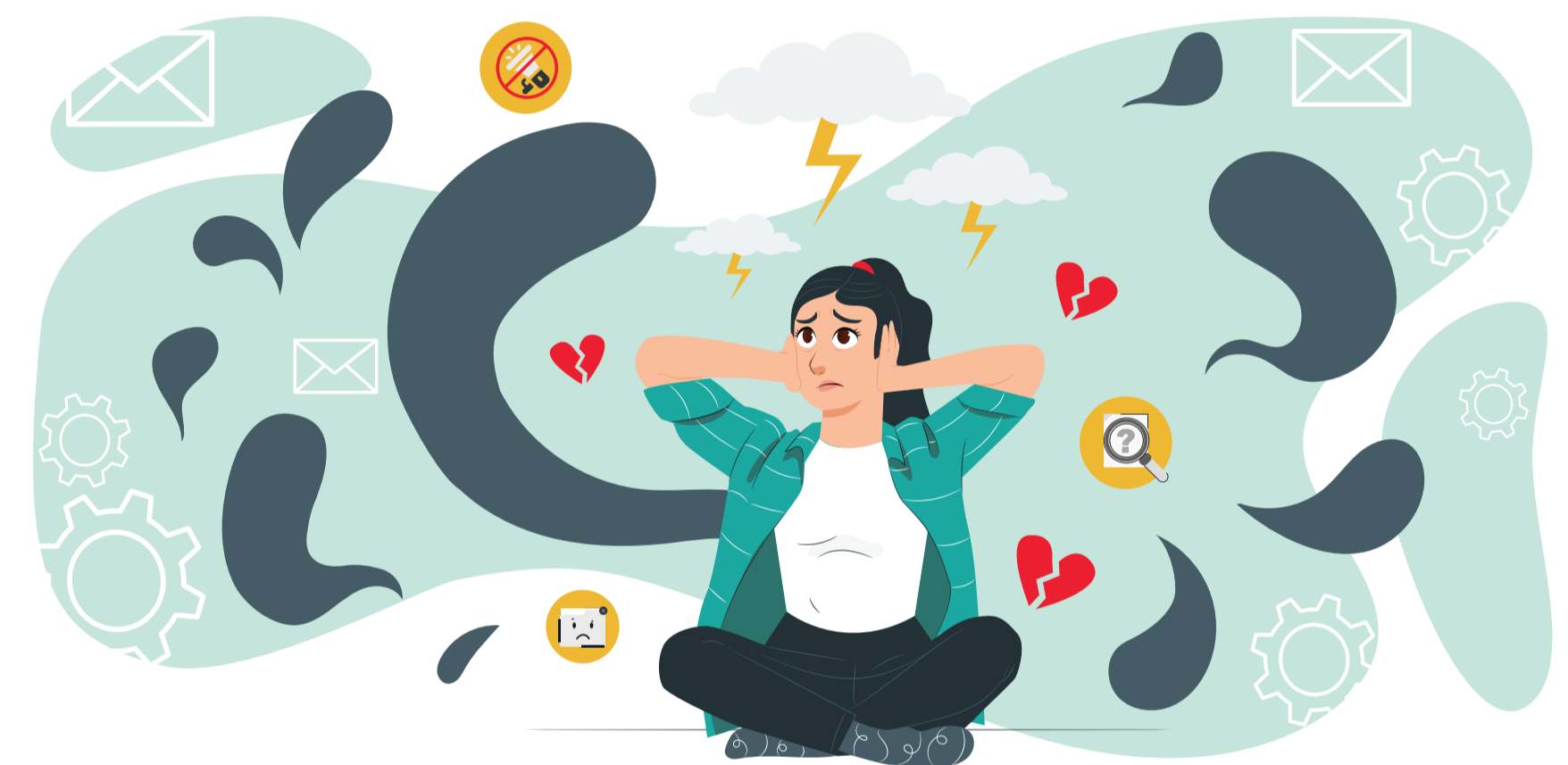
Coping with the Emotional Weight of Global Suffering

Impact of Doomscrolling on Millennials and Gen Z

● Millennials ● Gen Z



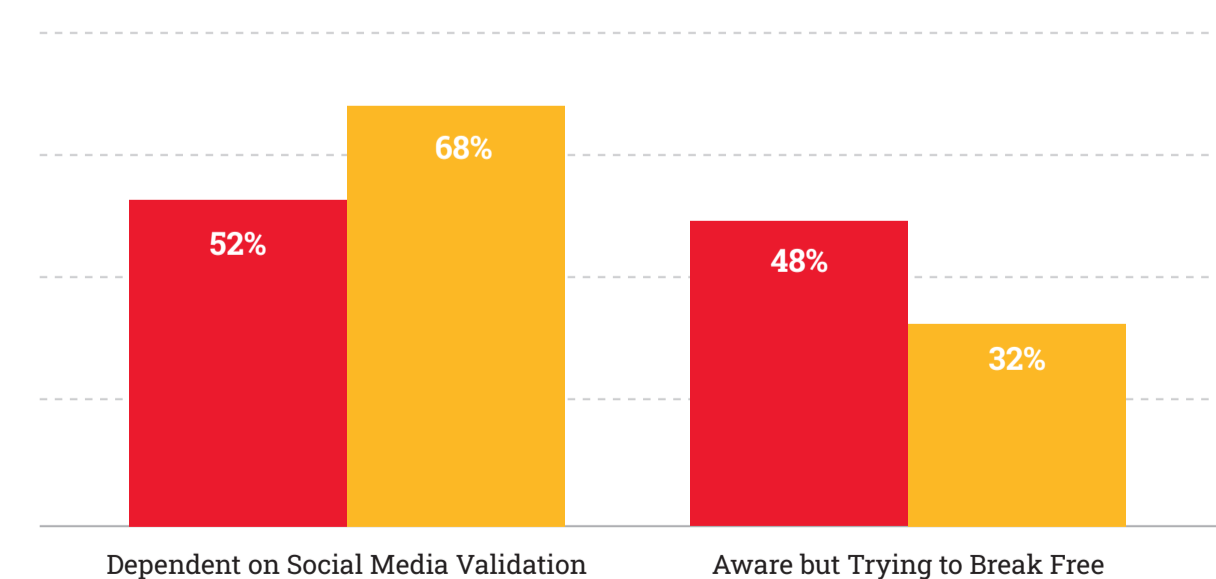
Doomscrolling—the compulsive consumption of distressing news and ongoing crises—has exacerbated the mental health challenges faced by Millennials and Gen Z. In an era where information is constantly at their fingertips, these generations are often overwhelmed by the relentless stream of negative news and global crises. Whether it's reports on climate change, political unrest, or public health emergencies, the nonstop exposure to adverse content exacerbates feelings of anxiety and helplessness. For those who are deeply empathetic, this constant barrage of bad news can be emotionally exhausting, contributing to a sense of despair and a loss of hope for the future. The mental health toll of doomscrolling is significant, as it perpetuates a cycle of anxiety that is challenging to escape.



Understanding the Risks of Seeking External Validation

Social Media Validation: Millennials vs Gen Z

● Millennials ● Gen Z

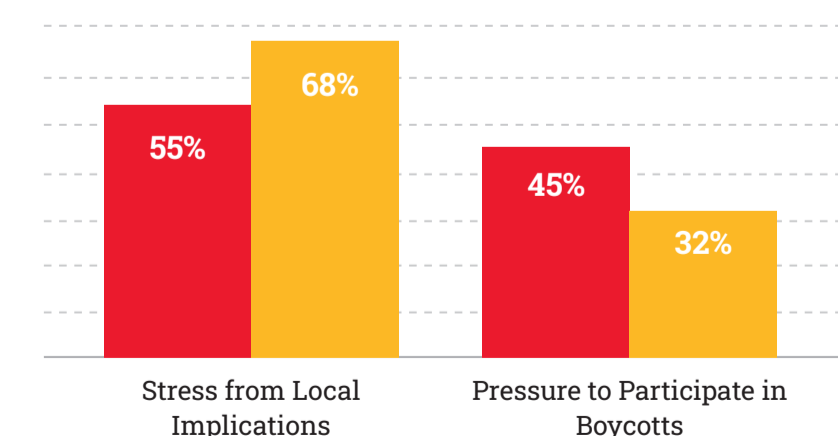


Social media validation is a significant issue for both Millennials and Gen Z, with 52% of Millennials admitting to relying on likes, comments, and shares to influence their self-worth. A larger proportion of Gen Z—68%—report a strong dependence on social media validation, with only 32% recognizing the need to detach but struggling due to the addictive nature of these platforms. This comparison highlights the pervasive impact of social media on self-esteem and the ongoing battle to maintain a healthy relationship with online feedback.

Recognizing the Mental Health Impact of Global Conflicts

Impact of the Ongoing Palestine Conflict on Millennials and Gen Z

● Millennials ● Gen Z

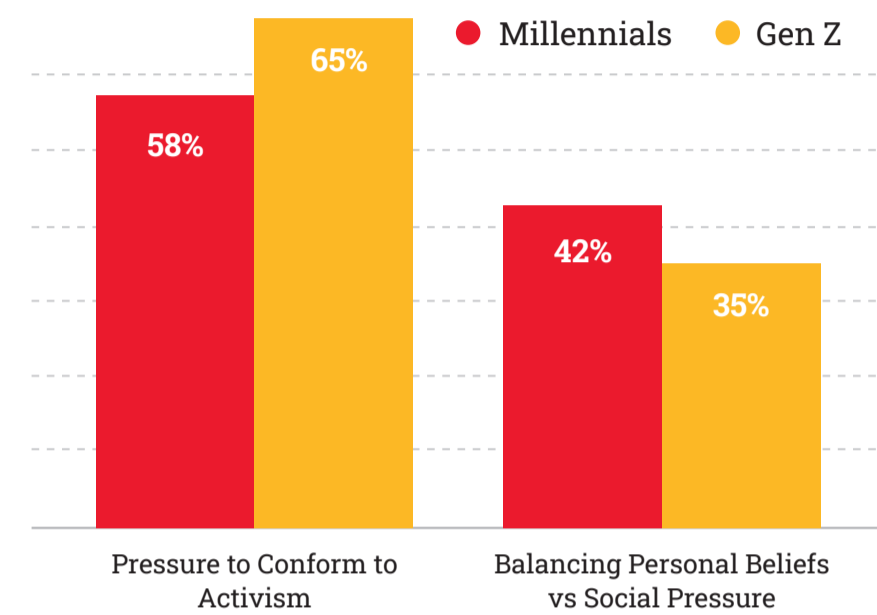


The ongoing crisis in Palestine is causing significant stress for Millennials and Gen Z in Indonesia, deeply affecting their mental health and social interactions. Among Millennials, 55% report feeling stressed by the local implications of these global crises, with 45% experiencing additional pressure to participate in boycott campaigns. Gen Z feels the impact even more acutely—68% say global issues like the Palestine conflict weigh heavily on their mental health, and 32% feel a strong compulsion to take action, which sometimes creates tension within their communities. The constant exposure to distressing news and imagery compels many to get involved, but it also adds another layer of emotional burden, making it hard to navigate these pressures.

Handling the Stress of Conforming to Societal Expectations

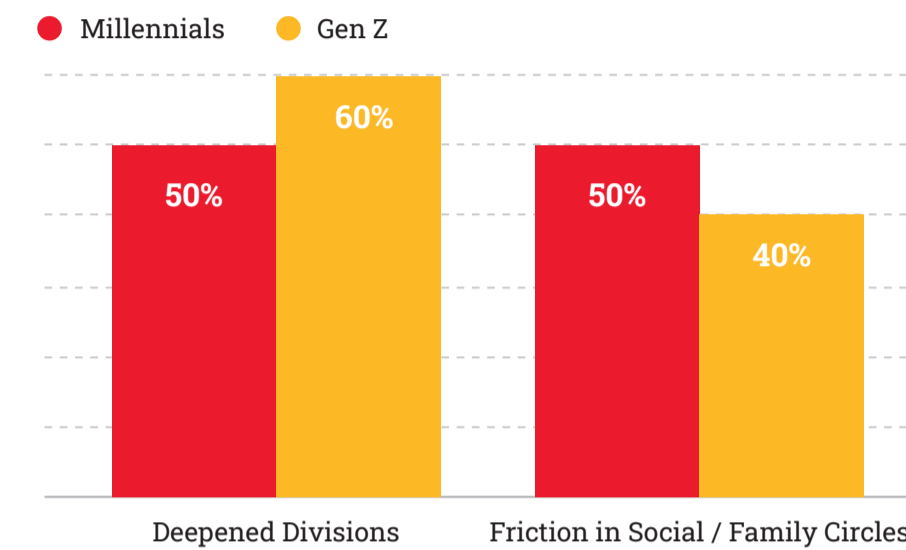
In a world where social activism is increasingly visible and urgent, Millennials and Gen Z find themselves navigating a fine line between personal beliefs and societal expectations. Among Millennials, 58% feel the weight of conforming to social activism, often leading to stress and even conflict within their social circles. For Gen Z, the pressure is even more intense, with 65% feeling judged or ostracized if they don't align with the dominant views in their communities, further amplifying their stress. Both generations struggle to balance their values with the demands of activism, with 42% of Millennials and 35% of Gen Z grappling with this internal conflict. The emotional toll of these social dynamics can be overwhelming, creating an environment where standing up for what you believe in often comes at the cost of personal peace.

Stress of Conformity: Millennials and Gen Z



Embracing Diversity and Understanding Humanitarian Differences

Impact of Global Crises on Humanitarian and Religious Views



The focus on global crises like the Palestine conflict has highlighted deepening divisions in humanitarian and religious views among Millennials and Gen Z. In Indonesia, 50% of Millennials feel that such global issues have intensified differences within their communities, with another 50% experiencing friction within their social and family circles due to varying interpretations. Among Gen Z, these effects are even more pronounced, with 60% noting clashes in their views on global issues with those around them, and 40% finding it difficult to navigate these complex differences. This divergence underscores the challenges that arise when global concerns intersect with personal and communal beliefs, often leading to tension and discord.



— Husein Ja'far Al Hadar
Islamic Content Creator

Husein Ja'far Al Hadar emphasizes that protest is a deeply personal act, and no one should dictate a single method as the standard of moral values or support. He advocates for individuals to choose forms of protest that align with their personal beliefs and sustain their energy, allowing them to continue making positive contributions to society.

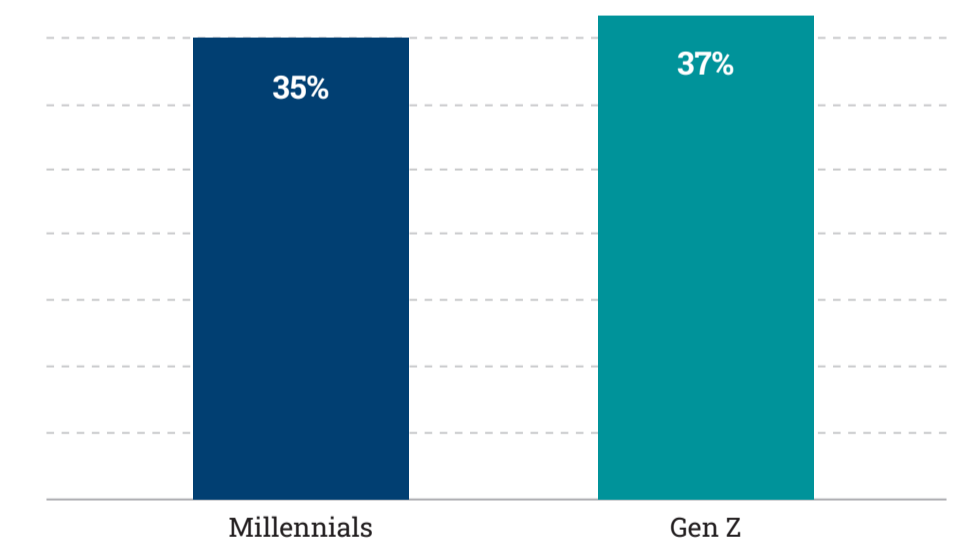
“The power of a boycott lies in its peaceful resistance, but it’s not the only path to protest. Every individual must choose the method that resonates with them, without imposing it as a measure of others’ morality. True activism respects the diversity of approaches, recognizing that all contributions, whether through boycotts or dialogue, are vital in the pursuit of justice.”

Changing Views on Survivors of Sexual Violence

Moving from Stigma to Support and Solidarity for Survivors

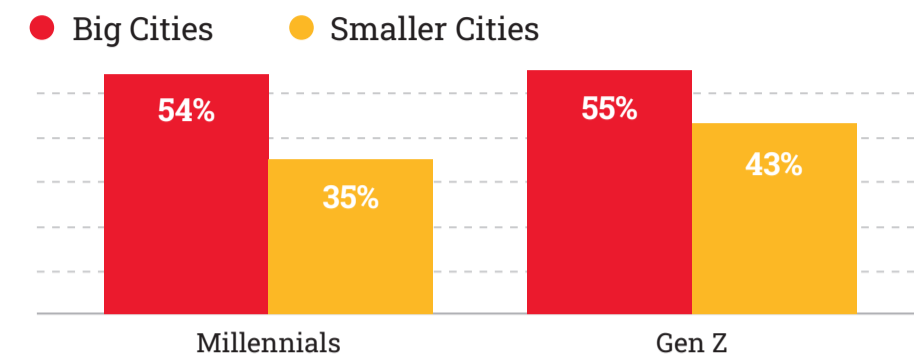
In recent years, Millennials and Gen Z have taken the lead in shifting cultural attitudes toward sexual violence in Indonesia. These generations have used social media as a powerful tool to challenge the stigma and victim-blaming culture that often surrounds survivors. Their efforts are not just about creating a more supportive society but also about advocating for systemic changes that protect and empower those affected by sexual violence. This broader movement toward understanding and support is reflected in their approach to mental health as well. A survey shows that 37% of Gen Z prioritize reducing the stigma associated with mental health disorders, slightly higher than the 35% of Millennials who share this concern. This generational difference, though small, highlights a stronger commitment among Gen Z to addressing mental health issues, aligning with their broader advocacy for openness and well-being.

Focus on Reducing Mental Health Stigma: Millennials vs Gen Z

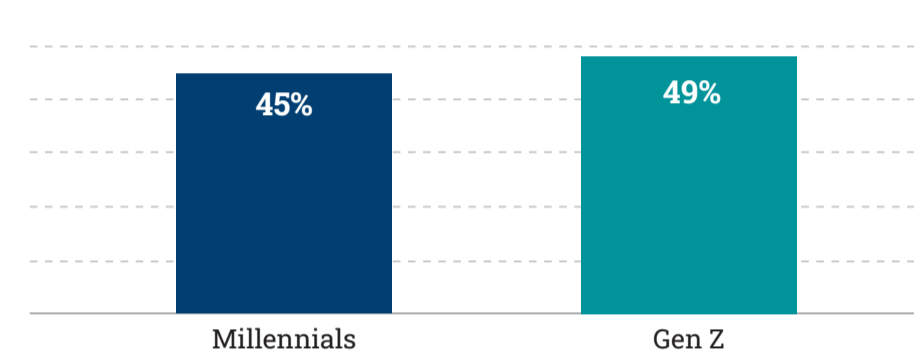


The passage of the UU TPKS (Sexual Violence Crimes Law) is a significant step forward in addressing sexual violence in Indonesia. However, the concern for assistance to victims remains high, with 45% of Millennials and 49% of Gen Z respondents believing that more needs to be done to ensure victims receive the protection and support they need. Millennials and Gen Z, particularly those in urban areas, are vocal in their calls for enhanced assistance. This data reflects a clear generational push for continued government action and the crucial role of NGOs, advocacy groups, and young activists in driving meaningful change. However, there is a noticeable gap in support between urban and rural areas. While 55% of Gen Z and 54% of Millennials in big cities express concern for victims of sexual violence and bullying, these numbers drop significantly in smaller cities, with only 43% of Gen Z and 35% of Millennials showing the same level of concern. This disparity underscores the need for more targeted outreach and education in less urbanized areas to bridge the gap in awareness and support.

Support for Victims of Sexual Violence and Bullying by Location



Concern for Assistance to Victims of Sexual Violence and Bullying



“When survivors reach out for help, they frequently find that the professionals they encounter lack the training to fully grasp the gendered nature of their trauma. Therapy must do more than just offer a space for healing—it must also be sensitive to the distinct realities these survivors live with, ensuring that the care they receive is both empathetic and appropriately targeted to their needs”

— **Kalis Mardiasih**
an opinion writer and young Nahdlatul ‘Ulama (NU) activist



Kalis Mardiasih, an opinion writer and young Nahdlatul ‘Ulama (NU) activist, highlights a critical issue within mental health services for survivors of sexual violence. She points out that many mental health professionals lack the gender-sensitive training necessary to effectively support survivors, often leading to further harm instead of healing. According to Kalis, survivors need more than just a listening ear—they require support that deeply understands the gendered aspects of their trauma.

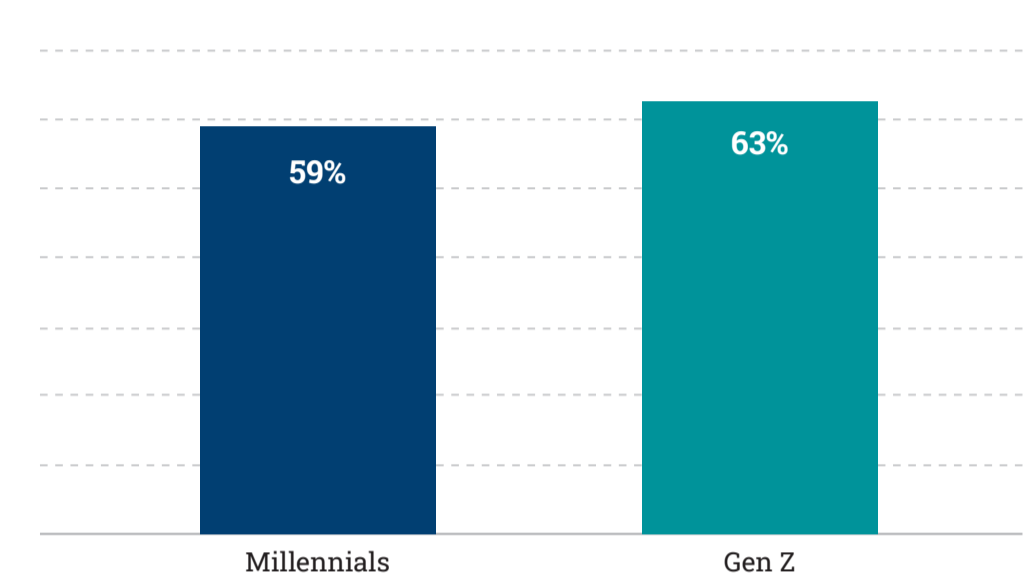
Her perspective emphasizes the importance of providing the right kind of therapy, one that is survivor-centered and deeply attuned to the unique struggles faced by women and marginalized groups.

Government Efforts on Mental Health

Expanding Community Access to Mental Health Services

Millennials and Gen Z are strong advocates for expanding mental health services in Indonesia, particularly at community health centers (Puskesmas). With 61% of respondents emphasizing the importance of providing consultation services with psychologists at Puskesmas, the public’s expectations for accessible and affordable mental health care are clear. This demand is particularly pronounced among Gen Z, where 63% support this initiative.

Support for Government Policy on Mental Health (Millennials vs Gen Z)





51%

of Millennials and Gen Z thinks access to affordable mental health services by the government must be increased

The need for expanding access to affordable mental health services is a critical concern for both Millennials and Gen Z, with 51% of respondents stressing the importance of making these services more widely available. This data underscores the growing demand for mental health support in Indonesia, particularly within community health centers (Puskesmas). As Millennials and Gen Z increasingly recognize the importance of mental health, there is a clear call for the government to ensure that these services are accessible and affordable for all, especially in underserved areas.



50%

of Millennials and Gen Z recognize the need of good coverage mental health issues under BPJS and other state health facilities

Additionally, 50% of respondents recognize the need for good coverage of mental health issues under BPJS and other state health facilities, further emphasizing the importance of accessible care.



60%

of Millennials and Gen Z thinks mental health is equally important as physical health

Promoting mental health as being on par with physical health is a priority for 60% of respondents, with Gen Z showing particularly strong support. This generational shift in attitudes towards mental health underscores the importance of government-led campaigns to raise awareness and reduce stigma.



45%

of Millennials and Gen Z believe it is essential to encourage more individuals to seek help for mental health issues without fear of judgement

Efforts to reduce stigma surrounding mental health issues, supported by 45% of respondents, are essential for encouraging more people to seek help without fear of judgment. By addressing these issues through targeted campaigns and policies, the government can create a more supportive environment for those dealing with mental health challenges.

The Power of Mental Health Campaigns

Making Mental Health Support Affordable and Accessible

Access to affordable mental health services is a major concern, with 56% of respondents emphasizing the need for consultation services with psychologists at reasonable prices. This highlights the critical importance of affordability as a central element in any effective mental health policy.

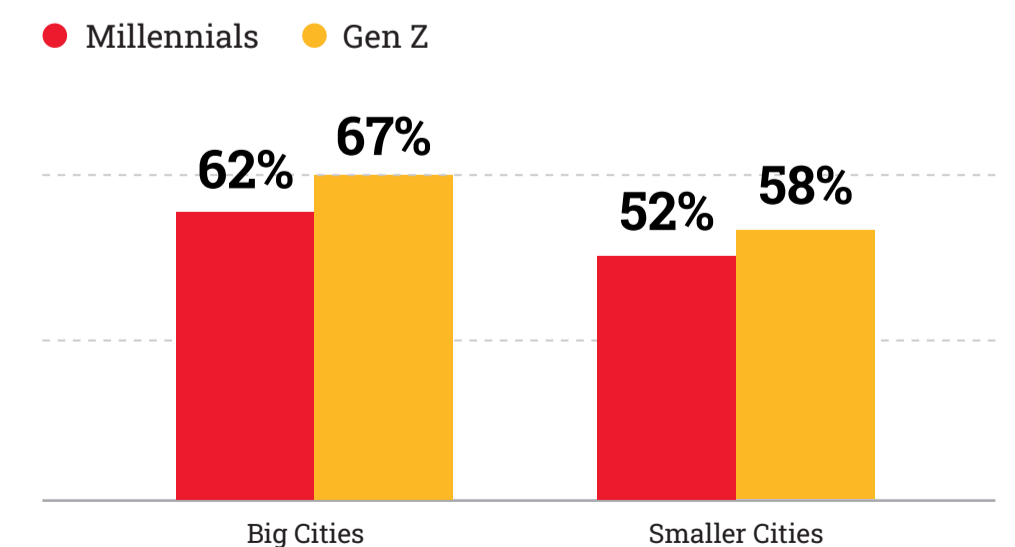
56%
of Millennials and Gen Z emphasize the need for affordable mental health services, highlighting affordability as a crucial element of effective mental health policy



Reducing Stigma Around Mental Health

The data reveals a significant urban-rural divide in support for mental health policies among Gen Z and Millennials. In larger cities, 67% of Gen Z and 62% of Millennials recognize the importance of government efforts that prioritize mental health, reflecting a strong emphasis on mental well-being in urban areas. However, support drops in smaller cities, where only 58% of Gen Z and 52% of Millennials back these initiatives. This disparity underscores the ongoing need to raise awareness and provide support in less urbanized regions, calling for tailored approaches to meet the unique challenges faced by individuals in both large cities and smaller communities.

Support for Mental Health Policy: Gen Z vs Millennials in Big and Smaller Cities



Tackling Mental Health Issues at the Core

Addressing the Impact of Economic Strain on Mental Health



Socio Economic Related Anxiety



Job Related Anxiety



Social Media Induced Anxiety



Expectation Related to Academic Excellence

Economic pressures on mental health hit hard in four main areas: socio-economic conditions, job stress, social media, and academic expectations. Socio-economic anxiety stems from concerns about financial stability and the growing sense of inequality. It's not just about making ends meet; it's about the underlying fear that the system itself isn't fair. Job-related anxiety goes beyond job security; it's about navigating a post-pandemic job market where uncertainty and pressure to perform are constant.

Social media-induced anxiety arises from the persistent fear of not measuring up, amplified by the worry that one's personal life might be exposed online. This digital stress is as real as any other form of anxiety. Academic-related anxiety is similarly intense, driven by the pressure to excel in exams and secure top university placements, with the burden of meeting high expectations feeling overwhelming. These four areas demonstrate how deeply economic pressures are woven into the mental health struggles of Indonesia's Millennials and Gen Z, highlighting that these issues are not just individual—they are systemic, shaping how this generation perceives the world and their role within it.

Creating Safe and Supportive Environments for All

Improving mental health requires more than individual interventions; it necessitates creating safe and supportive environments across families, schools, workplaces, and society at large. For families, this means fostering open communication and providing emotional support. Schools play a crucial role in raising awareness and offering counseling services, while workplaces must prioritize mental health by promoting work-life balance and providing mental health resources. At a societal level, public campaigns and accessible services are essential for creating a culture that values and supports mental well-being.



Creating a Brighter Future for Mental Health



Millennials and Gen Z are increasingly recognized as “the anxious generation,” profoundly affected by global crises like economic instability, social injustice, and climate change. The constant exposure to these stressors, with 55% of respondents identifying economic instability as a primary source of anxiety, highlights the need for a comprehensive approach to mental health that considers the broader global and social context.

Social media serves as both a tool and a challenge for Millennials and Gen Z. While it facilitates connection, creativity, and activism, it also imposes unrealistic standards that lead to significant mental health issues. The pervasive illusion of perfection, the culture of comparison, and the reliance on external validation trap many young people in cycles of self-doubt and anxiety. Social media's impact is deep, simultaneously empowering and isolating its users, further complicating their mental health struggles.

The compulsive consumption of negative news, known as doomscrolling, exacerbates the mental health challenges faced by these generations. Continuous exposure to distressing global events, such as the ongoing crisis in Palestine, not only heightens anxiety but also amplifies local stressors. The pressure to engage in activism and conform to social expectations creates tension within communities and families, adding another layer of complexity to the mental health landscape of Millennials and Gen Z.

As mental health challenges grow, Millennials and Gen Z are increasingly advocating for accessible mental health services and education. There is strong support for integrating mental health education into school curricula and expanding services at community health centers (Puskesmas). The rise of mindfulness practices and community-driven support systems reflects a growing recognition of the importance of mental well-being. Addressing these needs through comprehensive government initiatives and reducing stigma are critical steps toward improving mental health outcomes for these generations.

Web Media Portals is Still the Go-To News Source for Indonesia's Gen Z and Millennials

47%
of Millennials and Gen Z use websites and news portals as their primary source for news updates



Web media portals continue to be a key news source for both Gen Z and Millennials in Indonesia, underscoring their preference for digital media consumption. Recent data shows that 47% of respondents overall rely on websites and news portals for their updates, with this trend particularly strong among Gen Z, where 49% turn to these platforms for information. Millennials also exhibit significant engagement with digital news, especially in smaller cities, where reliance on web media portals rises to 50%. This growing trend highlights how online platforms are increasingly meeting the demand for quick, convenient, and varied access to information.

As internet connectivity improves across Indonesia, web media portals are solidifying their role as the go-to source for news, providing culturally relevant content tailored to the diverse needs of the Indonesian audience. These digital platforms offer a range of information that aligns with the fast-paced lifestyle of today's consumers, making them an essential part of the media landscape. Their ability to deliver real-time updates and cover a wide array of topics ensures they remain a vital component of how Gen Z and Millennials stay informed in a constantly changing world.

Trust and Creativity in Nomad Media

A new breed of media, known as "nomad media," is making waves by blending the creativity of content creators with the credibility of traditional journalism. These channels exist solely on social media platforms to provide breaking news, discuss viral issues, and offer live reporting. Often accompanied by a blue tick, which suggests they are credible sources of information, nomad media is gaining traction among Millennials and Gen Z. These platforms excel at combining engaging storytelling with solid journalistic standards, appealing to younger audiences who value both authenticity and interactivity. Unlike traditional media, which often repurposes content for social channels, nomad media is inherently digital, crafting stories specifically for platforms like Instagram, TikTok, and YouTube. By using techniques popularized by influencers—such as personal stories, behind-the-scenes looks, and interactive features—nomad media makes journalism more engaging and relatable.



By mixing the flair of content creators with the rigor of journalism, nomad media offers a fresh alternative to both conventional media and less reliable social influencers. These platforms utilize advanced storytelling tools like immersive videos, interactive graphics, and real-time updates while ensuring their content is well-researched and accurate. For Indonesian Millennials and Gen Z, this approach is particularly appealing as it blends dynamic multimedia content with the reassurance of credibility. As nomad media continues to grow, it signals a significant shift in how news is consumed, offering a reliable, engaging source of information that fits seamlessly into the fast-paced, digital lives of younger generations. This rise also indicates a broader trend where the lines between content creation and journalism are blurring, suggesting that traditional media might start collaborating with nomad media or adopt similar strategies to stay relevant.

Leading Voices in the Nomad Media Movement



@ussfeeds



@cretivox



THINK POLICY

@thinkpolicyid



@whatisupindonesia



@malakaproject.id



@kabarsejuk



@folkative



@ecommurz

Building Trust in a Digital World: The Impact of Verified Accounts

The blue tick on social media has traditionally been a powerful indicator of credibility and authenticity for Indonesian Millennials and Gen Z. In an environment flooded with fake news and misinformation, especially online, the blue tick serves as a quick, recognizable sign that an account is verified and trustworthy. For younger generations who get most of their news from social media, this verification helps them identify credible sources, keeping them well-informed without falling prey to misleading or false information. In Indonesia, where social media is integral to daily life, the blue tick has become more than just a symbol of legitimacy—it's a crucial tool for navigating a vast sea of information.

38%
of Millennials and Gen Z follow official news accounts on social media (Significantly higher among Gen Z with 44%)



31%
of Millennials Respondents
say that the blue tick reassures them of a news source's credibility

VS

20%
of Gen Z Respondents
say that the blue tick reassures them of a news source's credibility

The ability to purchase blue ticks has reduced their value as a marker of credibility. In response, media outlets like @WhatIsUpIndonesia, @MalakaProject.id, and @TotalPolitik are striving to build trust and encourage critical political thinking among Millennials and Gen Z. They do this by closely associating their media brands with their founders, who have proven credibility in the political field as anchors, activists, or experts. This strategy not only enhances the perceived authenticity and reliability of their content but also fosters direct engagement with their audience. By incorporating a personal element, these platforms offer a level of transparency and connection that a blue tick alone can no longer provide.

"Now I show my face a lot less on WIUI's social media (because it's no longer needed), but when we first started, me and my co-founder did a lot of Instagram Stories and Live where we don't just discuss politics but also our hobbies, anime, k-pop, and other relatable things. We approached WIUI like our personal account, and that helped give our platform a more human touch and its own distinct voice over time"



— **Abigail Limuria**
Co-Founder of What Is Up, Indonesia? (WIUI)



Redefining Media Consumption with Gen Z

52%
of Millennials and Gen Z believe social media provides more diverse content in comparison to traditional media (Significantly higher among Gen Z with 55%)

As the media landscape evolves, understanding why Gen Z prefers social media over traditional media is crucial. A key reason is the perception that social media offers a more diverse and personalized range of information; 52% of respondents, particularly from Gen Z, feel social media provides access to a broader array of viewpoints and topics than traditional media. This is likely due to algorithms that customize content based on user interests, enabling exploration of perspectives that resonate with their values.

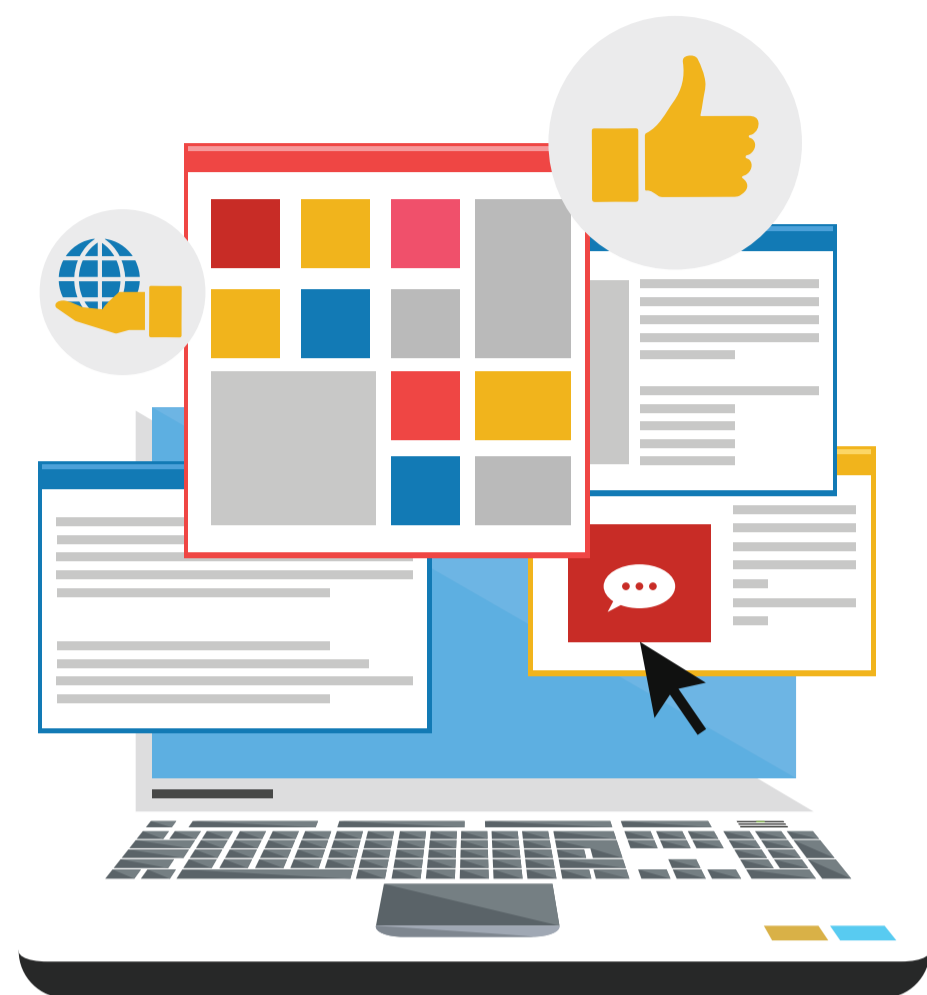


50%
of Millennials and Gen Z feel they can better filter and personalize information on social media

Additionally, social media's ability to let users filter and customize the information they consume is highly appealing, with half of the respondents valuing this control—something traditional media's more uniform approach can't easily provide. Users can tailor their feeds to focus on specific topics or voices or avoid certain viewpoints altogether, creating a personalized media experience.

43% of Millennials and Gen Z find it easier to access information through social media platform

The convenience of social media is another significant factor, especially for Gen Z, with 43% of respondents citing ease of access as a reason for their preference. Platforms like X (formerly Twitter) and Instagram offer flexibility and immediacy, unlike traditional media, which is bound to schedules and formats. For a generation accustomed to instant, on-demand access to information, content must seamlessly fit into their fast-paced, mobile lifestyles.



Social Awareness as a Hallmark of Today's Youth

In a world saturated with content, certain topics consistently capture the attention of Millennials and Gen Z, with humanity emerging as the most resonant, engaging 64% of respondents. This strong interest reflects a generation deeply invested in social welfare, equity, and compassion, with content focused on social justice, community outreach, or uplifting stories likely to garner significant engagement. Additionally, justice and environmental issues are critical to these younger audiences, with 48% and 47% of respondents, respectively, showing concern for these areas. The emphasis on justice indicates a commitment to equality and rights, while environmental concerns highlight a priority for sustainability and conservation, aligning with broader global movements. These interests collectively depict a generation that is not only well-informed but also actively engaged in the social and environmental challenges shaping the world today.



TikTok's Transformation & Opportunities

TikTok is undergoing significant changes, transforming from a platform known for its short, viral videos to one that accommodates a broader range of content types and lengths. One of the most notable updates is the introduction of longer videos, allowing creators to upload content up to 10 minutes, significantly up from the previous 3-minute limit. This shift enables brands to develop more in-depth and engaging content, fostering a deeper connection with their audience. In addition to longer videos, TikTok now supports image and text-only posts, broadening the content creation landscape and offering brands new ways to express themselves. These changes signal TikTok's intent to become more versatile, similar to traditional social media platforms that accommodate a variety of content formats.

“As TikTok expands its content, it's attracting a broader audience in Indonesia, including older Gen X and Millennials. This shift shows TikTok is becoming more than just an entertainment platform—it's also a source for news and information. As the user base diversifies, brands need to adjust their marketing strategies to connect with different age groups and cultural backgrounds”



— **Hana Novitriani**
Vice President of ICE

The platform's evolving content strategy is mirrored by changes in its algorithm, which now favors longer, more informative videos over quick, attention-grabbing content. This adjustment means brands must pivot from creating solely entertaining clips to producing content that is educational, informative, and engaging. The algorithm now considers watch time, completion rate, and user retention, pushing brands to focus on high-quality storytelling that captivates viewers. This shift presents a valuable opportunity for brands to position themselves as thought leaders in their industries, offering content that not only entertains but also educates and provides value to viewers.

How Young People Use Social Media



Top 3 Trending Topics Among Indonesian Millennials and Gen Z on Social Media



64%
Humanity



48%
Justice



47%
Environment

The Authentic Edge of Gen Z

To effectively engage Millennials and Gen Z on social media, it's crucial to understand what drives them to follow certain accounts or interact with specific content. For Millennials, social media often serves as a platform for personal branding, where carefully curated feeds highlight polished images, career achievements, and a meticulously crafted digital persona, reflecting their desire to project success and integrate their personal and professional lives. In contrast, Gen Z favors a more authentic approach, moving away from the picture-perfect feeds typical of Millennials. Instead, they value genuine, unfiltered moments that showcase their true selves, seeking content that resonates with their desire for authenticity and real-life experiences.

Growing up in an era of information overload and heightened awareness of mental health, both Millennial and Gen Z are acutely aware of the pressures associated with maintaining an idealized online persona. Having witnessed the harmful effects of constant comparison, they are increasingly rejecting the notion that social media should merely be a highlight reel.

55%
of Gen Z Respondents
say they follow social accounts
primarily for the motivation and
inspiration they offer



For Gen Z, this preference for authenticity is evident in the types of content Gen Z engages with; 55% of respondents say their primary reason for following an account is that it provides motivation and enthusiasm. This indicates a strong resonance with content that inspires and uplifts, as Gen Z seeks real, positive connections. Whether through personal development tips, motivational quotes, or success stories, they are drawn to content that encourages genuine growth and thriving, rather than content that feels manufactured or insincere.

Platforms like What Is Up, Indonesia? (WIUI) are successfully tapping into this growing demand for authenticity by employing various tools to connect with Gen Z in meaningful ways. WIUI utilizes Instagram posts, X's alternative universes (AU), articles, political jargon glossaries, and detailed political party profiles to make complex political topics more relatable and accessible. These efforts go beyond simply delivering information; they aim to break down complicated issues into digestible, understandable content that aligns with Gen Z's values of clarity and transparency. WIUI's strategy includes creating in-depth profiles of political parties, which helps Gen Z navigate the often confusing political landscape with a sense of clarity and trust. By presenting serious topics in visually engaging and relatable formats, WIUI fosters a community grounded in authenticity, transparency, and inclusivity, effectively capturing the attention and loyalty of a generation that values realness over perfection.



— **Abigail Limuria**
Co-Founder of What Is Up,
Indonesia? (WIUI)

“For Gen Z, authenticity isn’t just a buzzword—it’s a way of life and what they deem as cool. They would go as far as to deem things that are too polished or picture-perfect as cringe, old-school, and untrustworthy. This glorification for authenticity extends to everything from how they consume news to how they engage with politics. It’s not just about what’s being said, it’s also about matching your words with your action, and how you say it. Gen Z who grew up on the internet are hyper-aware of inauthenticity, and they will call you out on it (probably from their alternative account). This generation is reshaping political discourse and the way we interact with the world, pushing for a more candid, unfiltered, and authentic future”

Live Streaming: Embracing the Spirit of Youthful Expression

Most Used Live Streaming Platforms



TikTok Live



Youtube Live



Instagram Live

Live streaming is quickly becoming a favored content format among Millennials and Gen Z, with TikTok Live leading the pack. Sixty-three percent of respondents use TikTok Live, a figure that rises to 68% for Gen Z. TikTok's success is largely due to its combination of short, engaging content and interactive features, perfectly tailored to a generation that values quick and visually dynamic experiences. YouTube Live and Instagram Live also maintain strong user bases, with 46% and 45% of respondents using these platforms, respectively. While TikTok dominates, there remains a considerable interest in the more visually rich and in-depth content provided by YouTube and Instagram.



Reasons To Follow Livestreamers

51%

watch livestreams for product reviews

45%

are drawn to livestreams for frequent interaction with the audience through comments

39%

tune in to livestreams because the streamers offer giveaway

31% of Gen Z prefer livestreamers who host *Mabar (Main Bareng)* challenges

What sets live streaming apart for Millennials and Gen Z is its inherent authenticity. Unlike pre-recorded content, live streams occur in real-time, offering an unedited glimpse into the content being presented. For these generations, who value honesty and transparency, this raw, unfiltered format is particularly appealing. Additionally, the direct interaction between streamers and their audience enhances this sense of authenticity. Through real-time comments and Q&A sessions, viewers are not just passive observers but active participants in the conversation, fostering trust and making them feel genuinely connected to the person on screen.

Millennials and Gen Z are actively engaging with live streams, with 51% of respondents citing product reviews as their primary reason for tuning in. Live streams provide an authentic platform for viewers to see products in action, ask questions, and receive immediate feedback, significantly influencing purchasing decisions through transparent, unfiltered information. Beyond product reviews, 45% of respondents appreciate the frequent interaction with streamers, which fosters a sense of community in an otherwise impersonal digital landscape. Giveaways also play a role, with 39% of respondents attracted by the chance to win prizes, and 31% of Gen Z particularly enjoying livestreamers who host *Mabar Challenges*, reflecting their desire for interactive and community-driven content.

Live streaming isn't just about entertainment; it's about fostering genuine connections. The dynamic interaction between streamers and their audience creates a sense of belonging and community, something increasingly valuable in today's often disconnected digital environment. Millennials and Gen Z aren't just seeking content; they crave authentic relationships, and live streams provide a platform for these connections to thrive.

“Livestreams offer real benefits for both audiences and brands. In a world filled with curated content, the raw, real-time nature of live streaming offers a refreshing alternative, one that resonates deeply with Millennials and Gen Z and is set to grow as these generations continue to prioritize authenticity and genuine engagement”



— Zefanya Deby
Head of IDN App



User-Generated Content: Empowering the Voices of a New Generation

User-generated content (UGC) holds a special place for Millennials and Gen Z in Indonesia. It's not just another type of content; it's a way for these generations to express themselves, connect with others, and build genuine trust with brands. They crave authenticity and aren't content with just consuming media; they want to create, share, and be part of the conversation.

For brands, UGC is a powerful tool to boost their presence on platforms like TikTok. As TikTok shifts toward a focus on quality and engagement, UGC offers brands a way to produce authentic, relevant content that resonates with users. By encouraging their audiences to create and share content, brands tap into their creativity and enthusiasm, building a sense of community and trust. This strategy not only increases content production but also keeps brands aligned with the latest trends, leveraging the collective knowledge of a diverse group of creators to stay relevant. Featuring user-generated content allows brands to blend seamlessly into the TikTok community, aligning with its spirit of creativity and spontaneity, which enhances engagement and strengthens audience connections.

UGC isn't just about content creation; it's about starting conversations, building communities, and forging connections that go beyond traditional marketing. It amplifies voices, validates experiences, and helps brands craft narratives that feel genuine and inclusive. For brands in Indonesia, this means more than just telling their own story—they become part of their audience's stories, transforming from mere brands into trusted companions in their audience's daily lives.

“UGC provides a platform for this engagement, making content feel more genuine and relatable compared to the polished and often unnatural corporate marketing material”

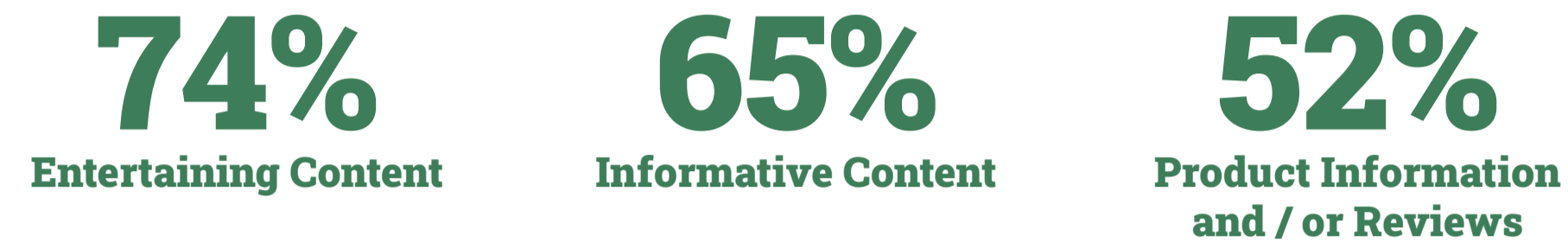


— Maria Novena Rarahita
Head of IDN Creative



Balancing Entertainment with Information

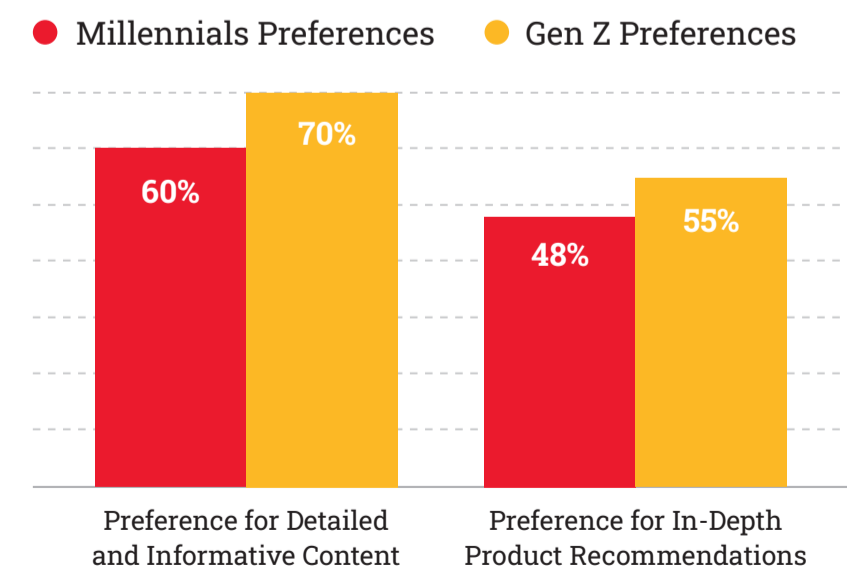
Preferred Content Formats



Millennials and Gen Z are deeply invested in social issues, but they also seek a balance between entertainment and information in their media consumption. With 74% of respondents favoring content that entertains, it's evident that humor, storytelling, and engaging visuals have broad appeal, offering a welcome break from the often heavy and serious topics that fill their social feeds. However, entertainment alone isn't enough for these generations. Sixty-five percent of respondents prefer content that is informative, showing that they are not just passively scrolling but are actively seeking knowledge that provides a deeper understanding of the world around them. This indicates that while entertaining content is important, it must also be paired with substance to resonate fully. Additionally, 52% of respondents express a strong preference for content with thorough product recommendations, underlining the role of social media as a key tool in their decision-making processes. They value trusted voices and detailed reviews, tutorials, and comparisons, which play a critical role in their consumer journey by providing transparent, product-focused information.



Content Preferences: Millennials vs Gen Z



*Multiple-response questionnaires allow the total result to exceed 100%

The chart illustrates the content preferences of Millennials and Gen Z, highlighting their varying levels of interest in detailed, informative content and comprehensive product recommendations. It shows that 70% of Gen Z prefer content that provides thorough information, compared to 60% of Millennials, indicating a stronger inclination among Gen Z towards content that educates and informs. Additionally, 55% of Gen Z favor content with in-depth product recommendations, whereas 48% of Millennials share this preference. This suggests that while both generations value content that is informative and helps them make informed decisions, Gen Z places a slightly higher emphasis on such content, reflecting their desire for transparency and comprehensive insights in their media consumption.

The Power of Memes in Communicating Complex Ideas

Memes have become a staple of how Millennials and Gen Z communicate online. These quick, often funny snippets of content are more than just entertainment—they're a way to comment on social and cultural issues, boiling down complex ideas into easily shareable visuals or phrases. Essentially, memes are like digital shorthand, making big concepts accessible and relatable.

In Indonesia, memes play a major role in public conversations. They capture the humor, frustrations, and everyday concerns of younger generations, acting as both a source of laughs and a form of self-expression. The real power of memes is in how they can take complicated topics and break them down into bite-sized, often amusing content that resonates with a wide audience. This makes them a powerful tool for getting a message across.

For Millennials and Gen Z, memes are much more than just a way to kill time—they're a form of social commentary and a way to build community. Memes spark discussions on everything from trending topics to political issues and cultural events, all in a way that's engaging and easy to connect with. As memes evolve, they're set to stay a key part of the digital landscape, shaping how younger people view and interact with the world.

“Humor in memes is used as a tool for critiquing social and political norms, allowing Gen Z to express messages and emotions that are often difficult to articulate in traditional formats”

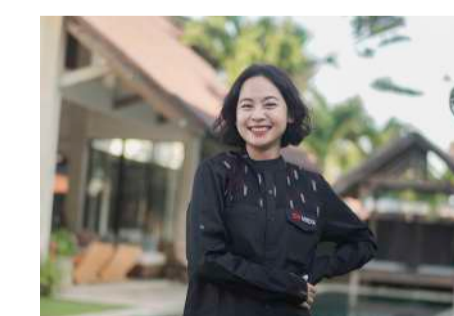
— Andy Ruddock points out in Youth and Media (2020)



Humor in memes also serves as a form of resistance, with Gen Z using them to challenge social and political norms. By thoughtfully selecting words and images, Gen Z creates narratives through memes that express complex ideas and emotions, which might be difficult to convey through more traditional means.

For these generations, memes are not just a pastime but a way to engage in social commentary and foster community, sparking discussions on everything from trending topics to political and cultural issues. As they continue to evolve, memes will remain a vital part of the digital landscape, shaping how younger people perceive and engage with the world.

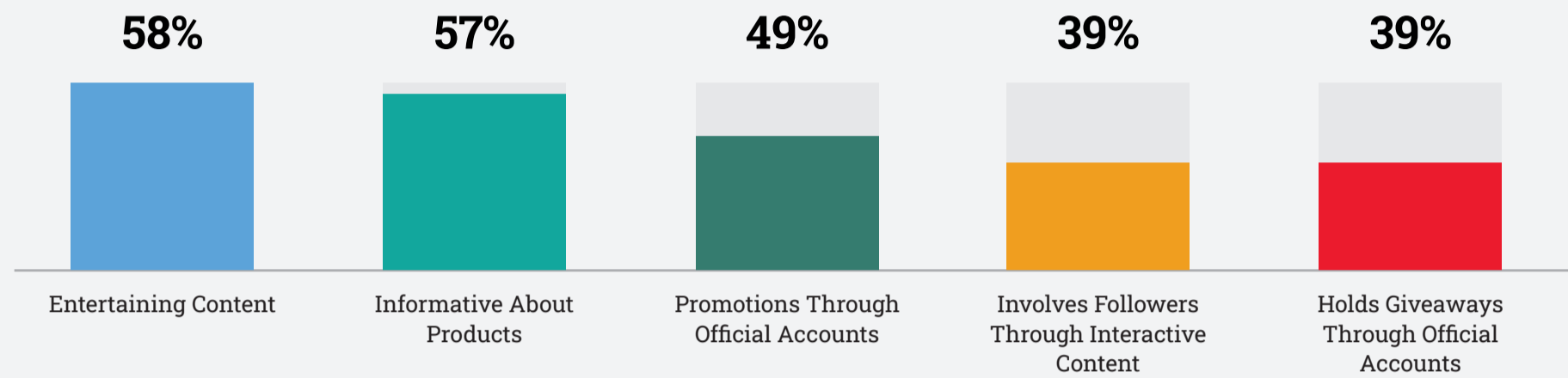
“Memes are more than just humor—they're a powerful medium for Millennials and Gen Z to express their thoughts on social and cultural issues. They simplify complex topics, making them relatable and impactful. We've used memes to discuss mental health, politics, and viral global events, and the engagement has been phenomenal. Millennials and Gen Z are shaping how young people connect and engage with the world around them”



— Judithya Pitana
Editor in Chief of Popbela.com

Understanding How Brands Are Perceived on Social Media

People's Opinions Towards Brand's Social Media



*Multiple-response questionnaires allow the total result to exceed 100%

In today's digital landscape, brands are leveraging social media to connect with Millennials and Gen Z in increasingly engaging ways. According to the data, a significant portion of these audiences finds brand content both informative and entertaining, with 58% of respondents considering it entertaining and 57% appreciating the informative aspect, particularly regarding product details. This indicates that brands are effectively using social media not just for product promotion, but to build deeper connections by combining entertainment with valuable information. This approach aligns with the broader trend of using social media as a platform for both information and leisure, suggesting that these generations are drawn to content that is not only engaging but also enjoyable and trustworthy.

However, entertainment and information alone aren't enough to capture the loyalty of Millennials and Gen Z, who have grown up in a world rife with fake news and inauthentic influencers. This constant exposure to questionable content has sharpened their ability to discern authenticity, making them more skeptical of brands and creators that fail to meet their high standards. For these generations, authenticity is expected, not just appreciated. They are quick to dismiss content that feels forced or disingenuous, emphasizing the need for brands to foster genuine connections through honest and transparent communication.

Promotions and interactive content are also vital in engaging these audiences. Forty-nine percent of respondents appreciate when brands offer promotions

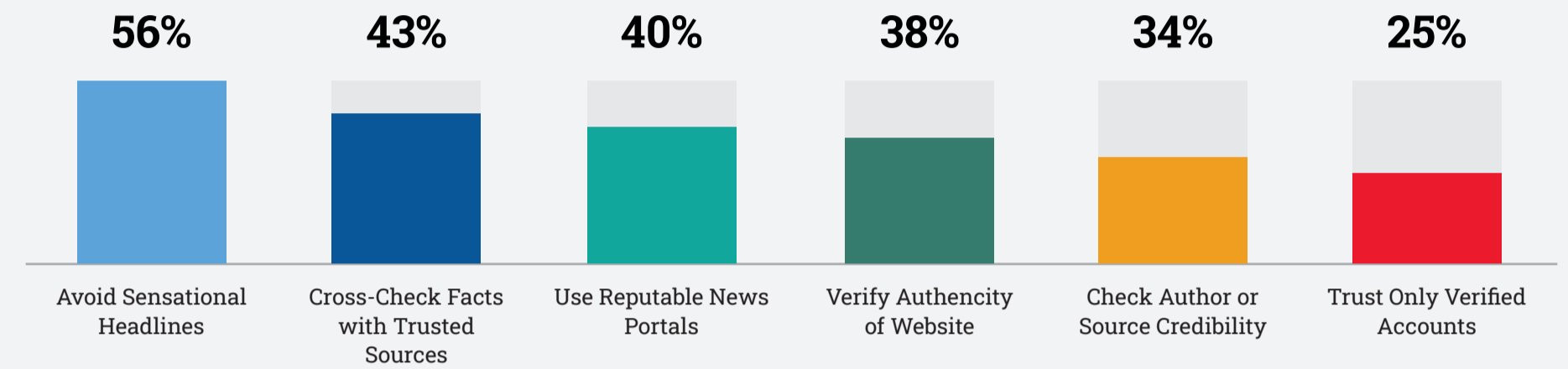
through their official social media accounts, but these promotions are more effective when integrated into a broader narrative of engaging and informative content. Additionally, 39% of respondents value interactive content and giveaways, indicating a strong desire for real engagement and participation rather than passive consumption. For Millennials and Gen Z, these incentives must feel like a natural extension of the brand's identity, rather than mere marketing tactics.

In summary, the data highlights that Millennials and Gen Z value a well-rounded social media presence from brands—one that entertains, informs, and fosters active engagement. More importantly, it underscores the critical role of authenticity in building and maintaining these connections. In a digital world saturated with content, brands that prioritize genuine, transparent interactions and align with the values of these younger generations are the ones that will succeed in capturing and retaining their attention and loyalty.



Tackling Misinformation and Hoaxes in the Digital Age

How People Deal with Hoaxes



*Multiple-response questionnaires allow the total result to exceed 100%

In an era where misinformation spreads rapidly online, understanding how people navigate hoaxes and false information is crucial. The data reveals that a significant portion of people are vigilant about the content they consume, with 56% of respondents actively avoiding news with sensational headlines. This reflects a growing awareness of the tactics used to attract clicks and emphasizes the importance of critical thinking when evaluating news sources. Moreover, 43% of respondents take the extra step of verifying facts from other trusted news sources, highlighting a commitment to ensuring the accuracy of the information they consume, especially among Gen Z, where this practice is equally prevalent. This generation's tendency to cross-reference information underscores their dedication to truth in a landscape cluttered with misinformation.

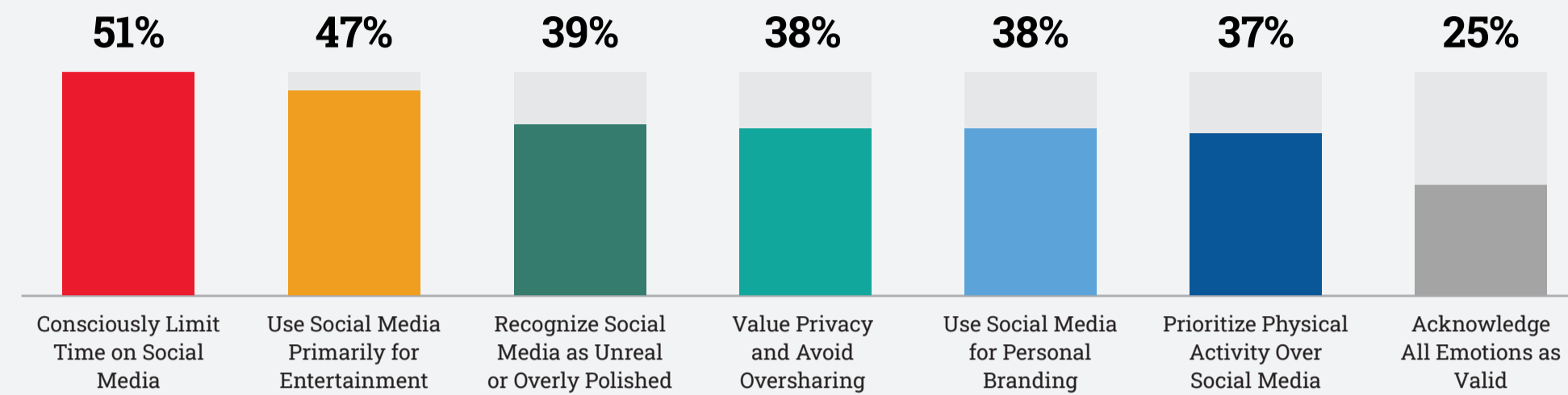
The chart also shows that 40% of respondents only access news from reputable news portals or websites, reinforcing the value of trusted sources in maintaining an informed public. Additionally, 38% confirm the authenticity of the website's address, demonstrating growing digital literacy and awareness about the risks of accessing unreliable sites. The need to verify the legitimacy of news sources is further highlighted by the 34% of respondents who check the credibility of the writer or news sender, illustrating the importance of scrutinizing the origins of information before accepting it as accurate. This multi-layered approach to fact-checking and source verification shows a proactive stance against misinformation, reflecting a cautious and well-informed audience.

Interestingly, only 25% of respondents rely on blue tick verification badges on social media to determine the credibility of news, with this method being more popular among Gen Z (31%). This reliance on verification symbols indicates a preference for authenticity and trustworthiness in the digital landscape, where distinguishing between misinformation and legitimate news can be challenging. The combination of these strategies—avoiding provocative headlines, cross-referencing facts, using reputable portals, verifying site authenticity, and valuing verified accounts—illustrates a comprehensive approach to navigating the complexities of online information and emphasizes the importance of informed media consumption in the digital age.



Balancing Life Online and Offline

How People Differentiate Real Life and Virtual Life



*Multiple-response questionnaires allow the total result to exceed 100%

As social media continues to blur the lines between reality and virtuality, the ability to distinguish between the two becomes increasingly important. The data reveals that people are consciously making efforts to maintain a healthy balance between their online and offline lives. Fifty-one percent of respondents consciously limit their time on social media, indicating a growing awareness of the potential negative impacts of excessive use. This trend reflects a deliberate approach to managing digital consumption and maintaining a balanced lifestyle, with many viewing social media primarily as a tool for entertainment (47%). This perspective suggests that a significant portion of the population sees social media as a space for light-hearted engagement rather than a true reflection of real life, helping users navigate the overwhelming content found on these platforms.

Furthermore, 39% of respondents recognize that much of what is seen on social media can be fake or highly exaggerated, a realization particularly prevalent among Gen Z. This critical awareness of the performative aspects of social media acts as a protective measure, helping users maintain a grounded view of their own lives and achievements. Interestingly, 38% of respondents believe that social media is mainly used for personal branding, highlighting the performative nature of online interactions. This belief, coupled with a strong emphasis on privacy (38%), reflects a cautious approach to social media, where users are mindful of what they share and the image they project.

Additionally, 37% of respondents prioritize physical activity over social media, demonstrating a

commitment to maintaining a balanced lifestyle and recognizing the importance of physical well-being in a digital age. Meanwhile, 25% acknowledge that emotions felt on social media, such as envy or anxiety over others' achievements, are valid but should be managed carefully. This awareness fosters a healthier relationship with social media, where users can acknowledge their feelings without allowing them to negatively impact their real lives. Overall, the data underscores a nuanced approach to social media use, emphasizing mindfulness, balance, and the ability to discern between the digital and real worlds.

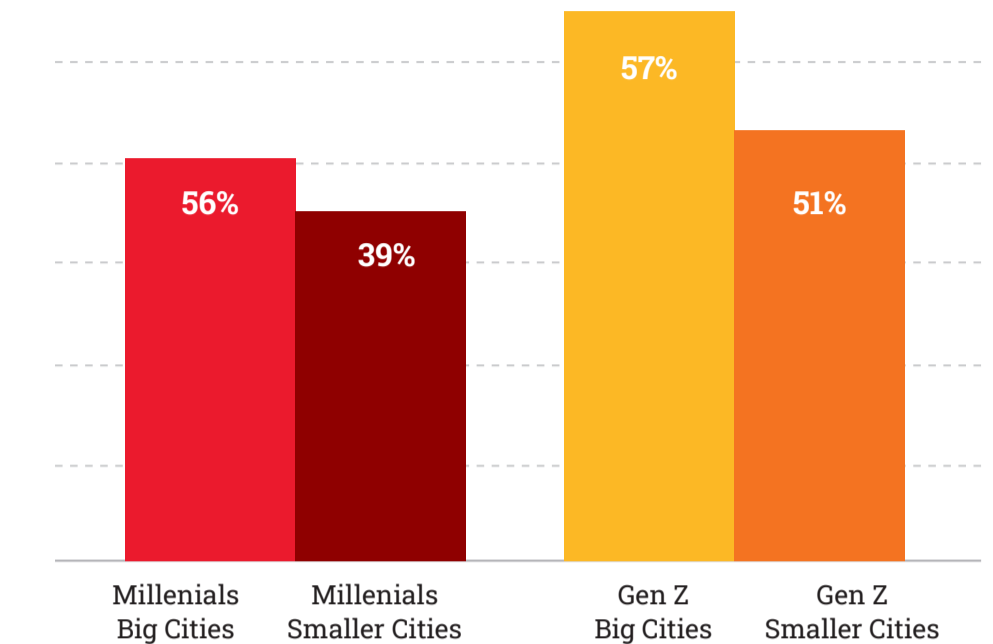


Overcoming Negativity and Handling "Haters" on Social Media

The chart highlights the differences between Gen Z and Millennials in their approach to dealing with threats in online communities, specifically through the use of the block or mute features. Among Gen Z, those in big cities show a higher propensity (57%) to utilize these features compared to their peers in smaller cities (51%). This suggests that urban Gen Z users are more proactive in managing their online safety, possibly due to greater exposure to digital environments and a higher awareness of online threats in more densely populated areas.

For Millennials, the trend is similar but even more pronounced. Fifty-six percent of Millennials in big cities use the block or mute features to handle threats, significantly higher than the 39% of Millennials in smaller cities who do the same. This stark difference indicates that Millennials in larger urban areas are much more likely to leverage these tools to protect themselves online. The data underscores the influence of geographic location on how different generations perceive and respond to online threats, with those in big cities generally being more vigilant and proactive in their digital interactions.

How Different Groups Deal with Threats in Online Communities



Social Media's Role in Shaping Trends

Spotting Emerging Trends in the Algorithm Era

Social media algorithms have a profound impact on how Indonesian Millennials and Gen Z discover and engage with trends, shaping their daily lives in distinct ways. Millennials tend to rely on curated Instagram feeds and influencer endorsements, emphasizing visual aesthetics and brand loyalty. In contrast, Gen Z is more attracted to the spontaneity and interactivity of TikTok, where viral challenges and peer recommendations drive their engagement. These different approaches influence consumer behavior: Millennials are likely to

make impulse purchases based on high-quality visuals, while Gen Z prioritizes immediacy and trendiness. For content creation, Millennials favor polished, brand-aligned visuals, whereas Gen Z values authenticity and participation in viral trends. This leads to differences in lifestyle integration, with Millennials gradually adopting trends that fit their routines and Gen Z quickly experimenting with new practices. Both generations present opportunities for brands and creators to innovate and connect with evolving preferences.

Category	Indonesian Millennials	Indonesian Gen Z
Transformation of Trend Discovery	Rely on curated Instagram feeds and influencer endorsements, valuing visual aesthetics and brand loyalty.	Engage more with TikTok's interactive and spontaneous content, driven by viral challenges and peer recommendations.
Impact on Consumer Behavior and Daily Life	Driven by impulse buying based on high-quality visuals and influencer endorsements, prioritizing personal brand and lifestyle alignment.	Respond quickly to viral trends and affordable options, focusing more on immediate gratification and trendiness.
Content Creation and Sharing	Create polished, aesthetically pleasing content that aligns with their personal brand.	Favor raw, authentic, and interactive content, often participating in viral challenges and creatively adapting trends.
Lifestyle Integration	Incorporate trends that complement their established routines, adopting trends gradually.	Rapidly integrate new trends into their daily lives, experimenting with new practices almost immediately.
Challenges and Opportunities	Balance trendiness with long-term value, facing challenges related to shallow trend adoption and environmental concerns.	Seek authenticity and rapid adaptation, with opportunities for brands and creators to innovate and engage effectively.

Successful Strategies for Thriving in the Algorithm-Driven World

To navigate the trend-driven landscape shaped by social media algorithms, consumers, content creators, and brands in Indonesia must adopt strategic approaches. Consumers should be mindful of impulse buying, focus on quality and sustainability, and personalize trends to fit their long-term goals. Content creators can stand out by leveraging viral trends creatively, engaging with their audience, and maintaining authenticity to build genuine connections. For brands, the key is to adapt quickly to emerging trends while balancing trendiness with sustainability. Utilizing lo-fi marketing strategies and collaborating with like-minded creators can maximize impact. By understanding and responding to these dynamics, all parties can effectively engage with Indonesian Millennials and Gen Z in a rapidly evolving digital environment.

Category	For Content Creators	For Brands
Be Mindful of Impulse Buying: Assess if a product truly meets your needs before purchasing.	Leverage Viral Trends Creatively: Participate in trends but add your unique twist to stand out.	Adapt Quickly to Trends: Monitor social media trends and adjust marketing strategies in real-time.
Prioritize Quality and Sustainability: Focus on durable, ethically produced items.	Engage and Interact with Followers: Actively engage to boost visibility and build a loyal audience.	Balance Trendiness with Sustainability: Promote products that are trendy yet sustainable.
Personalize Trends: Adapt trends to fit your personal style and needs, customizing them for longevity.	Maintain Authenticity: Ensure your content remains true to your personal brand, fostering genuine connections.	Adopt Lo-Fi Marketing Strategies: Partner with creators who align with your brand values for cost-effective marketing.

A prime example of how trend-driven algorithms impact entertainment is Netflix's personalized recommendation system. This advanced algorithm tailors content suggestions to individual preferences by analyzing user behavior, including viewing history and interaction patterns. For Millennials and Gen Z, who value personalized experiences, this system enhances user engagement by making content discovery more intuitive and relevant. By focusing on viewers' likes, Netflix reduces the time spent searching for shows and increases time spent enjoying content that resonates.

However, the focus on personalization also brings challenges, particularly the risk of algorithmic bias and the creation of "filter bubbles." As Netflix's algorithms refine their recommendations based on existing preferences, users may find themselves exposed predominantly to content that reaffirms their current tastes, potentially narrowing their media diet. This can reinforce existing biases and limit the discovery of diverse perspectives. To address this, Netflix is working to balance personalization with diversity in its content offerings. For example, its strategy in Indonesia includes a focus on socially relevant themes such as mental health and gender equality, reflecting a commitment to authenticity and representation. This approach not only caters to evolving viewer expectations but also supports broader societal conversations, ensuring that while users receive tailored recommendations, they are also encouraged to explore a wider range of content.

"Netflix's algorithm goes beyond merely presenting preferred content; it curates a unique viewing experience tailored to individual tastes. It functions like a personal curator, anticipating preferences and delivering the most relevant content precisely when it is desired"



– **Putri Silalahi**
Head of PR, Netflix Indonesia



From Scroll to Shop: How Social Media Drives Consumer Behavior

Social media algorithms have reshaped how Indonesian Millennials and Gen Z engage with trends, affecting everything from shopping habits to lifestyle choices. Platforms like Instagram and TikTok have fostered a culture of instant gratification, where affiliate marketing and targeted ads drive impulse buying. This environment encourages fast fashion and frequent wardrobe updates, even amid rising sustainability concerns. However, a shift towards thrift shopping and second-hand products is gaining momentum in Indonesia, with platforms like Huntstreet, Tinkerlust, and Banananina becoming increasingly popular. Influencers play a crucial role in promoting these eco-friendly options, making thrift store e-commerce a mainstream trend that resonates with younger generations seeking both style and sustainability.



Social commerce, on track to hit \$1.3 trillion globally, is rapidly driving trend adoption in fashion, tech, and beauty

Advancements in social media algorithms and e-commerce have transformed how Indonesian Millennials and Gen Z engage with fashion and lifestyle trends. Platforms like Instagram and TikTok drive impulse buying through affiliate marketing and real-time targeted ads, effortlessly weaving product recommendations into social media feeds. This creates an environment of instant gratification, where products reach consumers at just the right moment, encouraging quick and often impulsive purchases.

Circular Fashion: A New Definition of Sustainability



Chitra Subyakto, founder of Sejauh and Studio Sejauh, acknowledges that while younger generations are increasingly interested in sustainable shopping, there is a clear divide in their priorities. Some are truly committed to making eco-friendly choices, while others prioritize aesthetics, seeing sustainability as an added bonus rather than a core value. This split highlights a significant opportunity to integrate sustainable values more deeply into everyday consumer habits. Chitra takes this challenge head-on, redefining “sustainability” as “responsibility”—a practical approach focused on reducing harm rather than achieving an unrealistic ideal of zero impact.

Redefining What It Means to Be a Trendsetter Today

Social media algorithms have significantly reshaped how Indonesian Millennials and Gen Z interact with trends, impacting everything from their shopping habits to their lifestyle choices. Platforms like Instagram and TikTok have nurtured a culture of instant gratification, where targeted ads and affiliate marketing encourage impulsive shopping. While this drives fast fashion and frequent wardrobe changes, there is also a growing shift towards thrift shopping and second-hand products. In Indonesia, platforms like Huntstreet, Tinkerlust, and Banananina are becoming increasingly popular. Influencers play a key role in promoting these sustainable options, making thrift store shopping a mainstream trend among younger generations who seek both style and sustainability.



@huntstreet



@tinkerlust



@shopatbanananina

“We’re thankful for our communities, both online and offline. It’s inspiring to see people on IG Stories discussing circular fashion when they mention us, not just our products. This shows they truly understand our message. While this growing interest in the story behind our products is a positive sign, we still have more to do to promote responsible practices, encourage user-generated content, and deepen conversations about our brand’s values”



— **Chitra Subyakto**
Founder of Sejauh Mata Memandang



Social media, particularly Instagram, has emerged as a powerful tool for brands like Sejauh Mata Memandang to engage with their audience and make sustainability both appealing and accessible. This is not just about spreading awareness—it’s about fostering a genuine shift in mindset and behavior. By leveraging these platforms for storytelling and transparency, brands can build communities that advocate for sustainable values. While digital engagement is certainly driving change, there is still much more potential to deepen these conversations and enhance their impact.

The Five Pillars of Circular Fashion



Circular fashion is centered around five key principles: repair, recycle, reuse, resell, and rewear. Each step is crucial in pushing the fashion industry towards a more sustainable future. Encouraging consumers to repair their clothes can help break the cycle of fast fashion and reduce waste. Recycling old garments into new materials decreases the demand for virgin resources and reduces environmental impact. Reusing

and upcycling foster creativity and innovation, turning discarded items into something new and valuable. Reselling extends the life of clothing, making sustainable fashion more accessible and challenging the notion that everything must be brand new. Rewearing clothes challenges the pressure to constantly have something new, promoting a shift towards valuing longevity and versatility in fashion.

Minimalism as a Counter-Trend Among Young People

In response to the overload of fast fashion and consumerism, a minimalist trend is gaining ground among Millennials and Gen Z. Movements like #CapsuleWardrobe2024 promotes owning fewer, high-quality pieces that offer versatility and encourage thoughtful choices over quantity. This minimalist mindset appeals to those who wish to simplify their lives and minimize their environmental footprint.

“A capsule wardrobe isn’t just about owning fewer clothes; it’s about making thoughtful choices that reflect your personal style and values. In a world overwhelmed by trends, focusing on quality and sustainability offers a sense of freedom and peace that’s truly timeless”



— **Cempaka Asriani**
a fashion journalist
and founder of
SARE Studio

Her journey towards a capsule wardrobe, driven by personal experiences and a commitment to sustainability, underscores the rising appeal of minimalism.



Building a More Inclusive Future in Fashion

The launch of Studio Sejauh in 2024 was a significant step forward in Chitra's vision for circular fashion, but it also highlighted areas that need further development. Designed as a collaborative hub, Studio Sejauh brings together artisans, designers, and brands to create products based on circular principles.

“Studio Sejauh was born out of the need to connect those who want to produce responsibly with the artisans and resources that can help them do so”



— **Chitra Subyakto**
Founder of Sejauh
Mata Memandang

Despite the strides made in promoting circular fashion, many small brands and artisans still struggle to adopt responsible practices due to a lack of resources and knowledge. Bridging this gap is crucial for making circular fashion a more inclusive and widespread reality. Providing access to education, sustainable materials, and collaborative opportunities is key to fostering a community that values and implements circular principles.

In summary, there's a noticeable shift towards more sustainable habits, with thrift shopping and circular fashion gaining traction among younger generations who value both style and sustainability. This trend reflects a complex picture of modern shopping behaviors, where the desire for quick gratification meets a rising awareness of environmental impact. As these trends continue to evolve, it's clear that the balance between convenience and conscious choices will play a crucial role in shaping the future of consumer behavior.

Redefining Media Habits For Indonesian Millennials and Gen Z

Web media portals are a key news source for both Gen Z and Millennials in Indonesia, reflecting their shift toward digital consumption. This trend is especially strong among Gen Z, who frequently turn to these platforms for quick updates. Millennials, particularly in smaller cities, also engage heavily with online news, favoring the convenience and variety it offers. With improving internet access, these platforms have become vital in meeting the diverse informational needs of Indonesia's audience.

Nomad media is on the rise, captivating both Millennials and Gen Z by merging the creativity of content creators with the credibility of journalism. These digital-first platforms deliver compelling stories and real-time updates that resonate with younger audiences seeking authenticity and engagement. As these media channels grow, they are transforming news consumption, offering a fresh, interactive approach that aligns perfectly with the digital habits of today's youth.

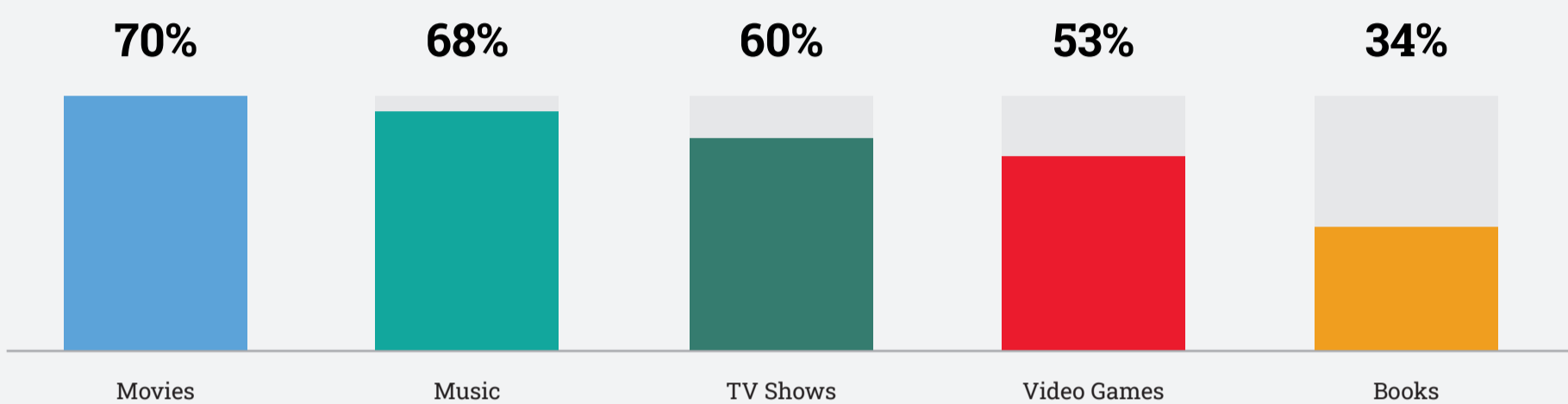
In a world flooded with information, the blue tick on social media once symbolized credibility. However, as its meaning has shifted, media outlets are finding new ways to build trust by fostering genuine connections and transparency. This change reflects the values of Millennials and Gen Z, who are looking for real, meaningful interactions and reliable information, driving a positive shift toward more authentic communication.

Social media trends are driving exciting changes in consumer behavior among Millennials and Gen Z. Platforms like TikTok and Instagram are leading to more spontaneous shopping through engaging ads and influencer recommendations, making discovering and purchasing new products easier and more enjoyable. This trend towards immediacy is not just about quick buys—it's about connecting with brands in a fun and personal way, turning shopping into a more interactive and satisfying experience.

At the same time, there's a vibrant shift towards sustainability and conscious consumption. Influencers are championing thrift shopping and second-hand fashion, and platforms like Huntstreet, Tinkerlust, and Banananina are gaining popularity among eco-conscious consumers. This trend highlights a growing desire to combine style with sustainability, as Millennials and Gen Z look to make choices that reflect their values while still staying fashionable and on-trend.

Rediscovering Passions with Nostalgia and Authenticity

Nostalgia's Strong Grip on Indonesian Millennials and Gen Z

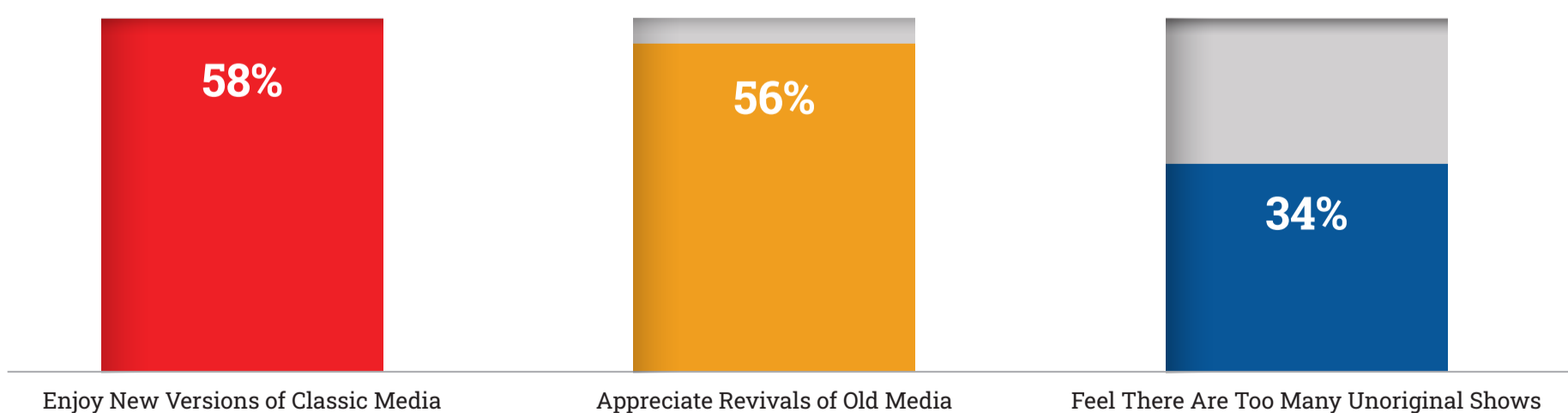


*Multiple-response questionnaires allow the total result to exceed 100%

Nostalgia is a powerful force for Indonesian Millennials and Gen Z, particularly in entertainment. It's more than just a fleeting trend—it's a significant way these generations connect with the media they love. Around 70% of them feel a strong sense of nostalgia with movies, 68% with music, and 60% with TV shows, indicating a deep emotional attachment to media from their past. Whether it's rewatching classic '90s films or early 2000s TV shows, these experiences offer a comforting link to their younger years. Remakes and streaming platforms have made these nostalgic pieces easily accessible, allowing these generations to relive their favorite moments with a modern twist that resonates with today's culture.

However, while nostalgia has its place, there is a growing call for balance with new content. About 58% of respondents enjoy new adaptations of old media and 56% appreciate revivals, but 34% feel overwhelmed by the sheer amount of nostalgic content. This highlights a demand for innovative storytelling that mixes the familiar comfort of nostalgia with fresh, engaging ideas. Brands and content creators must tread carefully—overreliance on nostalgia can dull its impact and lead to audience fatigue.

Balancing Nostalgia with Fresh Content



*Multiple-response questionnaires allow the total result to exceed 100%

The recent success of the *Keluarga Cemara Musical Theatre Show* exemplifies how nostalgia can revive old stories, making them relevant for today's audiences while retaining their timeless appeal.



"This story has endured across generations, which is truly awe-inspiring and demonstrates just how much Indonesians value family and the nostalgia tied to the shows they grew up with. We didn't have to explain much about the show's premise because everyone remembers it and is excited to see how we adapt this story to today's context. It's crucial to make this adaptation relevant, so new audiences who aren't familiar with the original can still connect with it"



— **Pasha Prakasa**
Director & Choreographer of *Musikal Keluarga Cemara*

Boss Creator, a major player in Indonesia's music scene and part of the IDN Ecosystem, understands the appeal of nostalgia, especially for Millennials and Gen Z who love revisiting the past. Their flagship festival, Pestapora, leverages this longing for "the good old days," drawing over 120,000 attendees each year for a three-day celebration of local music talent. For 2024, Boss Creator is amplifying nostalgia by featuring artists who will perform their debut albums in full, including favorites like White Shoes & the Couples Company, The Brandals, SoulVibe, Rumahsakit, Pure Saturday, and Efek Rumah Kaca. This focus on music that fans grew up with sets Pestapora apart as a unique celebration of Indonesia's musical heritage.

"Nostalgia is a big part of why people love music. It brings back memories and allows people to reconnect with their past. At Pestapora, we create a space where fans can enjoy the music that means the most to them"



— **Kiki Aulia Ucup**
Co-Founder of Boss Creator



The Revival of Musical Theater in Indonesia

Live theater in Jakarta began making a cautious return in late 2022 with productions like *Rent* and *Cek Toko Sebelah*, marking a tentative step back to the stage. By 2023, the theater scene gained momentum with more productions like *Ken Dedes* and *Chocolate Factory*, reflecting renewed confidence among theater groups. But 2024 has been a turning point, not just with more productions, but with innovative new shows.

However, it wasn't just about returning to the old ways; 2024 also saw the emergence of innovative productions :



Lights Up! Let The Show Begins...

“The resurgence of live theater has been incredibly inspiring and fills me with optimism as a creator. It’s a reminder of the endless possibilities to evolve and grow by using different platforms and creating diverse content formats. At the same time, I stay true to what I do best—creative storytelling and vibrant, explosive visuals that blend humor with cultural themes”



— **Aulion**
Content Creator and Initiator of *Musikal Dangdut Kukejar Kau Sayang*

Aulion has witnessed firsthand the transformative power of social media in introducing musical theater to younger generations. In the past, theater was mostly experienced through live stage performances or, occasionally, on television. Today, platforms like Instagram and YouTube make it easier than ever to reach new audiences. When people see entertaining snippets or even entire performances online, it piques their curiosity and opens them up to exploring musical theater further. It’s been incredible to see how these platforms not only create trends but also bring this art form to life for a broader audience.

However, Aulion acknowledges the challenges that come with this shift, especially when audiences are accustomed to free online content. Despite this, he has noticed a positive change: more people are now willing to pay for theater experiences, suggesting a growing market for live performances in Indonesia. This change in audience mindset motivated him to bring *Musikal Dangdut* to the stage, seeing it as an opportunity to tap into a burgeoning trend.

For Aulion, the magic of live theater lies in its emotional impact and the unique, shared experience it offers—something digital content simply can't replicate. The joy and surprise on people's faces when they encounter live music and acting for the first time is priceless. These immersive, unforgettable moments are what make theater so special and fuel his passion for the art form.

A Bold Step Forward for Indonesian Theater

Musikal Keluarga Cemara represents Visinema's ambitious leap into musical theater, adapting Arswendo Atmowiloto's beloved story of an Indonesian family. With 30 shows over 25 days at Ciputra Artpreneur, this production pulls out all the stops, showcasing the full force of a major film company's resources. This scale and dedication, complete with extensive marketing and strong support for cast and crew, highlight a production budget that likely exceeds any recent Indonesian musical. Despite initial concerns about ticket sales, the show quickly sold out, demonstrating the robust demand and appreciation for local theater.



“We were really worried about the risks tied to such a big investment. Even with the strategic timing during school holidays and a strong promotional push, at the beginning we weren’t sure we could fill a 1,157-seat theater 30 times. So yeah, I was nervous. The first week was intense. But then, people started showing up. Tickets began flying off the shelves on our partner sites. By the last two weeks, we were completely sold out. It was amazing to see that kind of demand and appreciation from the audience. Such a humbling experience, indeed”



— **Pasha Prakasa**
Director and Choreographer of *Musikal Keluarga Cemara*

Yet, the success of these shows also underscores the need for more government support to provide adequate performance spaces throughout the country.

“Unlike box office movies, which can be watched later in different formats, live theater relies on the instant connection and euphoria of a live performance. That’s why we need more proper venues to elevate the quality of our theater shows”



— **Naya Anindita**
Director of *Serial Musikal Nurbaya* and *Payung Fantasi*

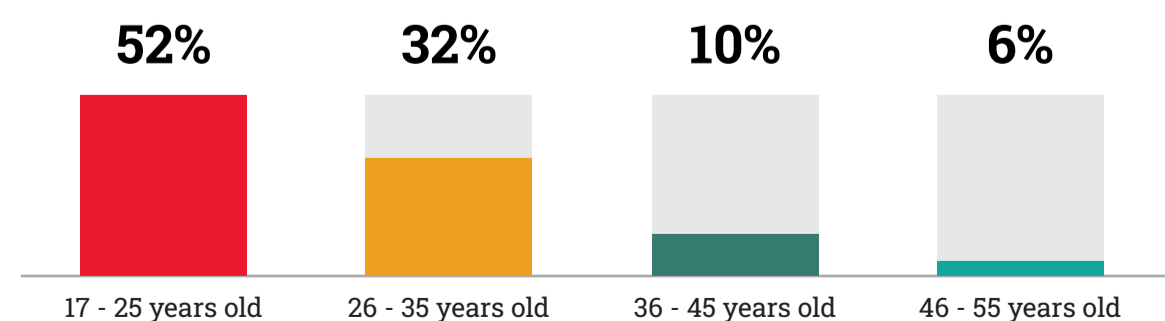
As the Indonesian musical theater scene continues to grow, it’s clear that more state support is essential to sustain this resurgence and ensure it thrives as both an art form and a cultural force.

The Emotional Connection in Today’s Music

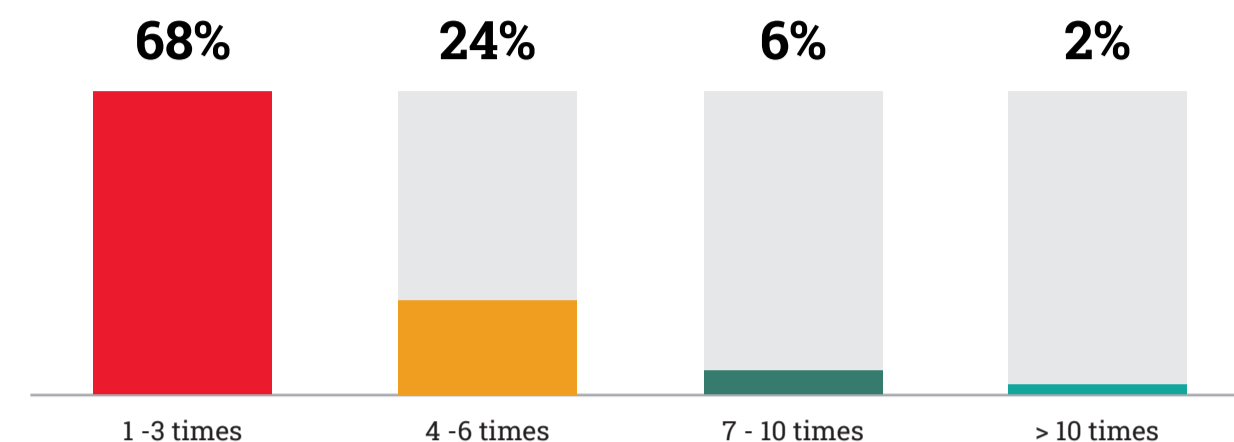
Understanding Concert-Goers: Spending Habits and What Draws Them In

The live music scene in Indonesia is largely driven by a young audience, with 52% of concert-goers falling in the 17-25 age range and 32% aged 26-35. This significant representation of Gen Z and Millennials suggests that these generations are the most enthusiastic about attending music events.

Age Distribution of Indonesian Concert-Goers



Concert Attendance Frequency in the Past Year



There is a high level of engagement among Indonesian concert-goers, with 68% of respondents attending 1-3 concerts in the past year. This frequency indicates a strong demand for live music events, reflecting the cultural significance of music and entertainment in their lives.

Affordability is a key factor for Indonesian concert-goers, as evidenced by 51% of attendees preferring to spend less than IDR 1,000,000 on concert tickets. This preference for lower-priced tickets indicates that while there is a strong interest in attending live events, the cost remains a crucial consideration.

51%
of Concert Attendees
prefer to spend less than IDR 1,000,000
on concert tickets, showing a
preference for affordability



“When it comes to Pestapora, affordability is more than just a strategy; it’s our edge. By keeping prices accessible, we’re not just filling areas—we’re making a statement. We’re bringing people from all walks of life together to celebrate Indonesia’s diverse music scene. Whether you’re into dangdut or electronic disco, Pestapora is a place where everyone can explore and enjoy different genres, making music truly accessible to all”



— **Riandika Winandatama**
Co-Founder and Head of Business Boss Creator

Cracking the Code of Going Viral: What Makes Content Explode in Popularity

Social media has transformed the music industry, turning what was once a private act of listening into a public expression of identity. For Millennials and Gen Z, platforms like Instagram and TikTok are not just apps; they are stages for showcasing their musical tastes and personal brands. It's no longer about listening in solitude—it's about sharing, curating, and connecting through music.

“Most artists today aren't just musicians; they're also content creators. Social media is essential for building deeper connections with fans. It's not just about promoting songs anymore—it's about fan engagement. Live Streaming, in particular, offers a real-time way for artists to connect directly with their fans, creating unique interactions that can possibly grow their listeners and fans that traditional methods can't replicate. It's about growing and fostering a community and giving fans a reason to be closer to the artist and to keep coming back”



— **Triari Senawirawan**
Country Managing Director
at Warner Music Group Indonesia



Consider the **“Gak Bisa Yura”** trend, which took over TikTok, Instagram, and X. It all started with a video of Yura Yunita delivering a powerful performance of “Risalah Hati” by Dewa 19, filled with raw emotion that struck a chord with viewers. This sparked a wave of memes and remixes, with the hashtag #GakBisaYura becoming a way for people to share their own struggles and tough moments, showing how a single authentic moment can snowball into a cultural phenomenon.

Look at Sal Priadi's **“Gala Bunga Matahari”** Released in June 2024, the song quickly went viral, capturing themes of love, loss, and longing that deeply resonated with audiences. Its emotional impact made it a favorite on TikTok, where users used the song to express feelings of missing loved ones. By August, it had amassed over 63 million streams on Spotify and featured in more than 205,000 TikTok videos. The music video, starring child actress Gempita Nora Marten, added even more emotional weight, hitting 1 million views

in just one day and topping YouTube's trending list. The hashtag #GalaBungaMatahari trended on X as fans shared their emotional reactions, turning the song into a cultural touchstone.

Fans have also shifted from being passive listeners to active participants in the music scene. Gen Z, in particular, loves remixing, covering, and putting their own spin on songs, turning them into co-creators who can propel a track up the charts. This evolution from passive consumption to active participation shows just how deeply social media is woven into the fabric of the music industry.

For Indonesian Millennials and Gen Z, authenticity isn't just a preference—it's a necessity. They crave content that feels genuine and reflects their own experiences, whether it's joy, heartbreak, or the day-to-day struggles of life. This demand for authenticity is why emotionally charged songs that speak to their realities resonate so deeply, making these generations the driving force behind today's entertainment landscape.

Musicians To Watch In 2025...

Bernadya broke into the Indonesian music scene with her 2024 debut album, *Sialnya, Hidup Harus Tetap Berjalan*. Produced by Rendy Pandugo, the album's standout track, “Satu Bulan,” captures the raw emotions of a breakup, hitting hard for listeners of all ages. Her knack for expressing real feelings, along with collaborations with artists like Petra Sihombing, has made her a go-to voice for Millennials and Gen Z. Her music speaks directly to a digital-savvy crowd craving honesty, proven by her success on the Spotify charts and her record as the first Indonesian artist to reach 2 million streams in a single day.



Bernadya's hit single “Satu Bulan” has broken records, becoming the first song to achieve over 2 million daily streams on Spotify Indonesia

But Bernadya isn't interested in playing by the usual industry rules. She sticks to her voice, choosing real interactions over staged promotions. For her, social media isn't just about marketing; it's a way to connect. Inspiration for her songs comes from everywhere—personal stories, films, books, everyday conversations. While she's open to feedback, she uses it to shape her music without losing her core identity. No matter how big the numbers get, Bernadya is all about keeping it real.

“Authenticity for me means staying true to who I am, even if it means not following the typical structure or formula that everyone expects. My songs may not always have a catchy chorus, but they tell a story—my story—and that's what matters most to me. Achieving 2 million daily streams is exhilarating, but it also brings a certain pressure. I constantly remind myself that while numbers are important, they shouldn't dictate the direction of my music”

— **Bernadya**, Singer-Songwriter

Most Popular Local Musicians



Bernadya



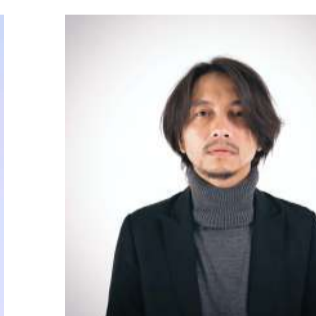
Sal Priadi



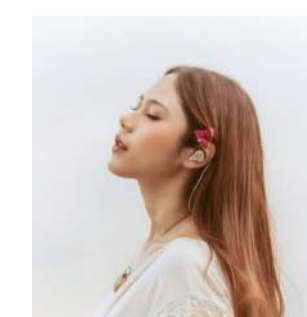
Mahalini



Lyodra



Fiersa Besari



Nadin Amizah



Hindia



Tulus



Vierratale



Raim Laode

Redefining Travel and Exploration with TikTok

How Much Are Millennials and Gen Z Willing to Spend on Travel?

TikTok is rapidly changing the way Millennials and Gen Z approach travel, turning the platform into a primary tool for discovering and planning their trips. What began as a hub for short, entertaining videos has evolved into a powerful travel resource, where user-generated content (UGC) blends seamlessly with engaging, dynamic videos to inspire new adventures. With travel-related search terms like “cheap flights” and “travel hacks” racking up 117 million views globally, TikTok’s influence in the travel sector is undeniable.

40%
of Gen Z Respondents
now prefer using TikTok and Instagram for travel-related searches over traditional search engines according to Google’s internal data

This shift is highlighted by the sheer volume of content being produced—64 million videos are uploaded daily on TikTok in 2024 alone. Users see UGC as highly authentic and rely on it heavily when making travel decisions, often even before consulting traditional search engines. TikTok has become the go-to platform for travel inspiration, offering everything from stunning visuals of hidden destinations to practical tips and tricks that make travel more accessible. The platform’s ability to provide a personalized, visually engaging experience makes it a crucial tool for today’s travelers.



How TikTok is Revolutionizing Travel Planning



According to TikTok’s global app data, the platform **inspires 74% of unplanned purchases** of travel-related products or services

The impact of TikTok on travel planning is clear. Users aren’t just passively consuming content; they are actively engaging with videos that shape their travel choices. For instance, relaxing holidays are the most searched category, making up 66% of all travel-related searches on the platform. City breaks follow at 58%, while adventure holidays and luxury escapes attract 42% and 30% of users, respectively. This data shows a significant trend: younger generations are using TikTok not just to dream about travel but to make concrete decisions about where to go and what to do.

Favorite Holiday Destinations



66%
Relaxing Holiday



58%
City Breaks / Urban Getaways



42%
Holidays in Nature



30%
Luxury Holidays

Turning Travel Dreams into Reality: TikTok’s Influence on Indonesian Travel Trends

67%
of Millennials and Gen Z
planning to travel in the next 12 months use TikTok to share experiences or seek recommendations

According to our survey, 67% of Millennials and Gen Z planning to travel in the next 12 months use TikTok to share their experiences or seek recommendations. This statistic underscores TikTok’s dual role as both an inspiration hub and a sharing platform for travelers in Indonesia. It’s a golden opportunity for travel brands to engage with these audiences by creating content that resonates with their desires and habits. As TikTok continues to rise as a go-to platform for travel planning, it’s essential for marketers to align their strategies with this behavior to capture the attention of these digitally savvy travelers.

The Impact of Content Creators in Crafting Travel Aspirations

Key Influences on Travel Choices

38%

Are Budget Conscious Travelers

33%

Looks for Adventure in Nature

29%

Prioritizes Ease of Travel

When selecting travel destinations, Millennials and Gen Z in Indonesia focus on three key factors. First, cost is the most crucial consideration, showing a strong preference for affordable travel options. This trend is consistent with the global behavior of TikTok users, who frequently search for budget-friendly travel hacks and deals. Second, there is a notable preference for destinations with natural beauty and opportunities for outdoor activities, indicating a growing interest in

ecotourism and adventure travel. Lastly, ease of travel plays a significant role, emphasizing the need for straightforward and hassle-free experiences, such as simple visa processes, accessible transportation, and well-developed travel infrastructure. These insights from our survey underscore the distinct needs and preferences of Millennials and Gen Z, offering valuable guidance for travel brands to customize their offerings effectively.

Exploring the Globe: How Adventurous Millennials and Gen Z Are Redefining Travel

Content creators also play a growing role in shaping the travel decisions of Millennials and Gen Z. Their influence is significant, and partnering with popular creators is a proven strategy for brands looking to connect with these younger audiences. Sponsored posts, collaborative travel series, and exclusive partnerships with creators who resonate with the target demographic can deliver authentic and engaging content, building trust and loyalty. TikTok, in particular, has evolved from being merely an entertainment platform to becoming a powerful search engine for travel, fundamentally altering how younger generations discover and plan their journeys.

Our survey reveals that **respondents are 4.1 times more likely to look to content creators for travel inspiration during their trips**



Millennials are explorers at heart

Seeking meaningful travel experiences that immerse them in local cultures and histories. Millennials prioritize destinations that offer depth and opportunities for personal growth, often choosing lesser-known spots where they can connect with the essence of a place beyond its tourist facade.

Gen Z is driven by immediacy and social visibility

Their travel choices are often inspired by what's trending on social media, opting for destinations that provide eye-catching, shareable moments. For them, travel is about capturing the now and amplifying it through their digital presence, favoring trips that deliver quick hits of adventure and aesthetic appeal.

Platforms like Instagram and TikTok have become the new travel agents, shaping these choices more than ever before. No longer just spaces to share memories, these social media giants are now the go-to sources for travel inspiration for both Millennials and Gen Z. tiket.com, for example, has expertly tapped into this trend by leveraging user-generated content, content creator partnerships, and real-time engagement, placing itself at the forefront of this shift in travel culture.

“The idea of a ‘viral travel moment’ is more crucial than ever, with destinations trending on TikTok becoming must-visit spots, especially for younger travelers. This shift towards user-generated content signals a fundamental change in how travel choices are made—young travelers prioritize authenticity and relatability, engaging with real-life experience content rather than polished commercial advertising”



— **Gaery Undarsa**
Co-Founder & CMO of tiket.com





Financial technology is also reshaping how Millennials and Gen Z think about travel. 'Buy Now, Pay Later' services like Pay Later have revolutionized the market by allowing younger travelers to book trips without the burden of immediate full payment. This aligns perfectly with their financial habits, where flexibility is key.

“Pay Later has been a game-changer for the travel industry, particularly for younger travelers who view travel as a lifestyle and are now exploring more than ever. While it makes travel more accessible, it also comes with the responsibility to ensure spending wisely”



— **Gaery Undarsa**
Co-Founder & CMO of tiket.com

Understanding these generational nuances is crucial for any travel business aiming to capture the attention of these influential groups. Millennials and Gen Z are united by their desire for authenticity, personalization, and convenience in their travel experiences. Post-pandemic, there has been a noticeable shift towards local and sustainable tourism, with younger travelers in Indonesia increasingly exploring domestic destinations that offer eco-friendly and mindful experiences. This trend reflects a broader movement toward wellness and sustainability, as Millennials and Gen Z seek out travel that allows them to reconnect with themselves and the world around them.

The Evolution of Indonesian Cinema

What's Capturing the Audience's Imagination?



Agak Laen



The Architecture of Love



Seni Memahami Kekasih



Siksa Kubur



Vina: Sebelum 7 Hari



Badarawuhi di Desa Penari



Ipar adalah Maut



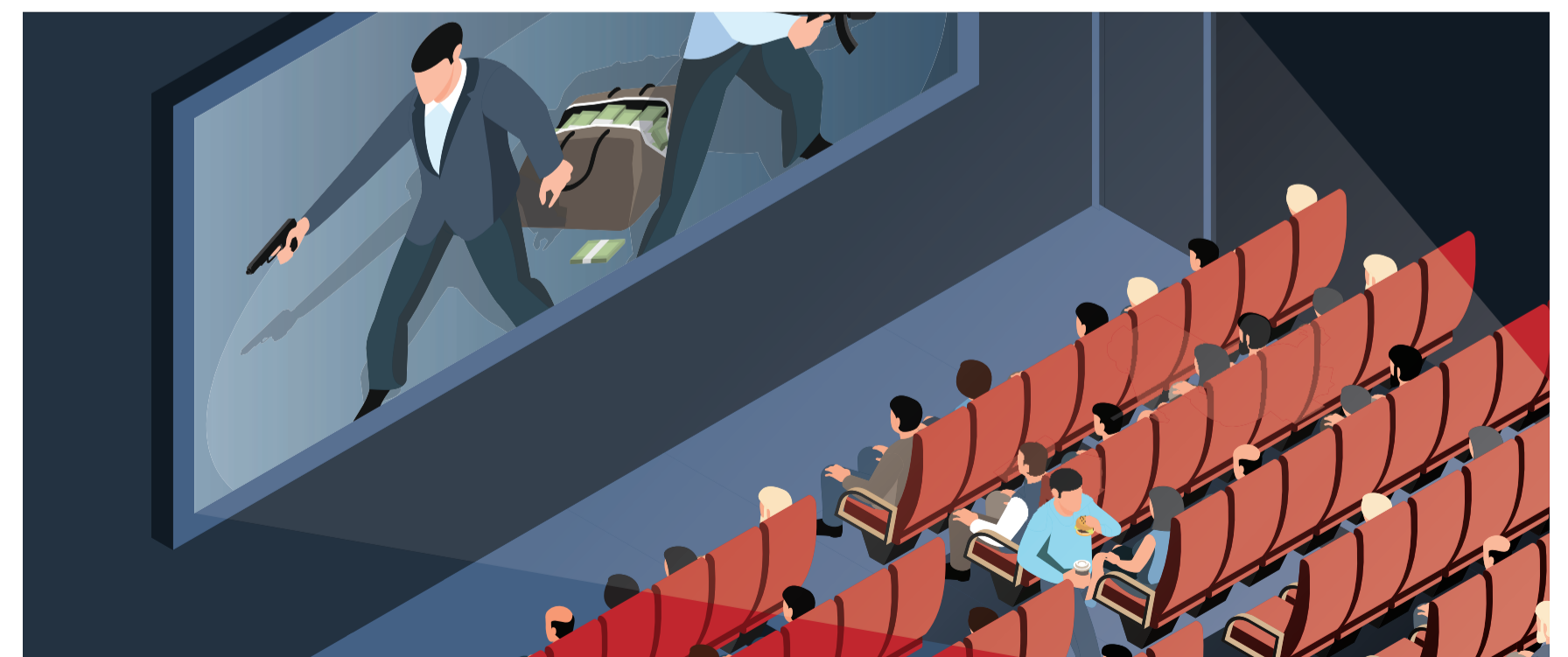
Pemandi Jenazah



Ancika: Dia yang Bersamaku 1995



Sekawan Limo





Innovating Beyond the Norm: Expanding Indonesian Cinema Beyond Horror

In 2024, Indonesia's film industry has continued to captivate audiences, particularly through the horror genre, which dominates the box office with a lineup that includes titles like *Vina: Sebelum 7 Hari* and *Badarawuhi di Desa Penari*. Yet, while horror films have clearly struck a chord with the Indonesian public, there is a noticeable shift toward more grounded, realistic storytelling across different genres. This evolving trend suggests that viewers are beginning to crave narratives that go beyond the supernatural and engage with more relatable human experiences.

Indonesia's cinematic landscape this year is a testament to the nation's enduring love affair with its folklore and the supernatural. The popularity of horror films, which draw heavily from local ghost stories and urban legends, reflects a deep cultural resonance. Films like *Siksa Kubur* and *Kereta Berdarah* are not just box-office hits; they are cultural phenomena that tap into the collective imagination. However, this heavy reliance on horror also raises concerns: is the industry leaning too hard on its haunted roots? Are we on the verge of a horror renaissance, or are we risking creative stagnation?

The economic allure of horror films cannot be ignored—they are relatively inexpensive to produce and consistently deliver strong returns. But this financial success comes with a downside: market saturation. With a constant stream of horror releases, there is a

risk of creative fatigue setting in, both for filmmakers and audiences. The challenge now is not just to produce horror films but to innovate within the genre, offering fresh takes that can reignite interest and keep viewers engaged.

This year's breakout film, *Agak Laen*, a horror-comedy, offers a glimpse into a potential future for Indonesian cinema. By blending humor with horror, it has successfully reimagined what a horror film can be, proving that audiences are hungry for innovation and novelty. The film's commercial and critical success should serve as a wake-up call to filmmakers and producers: the time has come to push the boundaries of genre and explore new storytelling possibilities.

Alongside horror, there is a burgeoning interest in stories that are more intimate and rooted in everyday life. Films like *Jatuh Cinta seperti di Film-film* and *Ancika: Dia yang Bersamaku 1995* show that there is an appetite for romantic comedies and dramas that offer a slice of real life, with relatable characters and mature themes. Director Yandy Laurens' work on *Falling in Love Like in the Movies*, which portrays the nuanced relationship of a couple in their 40s, is a prime example. The film's realistic dialogue and emotional depth struck a chord with viewers, proving that Indonesian audiences are ready for narratives that move beyond fantasy to explore genuine human experiences.

"From the start, the idea for this film was to explore how to love someone who has gone through profound loss. At this point in my life, I want to express even more love to my mom, who became a widow after losing my dad when I was in middle school and later my older sister, leaving her to navigate life filled with grief. That's why I chose a black-and-white theme and a widow as the central character—to explore whether my mom could find another chance, even if just for herself, to love again and allow herself to be loved. This narrative resonates deeply because grief is a universal experience that everyone will face at some point"



— **Yandy Laurens**
Director of *Falling in Love Like in the Movies*



Laurens' words, shared during the press conference for *Falling in Love Like in the Movies* at Epicentrum XXI, highlight the film's emotional core and its connection to universal themes of loss and love.

The recent rise in romantic dramas and comedies indicates that Indonesian cinema is ready to diversify. Films like *The Architecture of Love* suggest that audiences are eager for stories that evoke a range of emotions—laughter, tears, and introspection. This trend towards relatable storytelling presents a golden opportunity for filmmakers to broaden their horizons. With the digital age reshaping how films are consumed, streaming platforms have opened new avenues for diverse content distribution, allowing for a wider range of genres and storytelling methods to flourish.

To sustain its growth and avoid creative burnout, Indonesia's film industry must embrace innovation and diversity. While horror will always have a place in the hearts of Indonesian moviegoers, it should not be the only story we tell. There is a need for fresh perspectives—be it through horror-comedies, psychological thrillers, or heartfelt romantic dramas. The future of Indonesian cinema lies in balancing the old with the new, honoring cultural roots while daring to push the envelope. By doing so, the industry can remain vibrant and relevant, ready to meet the evolving tastes of audiences who are eager for more varied and nuanced storytelling.



The Journey of *Agak Laen* from Podcast to Box Office Hit

Agak Laen was born out of a simple idea—a podcast created by four comedians from North Sumatra, Boris Bokir, Indra Jegel, Oki Rengga, and Bene Dion, who were already familiar faces in Indonesia’s comedy scene. Launched during the COVID-19 pandemic, the podcast offered these comedians a way to stay connected with their audience and keep their creativity alive when live performances were off the table. What started as a casual project quickly struck a chord with listeners nationwide, turning *Agak Laen* into a unique brand with a rapidly growing fan base.

The secret to the podcast’s appeal was the undeniable chemistry between the four hosts. Each brought something different to the table—Boris’s dry humor, Indra’s slapstick antics, Oki’s sharp observations, and Bene’s clever commentary. This mix of styles created a lively and engaging show that resonated with a broad audience. As the podcast’s popularity soared, it was clear that *Agak Laen* had become more than just an entertainment outlet; it was evolving into a valuable intellectual property (IP) with significant potential.

Sensing an opportunity, the comedians decided to take *Agak Laen* to the next level by making a film. They teamed up with the production house Imajinari to translate their humor and chemistry to the big screen. This leap from podcast to film felt like a natural evolution, as the cast’s rapport and comedic timing had already captivated fans. In a pivotal podcast episode, they brought in Ernest Prakasa, a seasoned producer at Imajinari, to discuss adapting their hit podcast into a movie.



“From a marketing perspective, having an established IP or something that already resonates with audiences is a big advantage.”

— Ernest Prakasa
Producer of *Agak Laen*

Ernest’s point was spot on—the “*Agak Laen*” brand, coupled with the comedians’ popularity, generated a buzz long before the film’s release. The established fan base and familiar content smoothed the path to this new format, helping the film reach a wide audience and ensuring a strong box office performance.

The film’s success was also a testament to the strong performances of Boris, Indra, Oki, and Bene, who brought their podcast personas to life on the big screen. Their ability to shift seamlessly from audio to visual storytelling made the movie feel like an organic extension of the podcast, boosting its appeal.

Agak Laen wasn’t just a box office success; it reshaped the possibilities for original content in Indonesian cinema. It stood out as the only film with an original screenplay among the top 10 highest-grossing Indonesian films since 1998, breaking away from the dominant trend of adaptations and remakes. The other films in this category include adaptations of viral Twitter threads like *KKN di Desa Penari* and *Sewu Dino*, remakes such as *Warkop DKI Reborn: Jangkrik Bos! Part 1* and *Miracle in Cell No 7*, sequels to remakes like *Pengabdian Setan 2: Communion*, novel adaptations like *Dilan 1990* and *Laskar Pelangi*, and movies based on true stories like *Habibie & Ainun*.

The film’s success is a powerful reminder of the value of originality and the untapped potential for creative innovation in Indonesian cinema.



“We never anticipated such a response. It shows there’s a hunger for originality, and if you create something with sincerity and authenticity, people will connect with it. ‘*Agak Laen*’ was a passion project that resonated far beyond our expectations”

— Muhadkly Acho, Scriptwriter of *Agak Laen*

The top 3 favorite genres for Indonesian Millennials and Gen Z



Comedy



Romance



Action

Binge-Watching in Indonesia: Beloved Entertainment or Cause for Concern?

It’s easy to see why: the convenience of watching back-to-back episodes is a great escape from daily life. Whether it’s a gripping drama, a laugh-out-loud comedy, or a spine-tingling horror series, binge-watching has become a go-to way for many Indonesians to relax and unwind.

Binge-watching is sweeping through Indonesia, with **40% of Millennials and Gen Z regularly watching multiple episodes in a single sitting**

46% of Millennials admit to binge-watching often

The appeal is all about control and comfort—being able to pick what you want to watch and when you want to watch it, all without leaving your couch. For many, it’s more than just entertainment; it’s a way to destress and find a bit of solace after a busy day. It’s a small comfort that fits perfectly into the fast-paced modern world.

About 38% of parents say they’ve gotten closer to their kids by watching shows together

Binge-watching has also turned into a surprising way for families to bond. It’s not just about the screen time; it’s about sharing laughs, discussing plot twists, and enjoying stories as a family. In a world where technology often pulls us apart, it’s nice to see it bringing people together in a simple, everyday way.

40% of respondents feel happy after they binge-watch their favorite shows and 49% claim to have missed social events to continue binge-watching

While binge-watching offers a convenient escape from reality, there are physical drawbacks to consider. Prolonged hours spent in front of a screen can reduce physical activity, contributing to a more sedentary lifestyle, which isn't ideal for overall health. It's easy to become so engrossed in back-to-back episodes that you forget to stand up and move around, leading to potential health risks associated with prolonged inactivity. However, there are third-party apps available, such as Teleparty and Scener, which, as **Putri Silalahi, Head of PR at Netflix Indonesia**, explains, allows people to watch content together, creating shared viewing experiences from the comfort of their homes. This not only helps mitigate the isolation often associated with binge-watching but also taps into the growing trend of hybrid social experiences, where digital platforms facilitate communal activities that resemble real-life gatherings.

From a strategic standpoint, binge-watching has significantly influenced how content is produced and marketed. Netflix's approach to allowing content to be consumed at the viewer's pace, whether through binge-watching or more traditional episodic viewing, caters to a digital-savvy audience that values control over their entertainment. However, balancing the addictive nature of binge-watching with the need for healthy viewing habits is crucial. Features like the "Are you still watching?" prompts serve as gentle reminders for viewers to take breaks and practice more mindful consumption. Despite these challenges, binge-watching remains hugely popular in Indonesia, highlighting our love for engaging stories and the transformative impact digital platforms have on how we connect with content.



"It's all about striking the right balance between enjoying your favorite shows and keeping a healthy lifestyle. Entertainment should enrich our lives, not overwhelm them"

— Putri Silalahi, Head of PR, Netflix Indonesia



Revolutionizing Content & The Future of Podcasts and Short-Form Videos in Indonesia

The podcast and video content scene in Indonesia is buzzing with excitement and potential, especially as we look ahead to 2025. Podcasts are no longer just about audio—they're evolving into rich, multimedia experiences that blend sound with visuals on platforms like YouTube and TikTok. This shift isn't just about following global trends; it's about reshaping how we consume and engage with content, making it more immersive and interactive.

Revenue in Indonesia's Music, Radio & Podcasts market is expected to hit \$379.1 million in 2024, with an average annual growth of 3.84%, reaching around \$457.6 million by 2029



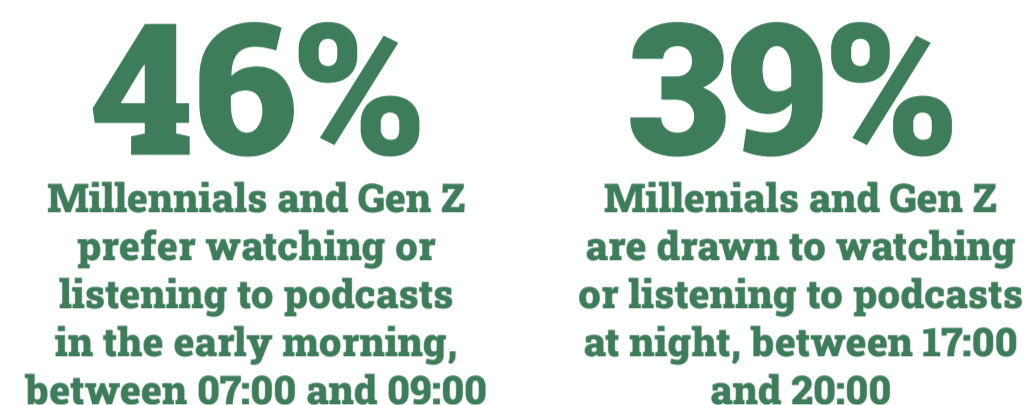
In Indonesia, this trend is fueled by a young audience—Millennials and Gen Z—who are drawn to the flexibility and depth podcasts offer, whether they're listening during their commute or watching on YouTube. On the video front, Indonesia is embracing short-form content in a big way. Platforms like TikTok, Instagram Reels, and YouTube Shorts are redefining what it means to capture an audience's attention, shifting towards shorter, punchier videos that are easy to share and go viral quickly. The 2023/2024 Tourism and Creative Economy Outlook highlights that this format is more than just a trend; it's becoming the new normal for how Indonesian youth engage with media. This shift towards bite-sized content is pushing creators to think outside the box, constantly innovate, and adapt to the fast-paced digital landscape.

But there's a twist: the rise of audio-visual podcasts is blending the best of both worlds—audio storytelling and visual engagement. YouTube, with its vast user base in Indonesia, has become the go-to platform for this new format. Creators like Deddy Corbuzier are at the forefront, using their channels to host podcasts that mix deep conversations with dynamic visuals, making them more engaging and accessible for young viewers. These audio-visual podcasts are not just about entertainment; they're about creating a space for meaningful dialogue and diverse perspectives, catering to an audience that values authenticity and depth.

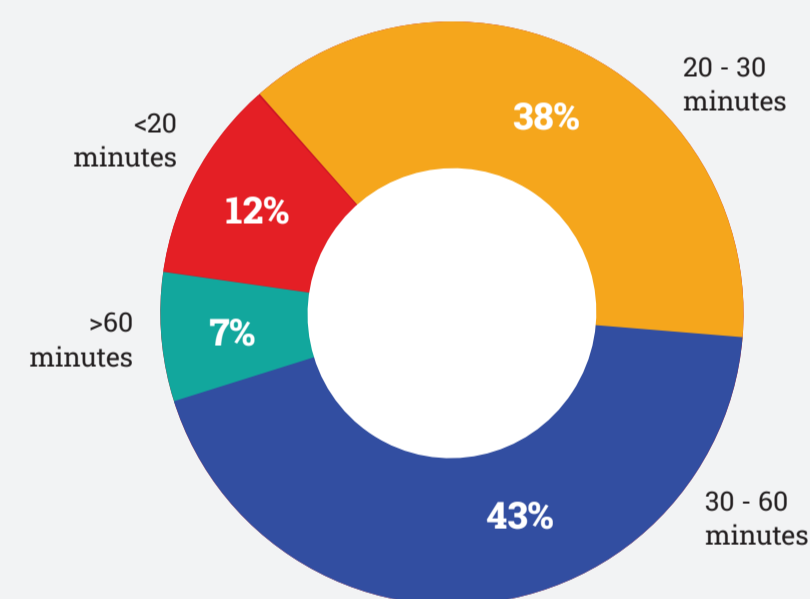
Podcast Consumption Behaviour of Indonesian Millennials and Gen Z

When it comes to tuning in to their favorite podcasts, Indonesian Millennials and Gen Z show a clear pattern in their listening habits. Early morning, between 07:00 and 09:00, are prime time for these listeners, with 46% preferring to start their day with a podcast during their commute or morning routine. This isn't just about filling time; it's about making the most of those quiet hours, turning commutes into moments of learning or laughter. As the day winds down, another peak emerges between 17:00 and 20:00, with 39% of respondents opting to listen during their journey home or while unwinding after a long day. These windows of opportunity reflect a lifestyle that seamlessly integrates podcasts into daily routines, turning otherwise mundane moments into engaging experiences.

Preferred Time for Watching / Listening to Podcasts



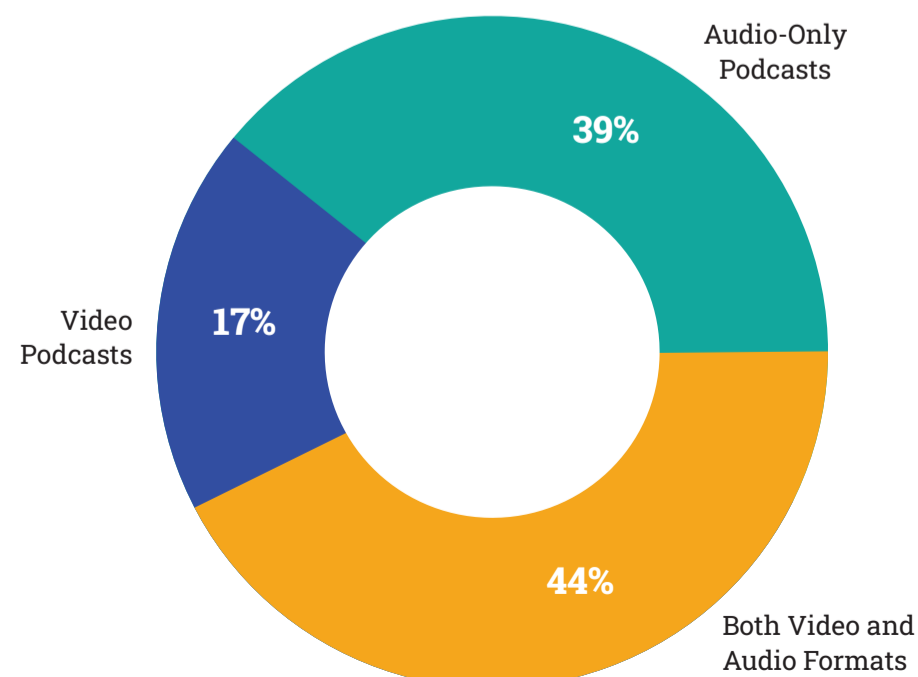
Preferred Podcast Duration



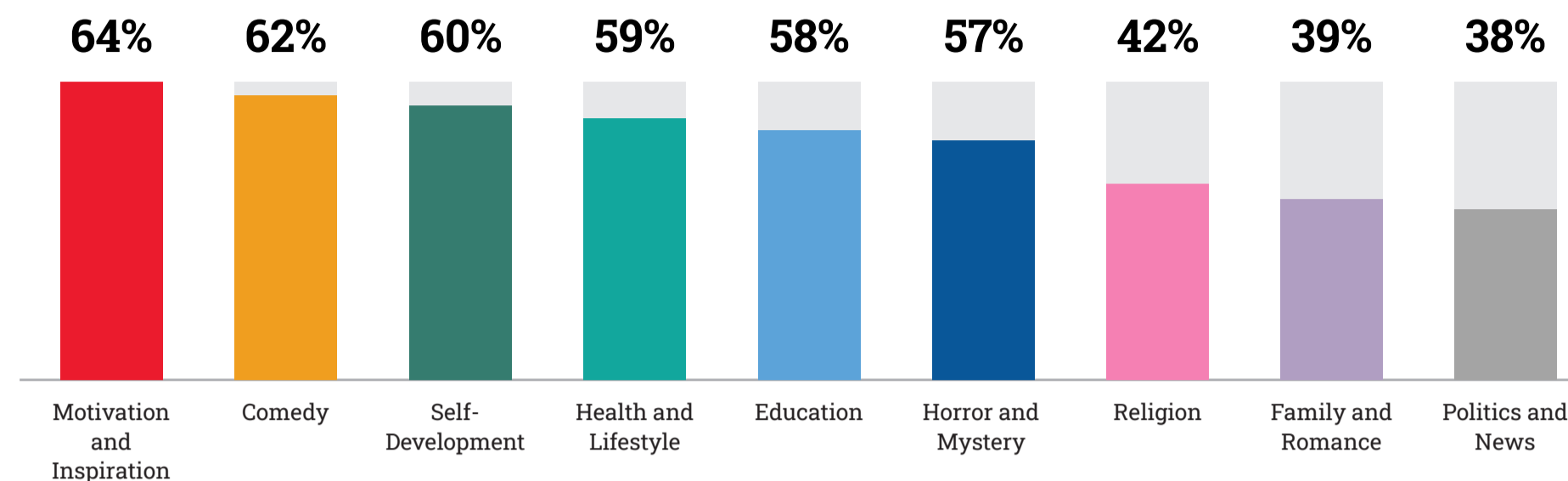
In terms of podcast length, Indonesian Millennials and Gen Z are clear about what they want: a balance between depth and brevity. The sweet spot appears to be between 30-60 minutes, preferred by 43% of listeners who likely enjoy a deep dive without feeling overwhelmed. Right behind, 38% lean towards the 20-30 minute range, ideal for quick insights and easily digestible content. These durations suggest that for many, podcasts are a companion for commutes, workouts, or breaks—long enough to immerse but short enough to finish in one sitting. It's all about getting valuable content that fits into a busy schedule.

When choosing how to consume their favorite shows, flexibility is key. A significant 44% of respondents prefer both video and audio formats, showing a desire to switch between watching and listening depending on the situation. Whether at home, where they can watch, or on the move, where listening is more practical, this choice reflects a need for versatile content consumption. Meanwhile, 39% still appreciate the classic audio-only experience, often enjoyed during multitasking or in situations where screen time isn't possible. Interestingly, only 17% prioritize video podcasts, indicating that while visuals add value, they're not essential for most listeners who value the convenience of audio content.

Podcast Format Preference



Preferred Podcast Genres (Excluding Business and Socio-Cultural)

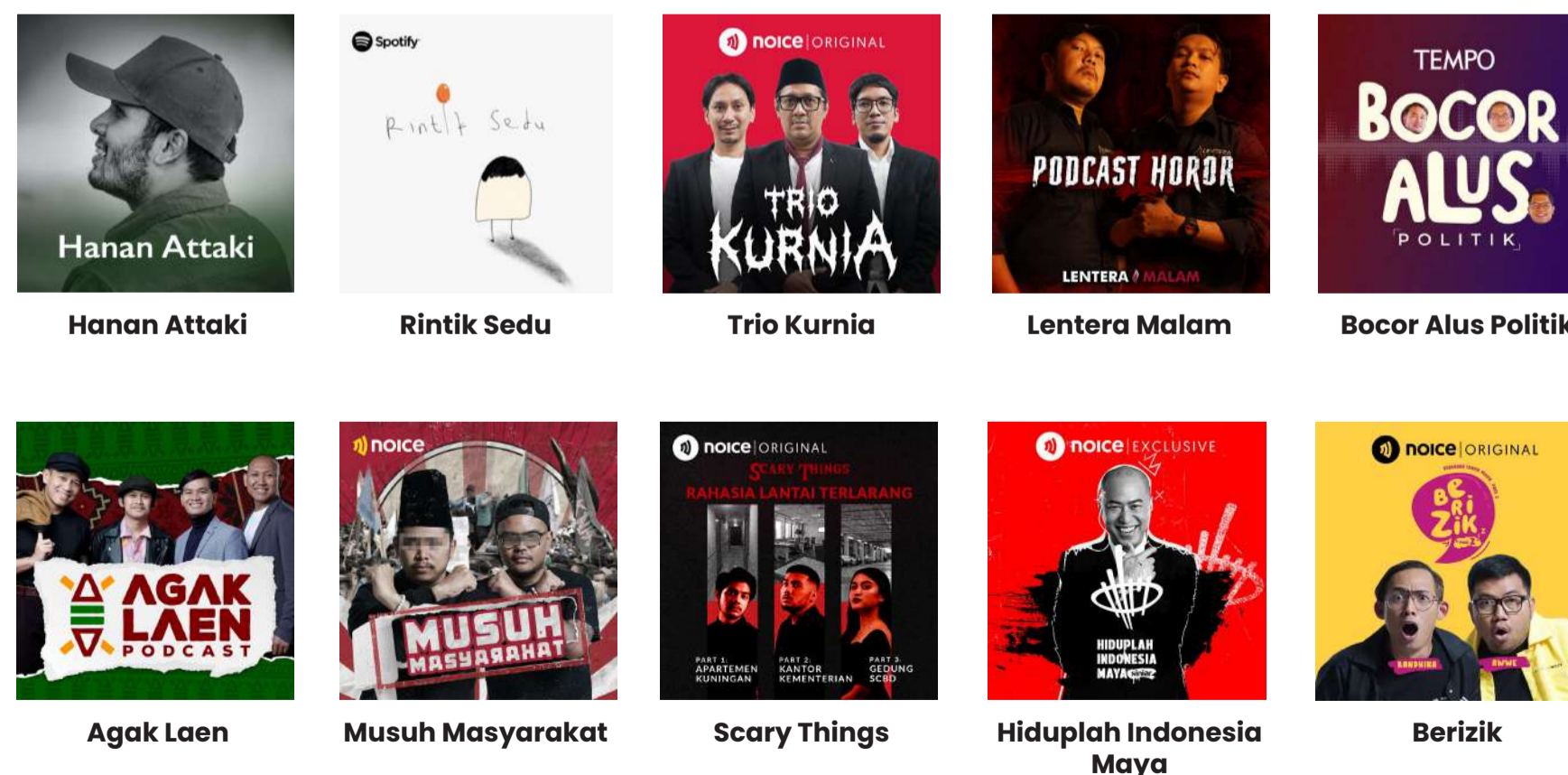


*Multiple-response questionnaires allow the total result to exceed 100%

When it comes to content, Indonesian Millennials and Gen Z are looking for more than just entertainment—they're seeking inspiration and growth. The most popular podcast genre is "Motivation & Inspiration," with 64% of respondents choosing this type of content. It seems these listeners are on the lookout for uplifting stories and motivational insights that can provide a positive boost in their daily lives. Close behind, 62% favor "Comedy," highlighting a strong desire for humor and light-hearted content that offers a break from the stresses of daily life. Other popular genres like "Self-Development," "Health & Lifestyle," and "Education" resonate with those keen on personal growth and continuous learning, reinforcing a trend towards content that not only entertains but also enriches and empowers.



Top Podcasts in Indonesia



Top Audio Visual Podcasts on Youtube in Indonesia

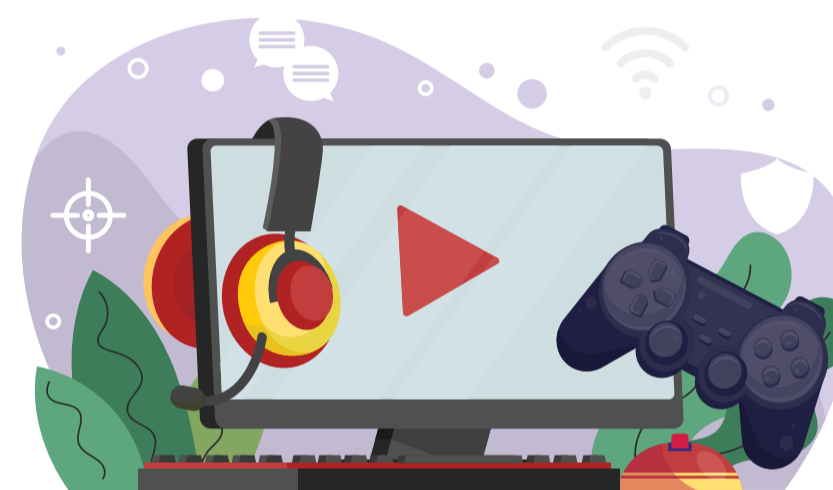
"Close The Door" Deddy Corbuzier	"Vindes" Vincent Rompies & Desta	Najwa Shihab	Nessie Judge	"Curhat Bang" Denny Sumargo
"Log In" Habib Ja'far & Onadio Leonardo	"Taulany TV" Andre Taulany	"PodHub" Deddy Corbuzier & Vidi Aldiano	Raditya Dika	Gofar Hilman



Paving the Way for Indonesia's Gaming Revolution

As a crucial component of the creative economy, the gaming sector has demonstrated tremendous growth potential. In 2020, global spending on games surged to USD 205 billion (IDR 3,198 trillion), driven by increased demand during the coronavirus pandemic, according to IBISWorld. By 2022, the global gaming market had expanded to USD 249.55 billion (IDR 3,892.98 trillion), as reported by Fortune Business Insight. This upward trajectory continued with a 12.9% increase to USD 281.77 billion (IDR 4,395.61 trillion) in 2023.

Projections suggest the market could skyrocket globally to **USD 665.77 billion (IDR 10,386 trillion) by 2030**



Indonesia, recognizing its potential in this flourishing industry, has been vigorously producing gaming content. As of January 2024, Indonesia contributed 256 games to the Steam platform, making it the leading country in Southeast Asia, according to Virtual SEA.

This accomplishment highlights the ingenuity and global competitiveness of Indonesian developers. To further harness this potential, President Joko Widodo signed Presidential Regulation No. 19 of 2024 on February 12, 2024, to accelerate the development of the national gaming industry. The regulation seeks to maximize the economic potential of Indonesia's gaming sector by fostering collaboration and fast-tracking its growth.

"Every year, Indonesians spend IDR 25 trillion to IDR 30 trillion on the gaming industry. The growth of the gaming industry in Indonesia is supported by three main factors: improved economic growth, increased per capita income, and the rising popularity of gaming. Additionally, the number of smartphone users is increasing, and internet penetration is improving across the country"



— **Cipto Adiguno**
President of the Indonesian Game Association (AGI)
from July 2019 - August 2024



However, despite these positive development, 99.5% of the games played by fans in Indonesia are still foreign products

This means that 99.5% of the IDR 25 trillion spent annually on games goes abroad. We need to change this trend and focus on promoting local games to keep that revenue within the country, Cipto added.

To address these challenges and strengthen the local gaming scene, Baparekraf Game Prime 2024, the largest gaming exhibition in Indonesia, was organized. This event, a collaboration between the Ministry of Tourism and Creative Economy/Baparekraf, the Indonesian Game Developer Association (AGI), and esports publisher Good Game Well Played (GGWP), aimed to showcase local talent and stimulate industry growth.



“Dozens of local game developers and creative industry players will gather to showcase their work while networking to foster innovation, ideas, and new opportunities”

— **Nia Niscaya**
Principal Expert for Tourism and Creative Economy at the Ministry of Tourism and Creative Economy/Baparekraf

A significant hurdle for the industry is the lack of public awareness regarding local games, leading many Indonesians to predominantly play foreign-made games.

“Many people simply don’t know that there are high-quality games made in Indonesia. That’s why Baparekraf Game Prime is so important. It aims to bridge the gap and boost the Indonesian market, encouraging more spending on local games. This year marks the return of Baparekraf Game Prime as an offline event, featuring over 200 local game developers and expected to draw more than 10,000 visitors. We want this event to truly highlight the local gaming industry so it can reach a wider audience. Hopefully, this can provide significant benefits, especially for local game developers. Here, developers can also get direct feedback from their prospective users”

Through initiatives like these, Indonesia hopes to increase the visibility and attractiveness of its local gaming industry, ensuring that a greater portion of the significant revenue generated by this sector remains within the country to support continued growth and development.



— **Brian Chuang**
Head of GGWP



A Thriving Market of Community, Charity, and Growth

Indonesia’s gaming industry is on a remarkable rise, quickly establishing itself as one of Southeast Asia’s most vibrant digital markets. With a young population and widespread smartphone use, mobile gaming has evolved beyond mere entertainment to become an essential part of daily life for millions of Indonesians.

A distinctive feature of this gaming culture is “mabar,” short for “main bareng,” or “playing together.” This concept is not just a hobby—it’s a social movement. Games like “Mobile Legends,” “PUBG Mobile,” and “Free Fire” serve as social hubs where friendships are formed and communities are built. In Indonesia, gaming is about fostering connections and bringing people together in both familiar and novel ways.

“Mobile Legends” stands out as a cultural phenomenon in Indonesia, becoming a significant force in the country’s digital life. Initially, the game gained popularity by targeting low-end mobile devices, which allowed it to reach a vast audience quickly. However, its real success lies in its embrace of the Indonesian spirit of “mabar.” The game’s 5v5 multiplayer format fosters teamwork and social interaction, transforming it from a simple game into a shared social experience.

“Mobile Legends became a sensation in Indonesia not just because of the game itself, but because it embodies the spirit of ‘mabar’—playing together, which is deeply rooted in Indonesian culture. Whether it’s at an internet café or playing on your phone at home with friends, the game creates a shared experience that resonates with our love for community and togetherness. Moreover, its impact has gone beyond gaming; it has seeped into our pop culture, influencing cosplay, events, and even other creative industries, making it a significant part of Indonesia’s cultural landscape”

— **Brian Chuang**, Head of GGWP

The influence of “Mobile Legends” extends far beyond gaming. It has become a key player in pop culture, inspiring cosplay, influencing fashion, and shaping media trends. The game has evolved from a popular pastime into a cultural phenomenon that reflects Indonesia’s vibrant, interconnected digital life.

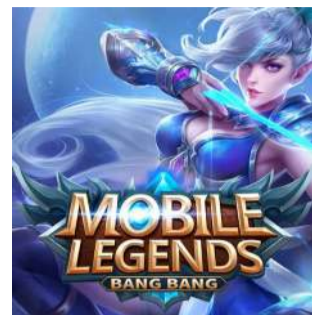


Gaming as a Force for Good

Indonesian gamers aren’t just playing for fun—they’re also making a difference. Through marathon gaming sessions and charity streams, the community has raised substantial funds for causes such as disaster relief and supporting healthcare workers. This demonstrates the power of gaming to unite people for a greater purpose, turning what was once seen as a solitary activity into a platform for social change.

The gaming landscape in Indonesia is more than just a trend; it’s a powerful movement. It’s breaking down barriers, building communities, and proving that gaming can be a force for social impact. As the industry continues to grow, its potential to shape a more connected and compassionate future becomes increasingly evident.

Most Popular Mobile Games in Indonesia



Mobile Legends: Bang Bang
by Moonton

500M+ Downloads



Roblox
by Roblox Corporation

1B+ Downloads



My Supermarket Simulator 3D
by Playspare

10M+ Downloads



Free Fire
by Garena International I

1B+ Downloads



Stickman Party 234 MiniGames
by PlayMax Game Studio

100M+ Downloads



PUBG MOBILE
by Krafton

500M+ Downloads



Whiteout Survival
by Century Games PTE. LTD.

10M+ Downloads



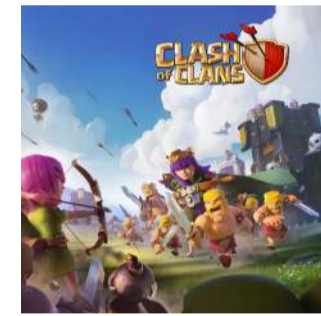
Football League 2024
by MOBILE SOCCER

100M+ Downloads



Honor of Kings
by TiMi Studio Group

10M+ Downloads



Clash of Clans
by Supercell

500M+ Downloads

Top Indonesian Local Games



A Space for the Unbound



Coffee Talk



Coffee Talk Episode 2: Hibiscus & Butterfly DreadOut



Rage in Peace



DreadOut 2



Legrand Legacy



Pamali: Indonesian Folklore Horror



Ultra Space Battle Brawl



When the Past was Around



Coral Island

Top Gaming Content Creators in Indonesia



Windah Basudara



Deankt



Setlawandejago



Natasha Adeline



Jonathan Liandi



Christy Chriselle



Lutfi Halimawan



Tara Arts



Dyland Pros



The Joomers

Rediscovering Passions in Entertainment and Hobbies

Nostalgia is a defining feature in the entertainment habits of Indonesian Millennials and Gen Z. Their connection to movies, music, and TV shows from their formative years goes beyond fleeting trends. It provides a sense of comfort and belonging in a fast-paced world. Streaming platforms and remakes make these familiar favorites easily accessible, allowing them to relive their past while engaging with the present. Yet, they are also hungry for fresh content—new stories that reflect their current realities, blending nostalgia with innovation to keep things exciting and relevant.

creativity, and shared experiences. Whether it's music going viral or travel trends taking off, entertainment is no longer a passive pursuit—it's interactive, communal, and deeply personal. For these generations, hobbies are about more than just consumption; they're about connection, authenticity, and finding meaning in what they love, reshaping entertainment into something far more dynamic and social.

Live entertainment is also making a comeback, offering a unique way to connect generations. The revival of musical theater and festivals, like *Musikal Keluarga Cemara* and *Pestapora*, taps into this blend of old and new. These events are more than just shows; they are cultural touchstones, bringing people together through shared memories and new experiences. Nostalgia fuels the appeal, but it's the ability to reinterpret these stories for today's audiences that makes them truly powerful, turning live performances into moments of communal joy and connection.

Social media has transformed the way Millennials and Gen Z engage with their passions. Platforms like TikTok and Instagram have become spaces for discovery,



Shaping Political Involvement Among Young Indonesians

Indonesia's Millennials and Gen Z are at the forefront of a nation in transition, where the clash of traditional views and modern aspirations defines the political landscape. As these generations increasingly shape the country's future, understanding their political attitudes, challenges, and motivations is essential. This chapter explores the current state of political engagement among these groups, emphasizing the differences and similarities that emerge. We'll also delve into how social media, technology, education, and distrust of institutions influence their political behavior. To fully appreciate their political perspectives, it's crucial to consider the economic landscape they navigate, particularly the challenges facing Indonesia's middle class.



Dealing with Political Uncertainty in Indonesia's Middle Class

For Indonesia's Millennials and Gen Z, the road to upward mobility has gotten tougher, but there's still room for optimism. The middle class, which once symbolized opportunity and growth, has seen a decline between 2018 and 2023. Many young people who thought that a good education and hard work would guarantee success now find themselves in a tricky spot—too well-off to get government aid but still struggling as living costs go up and job security becomes more uncertain.

Yet, this challenge is also a call to action. Spending patterns have shifted, with 41.3% of middle-class budgets going toward food in 2023, up from 36.6% in 2014. This suggests a decline in purchasing power, which has been a key driver of Indonesia's economic growth. But it also highlights where change is needed. By focusing on policies that strengthen the middle class and ensure they have enough for essentials like healthcare, education, and leisure, Indonesia can boost this vital segment of the economy.

There's a real chance here to turn things around. With the right support and policies, Millennials and Gen Z can still drive Indonesia's future growth. They're adapting, finding their voices on social media, and pushing for change. By tapping into their potential and addressing the challenges head-on, there's a path forward to a stronger, more resilient middle class and a brighter future for Indonesia.

“The goal is clear: for Indonesia to become a high-income country by 2045, the middle class needs to make up 70% of the population. This isn't just a target—it's achievable. The middle class drives demand for goods and fuels economic growth. Their spending power, even at levels of 1.2 to 1.6 million rupiah per month, is crucial for stimulating production and consumption. They're also the backbone of tax revenues, with 50.7% of taxpayers coming from this group, despite receiving only 9% of subsidies”



— Prof. Dr. Anton Agus Setyawan
Universitas Muhammadiyah Surakarta

Generations at a Crossroads in Making Political Choices

Millennials and Gen Z in Indonesia find themselves at a critical juncture. The promise of upward mobility, once fueled by a thriving economy, has dimmed, leaving them in a precarious state. With the middle class shrinking from 23% of the population in 2018 to just 18.8% in 2023, the belief that hard work and education naturally lead to success is being severely tested. They are caught in a challenging situation—earning too much to qualify for government aid, yet constantly at risk of financial insecurity, where a single setback could send them spiraling downwards.

Job security, a cornerstone of middle-class life, has become increasingly elusive. Many young Indonesians are being pushed into the informal sector, where jobs offer little security or benefits. This instability not only undermines their current quality of life but also casts a long shadow over their future prospects. Economic pressures are taking a toll on mental health as well, with stress, anxiety, and depression becoming more common among the middle class, a problem once more associated with poverty. Yet, there is hope for change.

“The potential for change lies within this very middle class. If we can harness their collective power, educate, and unite them, they can become the driving force making democracy and politics truly works and sides with the everyday people”



— Andhyta Firselly Utami
CEO of Think Policy
and Co-Head of Bijak Demokrasi

This generation stands at a critical point, not just facing problems but also holding the keys to solutions. Andhyta further explains;

“Our Millennials and Gen Z have the tools to challenge the status quo and push for policies that truly reflect their needs and aspirations. By uniting and demanding more—whether it's better job protections, affordable housing, or mental health support—they have the power to redefine what it means to be middle class in Indonesia. It's time to turn frustration into action and shape a future where the promise of upward mobility is within reach once again”



How Social Media is Mobilizing Youth and Closing Knowledge Gaps

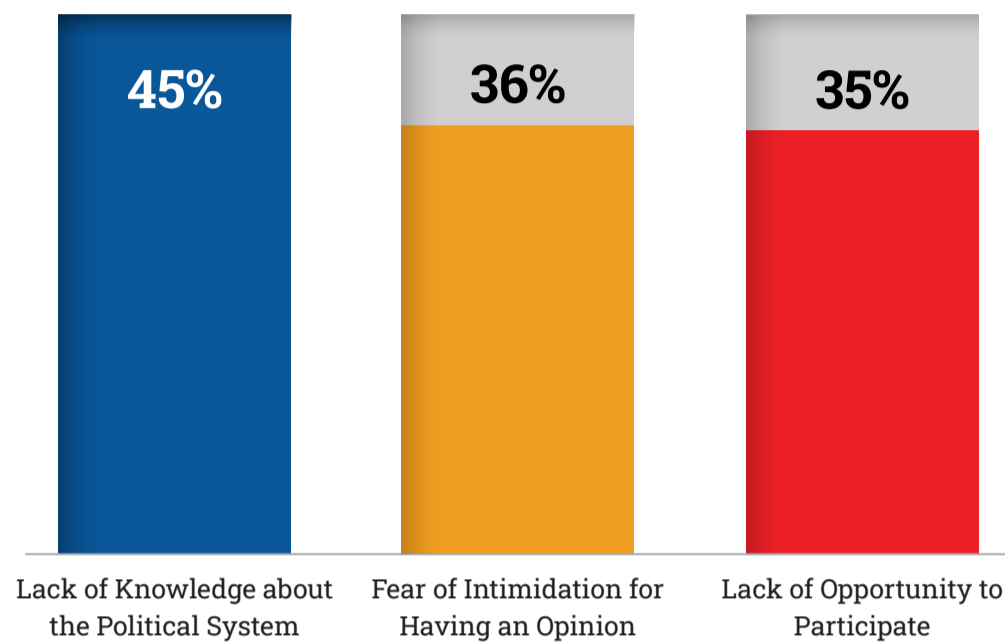
Social media has dramatically transformed how Millennials and Gen Z engage with politics in Indonesia, making online activism their primary mode of participation. Platforms like Instagram, “X” (formerly Twitter), and TikTok have become central to political discourse, where ideas are born, debated, and amplified. However, while the reach of social media is vast, it often fails to create the deep, lasting impact that real-world actions can achieve. Online activity—posting, sharing, or signing a petition—can sometimes feel superficial, lacking the tangible change that comes from direct, hands-on involvement.

To truly leverage social media for political mobilization, it’s crucial to balance online activism with real-world actions. The momentum built on these platforms needs to translate into face-to-face interactions, community organizing, and grassroots efforts. These are the spaces where deeper connections are made, trust is built, and sustainable movements are created.

Despite their active online presence, many young Indonesians face significant barriers to deeper political engagement due to a lack of understanding of how the political system works. Our survey revealed that 45% of respondents identified this knowledge gap as a major issue, highlighting the inadequacies within the education system. The challenge is further compounded by Indonesia’s highly polarized political climate, which fosters fear and discourages participation.

Overcoming these obstacles requires a more comprehensive approach to civic education. It’s not enough to skim the basics—young people need a deep understanding of political systems and the critical thinking skills to engage effectively. By addressing these gaps, we can empower a more politically active and informed generation, ready to shape Indonesia’s future.

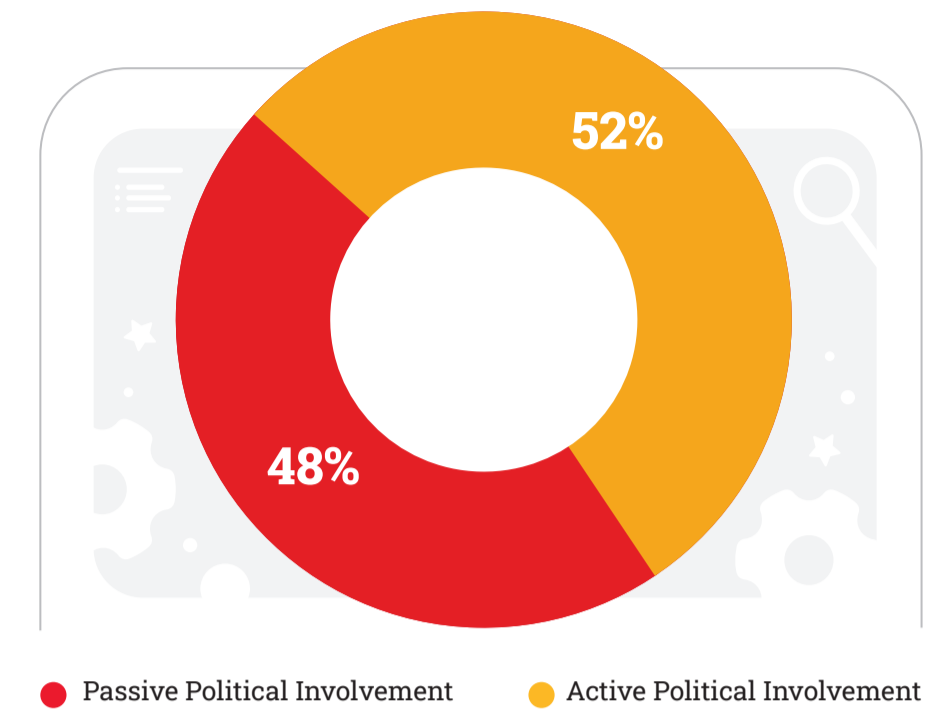
Biggest Obstacles to Being More Active in Politics



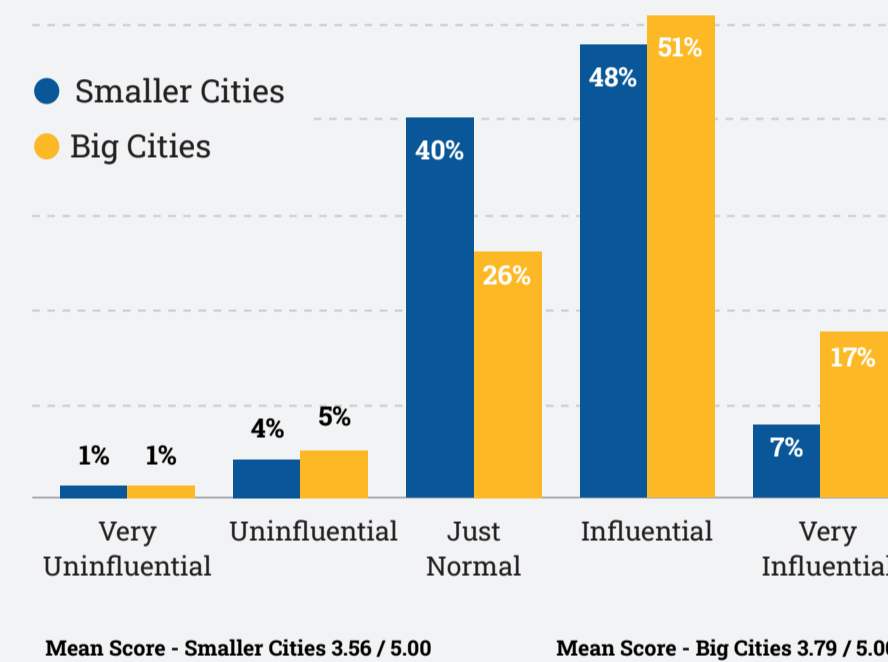
*Multiple-response questionnaires allow the total result to exceed 100%



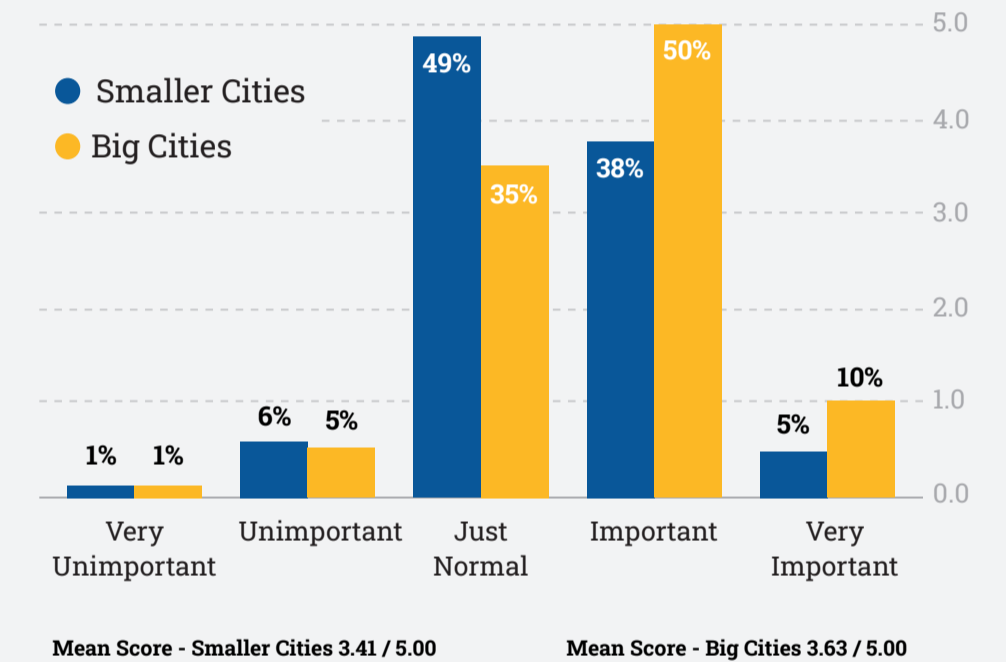
Understanding What Drives Political Involvement Among Youth



Role of Social Media In Shaping Political Views



Involvement in Political Development



Millennials and Gen Z often hold differing perspectives on what it means to be politically involved. A significant portion (48%) believes that simply possessing general political knowledge qualifies as being politically active. However, this surface-level engagement obscures deeper complexities. Interestingly, those residing in Big Cities tend to feel slightly more confident about their political influence, with an average confidence score of 3.63 out of 5.00, compared to 3.41 in Smaller Cities. While both groups believe in their ability to impact political outcomes, individuals in Big Cities seem to feel a bit more empowered in their potential to make a difference.

In urban areas, social media plays a particularly crucial role in shaping political views, reflected by a higher mean score of 3.79 compared to 3.56 in Smaller Cities. This contrast highlights how, in Big Cities, social media serves not only as a source of information but also as a vital platform for political discourse and engagement. For urban dwellers, these platforms are

deeply integrated into their political identity, enabling them to swiftly form, challenge, and share their views, underscoring the significant influence of digital spaces in urban political life.

Despite this awareness, both Millennials and Gen Z often fall short of deeper engagement. In today’s digital age, there is a prevalent belief that simply staying informed through online platforms is sufficient for meaningful political participation. This results in a kind of passive involvement, where engagement is limited to scrolling through news feeds, signing online petitions, or participating in social media debates.

Recognizing the gap between surface-level engagement and meaningful political participation is just the first step. To turn their potential into real change, Millennials and Gen Z must adopt a more comprehensive approach to political involvement—one that spans from voting to taking on leadership roles.

Four Pillars of Youth Political Participation

For Millennials and Gen Z, political participation ideally goes far beyond simply casting a vote—it's about being deeply involved in every aspect of the democratic process. Their journey from becoming aware of issues to taking action reflects a comprehensive approach to citizenship. Voting is just the entry point; real engagement means staying informed, holding leaders accountable, participating in local communities, and stepping up to leadership roles. These actions aren't just important—they are foundational to the future of democracy in Indonesia.

Understanding the importance of local elections, such as Pilkada (Pemilihan Kepala Daerah), is essential. While national elections often capture the most attention, it's the local leaders who have the most immediate and direct impact on people's daily lives. Bijak Demokrasi's advocacy emphasizes that political engagement isn't limited to voting for a president; it extends to choosing the leaders who shape our communities directly. By focusing on these often-overlooked aspects of political participation, Millennials and Gen Z can ensure their involvement brings about real, positive change where it matters most—in their neighborhoods and cities.



Choosing (Memilih): The Starting Point for Change

Voting is often viewed as the most fundamental form of political involvement—it's the act that allows every citizen to have a say in shaping the future of their country. However, for many young voters, this process lacks depth. Decisions are sometimes made without fully understanding the candidates or their platforms. This superficial approach to voting diminishes the potential impact Millennials and Gen Z could have on Indonesia's future. Encouraging informed voting—where choices are made with a thorough understanding of the issues and what's at stake—is crucial. Informed voters are empowered voters, capable of making decisions that truly reflect their values and aspirations for their country.



Monitoring (Memantau): Keeping Leaders Accountable

Voting is only the first step in political engagement; the real challenge begins after the elections when it's time to hold elected officials accountable. Unfortunately, this is where participation tends to drop. Yet, this phase is crucial for ensuring transparency and integrity in governance. Social media presents a powerful tool to address this issue, making it easier for Millennials and Gen Z to track political developments and stay informed about government activities. Promoting the use of these platforms for political oversight can empower young citizens to take a more active role in shaping the future.

In August 2024, digital engagement's influence on political participation in Indonesia became particularly evident. For Millennials and Gen Z, social media has moved beyond just a platform for self-expression; it has become a key tool for amplifying voices, raising concerns, and driving collective action. The online discussions around the Constitutional Court's rulings, highlighted by trending hashtags like #KawalPutusanMK and "Peringatan Darurat" during Jakarta's upcoming Pilkada, demonstrate how these generations are using digital platforms to shape the nation's political discourse.



"The 'Garuda Biru' emergency signal has emerged as a powerful symbol of unity and resistance among young people, representing a stand against the constitutional violations by the ruling regime. This fictional emblem, a Garuda Pancasila on a blue background, has become a rallying cry for students and civilians alike, signaling that in times of constitutional and democratic crises, the youth remain the driving force of reformist spirit. Despite the awareness of political elites like President Jokowi and President Prabowo Subianto regarding the significant role of social media in shaping public opinion, the August 22-23, 2024 demonstrations highlighted that online political expression alone is insufficient—it requires taking to the streets and facing the risks of police violence"



— Uni Lubis, Editor in Chief of IDN Times

This surge in digital activism shows a strong commitment among Millennials and Gen Z to engage with and influence Indonesia's democratic process. Amid a complex political landscape, these young generations are leveraging social media to demand transparency, push for justice, and strive for a better future. Their online activity goes beyond expressing opinions—it's about being heard and driving tangible change, making social media a crucial tool in their efforts to shape a better Indonesia.



Community Involvement (Berkomunitas): Local Actions, Global Impact

Engaging with local communities through issue-based or interest groups is a vital, yet often overlooked, aspect of political participation. Millennials and Gen Z need to be encouraged to immerse themselves in the issues that matter most to them and their communities. Public discussions, grassroots organizing, and collective actions that align with their values not only strengthen their impact but also bring about tangible change at the local level. This is where political ideals meet real-world application—where young people can see the direct results of their involvement and how it contributes to the broader societal good.

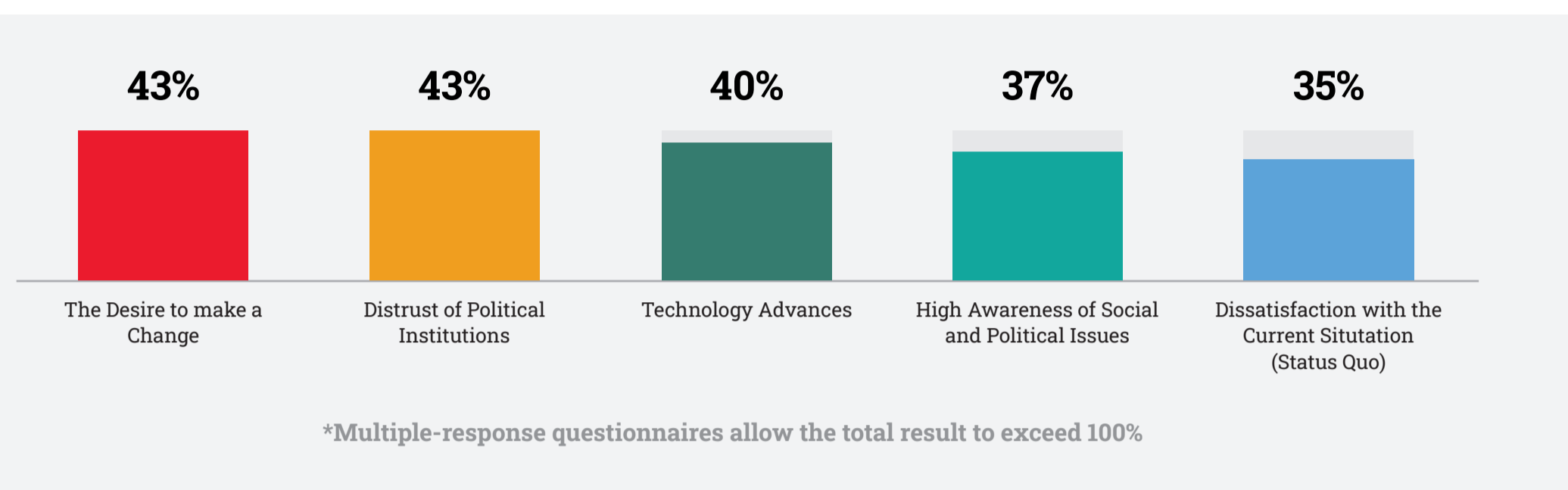


Leading (Memimpin): Taking the Lead in Political Change

Leadership within political systems represents the pinnacle of political engagement, yet it is a step rarely taken by Millennials and Gen Z. Encouraging young people to seek leadership positions—whether in student councils, local government, or civil society organizations—is essential for nurturing the next generation of political leaders. Leadership roles allow young people to influence the direction of policies and initiatives and inspire others to get involved. These positions are where the most significant and lasting impacts can be made, as leaders are in positions to shape the future in profound ways.



What Drives Youth Engagement in Politics



Millennials and Gen Z are navigating a complex and often challenging political landscape, yet their resolve remains strong. Many are driven by a genuine desire to make a real impact. For 43% of these young people, the belief that they can actively shape political outcomes is what keeps them engaged and motivated. This sense of agency is deeply intertwined with their growing distrust of political institutions—another 43% cite this skepticism as a key reason for their involvement. They are increasingly frustrated with the status quo and demand real transparency, accountability, and meaningful change from those in power.

Technology plays a significant role in this engagement. The digital world has opened up new avenues for political participation that previous generations could only dream of. With 40% of Millennials and Gen Z identifying technology as crucial to their political involvement, it's clear that the internet and social media have become powerful tools for organizing, mobilizing, and expressing views. These platforms allow them to access information quickly, connect with like-minded individuals, and amplify their voices in unprecedented ways. However, this reliance on technology also highlights a critical issue—the digital divide. Not everyone has equal access to these tools, which can limit who gets to participate in these vital conversations and actions. For those on the wrong side of the digital divide, their voices may go unheard, perpetuating the very inequalities these generations are trying to fight against.

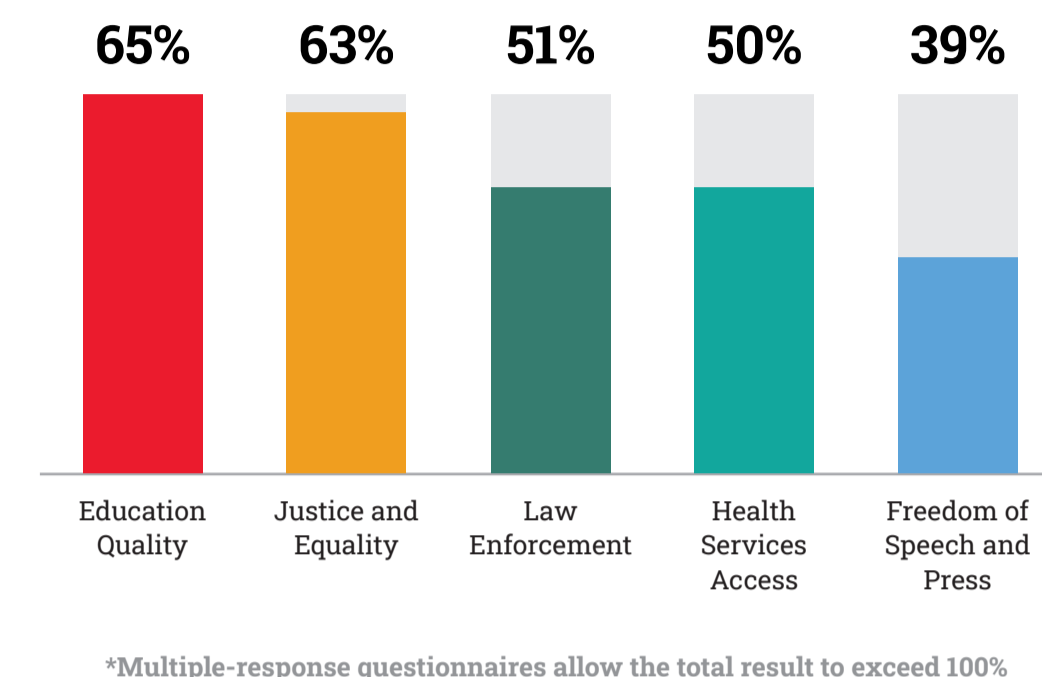
This deep-seated distrust in institutions has made Millennials and Gen Z more critical and vigilant. They are not content with simply accepting what they are told—they want to see actions that align with the promises made

by their leaders. This has led them to closely monitor government activities, scrutinize policies, and hold officials accountable for their actions. However, this heightened skepticism can sometimes lead to cynicism. Some young people, disillusioned by repeated failures and unmet promises, may become reluctant to engage in traditional politics at all, feeling that their efforts won't lead to meaningful change.

To counter this growing cynicism, rebuilding trust in political institutions is crucial. This isn't just about making empty promises; it's about showing that these institutions can deliver on their commitments and truly serve the public's interests. If trust can be restored, it would not only re-engage those who have become disillusioned but also create a more hopeful and active electorate. Millennials and Gen Z have the potential to be a driving force in shaping a more transparent and accountable political system, but only if they believe that their efforts will lead to real and lasting change.



Key Priorities Shaping Today's Political Scene



When it comes to what needs fixing, Millennials and Gen Z are largely aligned. Education tops the list, with 65% saying it's the key to political and social progress. Following that are demands for better justice and equality (63%), stronger law enforcement (51%), and improved access to health services (50%). These aren't just personal concerns—they're seen as essential to building a society that works for everyone.

Education, in particular, is viewed as the cornerstone of political power. A well-educated population is more likely to be politically active, aware of their rights, and able to hold leaders accountable. That's why improving the quality of education and ensuring it's accessible to all is so important for empowering young Indonesians to shape the future.

Where Young People Stand on Social Justice Issues

Millennials and Gen Z are passionate about social justice, especially when it comes to access to health services (with mean scores of 4.26 for Gen Z and 4.28 for Millennials) and economic empowerment (4.22 and 4.20, respectively). They also care deeply about food sovereignty, democracy, and addressing environmental and climate issues. However, there's less enthusiasm for gender equality and LGBTQ+ rights, showing that while progressive values are gaining ground, traditional norms and societal pressures still exert a strong influence.



Top Social Justice Issues Supported Politically by Generation



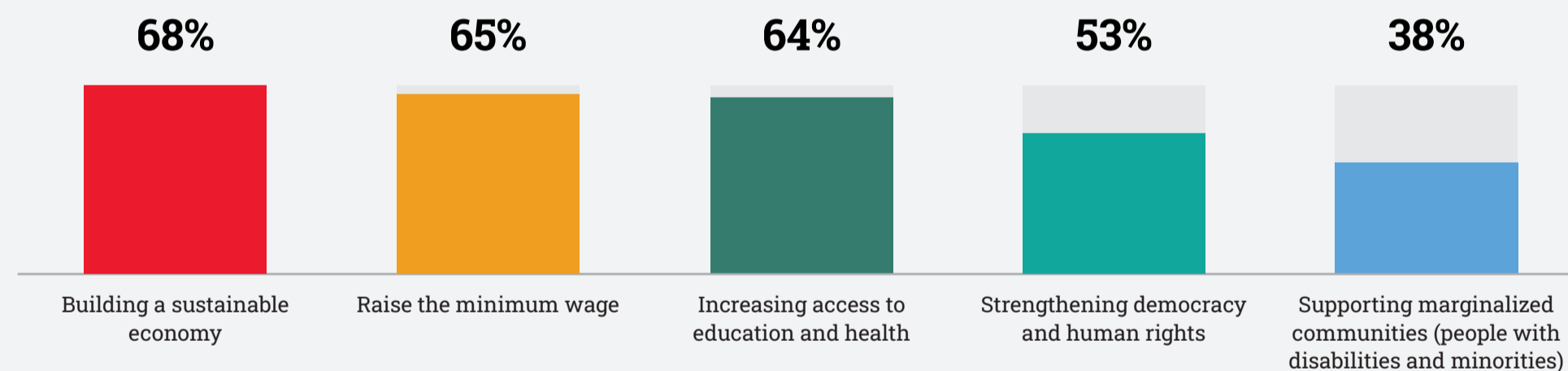
Breaking Down Barriers to Achieve Equality

When it comes to addressing inequality, Millennials and Gen Z are not just advocating for superficial fixes—they're pushing for systemic changes that can reshape the very foundation of Indonesian society. Their top priority is building a sustainable economy, with 68% of respondents identifying this as the most effective way to combat inequality. This focus on sustainability reflects a deep understanding that long-term economic stability and growth are essential to creating a fairer society. They recognize that a sustainable economy is one that not only meets the needs of the present but also ensures that future generations have the resources and opportunities they need to thrive.

Raising the minimum wage is another critical step supported by 65% of these young generations. They see this as a tangible way to reduce income inequality and ensure that all workers are compensated fairly for their labor. The emphasis on raising the minimum wage highlights their concern for the working class and their belief that everyone deserves a living wage that allows them to live with dignity.



Solutions to Overcome Inequality



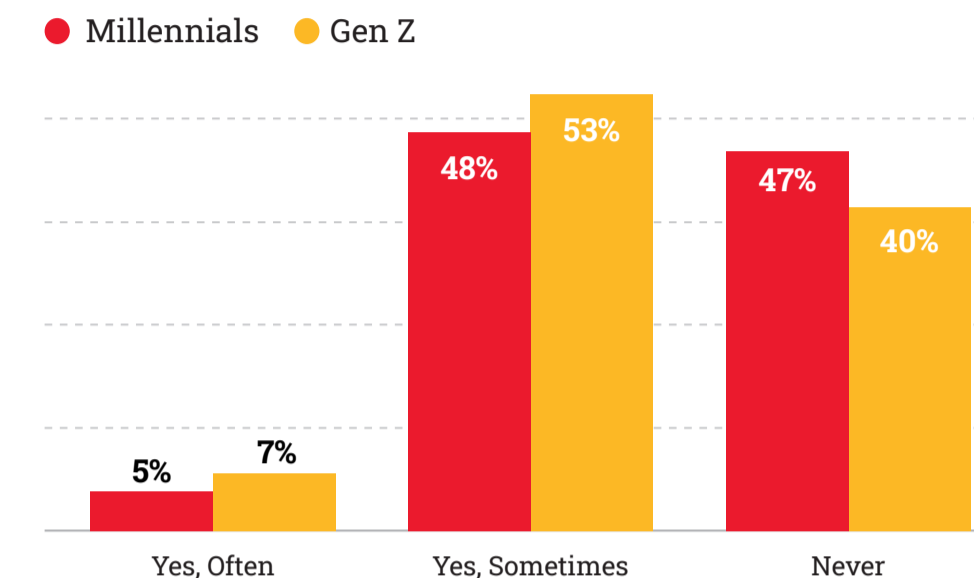
*Multiple-response questionnaires allow the total result to exceed 100%

Education and healthcare access come next, with 64% of respondents calling for improvements in these areas. Millennials and Gen Z understand that education is the great equalizer, a tool that can break the cycle of poverty and open doors to opportunities that might otherwise remain closed. By advocating for better access to quality education, they are pushing for a society where everyone, regardless of their background, has the chance to succeed. Similarly, they see access to healthcare as a fundamental right, essential for ensuring that all Indonesians can lead healthy, productive lives.

These priorities are not just lofty ideals—they represent a pragmatic approach to tackling inequality. Millennials and Gen Z are focused on implementing changes that will have a lasting impact, laying down the groundwork for a more equitable Indonesia. They understand that overcoming inequality requires more than just temporary measures; it demands a rethinking of the systems that perpetuate disparities in wealth, education, and health. By advocating for these systemic changes, they are working to build a future where opportunities and resources are more evenly distributed, creating a society that works for everyone, not just the privileged few.

The Evolution of Political Beliefs in the Next Generation

Changes in Political Views Due to Certain Issues



*Multiple-response questionnaires allow the total result to exceed 100%



Millennials and Gen Z don't see their political views as set in stone. They're flexible and often adjust their opinions as new issues and events emerge. This adaptability shows a generation that's open to learning and willing to rethink their stance when presented with new information. For instance, 53% of Gen Z and 48% of Millennials admit that their views have shifted at times, especially when confronted with specific issues. It's clear that they value staying informed and are more interested in understanding the bigger picture than clinging to old ideas.

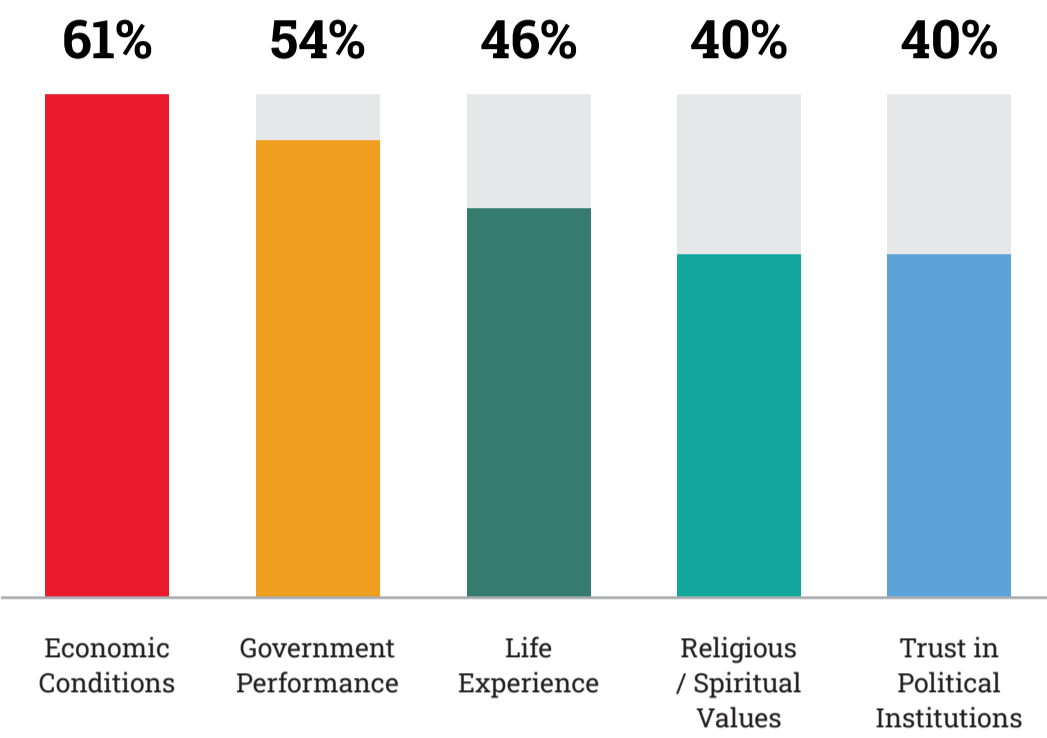
But not everyone is quick to change. There's also a strong sense of consistency among these generations. About 40% of Gen Z and 47% of Millennials say their political views remain steady, suggesting a deep commitment to their beliefs. Once they've formed an opinion, they're likely to stick with it. This could be due to strong convictions or a sense of loyalty to certain principles, showing that while many are open to change, others prioritize stability in their political thinking.

This mix of flexibility and consistency creates a complex political landscape. On one hand, their openness allows them to navigate the ever-changing world with a nuanced perspective. On the other, their steadfastness shows a deep-rooted belief in certain values, whether progressive or traditional.

What drives these shifts or steadfast beliefs varies widely—from personal experiences like economic struggles or social injustice to broader societal changes such as technological advances, political scandals, or global events. These factors push young people to re-evaluate their beliefs, leading to a more informed and sometimes more nuanced view of the world.

Yet, the sizable group that remains consistent in their views suggests that while many are adaptable, there's still a significant portion that values holding onto core beliefs, regardless of external changes. For Millennials and Gen Z, this balance between embracing new ideas and staying true to certain principles is key to how they engage with and shape the future political landscape.

Understanding What Shapes Young People's Political Views



*Multiple-response questionnaires allow the total result to exceed 100%



When it comes to shaping the political beliefs and views of Millennials and Gen Z, a few key factors stand out: economic conditions, government performance, and personal life experiences. These influences highlight how deeply practical and experiential these generations are in forming their political opinions, each factor pointing to a concern for tangible outcomes and real-world impacts.

Economic conditions are at the top of the list, influencing 61% of Millennials and Gen Z. This strong connection to economic realities shows that these generations are highly attuned to how political decisions directly affect their financial stability and future prospects. Issues like job security, income inequality, housing affordability, and the cost of living aren't just abstract concepts for them—they're day-to-day concerns that drive their political engagement. The state of the economy often serves as a barometer for their trust in political leaders and institutions. When economic conditions are poor, dissatisfaction with those in power tends to rise, prompting these young people to seek change through their votes or activism.

Government performance is another significant factor, influencing 54% of these generations. This isn't just about how well the government manages the economy but also how effectively it addresses broader issues like healthcare, education, infrastructure, and social services. Millennials and Gen Z closely watch how government actions—or inactions—affect their lives and communities. They expect competence, transparency, and accountability from their leaders, and their political

beliefs are shaped by whether these expectations are met. When the government falls short, it often leads to a shift in political allegiance or an increase in political activism as these generations push for better governance.

Life experiences also play a crucial role, influencing 46% of Millennials and Gen Z. These experiences—whether personal struggles, interactions with public services, or witnessing social injustices—can deeply shape their political views. For example, someone who has experienced unemployment or financial hardship might prioritize economic reform and social safety nets in their political beliefs. Similarly, those who have faced discrimination or seen others struggle with systemic inequality may become strong advocates for social justice and equality. Life experiences personalize political issues, making them more immediate and urgent, often leading to a more passionate and committed form of political engagement.

Together, these factors paint a picture of Millennials and Gen Z as generations deeply connected to the practical implications of political decisions. Their beliefs are not formed in a vacuum; they are constantly shaped by the economic realities they face, the performance of their government, and the personal experiences that color their worldview. This focus on tangible outcomes and real-world impacts makes them both pragmatic and demanding when it comes to politics—they seek leaders and policies that can deliver concrete improvements in their lives and the lives of those around them.

Connecting Politics, Trust, and the Environment



Trust in Anti-Corruption Political Parties

Respondents remain uncertain about the existence of corruption-free political institutions (Mean score: 3.06 out of 5.00). This skepticism is particularly prevalent among residents of big cities.

Indonesian Millennials and Gen Z are increasingly disillusioned with the integrity of political institutions, reflected in the strikingly low trust levels—just 3.06 out of 5.00 when it comes to the belief that political parties are free from corruption. This deep-seated distrust is especially prevalent in urban areas, where the harsh realities of corruption feel ever-present and inescapable.

This widespread skepticism threatens to disengage a generation that could otherwise be a powerful force for change. When trust is eroded, so too is the willingness to participate in the political process, leaving young people feeling that their voices are unheard and their votes ineffective. The challenge for political institutions is clear: they must not only talk about change but deliver it in tangible, transparent ways that resonate with the youth.



Globalism vs. Nationalism: Exploring a New Debate

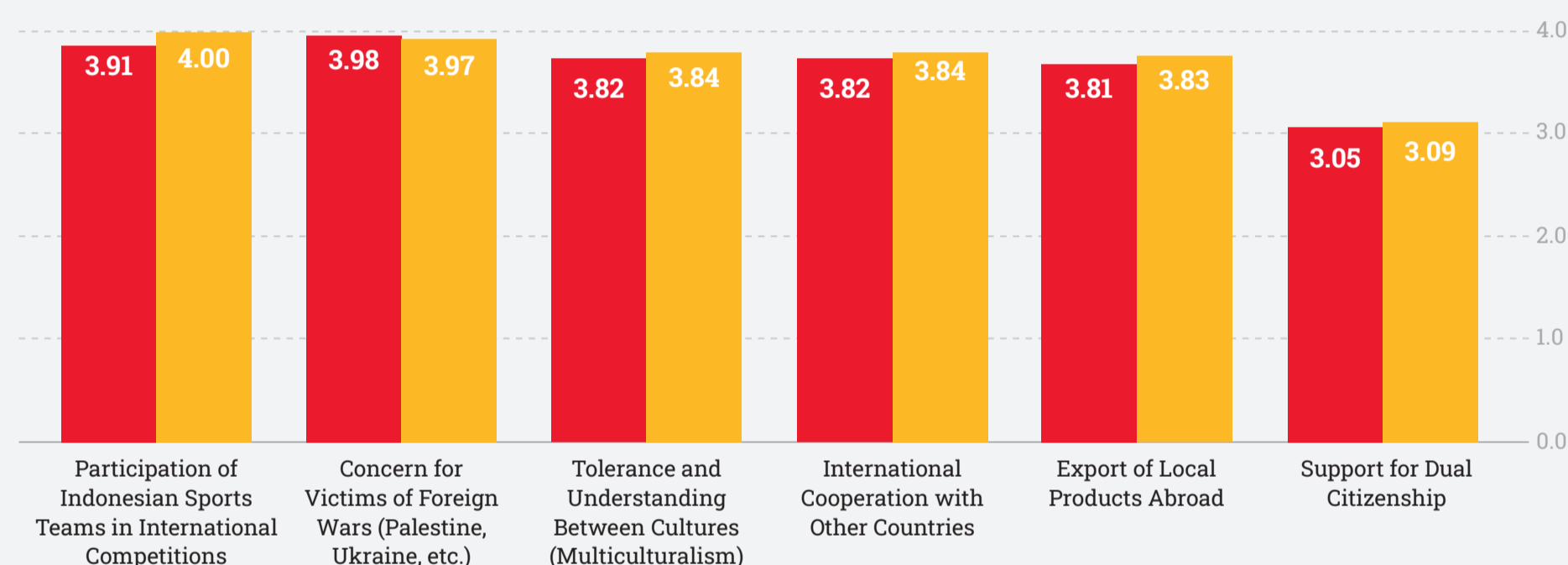
When it comes to globalism and nationalism, Millennials and Gen Z are striking a careful balance. They're generally in favor of international cooperation and cultural tolerance, both scoring 3.84 on a 5-point scale for Gen Z and slightly less for Millennials at 3.82. This suggests that, while they value Indonesia's role on the global stage, they're equally aware of the importance of cultural diversity at home.

Interestingly, unlike previous years, dual citizenship isn't a hot topic—scoring just over 3.00 for both groups. This lukewarm response might reflect concerns about national identity or the complexities that come with divided loyalties.

What stands out more is their empathy for victims of foreign wars (3.97 for Gen Z, 3.98 for Millennials). Whether it's Palestine, Ukraine, or elsewhere, these young Indonesians feel a strong connection to global humanitarian issues. This empathy aligns with their broader support for international cooperation.

On a lighter but still significant note, Gen Z shows a bit more enthusiasm than Millennials for Indonesia's participation in international sports (4.00 vs. 3.91). This hints at a budding sense of national pride among the younger generation, something that could be further nurtured in various cultural and civic activities.

Support for Globalism and Nationalism by Generation ● Millennials ● Gen Z



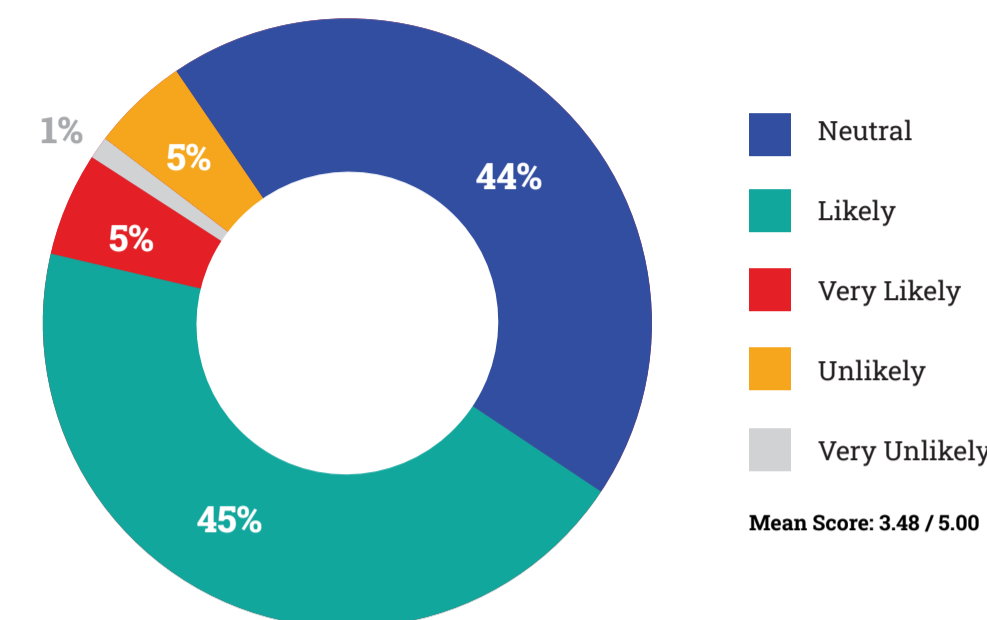
*Mean Score (5-Point Scale)

*Multiple-response questionnaires allow the total result to exceed 100%



The Challenges of Engaging with Policymakers

Potential to Engage Policymakers on Political & Social Issues



Millennials and Gen Z approach the idea of engaging with policymakers with a mix of hope and skepticism. They believe there's a chance they can influence policy, but that belief is far from rock-solid. With an average confidence score of 3.48 out of 5, it's clear they see some potential to make a difference, but they're also keenly aware of the hurdles. Only 5% of them think it's "very possible" to engage directly with policymakers in a way that truly matters, while 45% see it as "possible," but not exactly easy. This suggests that while the door to political engagement isn't slammed shut, it's barely open, leaving many young people feeling like they're stuck on the outside.

This cautious outlook reflects the reality that many young people face when trying to connect with those in power. The barriers are real—whether it's bureaucratic red tape, a lack of access, or just the feeling that their voices won't make a difference. These obstacles can lead to frustration and, for some, a sense of disengagement from the political process.

But this also points to a huge opportunity for improvement. If we want Millennials and Gen Z to feel like they can truly engage with policymakers, we need to create more accessible and tangible ways for them to do so. This could mean better civic education, making the political process more transparent, or setting up platforms where young people can directly share their ideas and concerns with decision-makers.

It might also involve mentoring programs where seasoned politicians work with young leaders to help them navigate the political landscape. Building these connections could make the whole process feel less intimidating and more doable, giving young people the confidence to step up and get involved.

In the end, while Millennials and Gen Z may currently see their ability to engage with policymakers as limited, there's plenty of room to change that. By opening up more pathways for real engagement and showing that their voices can lead to actual change, we can help turn cautious optimism into active participation, making sure these generations have a real seat at the table when it comes to shaping the future.

Gen Z Leading the Charge in Public Policy

Gen Z is increasingly becoming a more active force in public policy discussions, outpacing Millennials in their involvement. While the difference might seem small—25% of Gen Z are actively participating in policy-focused communities compared to 20% of Millennials—it points to a clear trend. Gen Z is showing a growing commitment to shaping the societal and political landscapes around them, driven by a strong sense of responsibility and a determination to align policy with their values and vision for the future.





25% of Gen Z are more actively involved in communities that engage in public policy discussions, compared to 20% of Millennials

As more members of Gen Z enter the workforce and take on leadership roles, **their influence on public policy is set to grow even further.** This generation is not just content with observing from the sidelines; they are ready to drive change and redefine what it means to be politically engaged. Their proactive approach and readiness to tackle complex issues will position them as a significant force in shaping the future of governance and society.



Encouraging Open Political Dialogue Among Peers

In a landscape where skepticism is high and engaging with policymakers feels challenging, sparking more constructive political dialogue is crucial. To bridge the gap between young Indonesians and those in power, three strategies stand out:



44%
Neutral Political Education

Young people are asking for political education that's free from bias. They want to understand how politics works without the influence of partisan agendas. Providing neutral, fact-based education can close the knowledge gap that leaves many feeling disconnected from the political process. It's about giving them the tools to analyze policies and leaders on their own terms, empowering them to engage more confidently and meaningfully in politics.



39%
Media Literacy Training

With misinformation spreading faster than ever, media literacy is essential. Young people need to be equipped to critically evaluate the flood of information they encounter online. Training in media literacy can help them spot credible sources, understand the biases in different content, and avoid the traps of echo chambers. This isn't just about avoiding fake news—it's about creating a more informed and engaged generation, better prepared to participate in political discussions and resistant to manipulation.



36%
Online Forums for Idea Exchange

The internet offers a powerful space for young people to connect and share ideas. Online forums can be less intimidating than face-to-face discussions, providing a platform for thoughtful exchange on political issues. These virtual spaces can act as modern town halls, where diverse voices come together to discuss and debate. By fostering these online communities, we can break down barriers to engagement and encourage the exchange of ideas that can shape the future of political discourse in Indonesia.

These strategies work together to build a more inclusive political environment. Neutral education gives young people the foundation they need, media literacy sharpens their ability to navigate the digital world, and online forums offer the space for informed, meaningful dialogue. By focusing on these areas, we can help ensure that young Indonesians are not just participants in their country's future, but active and valued contributors.

Growing Awareness and Commitment to Environmental Responsibility

Concrete Actions to Address Environmental Challenges

For both Millennials and Gen Z, environmental responsibility isn't just a buzzword—it's a driving force in how they live their lives. These generations aren't content with just talking about the need for sustainability; they're actively making changes. Three key initiatives highlight this commitment:



55%

Adopting Eco-Friendly Products

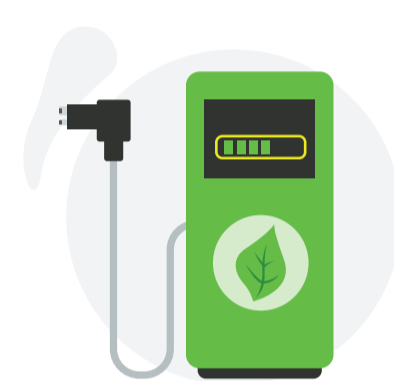
More than half of these young people are already choosing products that are better for the planet. This shift in consumer behavior is significant, reflecting a growing preference for sustainability over convenience. Whether it's opting for reusable items, choosing brands with ethical practices, or avoiding single-use plastics, Millennials and Gen Z are leading the charge in pushing for a more sustainable market. This trend shows a deepening awareness that the choices they make as consumers have a direct impact on the environment.



53%

Sorting Organic and Non-Organic Waste

Another area where these generations are making strides is in waste management. Over half of them are actively separating organic from non-organic waste, a practice that might seem small but has big implications. By taking responsibility for their waste, they're contributing to a broader culture of environmental stewardship. This move towards better waste management reflects an understanding that reducing landfill waste and increasing recycling are crucial steps in combating environmental degradation.



48%

Utilizing Renewable Energy Sources

Nearly half of Millennials and Gen Z are either using or interested in using renewable energy sources. This growing interest in solar, wind, and other renewable energy options points to a recognition of the need to break away from fossil fuels and reduce carbon footprints. They understand that the energy choices made today will have long-term effects on the planet, and they are eager to embrace alternatives that are cleaner and more sustainable.

Navigating the Challenges of Sustainable Living

Despite their strong commitment to environmental responsibility, Millennials and Gen Z face significant challenges in fully adopting an eco-friendly lifestyle. These hurdles highlight the complexity of making sustainable choices in today's world:



55% Changing Daily Habits

The hardest part of living green is often the day-to-day habits that need to change. Whether it's switching from disposable to reusable products, reducing energy consumption, or altering transportation habits, these shifts require effort and consistency. Old habits die hard, and the convenience of the status quo can be a tough barrier to overcome. For many, the challenge lies in making these new habits second nature, rather than just occasional efforts.

52% Lack of Public Awareness

There's still a significant portion of the population that doesn't fully understand or prioritize environmentally friendly living. This lack of awareness can slow down broader adoption of sustainable practices, as societal norms still lean towards convenience and cost-effectiveness over sustainability. Millennials and Gen Z often find themselves swimming against the tide, advocating for changes that aren't yet mainstream. This gap in awareness underscores the need for continued education and advocacy to bring more people on board with the urgency of environmental action.

44% High Costs

Eco-friendly products and practices often come with a higher price tag, which can be a major deterrent, especially for younger consumers who may not have significant disposable income. Millennials, in particular, are feeling this pinch, with 47% citing cost as a barrier. Even when they're committed to making sustainable choices, the financial burden can force them to compromise. This challenge points to a broader issue: the need for more affordable green options and incentives that make it easier for everyone to choose sustainability without breaking the bank.

Building a Better Future Through Political Participation

The political landscape of Indonesia, as viewed by Millennials and Gen Z, is marked by a complex interplay of skepticism, responsibility, and cautious optimism. These young Indonesians are navigating a world full of challenges, particularly in the realms of politics, globalism, and environmental issues. While there is a clear desire for change, moving forward requires rebuilding trust in political institutions, enhancing civic engagement opportunities, and making sustainable living more accessible and affordable.

As Indonesia continues to evolve, the influence of Millennials and Gen Z in shaping the country's future cannot be understated. Their engagement, driven by a blend of distrust in current systems and the empowering reach of technology, will be pivotal in determining the nation's direction. Addressing barriers to deeper political involvement—such as the knowledge gap and fears of intimidation—will be essential. By empowering these generations to actively participate in political processes, Indonesia can fully leverage their energy and creativity, ultimately leading to a more inclusive, just, and prosperous society.

Introduction to Gen Alpha

Gen Alpha, short for **Generation Alpha**, refers to the generation of people born from approximately 2010 to the mid-2020s. This generation follows Gen Z and is characterized by growing up in a highly digital and connected world. They are the first generation to be born entirely in the 21st century and are often surrounded by technology from birth, with many using smartphones, tablets, and other digital devices from a young age.

The Central Statistics Agency (Badan Pusat Statistik, BPS) reports that about one-third of the middle-class population in Indonesia consists of Generation Z and Generation Alpha, making up 36.89% of this demographic. However, the majority of the middle class is still dominated by Generation X and Millennials, at 24.77% and 24.60%, respectively.

1 in 3 of the Indonesian Middle Class consists of either Gen Z and / or Gen Alpha

“The middle class in Indonesia, defined by consumption or expenditure between IDR 2,040,262 and IDR 9,909,844 per capita per month, represents a significant portion of our economy. Over half of this group has at least a high school education, and most are employed in formal jobs within the services sector. Their substantial consumption, which makes up 81.49% of total household spending, positions them as a vital economic buffer for the country”



— **Amalia Adininggar Widyasanti**
Acting Head of BPS mentioned in August of 2024 as quoted by IDN Times



The name “Alpha” comes from the first letter of the Greek alphabet, representing this group as those born in the 21st century. Most Generation Alpha members are children of Millennials and grandchildren of Baby Boomers.

Generation Alpha was born during a time of declining birth rates globally and has experienced the impact of the COVID-19 pandemic from a young age. For those with access, children’s entertainment has become increasingly dominated by digital technology, such as social networks and streaming services, leading to a decline in interest in traditional television. Technology has also significantly shaped their early learning experiences, influencing their interaction in classrooms differently from previous generations.

The use of electronic devices like smartphones and tablets has surged among infants, toddlers, and preschoolers throughout the 2010s.

90% of young children use handheld electronic devices by the age of one, and this increased screen time has been linked to rising health concerns, such as obesity, allergies, and the negative effects of excessive screen exposure

Gen Alpha Slang and their Meanings

Ever feel like you’re lost in a conversation filled with “yeet”s and “lit”s? Are people around you using words that sound like another language? You’re not alone. Gen Alpha, the generation born after 2010, has created a new set of slang that can leave even the savviest adults scratching their heads. Slang is constantly evolving, allowing each generation to create its own identity and express itself in unique ways. Gen

Alpha’s upbringing in a digital world, filled with social media and online gaming, has greatly influenced the words they use.

If you’d like to stay in the know, here’s a guide to some common Gen Alpha slang, mixing some older, still-popular terms with new ones you might not have heard yet.

Slang Word	Meaning	Example in a Sentence
Rizz	Short for ‘charisma’ and describes someone’s romantic appeal or charm.	“Whenever he talks to someone new, his rizz just draws them in.”
Gyatt	A compliment usually given to a woman with an attractive figure.	“She’s walking by, and all you hear is ‘gyatt’ from the guys.”
Mewing	Refers to placing the tongue on the roof of the mouth to achieve a sharper jawline.	“He’s so dedicated to mewing, hoping it will sharpen his jawline.”
Fanum Tax	A term used to describe the act of taking someone else’s food, popularized by Twitch streamer Kai Cenat.	“Leave your fries unattended, and you’re definitely paying the fanum tax.”



Slang Word	Meaning	Example in a Sentence
Skibidi	originates from the viral YouTube series 'Skibidi Toilet' and it can mean "cool" or "bad," and can also be used to describe someone who's obsessing over some unimportant thing.	"That prank was totally skibidi; it crossed the line." "That skibidi move you pulled at the party was so wild; I can't believe you did that!" "She's always acting so skibidi, like she's in her own world."
Ohio	used to describe something weird or unusual.	"That outfit is so Ohio; I've never seen anything like it."
Sigma	describes someone who is dominant, a lone leader, or a cool and popular individual.	"Even without a crowd, he just exudes sigma vibes."
Mog	means comparing physical attractiveness with others, while "Looksmaxxing" means maximizing or enhancing one's appearance through various methods such as dieting, skincare, or even plastic surgery.	"He's always in the gym, looksmaxxing to make sure no one can mog him."
Bet	a term used to express agreement or readiness to do something.	"You want to challenge me in a game? Bet, I'm ready."
GOAT	stands for 'greatest of all time' and is used to describe someone or something considered the best ever.	"This track is fire; definitely the GOAT of his album."
Sus	short for 'suspect' or 'suspicious,' describing something questionable.	"Why is he sneaking around like that? Super sus."
Bussin'	something very good or delicious.	"The street tacos from that new spot are straight bussin'."
Cap	lying or boasting, while "no cap" means something true or real.	"You really met the president? No cap?"
Lore	refers to the story or background of something, often used to describe fictional worlds in TV shows or video games.	"I spent hours reading about the lore behind the characters."
Ratio'd	a term used when the number of replies to social media content far exceeds the number of likes or shares, usually indicating someone did something considered foolish and got criticized for it.	"After that terrible take, he got ratio'd so hard on X."
Brainrot	describes the use of meaningless and nonsensical internet words. The term was popularized on TikTok.	"Scrolling through memes at 2 AM? That's some real brainrot."
Mad Lit	a term used to describe something considered very cool or exciting, often related to music or a lifestyle that is seen as excessive.	"The party last night was mad lit; we danced until morning."
Gucci	used to describe something good, great, cool, or relaxed.	"Everything's gucci now that finals are over."
Ick	a term used to describe something someone does that instantly makes you feel disgusted or lose romantic interest.	"I got the ick when he started talking with his mouth full."

Slang Word	Meaning	Example in a Sentence
Vibe Check	a spontaneous and usually random moment when someone checks your mood or energy. It's supposed to be a fun experience where the person being checked is in a good mood.	"Random vibe check! Are you feeling good today?"
Bop	a term for a very good or catchy song. The opposite of bop is "not a bop," meaning something not enjoyable or not very good.	"Turn it up! This song is such a bop!"
Sheesh	an expression used to convey admiration, surprise, or being impressed by something. It replaces 'damn' and 'oh my god.'	"Sheesh, did you see that dunk? That was insane!"
Delulu	refers to fans who unrealistically believe they can or will end up with their favorite idol or celebrity. They spend unhealthy amounts of time and energy on the idol, often unable to differentiate between fantasy and reality.	"You really think he'll notice your tags on Insta? That's a bit delulu."
Drip	something very cool or stylish, usually used to describe clothing, accessories, or something with a very stylish look or feel.	"Your outfit today has major drip, bro!"
Low Vibrational	refers to someone or something emitting negative energy or having an unpleasant vibe. It's usually used to describe behavior or situations considered bad or harmful.	"Skipping all your meals just to lose weight is low vibrational energy."

The Promise and Potential of Gen Alpha

Gen Alpha is still in its early years, and while it's too soon to know exactly how they will shape society, their potential is already becoming clear. Raised in a digital world where technology is as familiar as breathing, Gen Alpha stands to become the most tech-savvy generation yet. Their ease with digital tools isn't just about navigating gadgets; it's about approaching problems with creativity and thinking outside the box. As they grow, we can anticipate Gen Alpha leading the charge in transforming industries—whether it's through pioneering AI-driven education or crafting virtual reality environments that revolutionize how we experience entertainment, work, and social interactions.

However, the influence of Gen Alpha goes beyond their technological prowess. They are also coming of age in a period marked by intense awareness of social and environmental issues. With an endless stream of information at their disposal, they're becoming more

globally aware and socially conscious from a young age. This exposure is likely to make them approach global challenges with a strong sense of urgency and moral responsibility, striving to develop solutions that are both innovative and ethically sound. Envision a generation that not only drives technological advances but also considers their wider impact on society and the environment—that's the promise of Gen Alpha.

As we look to the future, the outlook for Gen Alpha is bright. Their blend of adaptability, digital fluency, and social awareness uniquely positions them to navigate—and lead through—the rapid changes of our era. They aren't just equipped to live in a tech-centric world; they're ready to shape it. As they begin to leave their mark, we can expect a generation that marries innovation with empathy, forging a path toward a more connected, inclusive, and forward-thinking world.

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