

Exploring Self-Development Trends Among Gen Z and Millennials

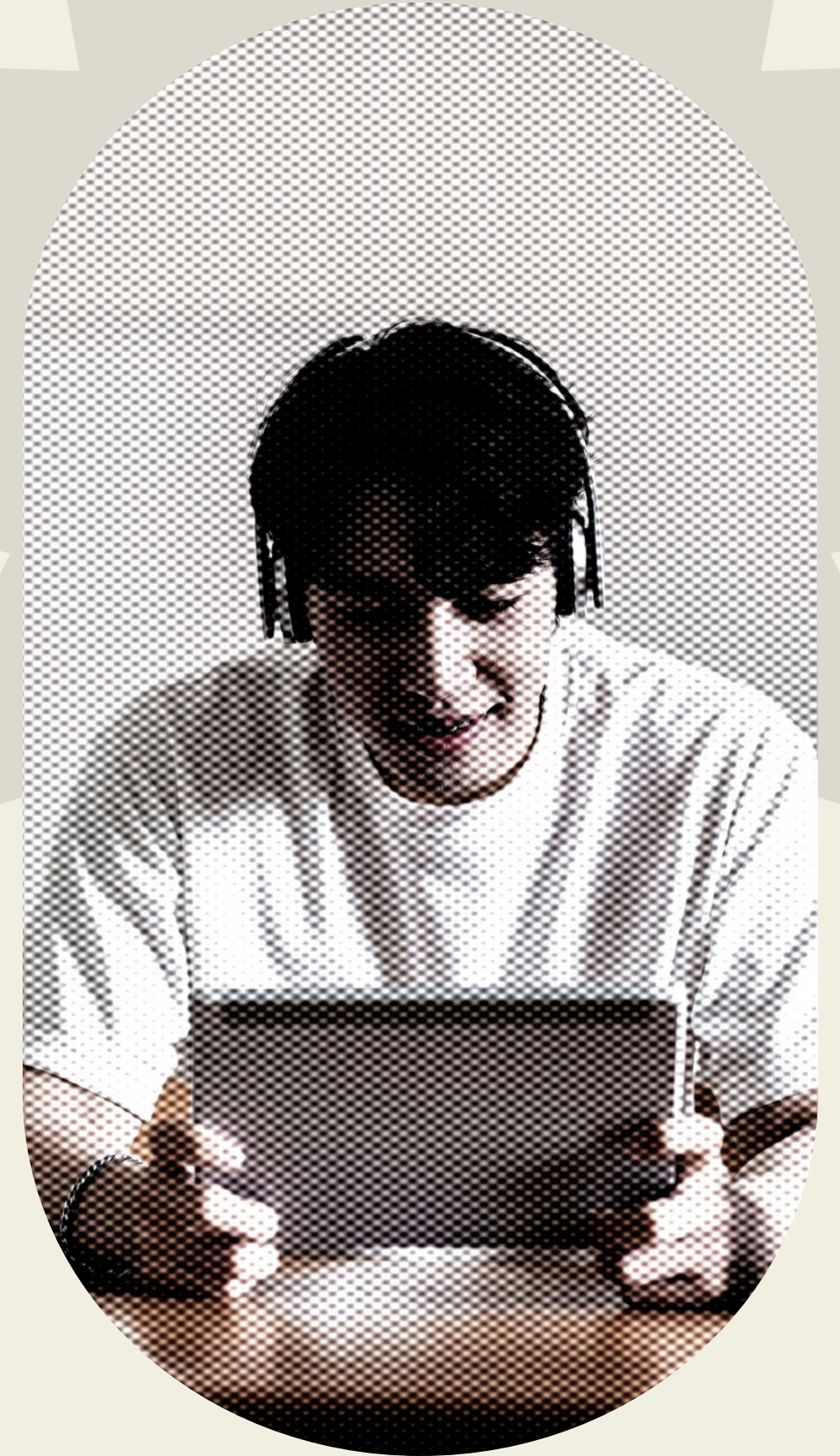
2025 Jakpat Survey Report



Forewords

The productive age generation, especially Gen Z and Millennials, realize self-development activities are important. This is an effort made to improve the quality of self, both personally and professionally. Self-development activities, which include hard skills and soft skills, can be done independently or with the help of others. Some examples are maintaining a healthy lifestyle, taking courses, and working part-time.

Jakpat conducted a survey to find out the interests and activities related to self-development among Gen Z and Millennials in Indonesia. The report, which involved 1549 respondents, shows the views, efforts, and plans related to self-development activities, both personally and professionally.



Research highlights



3 out of 10 people are doing self-development activities, with a higher percentage of Gen Z.



Mental development is the top area of interest for both Gen Z and Millennials.



Around 60% of people increase their worship as a self-development effort.



Millennials prefer digital marketing courses, while Gen Z prefers public speaking ones.



TikTok is Gen Z's go-to social media for seeking information about self-development activities.



Deddy Corbuzier is the one of the preferred influencers of self-development activities.

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Research details

Data collection

- The survey was distributed to a total of 1549 respondents
- The data were collected from 24th-25th of February 2025
- Margin of error below 5%
- The questionnaires were distributed via Jakpat mobile app
- Proportioned by Indonesian internet population

Research objective

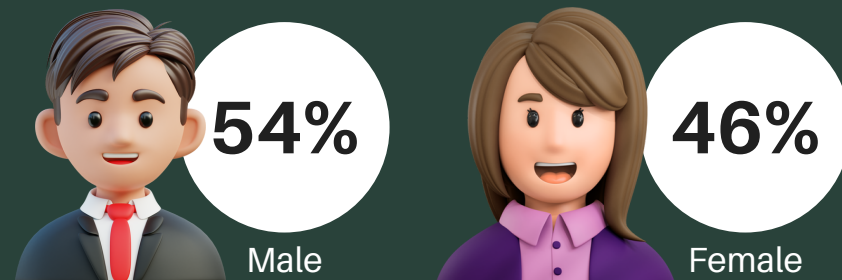
- To find out interest in self-development activities among Gen Z and Millennials
- To find out popular self-development activities among Gen Z and Millennials



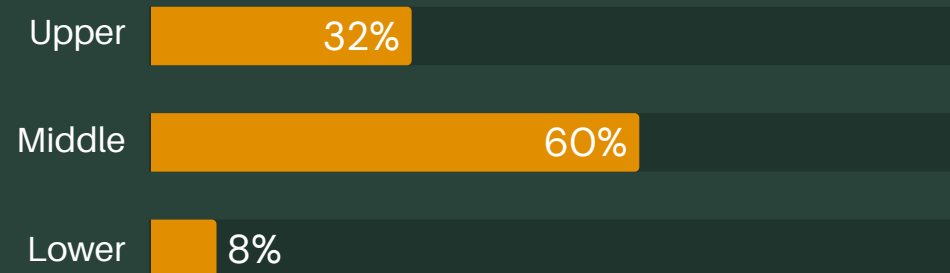
Demographic profile

n= 1549 respondents

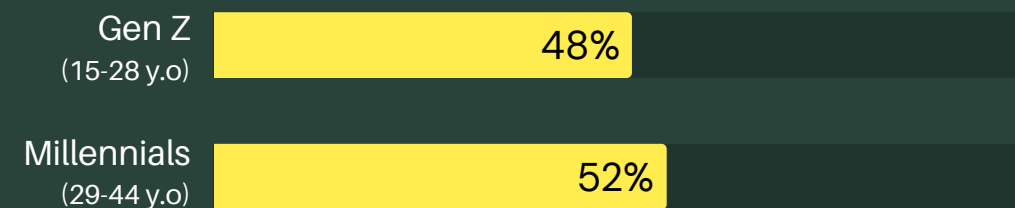
Gender



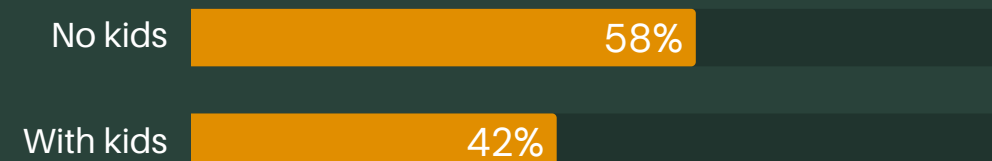
SES



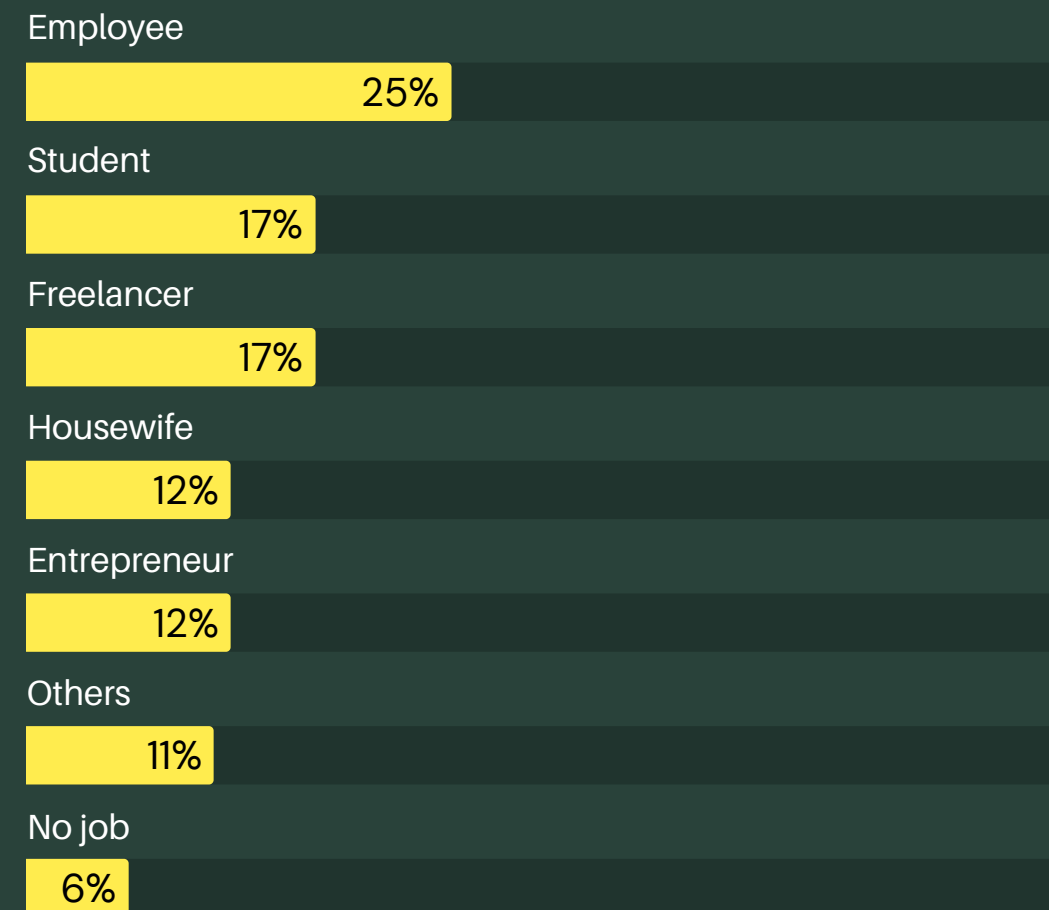
Age cohort



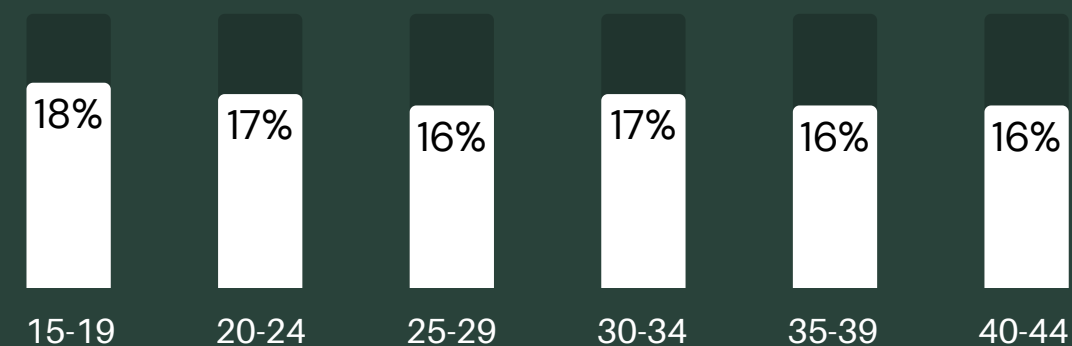
Parental status



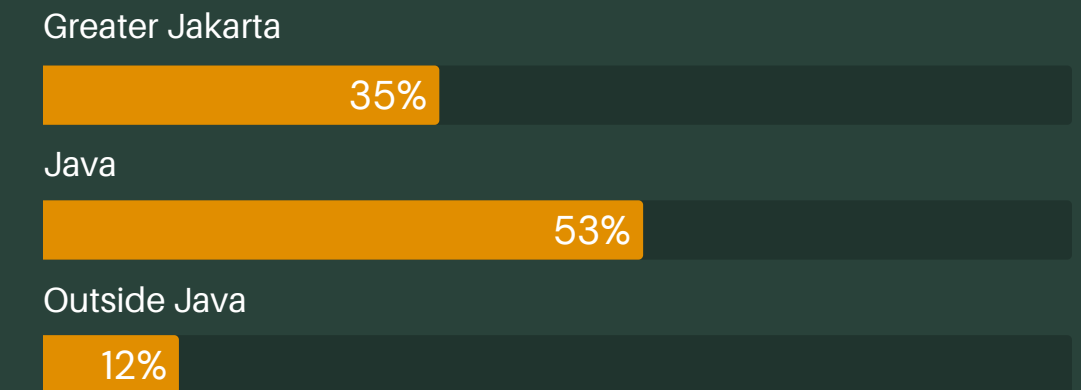
Occupation



Age group



Area*



*Area

- Greater Jakarta: Central Jakarta, West Jakarta, South Jakarta, East Jakarta, North Jakarta, Thousand Islands Regency, Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency, Tangerang City, Tangerang Regency, South Tangerang City.
- Java: West Java (except Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency), Banten (except Tangerang City, Tangerang Regency, South Tangerang City), Central Java, East Java, DI Yogyakarta.
- Outside Java: Big cities outside Java: Bali, Medan, Padang, Palembang, Pekanbaru, Bandar Lampung, Samarinda, Balikpapan, Manado, Makassar, Jayapura.

87% of respondents are interested in self-development activities

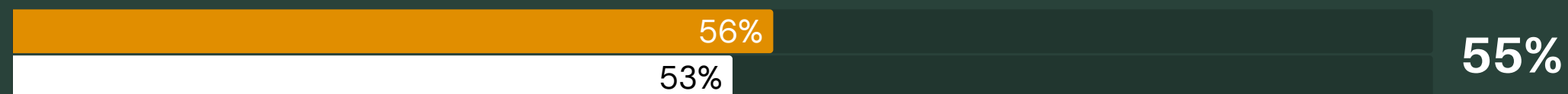
n= 1549 respondents

Intention to do self-development activities

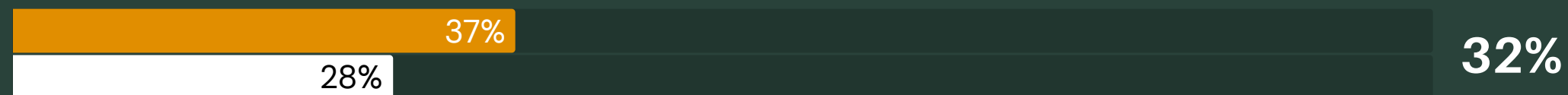
■ Gen Z

■ Millennials

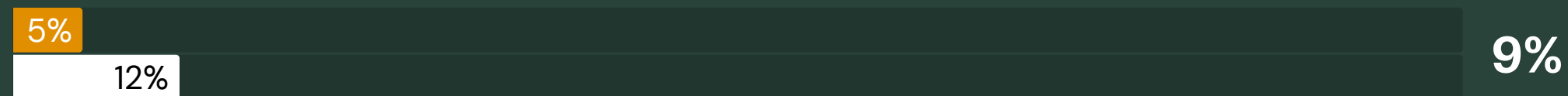
Yes, I plan to do it



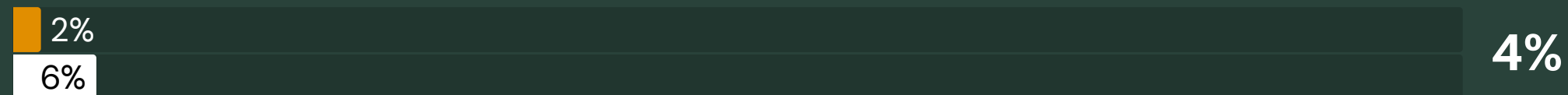
Yes, I am doing it



No, but I have done it



No, I don't want to do it



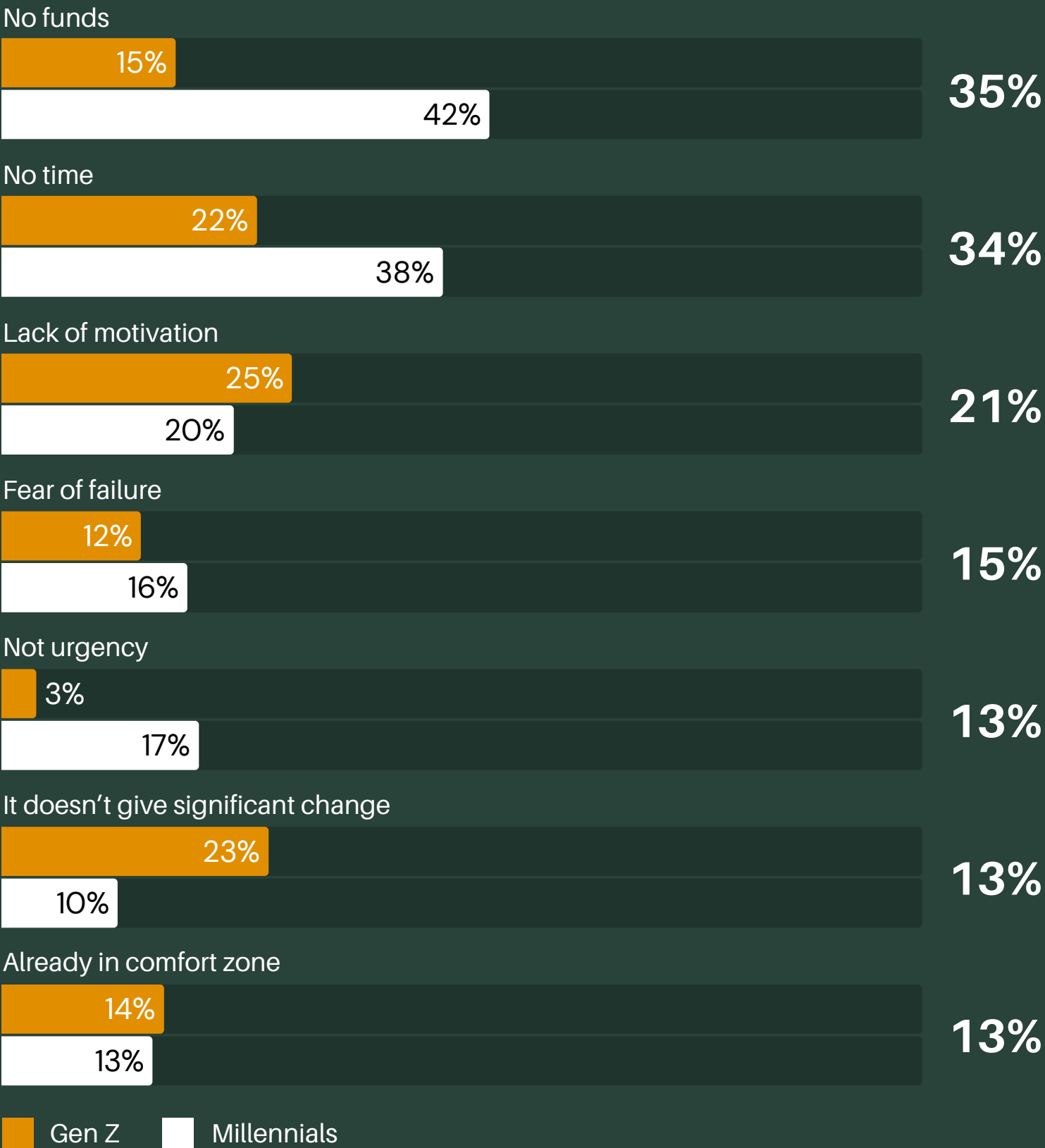
More than half of the respondents plan to engage in self-development activities.

Meanwhile, 3 out of 10 are already doing so, with a higher percentage among Gen Z.

13% of respondents do not participate in self-development activities—either because they have already done so or are not interested. Meanwhile, 1 out of 5 Millennials said they are not interested in this topic.



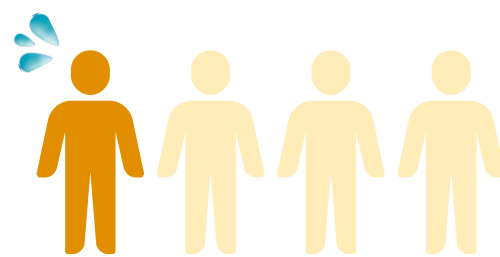
Reasons for not doing self-development activities



No money & no time are the biggest barriers

n= 201 respondents who do not want to do self-development activities

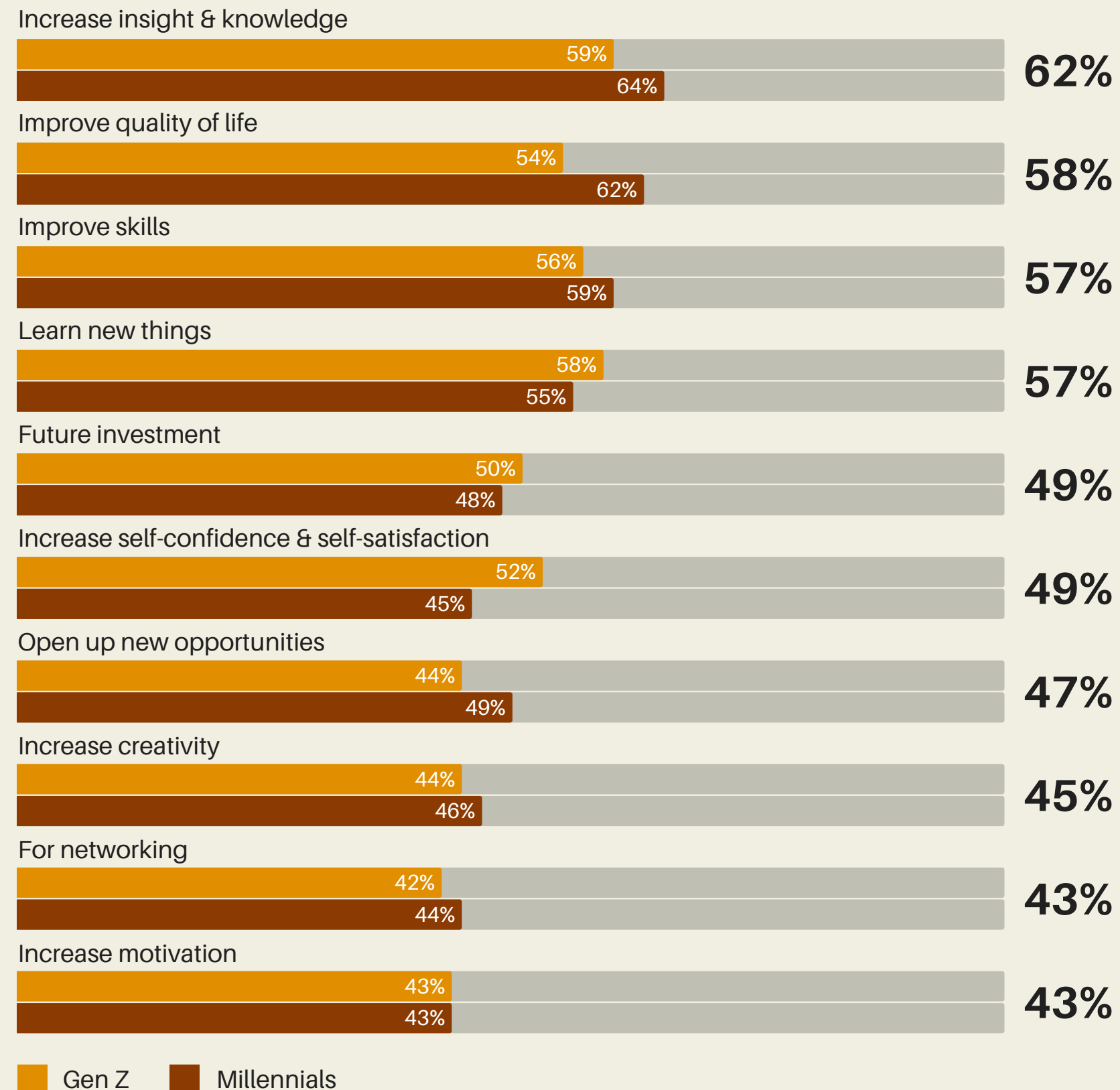
Lack of funds is the main obstacle why someone does not do self-development activities, especially for Millennials. Meanwhile, 34% of respondents said they do not have time for it.



1 out of 4 Gen Z admits they lack the motivation to do self-development activities



Reason for being interested in self-development activities

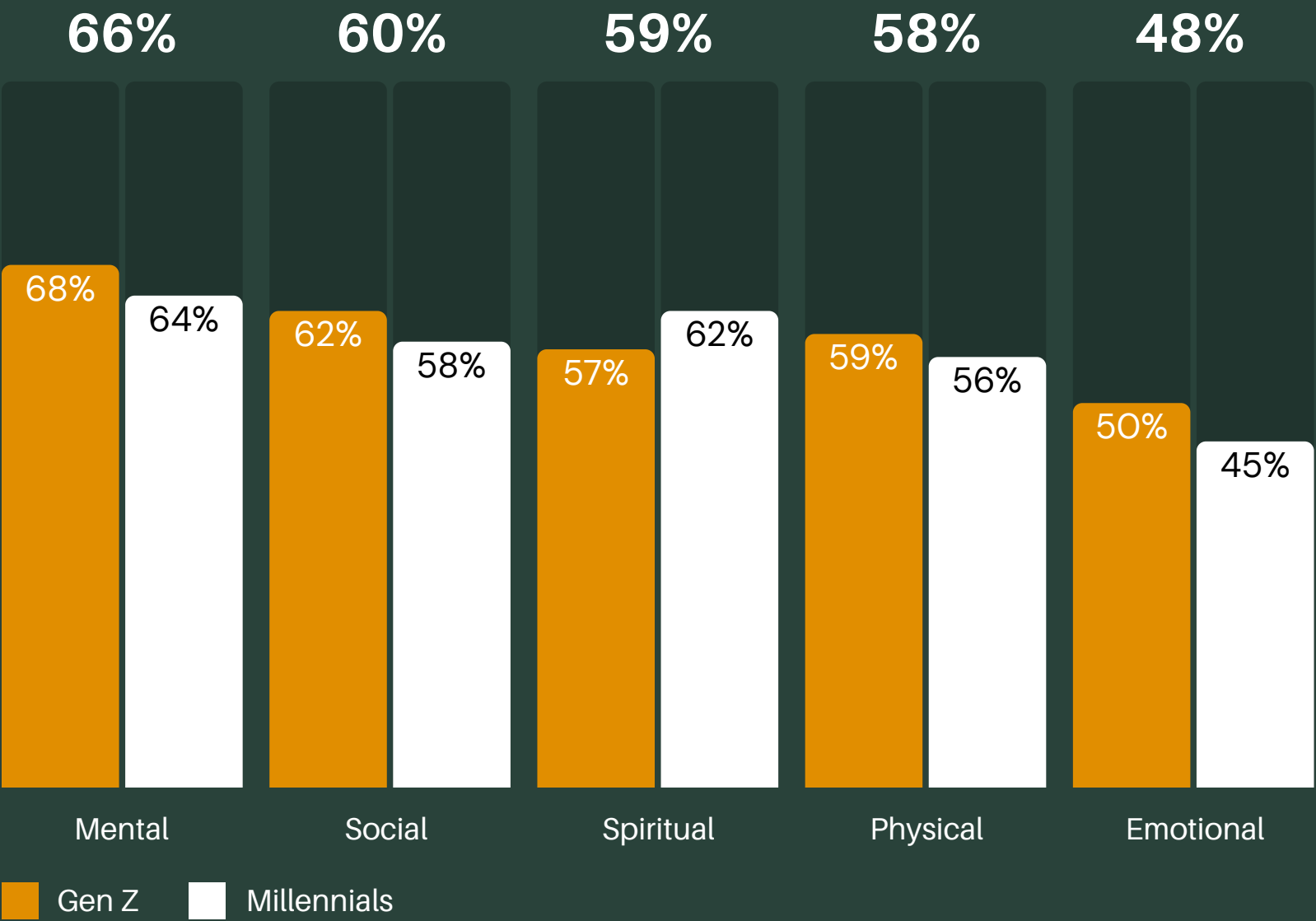


Self-development activities to gain insights & knowledge

n= 1348 respondents planning or undergoing self-development activities

3 out of 5 people are interested in doing self-development activities because they want to increase their insight and knowledge. Other most common reasons are to improve their quality of life and skills, especially Millennials. Meanwhile, **more than half of Gen Z does it to learn new things and increase their self-confidence.**

Scope of self-development activities

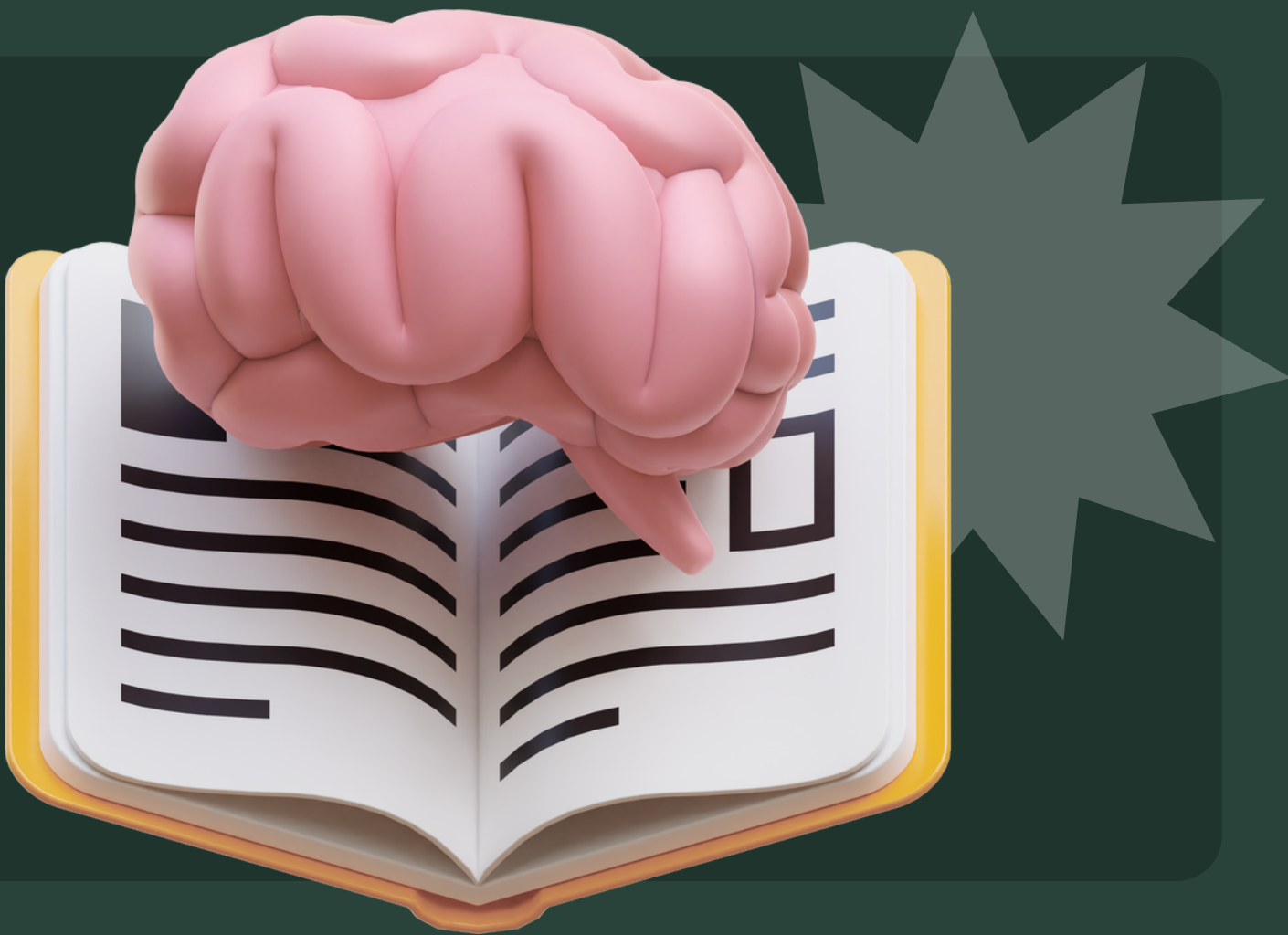


- Mental : reading books, taking study classes, etc.
- Social : joining a community, taking public speaking classes, etc.
- Spiritual : meditation, worship, etc.
- Physical : exercise, getting enough sleep, taking medication, etc.
- Emotional : recognizing emotions, going to a professional, etc.

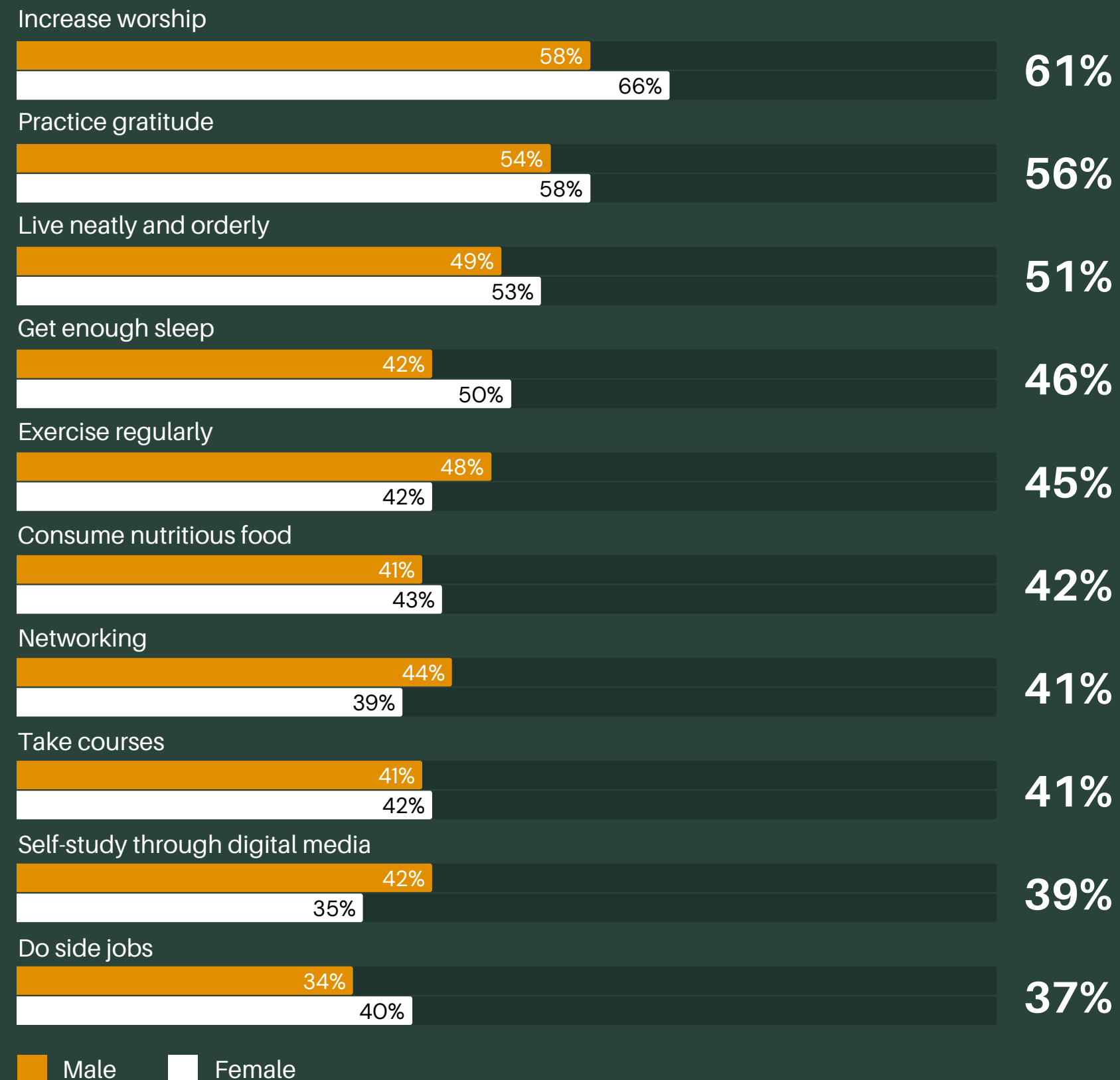
66% of people are interested in mental development

n= 1348 respondents planning or undergoing self-development activities

Mental development is the top area of interest for both Gen Z and Millennials. Beyond that, Gen Z is more interested in social development, which focuses on communication, while Millennials prioritize spiritual development, which centers on the inner self.



Self-development activities



3 out of 5 people do self-development activities by increasing worship

n= 1348 respondents planning or undergoing self-development activities

Around 60% of people increase their worship as a self-development effort. Other activities include practicing gratitude and striving to live a neat and orderly life.

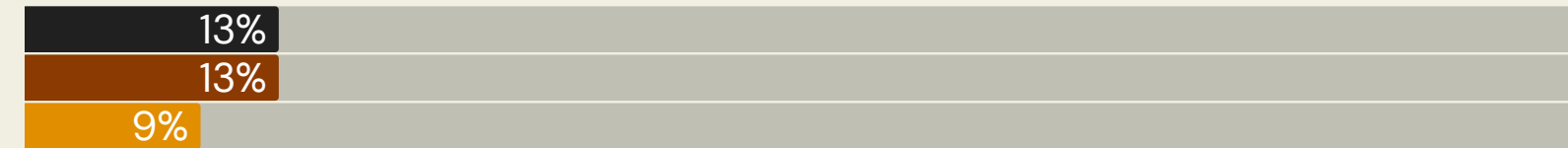
Additionally, **half of the men exercise regularly to improve themselves.**

2 out of 5 women do side jobs as a self-development activity

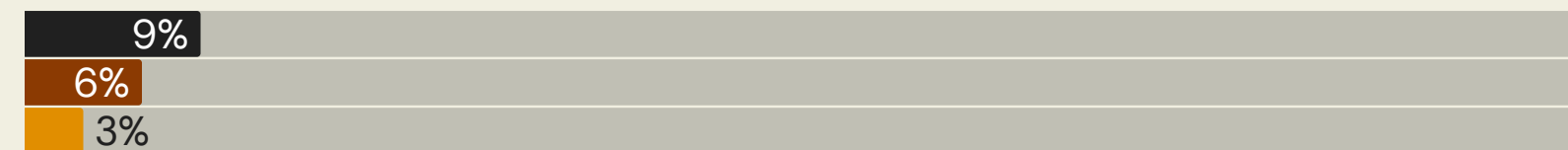


Time to take courses

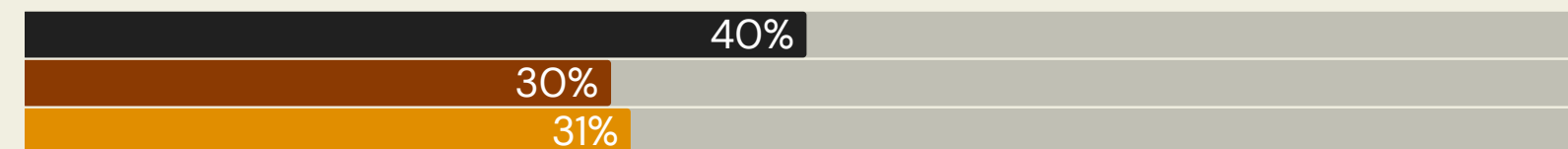
Every day



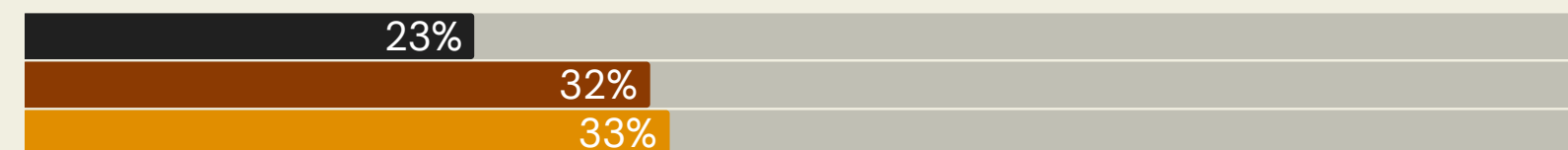
4-6 times a week



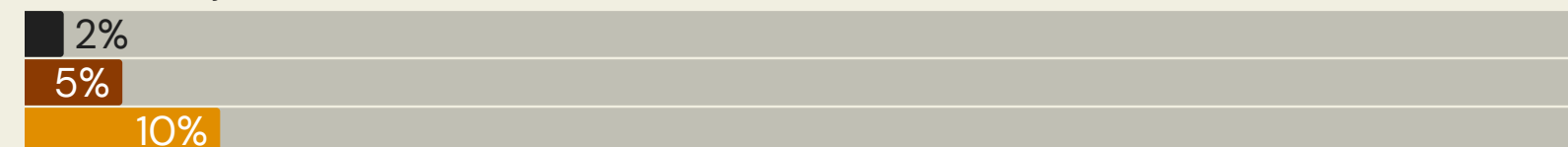
1-3 times a week



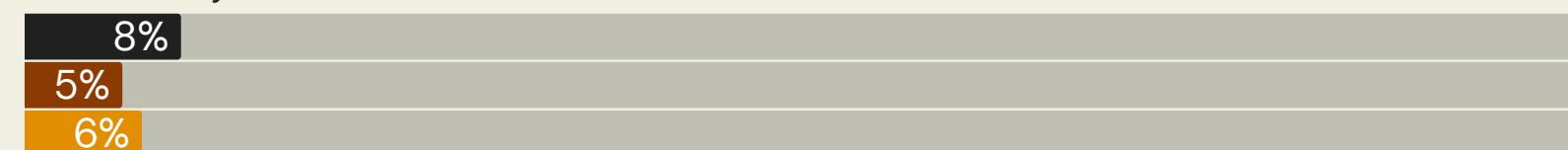
1-3 times a month



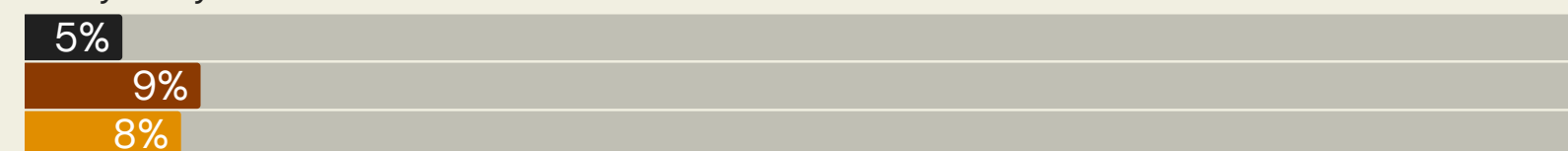
4-6 times a year



1-3 times a year



Every few years

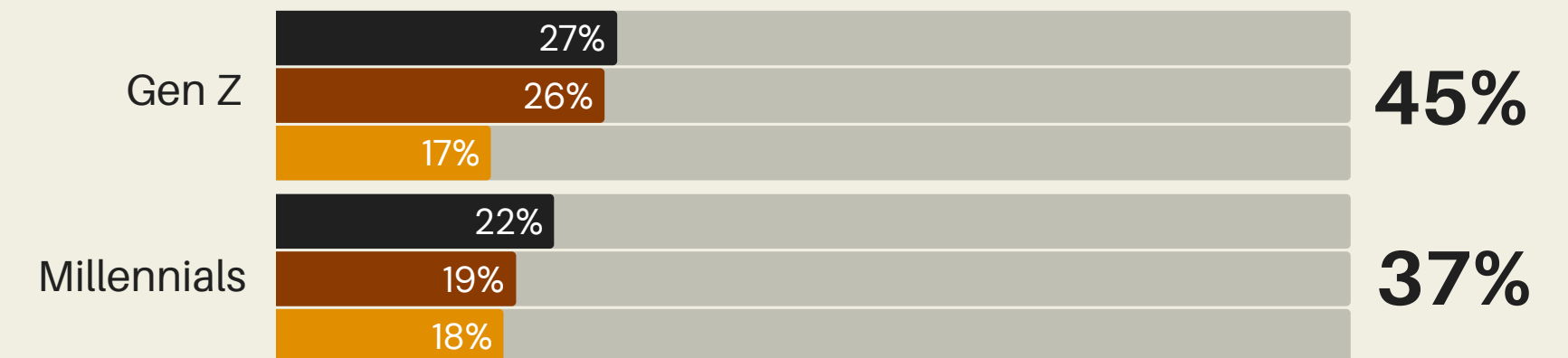


■ Subject courses ■ Public speaking course ■ Skill courses

More Gen Z take courses than Millennials

n= 647 respondents planning or undergoing courses and/or workshops

Types of course taken



■ Subject courses ■ Public speaking course ■ Skill courses

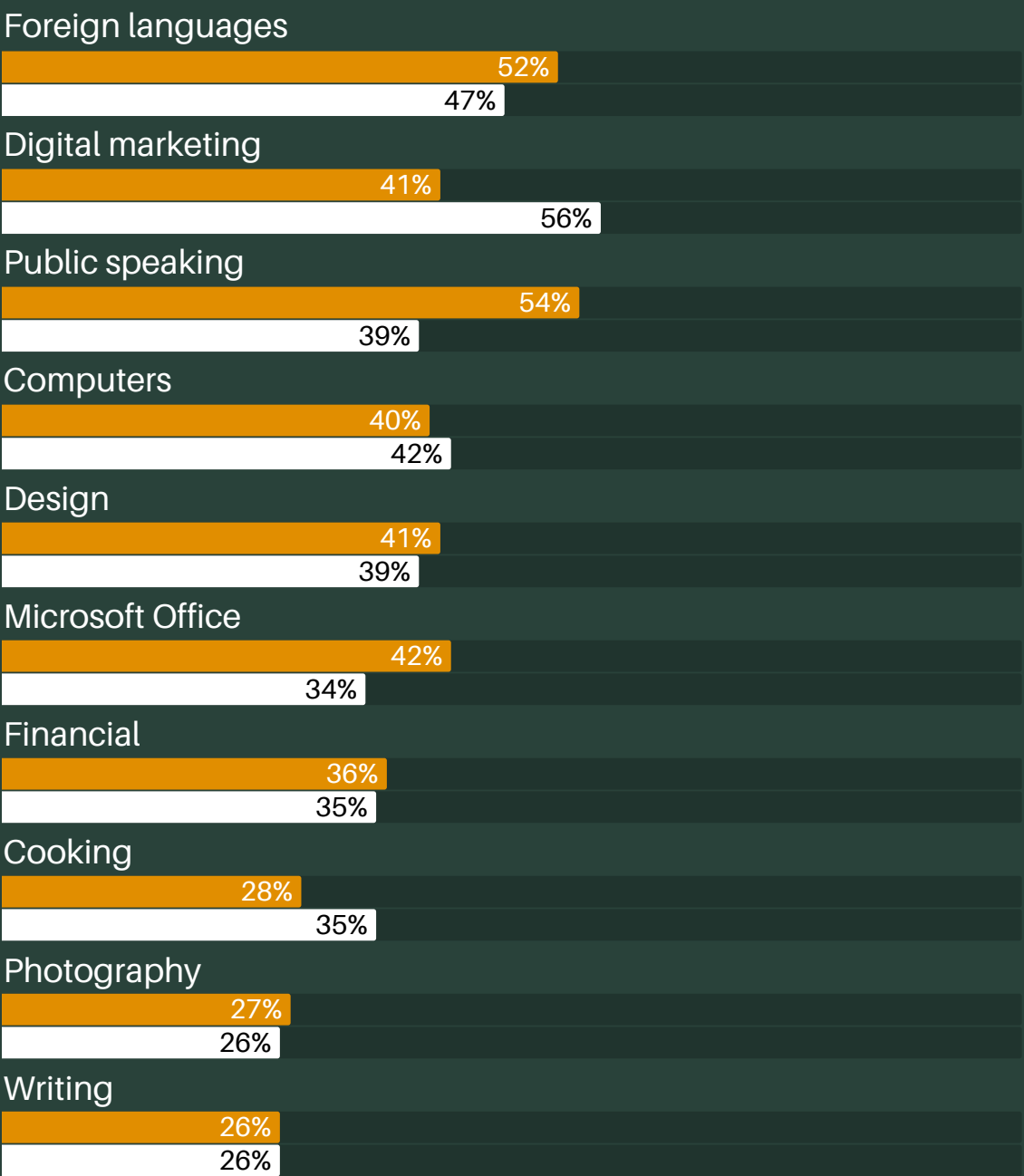
Gen Z is more interested than Millennials in taking subject-based and public speaking courses for a self-development activity. In terms of frequency, two-thirds of respondents prefer to take courses 1-3 times per week.

One-third have been involved in self-development activities for 1-3 months

Foreign language is the most favorite course

n= 647 respondents planning or undergoing courses and/or workshops

Courses taken



Gen Z Millennials

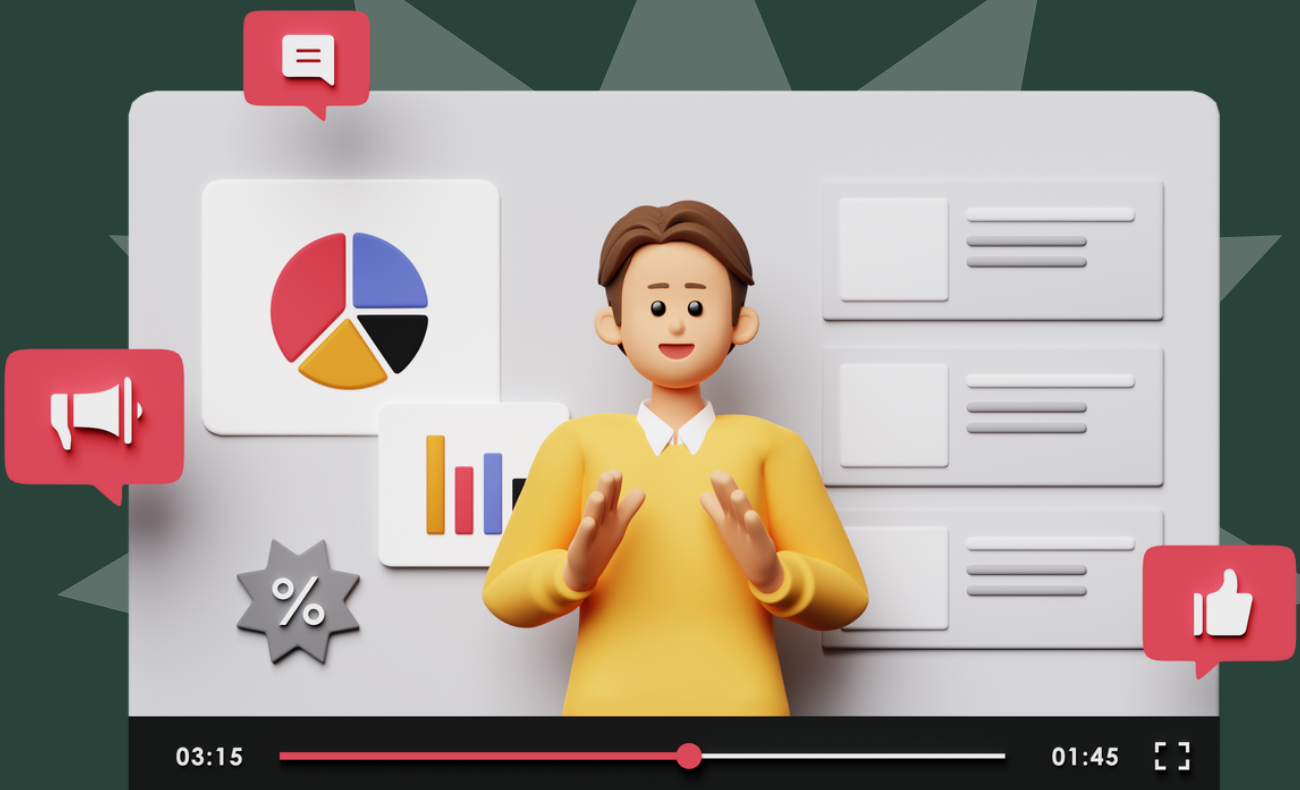
Top 5 subject courses

Foreign languages	50%
Digital marketing	48%
Computers	41%
Design	40%
Microsoft Office	38%

Top 5 skill courses

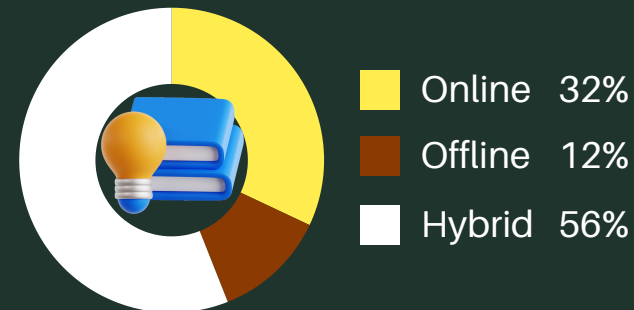
Cooking	32%
Photography	26%
Writing	26%
Music	25%
Crafts	22%

As many as 90% of respondents are interested in subject courses, proved by the top 10 courses are dominated by this option. **Millennials prefer digital marketing courses**, while Gen Z prefers public speaking ones.

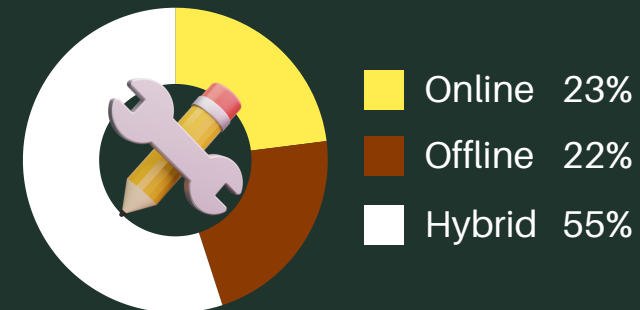


Courses system

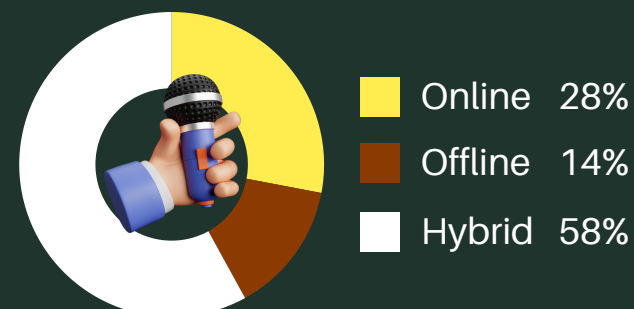
Subject courses



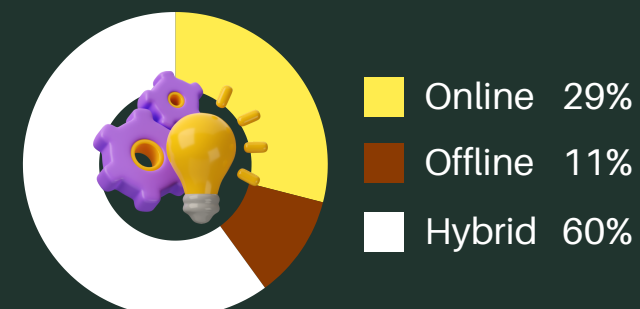
Skill courses



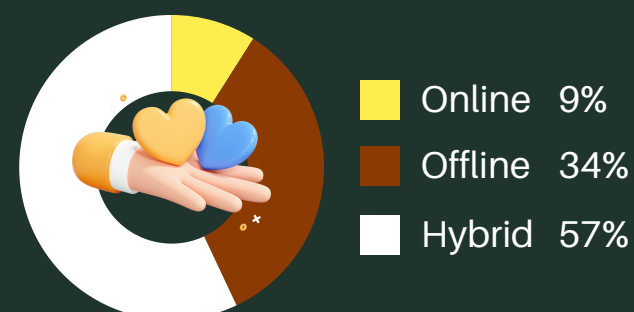
Public speaking course



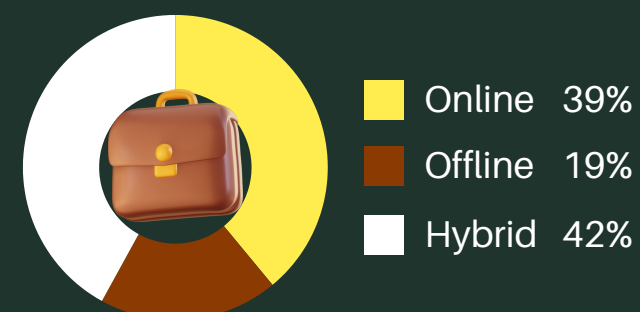
Workshops



Volunteering



Side jobs



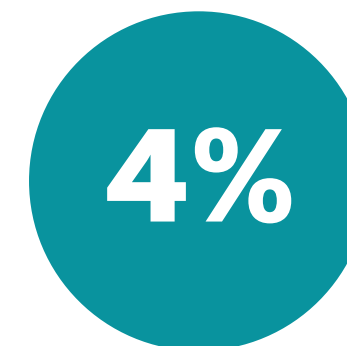
39% of people prefer online method for side jobs

n= 647 respondents planning or undergoing courses and/or workshops

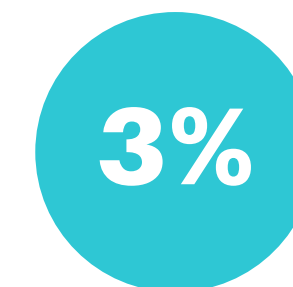
On average, **more than 50% of respondents either want to take or are currently taking courses with hybrid meetings**, combining online and offline sessions. Meanwhile, 1 in 3 respondents who volunteer tend to prefer offline meetings.

Speaking of brands, **respondents tend to be attracted to local online course brands**, such as MySkill or Ruangguru.

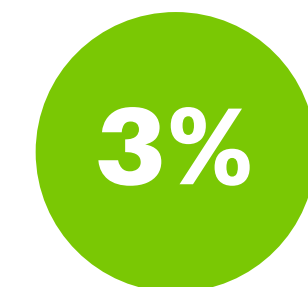
Top 3 online course brands



MySkill



ruang guru



duolingo

The average cost per course is less than IDR 500 thousand

n= 647 respondents planning or undergoing courses/workshops

Average cost of top 10 courses

Foreign languages



Digital marketing



Public speaking



Computers



Design



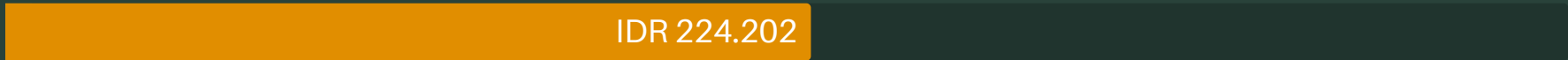
Microsoft Office



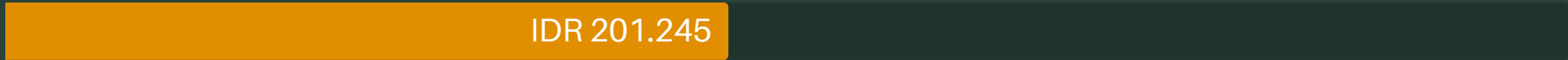
Financial



Cooking



Photography



Writing

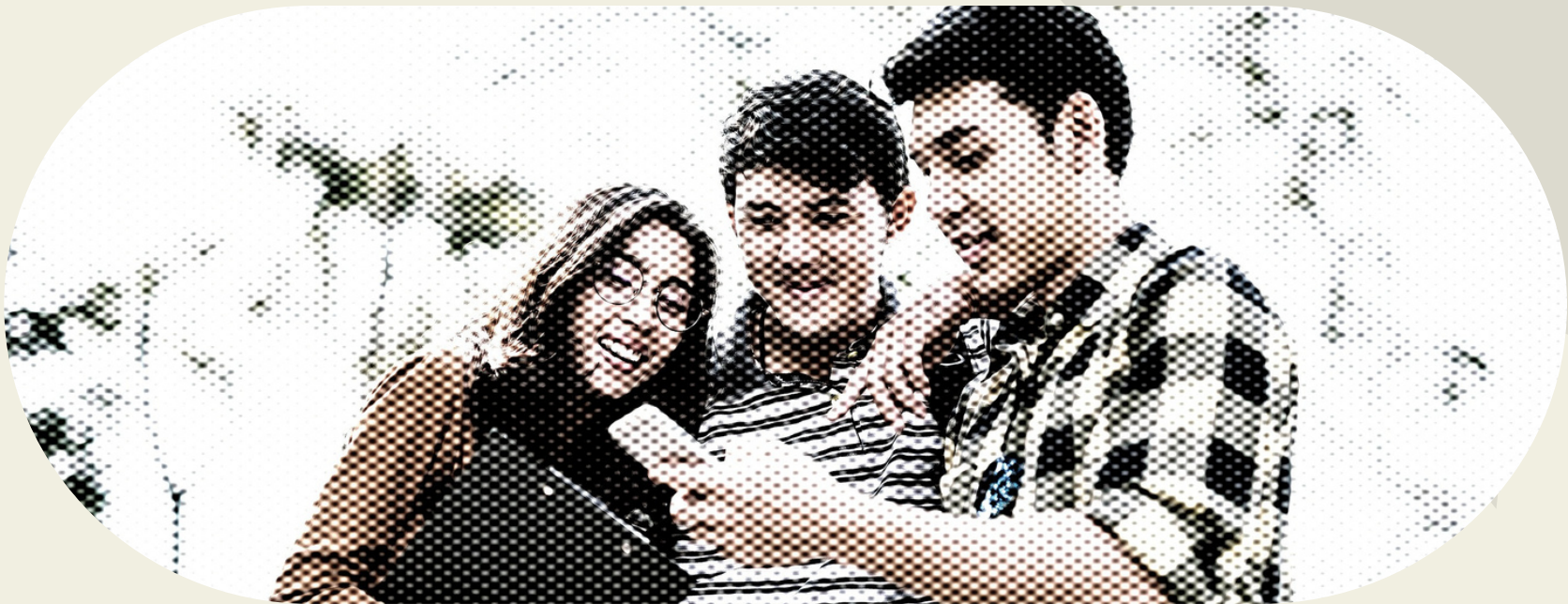
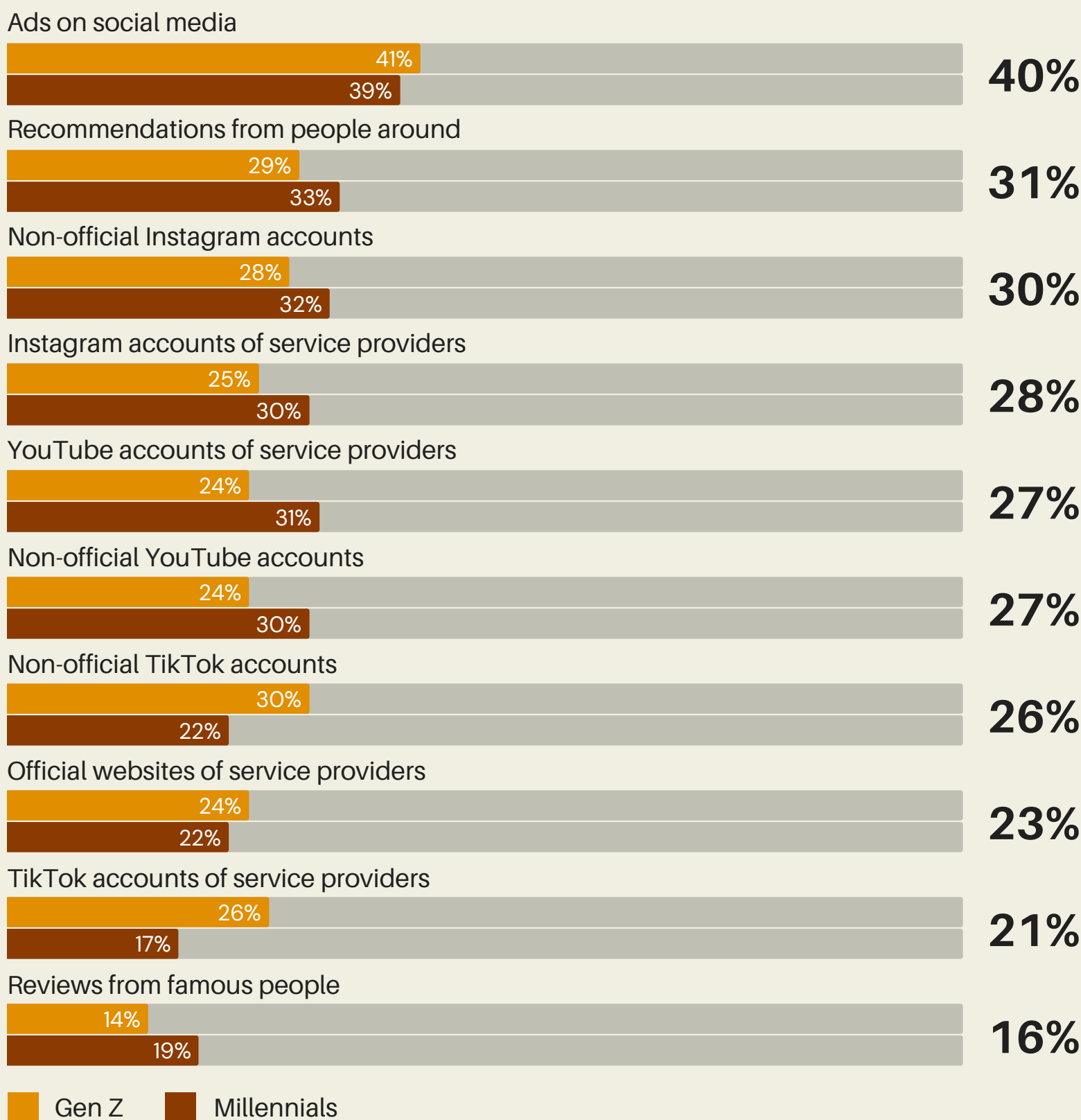


On average, the cost of the most popular courses ranges from IDR 200.000 to IDR 400.000. Respondents tend to pay more for foreign languages, computers, and financial courses.



Almost 50% of respondents chose free courses

Sources of information about self-development activities



Social media is the main source of information about self-development activities

n= 1348 respondents planning or undergoing self-development activities

As many as 40% of the respondents know the information about self-development activities through advertisements on social media.
1 out of 3 Millennials get it from recommendations from people around them such as friends and family.

TikTok is Gen Z's go-to social media for seeking information about self-development activities





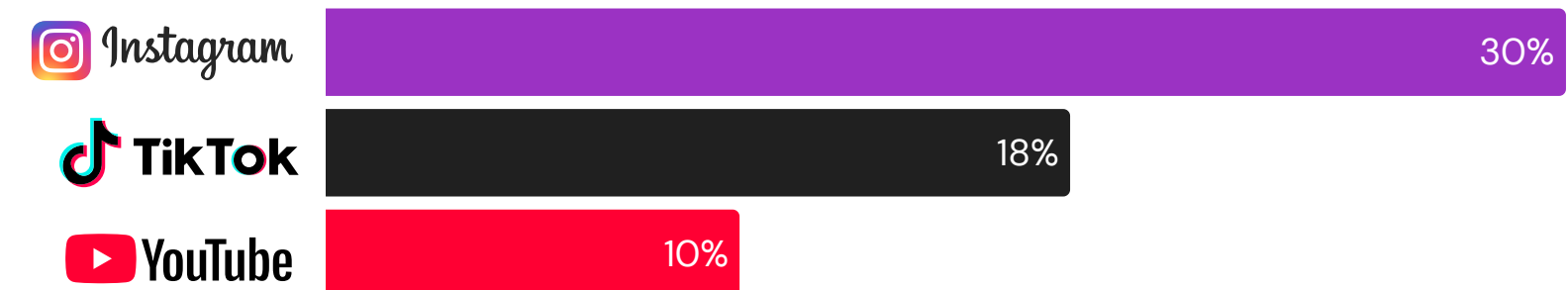
Favorite influencers of self-development activities



Dedy Corbuzier is the one of the preferred influencers of self-development activities.

n= 1348 respondents planning or undergoing self-development activities

Top 3 social media to view favorite influencers

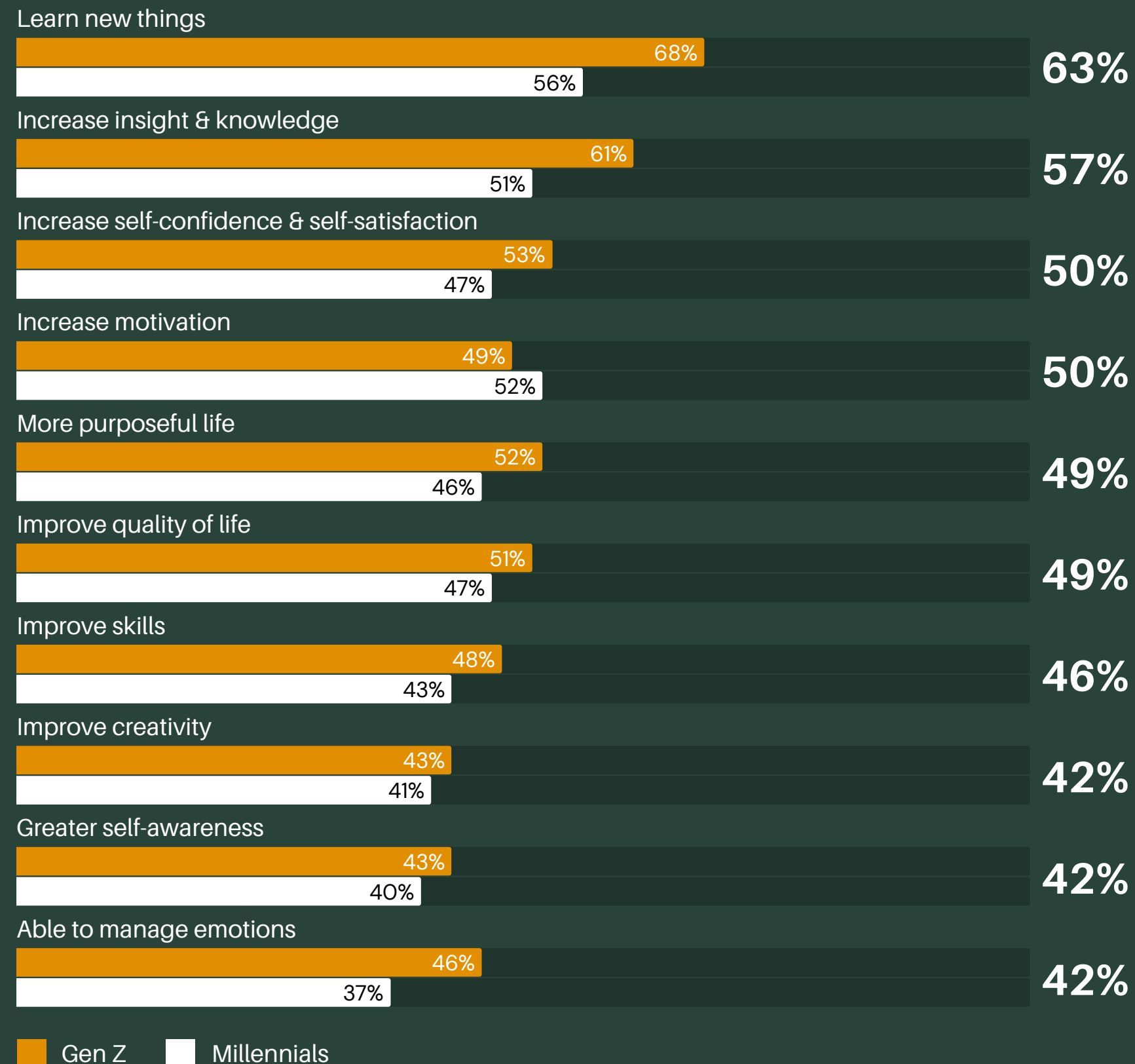


Respondents had diverse answers when asked about their favorite self-development reference figures. **4% mentioned Dedy Corbuzier, host of the Close The Door podcast**, followed by preacher Adi Hidayat, entertainer and Presidential Special Envoy Raffi Ahmad, motivator Merry Riana, and content creator Vina Muliana.

3 out of 10 people follow influencers of self-development activities via Instagram



Benefits of self-development activities



7 out of 10 Gen Z learn new things while doing self-development activities

n= 503 respondents undergoing self-development activities

For respondents who are pursuing self-development activities, the biggest benefit so far is learning new things. **53% of Gen Z feel it boosts their confidence and self-satisfaction**, while more than half of Millennials say it has increased their motivation.

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