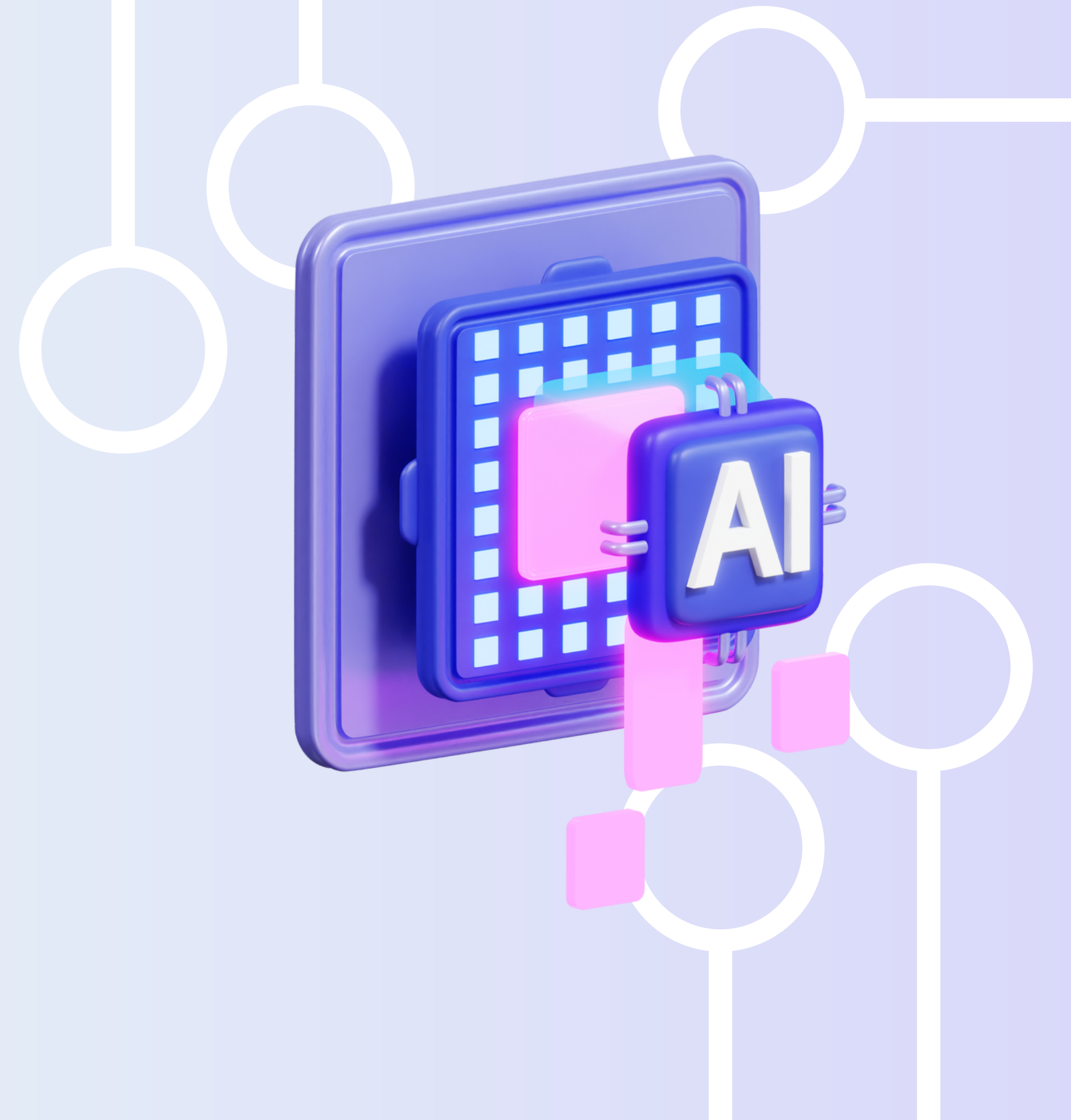


Understanding AI Usage Today

2025 Jakpat Survey Report



Forewords

AI has rapidly evolved from a specialized technology to a powerful tool utilized in numerous industries, enabling the automation of tasks and the generation of new ideas. While it brings great benefits, it also raises concerns like job loss and crime issues. As new technology, AI's impact will keep growing, changing industries and society.

Jakpat conducted a survey to find out the AI trends in 2025. The report, which involved 1423 respondents, also describes respondents' opinions about the AI usage, both professionally and daily, and the response of AI content on social media.



Research highlights



Most respondents are familiar with artificial intelligence (AI), with 71% using it.



Almost 50% of respondents started using AI in the last 6 months.



ChatGPT is the most widely used AI application by respondents, with a percentage of 74%.

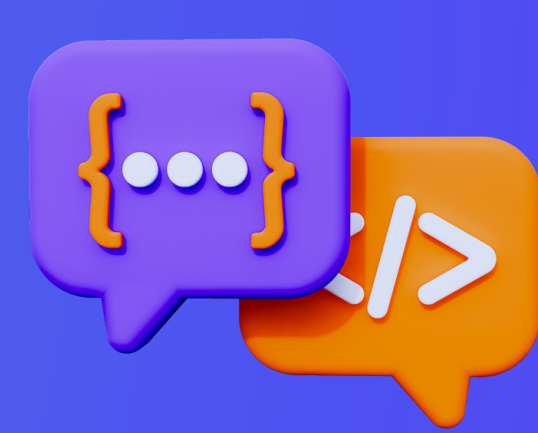


7 out of 10 people usually view AI-animated videos on social media.



As many as 64% said they are worried that AI would make humans too dependent on the technology.

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Research details



Data collection

- The survey was distributed to a total of 1423 respondents
- The data were collected from 10th to 14th of April 2025
- Margin of error below 5%
- The questionnaires were distributed via Jakpat mobile app
- Proportioned by Indonesian internet population

Research objective

- To find out AI usage nowadays
- To find out the respondents' ability to distinguish between AI products or not
- To find out the response to AI content on social media

Gender

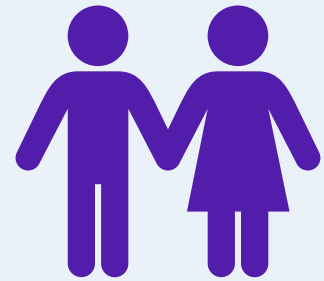


52%
Male



48%
Female

Parental status

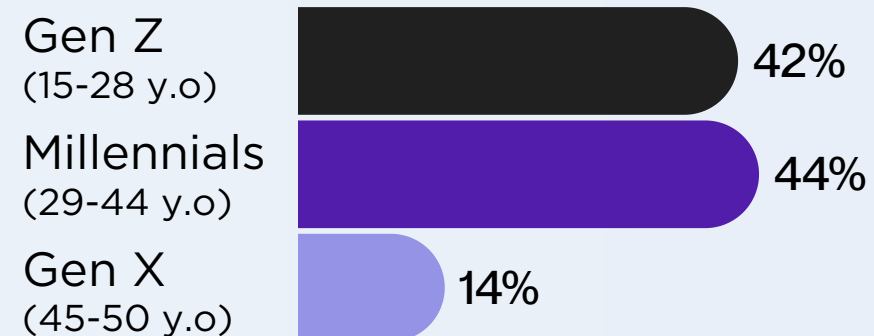


54%
No kids

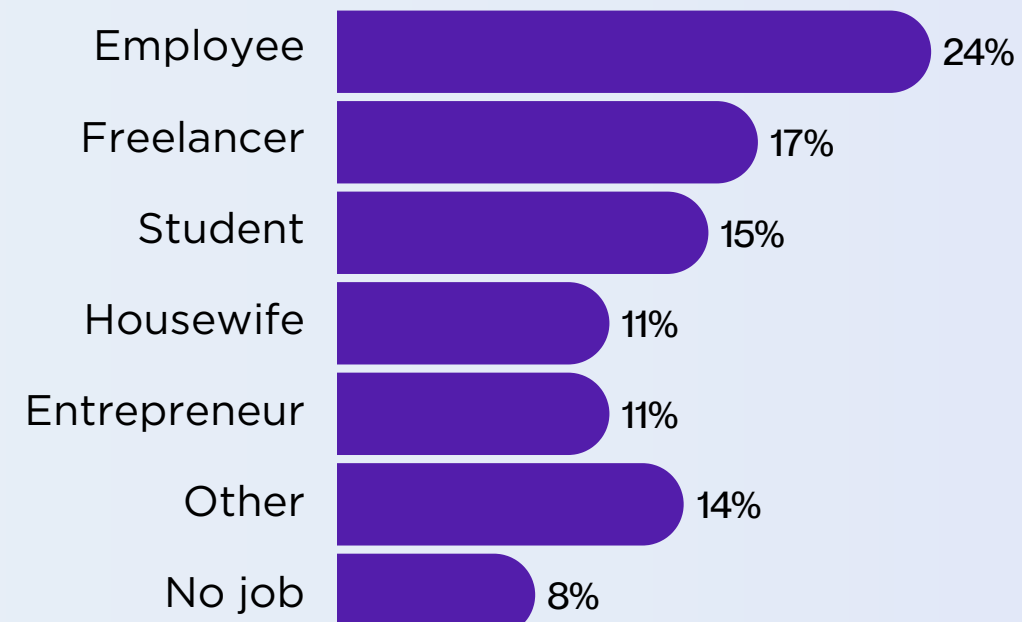


46%
With kids

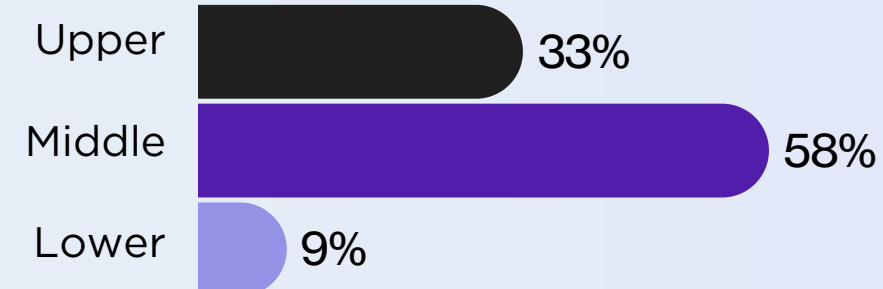
Age cohort



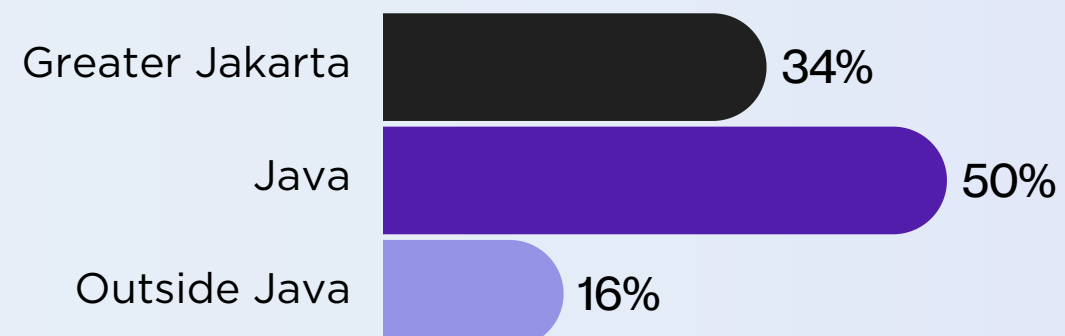
Occupation



SES



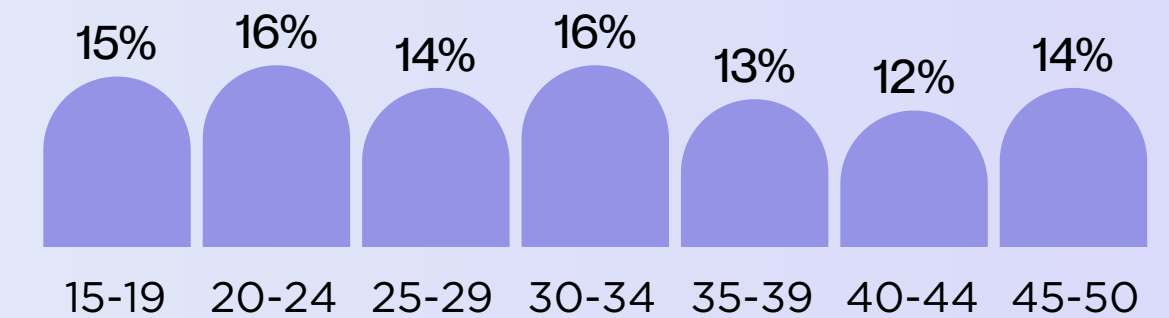
Area*



Demographic profile

n= 1423 respondents

Age group



*Area:

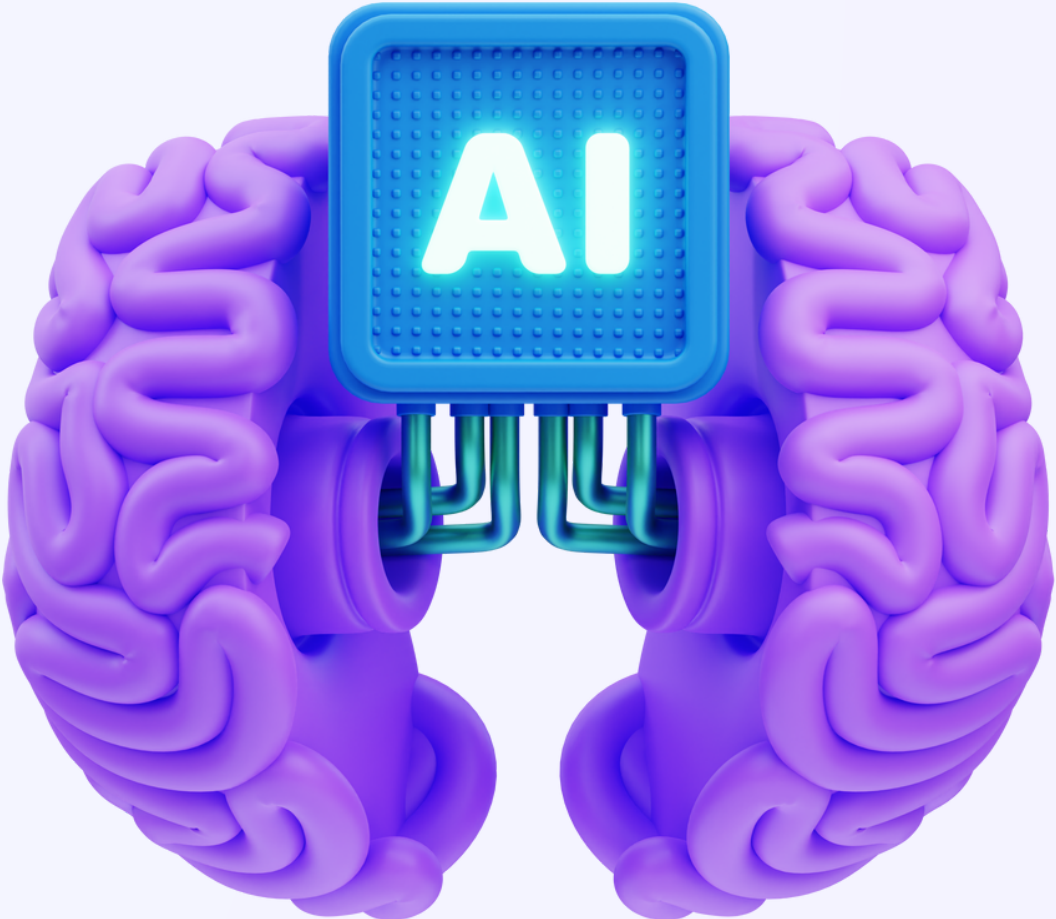
- Greater Jakarta: Central Jakarta, West Jakarta, South Jakarta, East Jakarta, North Jakarta, Thousand Islands Regency, Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency, Tangerang City, Tangerang Regency, South Tangerang City.
- Java: West Java (except Bogor City, Bogor Regency, Depok 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.

7 out of 10 people use AI

n= 1423 respondents

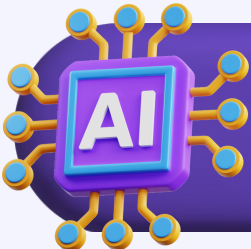


Use of AI



3 out of 10 students use AI for learning

Most respondents are familiar with artificial intelligence (AI) with 71% using it, whether professionally or personally. 1 out of 5 people use the technology only for work or study.



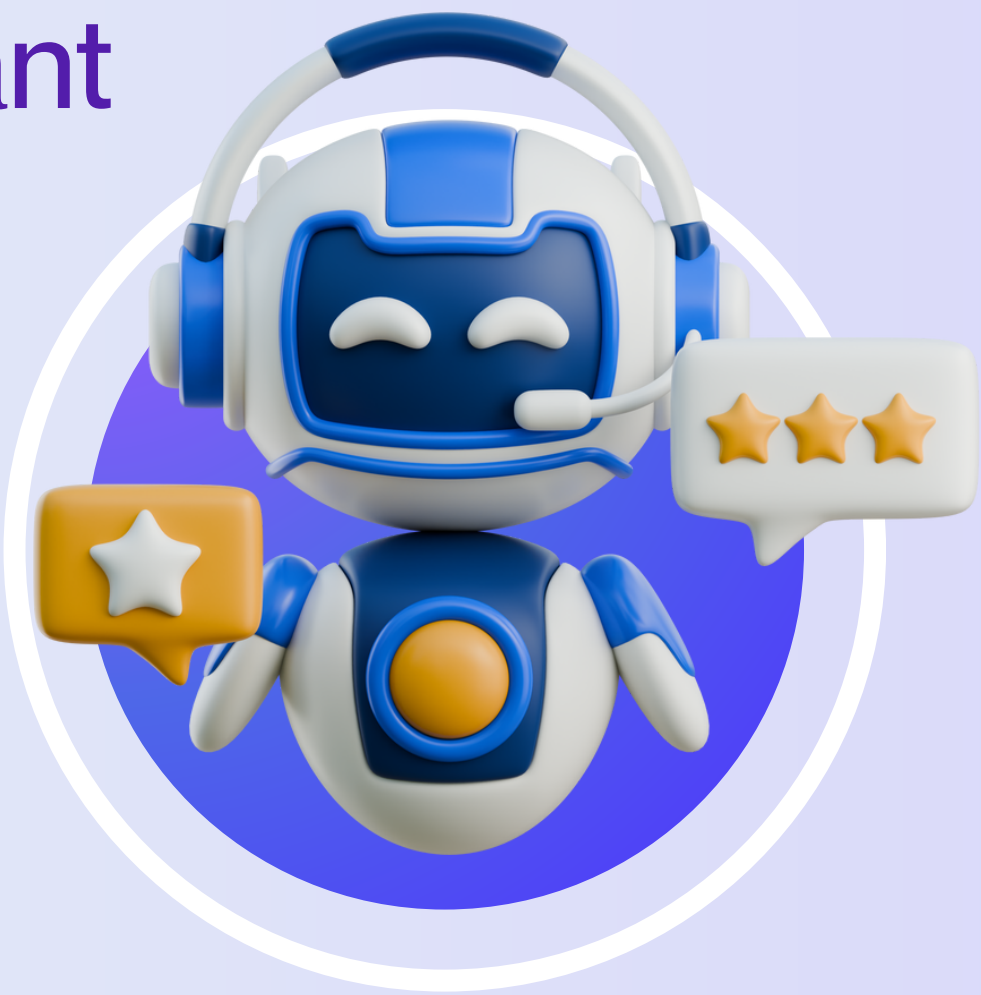
57% of the respondents plan to use AI in the future

30% of respondents use AI as a virtual assistant

n= 1334 respondents who know AI

Perceived benefits of AI use

	Gen Z	Millennials	Gen X	Total
 Save time and energy	50%	47%	58%	50%
 Provide recommendations	44%	40%	34%	41%
 Can translate languages	38%	41%	42%	40%
 Provide solutions	45%	26%	29%	34%
 Help analyze data	34%	31%	25%	31%
 Increase efficiency and productivity	29%	31%	31%	31%
 Become a virtual assistant	29%	31%	26%	30%
 Automatically process text	29%	27%	31%	28%
 Automatically process images	23%	30%	26%	26%
 Help content-making	20%	25%	18%	22%



The biggest benefit felt from using AI is **saving time and energy**. In addition, AI also helps in providing recommendations and translating languages.



1 out of 3 Gen Z use AI for data-analyzing

AI is considered to make humans spoiled

n= 1334 respondents who know AI

Concerns about using AI

	Gen Z	Millennials	Gen X	Total
Make humans too dependent on technology	68%	58%	70%	64%
Can be misused for crime (fraud, deepfake, etc)	65%	61%	65%	63%
Make people lazy or uncreative	65%	57%	65%	61%
Potentially causes unemployment	59%	52%	51%	55%
Difficult to distinguish between human-made and AI-made	46%	53%	47%	49%
Security and privacy risks	44%	53%	40%	48%
Reduce analytical skills and independent decision-making	47%	47%	43%	41%

Although helpful, many are worried about the existence of AI. **As many as 64% said they are worried that AI would make humans too dependent on the technology.** Other concerns include the misuse of technology for crime and making people lazy or uncreative.

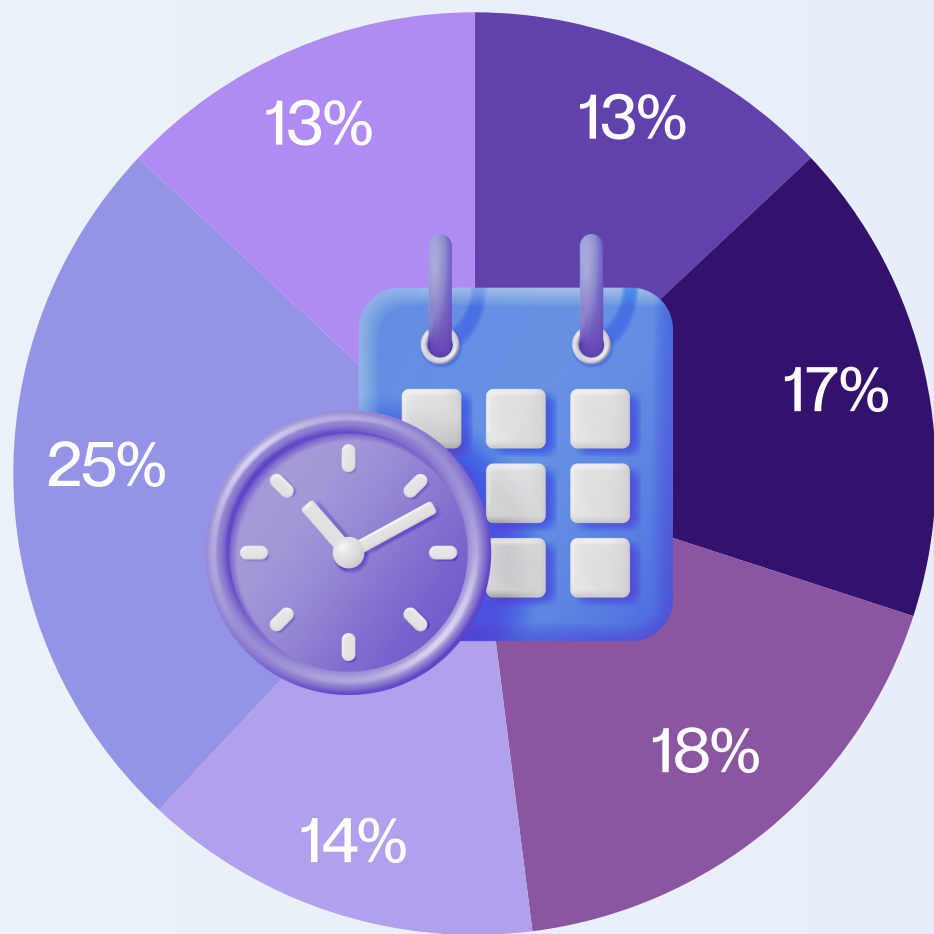
3 out of 5 Gen Z are worried that AI might cause more unemployment



25% of respondents have used AI in the last 1-2 years

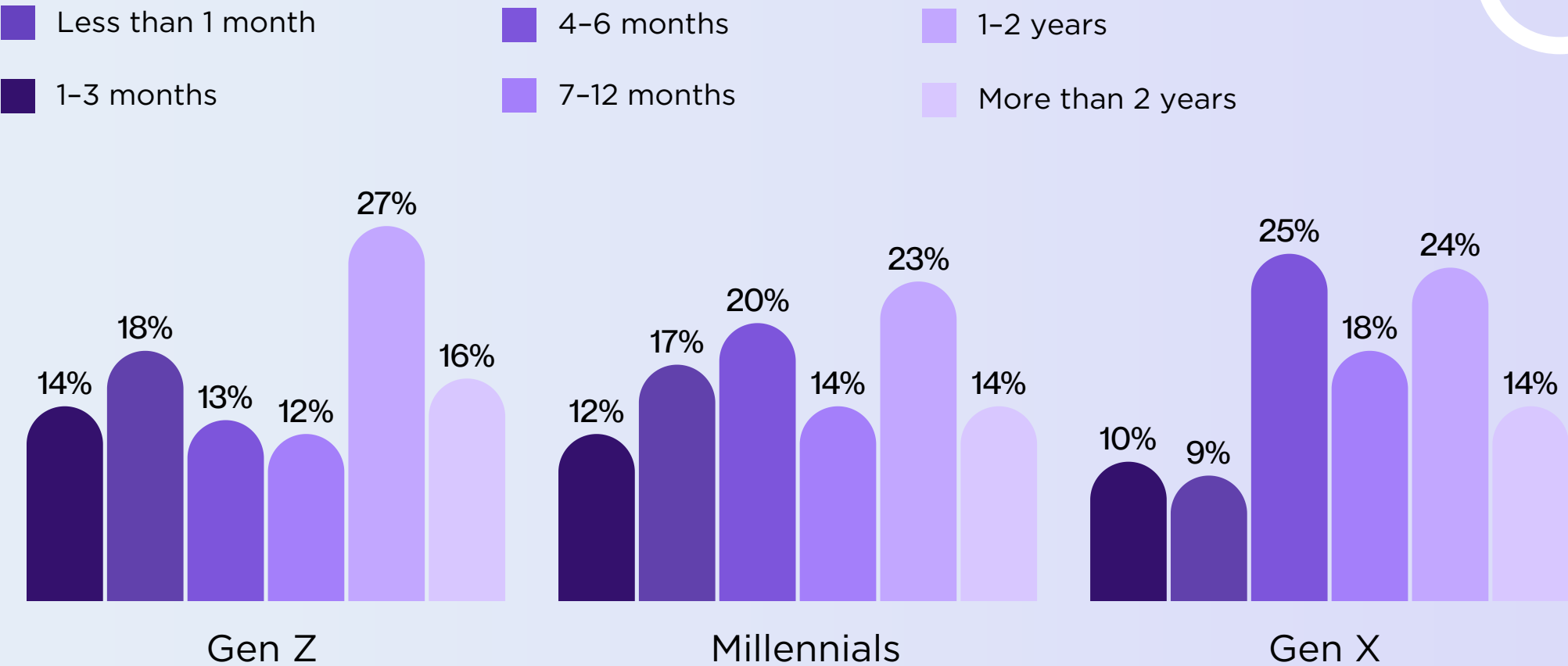
n= 1020 respondents who use AI

Long use of AI



- Less than 1 month
- 1-3 months
- 4-6 months
- 7-12 months
- 1-2 years
- More than 2 years

Long use of AI by generation



A quarter of respondents have used AI applications for 1-2 years. 27% of Gen Z have been using AI for 1-2 years and 1 out of 4 Gen X for 4-6 months.

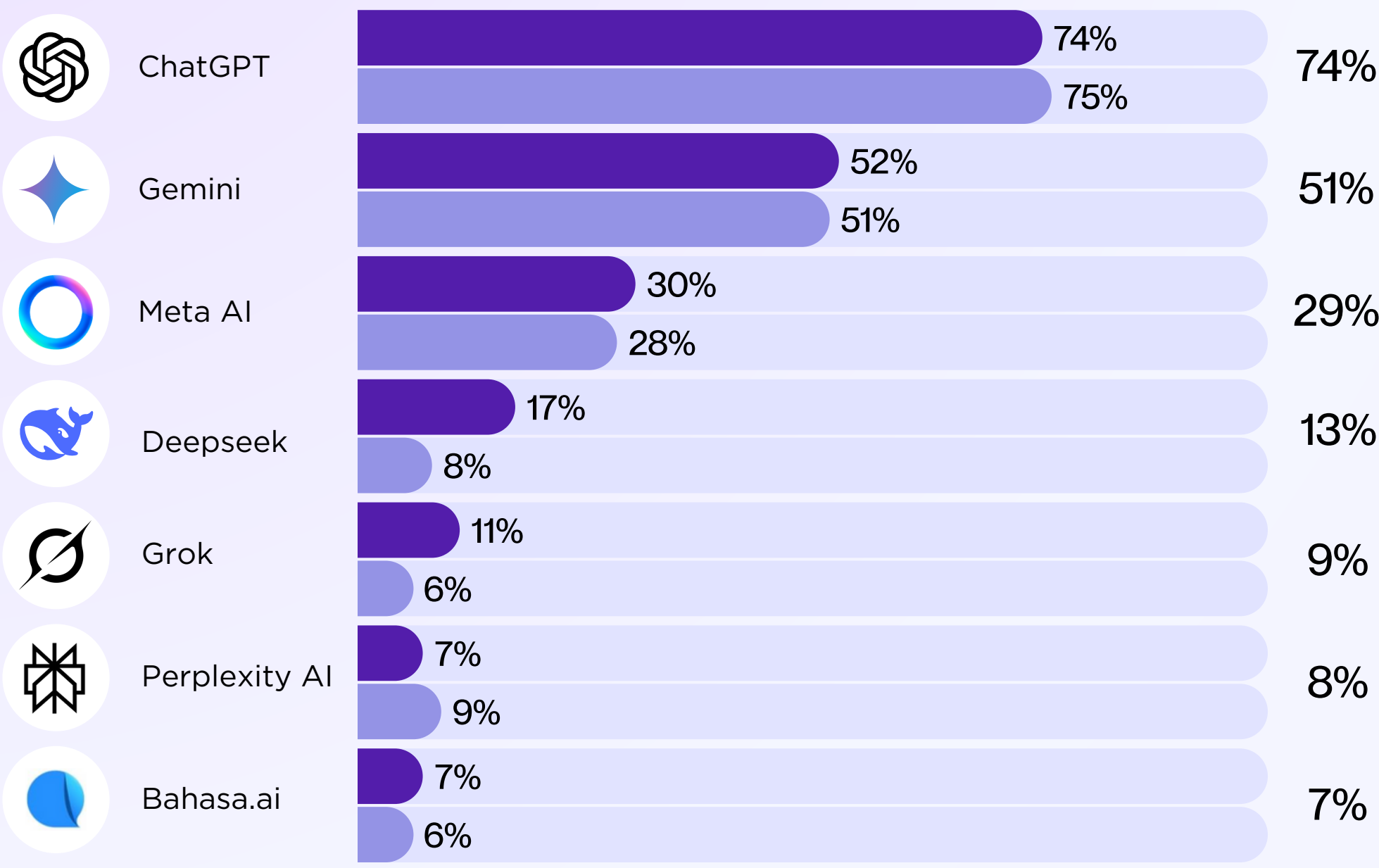
Almost 50% of respondents started using AI in the last 6 months

3 out of 4 respondents use ChatGPT

n= 1020 respondents who use AI

AI apps used in the last 3 months

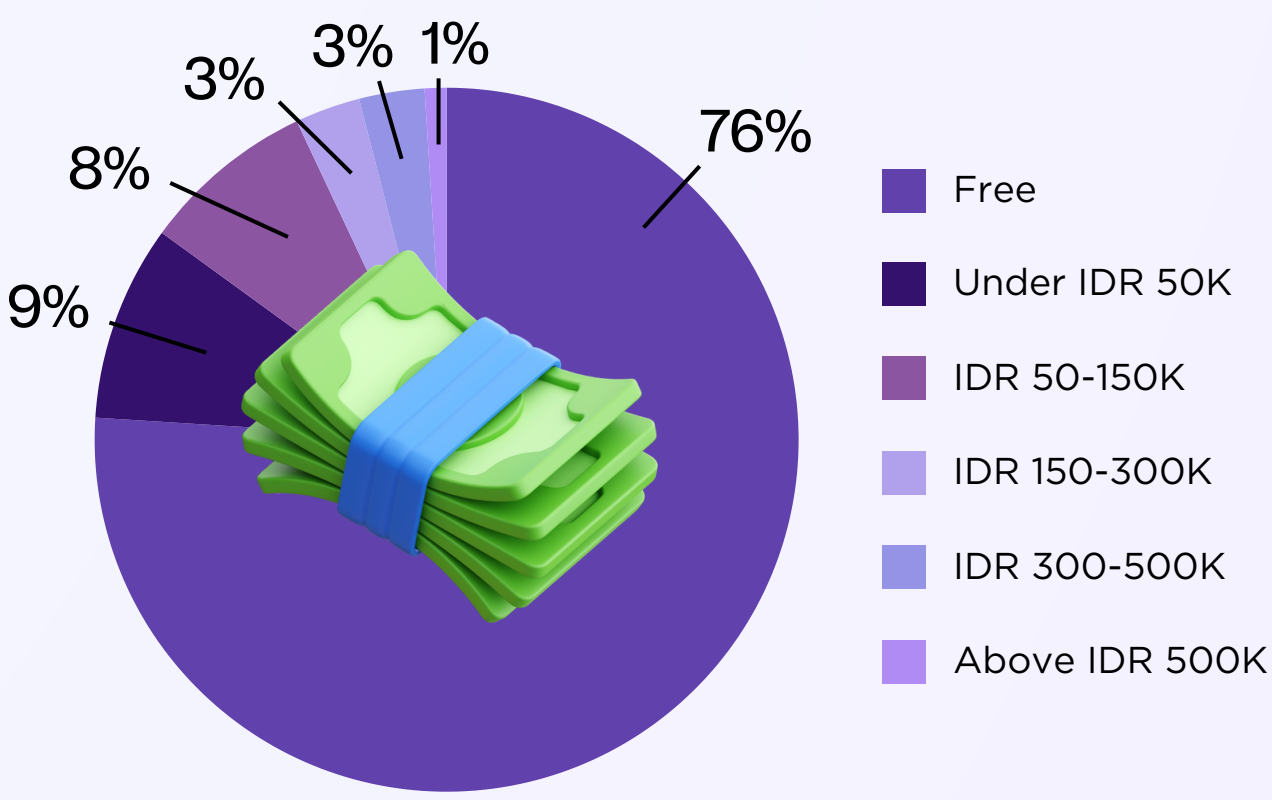
Male Female



ChatGPT is the most widely used AI application by respondents, with a percentage of 74%, followed by Gemini by Google. A local AI app, Bahasa AI, is also used by a few respondents.

3 out of 4 people use AI apps for free

AI app subscription fee per month

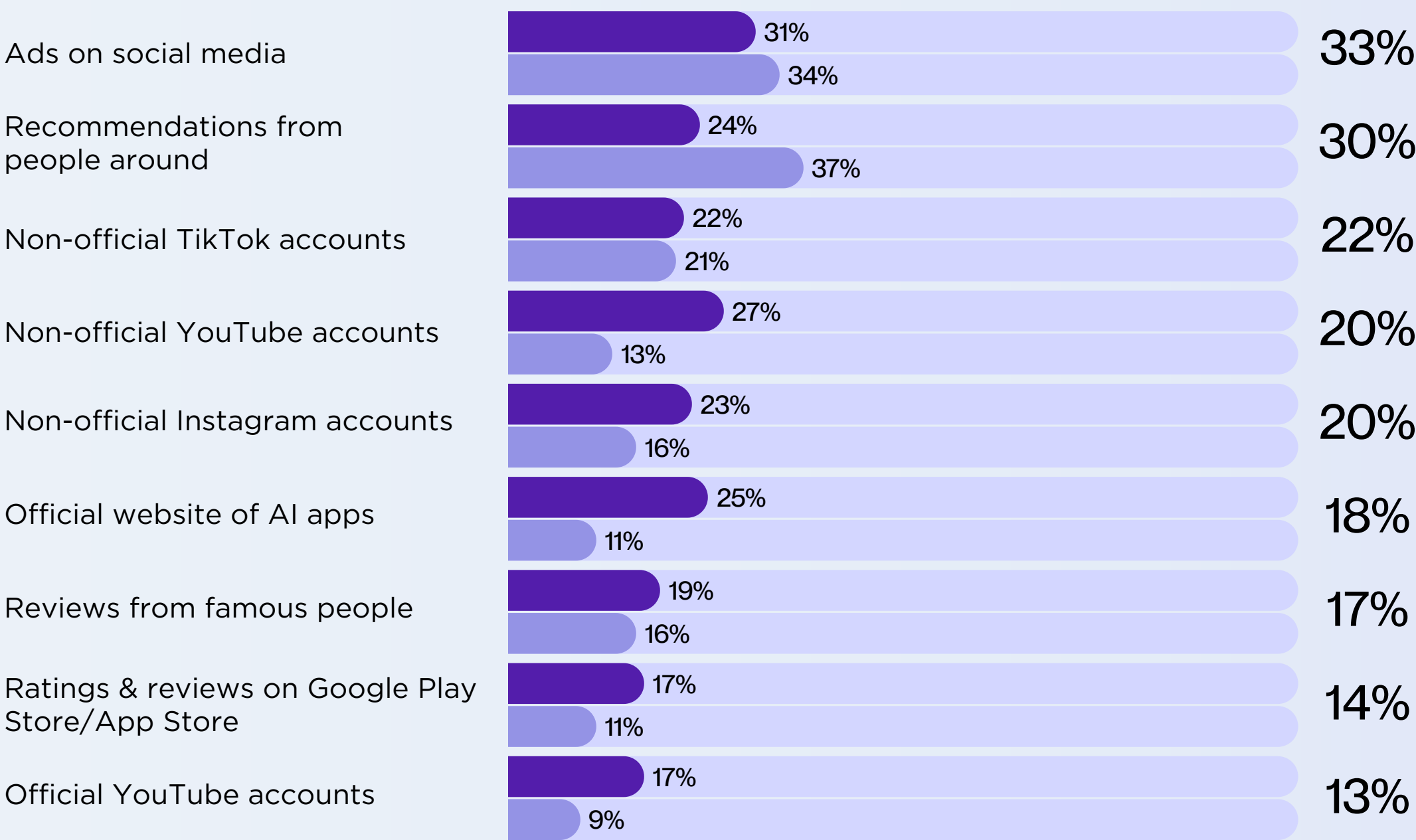


37% of women know about AI by word of mouth

n= 1020 respondents who use AI

Sources of information about AI apps

Male Female



1 out of 3 people get information about AI apps through advertisements on social media. 37% of females know about AI from recommendations from friends or family, while males tend to be more active in researching about AI by themselves, from non-official YouTube accounts such as reviewers or professionals (27%).

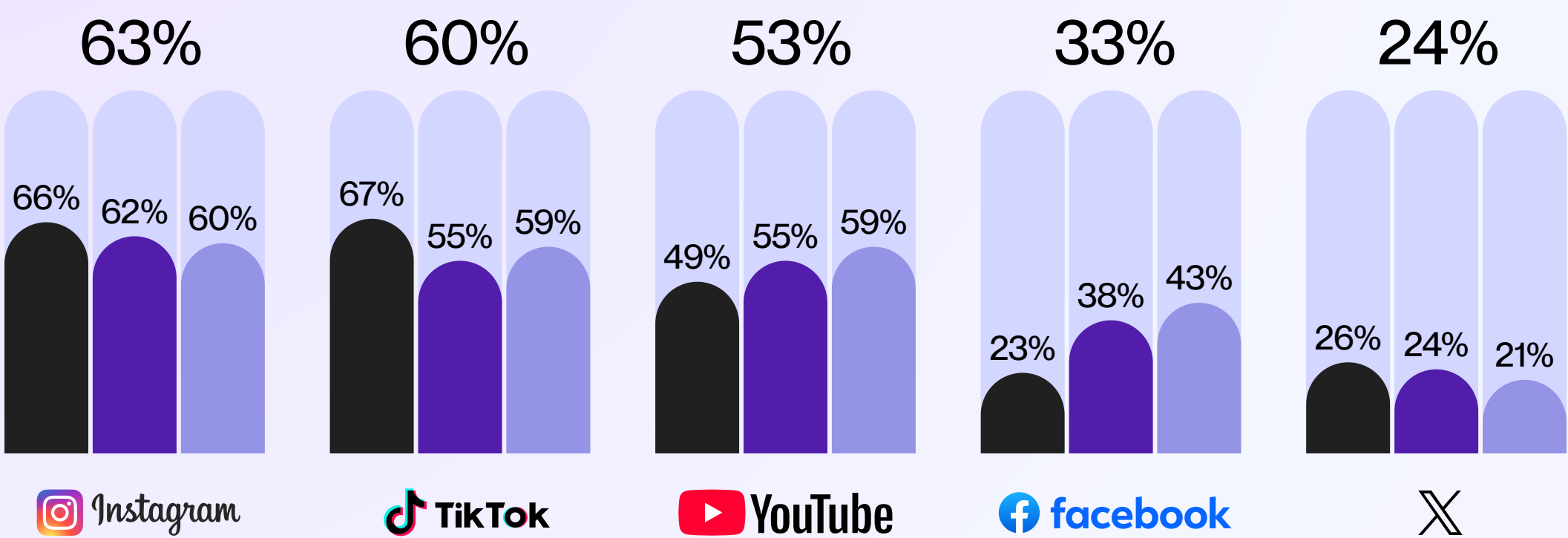


3 out of 5 respondents see AI content on Instagram or TikTok

n= 1334 respondents who know AI

Seeing AI content on social media

■ Gen Z ■ Millennials ■ Gen X

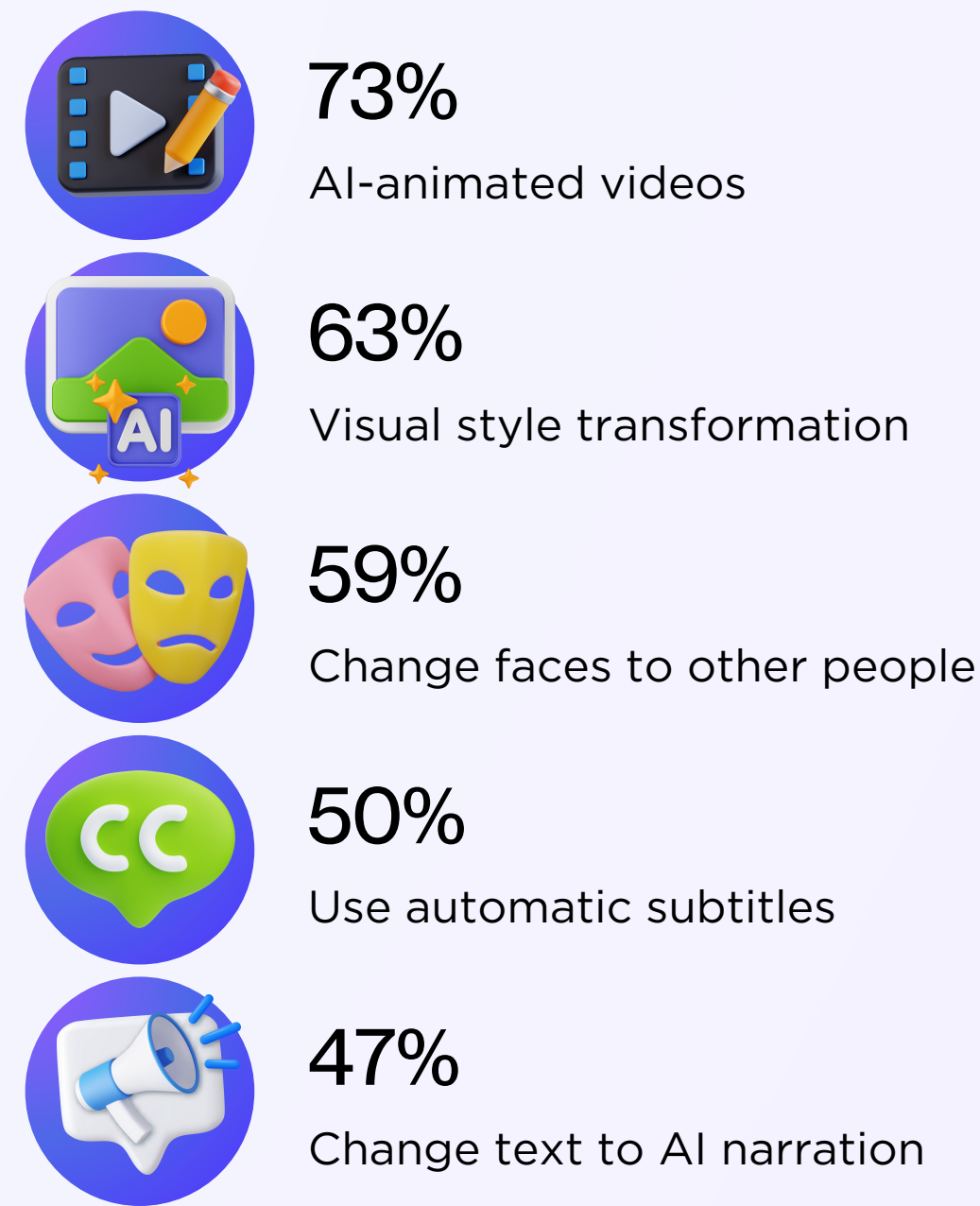


Most of respondents see AI content on Instagram and TikTok. 59% of Gen X see it on YouTube. Based on type, 7 out of 10 people usually view AI-animated videos on social media. Some also see visual-style transformation, meaning photos into anime style, oil painting, etc.

7 out of 10 people find AI content on social media interesting

Types of AI content seen on social media

n= 1256 respondents see AI contents on social media

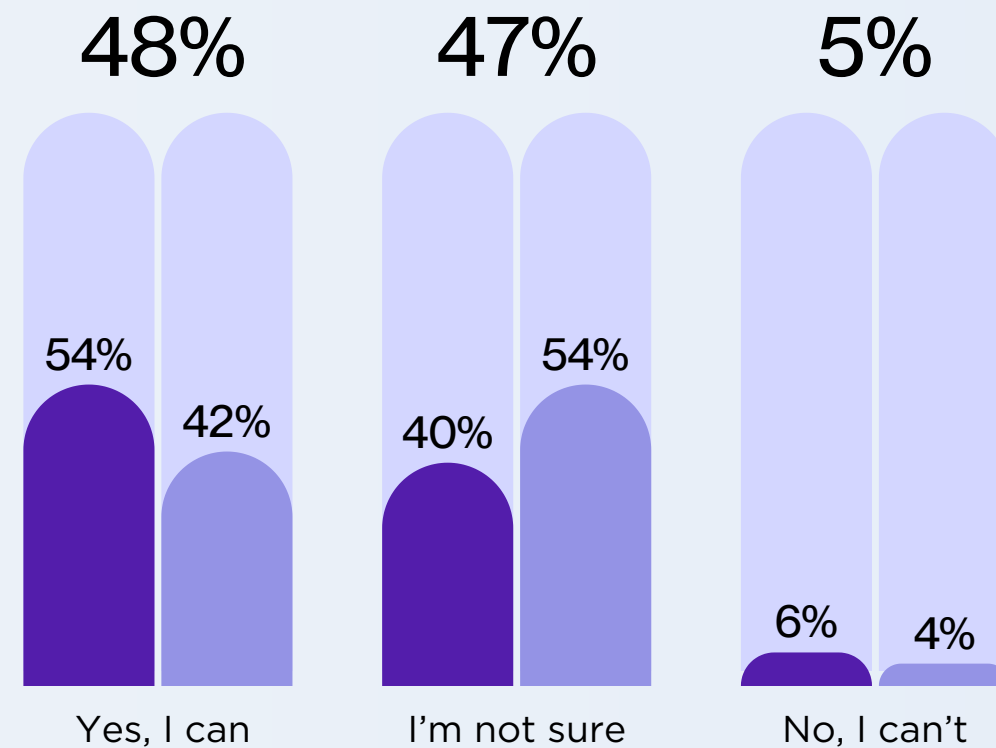


47% of people hesitate to identify AI content on social media

n= 1256 respondents see AI contents on social media

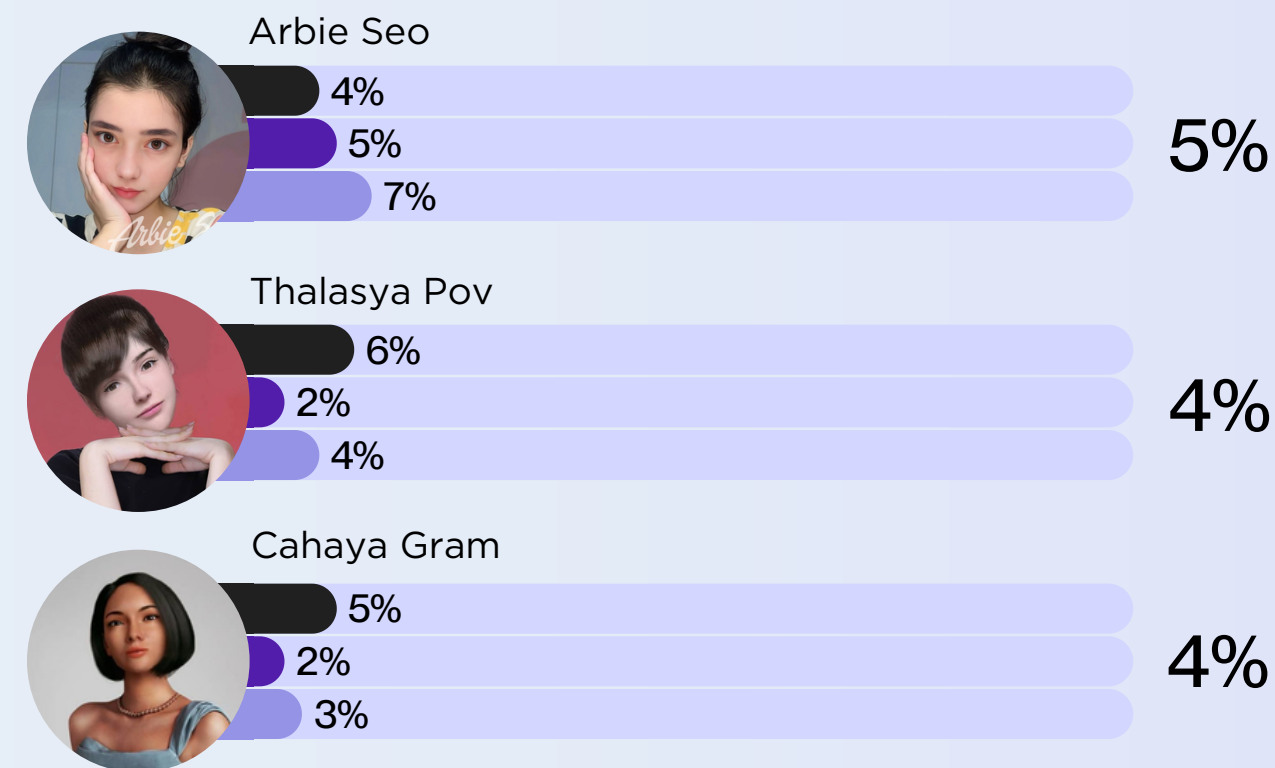
Ability to differentiate AI contents on social media

Male Female



Recognized local AI influencers

Gen Z Millennials Gen X



Nearly half of the respondents said they could distinguish between AI and human content.

However, quite a few were still hesitant.

As many as 29% of respondents said they follow AI influencers*. Specific on local influencers, Arbie Seo received attention from older respondents, while Thalasya Pov and Chaya Gram recognized by Gen Z.

*Virtual personalities created using AI. They look and behave like real social media influencers but aren't actual humans.



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