

Wedding Insights:

How Indonesians Plan Their Big Day

2025 JAKPAT SURVEY REPORT

Forewords

This survey report presents valuable insights into the wedding and marriage preparation trends among Indonesians. By understanding the preferences, priorities, and concerns of engaged couples and those planning to marry, this study aims to shed light on how future brides and grooms approach their big day and life after marriage. The data reflects diverse views across age groups, SES, and gender, providing a comprehensive look at modern Indonesian wedding culture. Interestingly, while the 2023 Dream Wedding report* showed that modern-themed weddings were the most popular, this year's findings reveal a shift toward simpler wedding themes, highlighting a change in how couples envision their ideal celebration.

*<https://insight.jakpat.net/dream-wedding-among-youth-nowadays-jakpat-survey-report-2023/>

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Research details

DATA COLLECTION

- The survey was distributed to a total of **907 single respondents**
- The data were collected from **26th-30th of June 2025**
- Margin of error **below 5%**
- The questionnaires were distributed via **Jakpat mobile app**
- Proportioned by **Indonesian internet population**

RESEARCH OBJECTIVE

Explore the attitudes, expectations, and behaviors of Indonesians regarding wedding planning and marriage preparation



Research highlights

3 out of 5
respondents
plan to join
**premarital
education.**

Finance is the most
discussed topic
among couples before
marriage and a key part of
wedding preparation.

45% of
respondents
want a
**simple
wedding.**

Majority of respondents
are getting married
without parents'
financial help.

78% of respondents
plan to live in
their own house
after getting married.



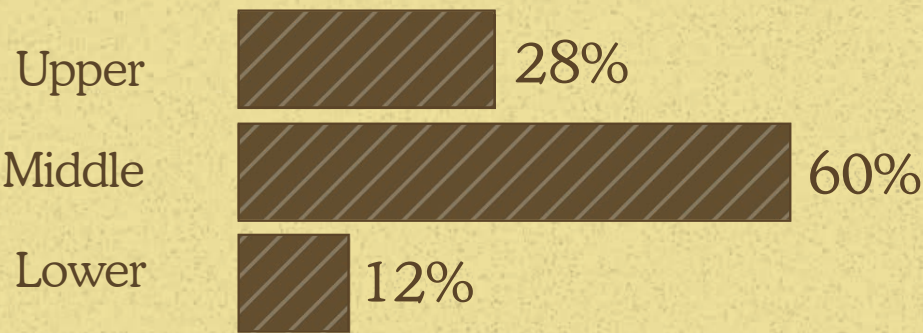
Demographic profile

n= 907 respondents

GENDER



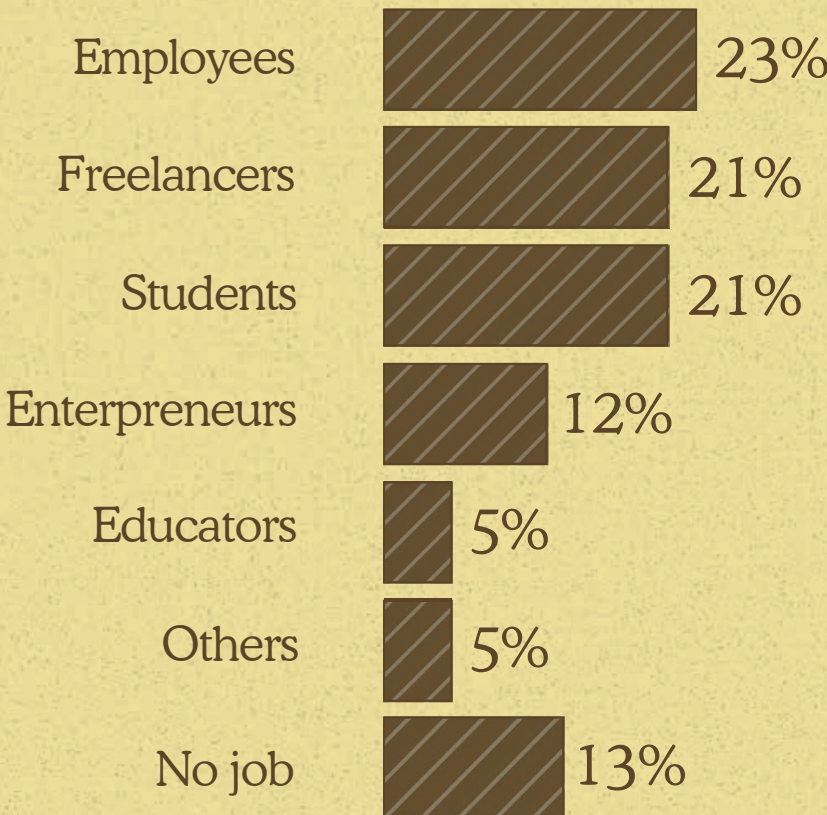
SES



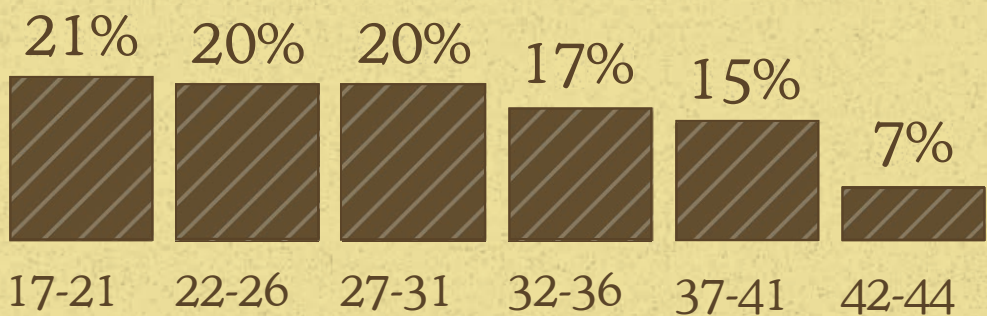
AGE COHORT



OCCUPATION



AGE RANGE



AREA



Greater Jakarta: Central Jakarta, West Jakarta, South Jakarta, East Jakarta, North Jakarta, Bogor City, Bogor Regency, Depok City, Tangerang City, Tangerang Regency, South Tangerang City, Bekasi City, Bekasi Regency.

Java: West Java (exclude Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency), Banten (exclude Tangerang City, Tangerang Regency, South Tangerang City), Central Java, East Java, DI Yogyakarta

Outside Java: all areas in Sumatra, Kalimantan, Bali, Southeast Islands, Sulawesi, Maluku & Papua.

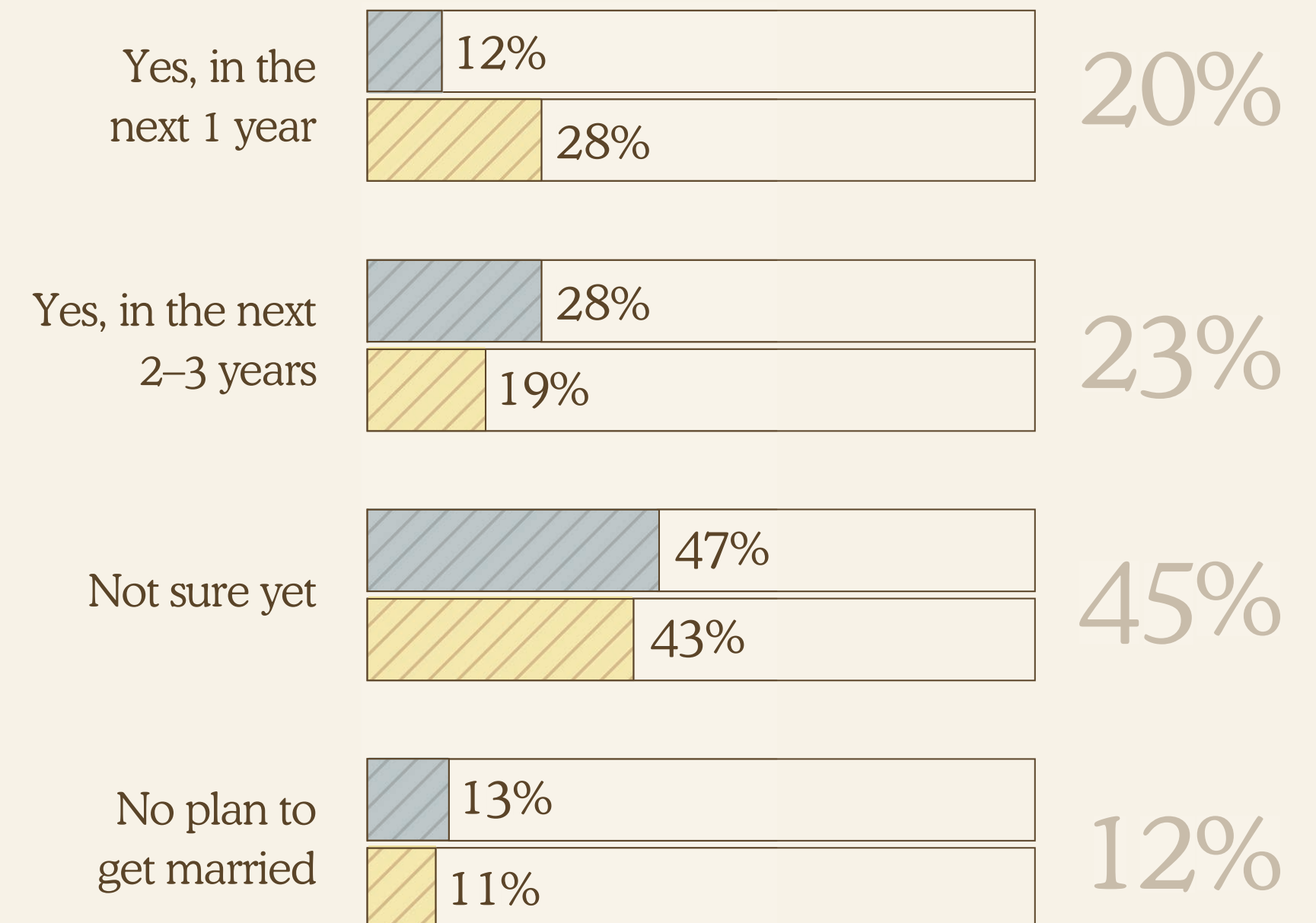
n= 907 single respondents

28% of Millennials plan to married next year

Nearly half of respondents say **they are still unsure about when they'll get married**, this hesitation is especially common among Gen Z. While Millennials appear more decisive, with 28% planning to tie a knot within the next year.

DO YOU HAVE A PLAN TO GET MARRIED?

● GEN Z ● MILLENNIALS



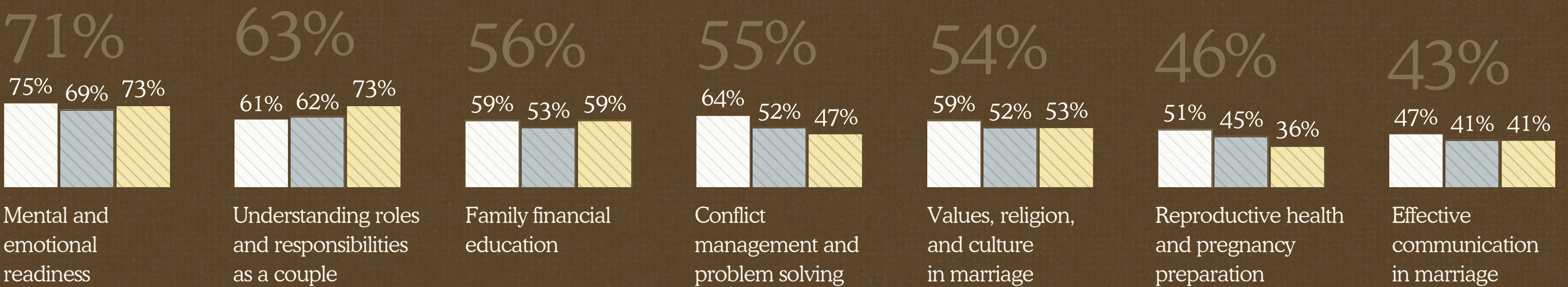
n= 531 respondents want or have already joined premarital learning sessions

Mental readiness tops the list of premarital preparation

When it comes to premarital education, most respondents prioritize **mental and emotional readiness lesson**, especially from the upper SES group. Those from lower-income groups are more likely to learn about the roles and responsibilities of being a partner.

WHAT KIND OF PREMARITAL LEARNING SESSIONS HAVE YOU DONE OR PLAN TO DO?

● UPPER ● MIDDLE ● LOWER



 3 out of 5 respondents plan to join premarital education

n= 798 respondents who have plans to get married

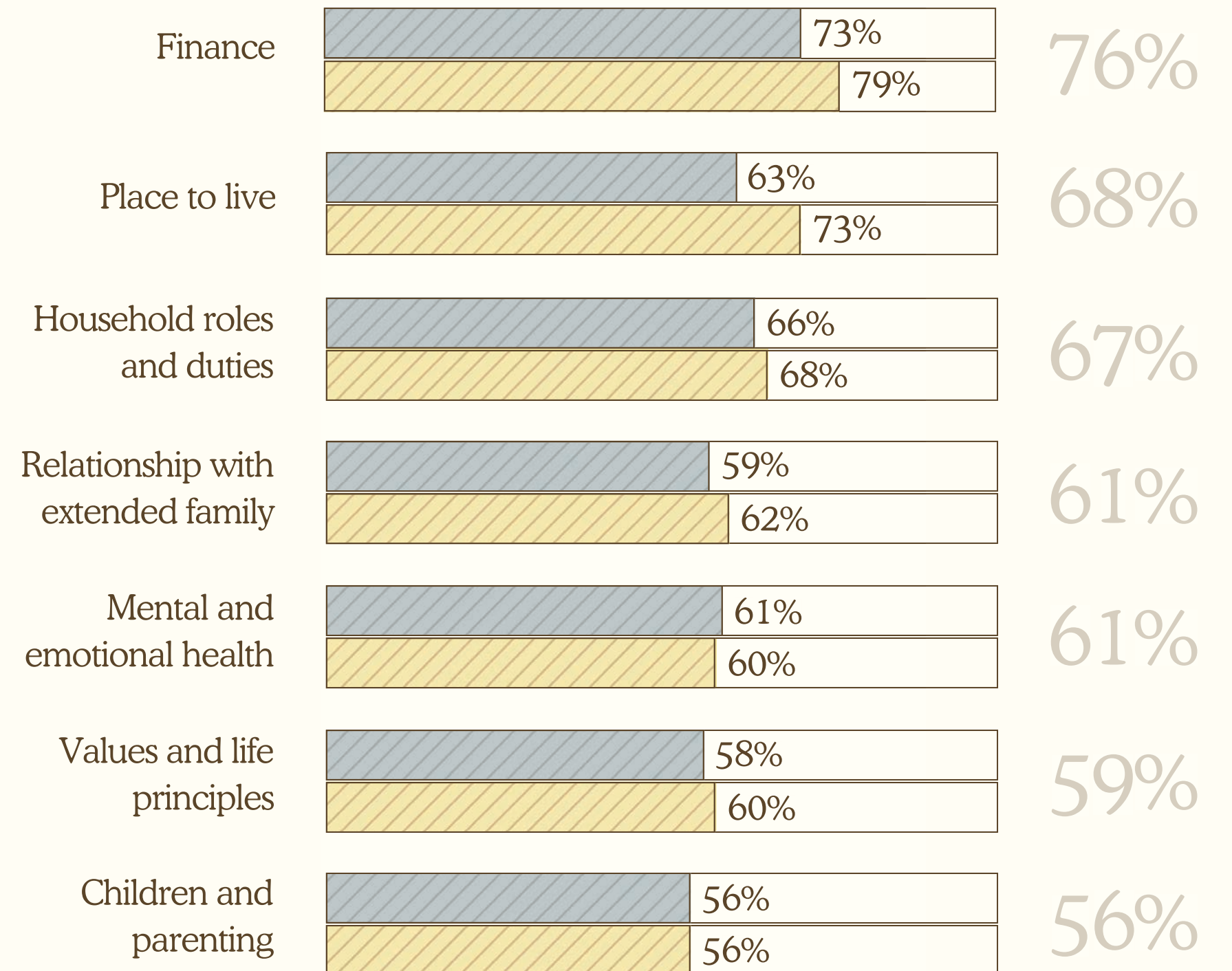
Finance is the hottest topic before marriage



Finances are the most discussed topic among couples before marriage, with 76% of respondents mentioning it. Millennials are also more likely than Gen Z to talk about practical matters like housing.

WHAT DO YOU DISCUSS ABOUT WITH YOUR PARTNER BEFORE GETTING MARRIED?

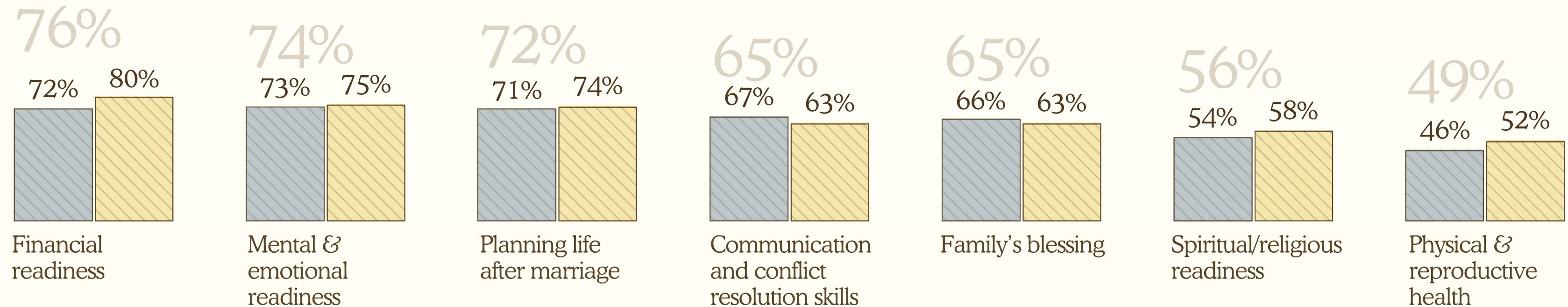
● GEN Z
● MILLENNIALS



n= 798 respondents who have plans to get married

WHAT ASPECTS ARE IMPORTANT IN PREPARING FOR MARRIAGE?

● GEN Z ● MILLENNIALS



Mental & emotional strength is a priority

Millennials see the importance of preparing for marriage, especially in terms of **financial readiness**. While Gen Z tends to focus more on communication and conflict resolution skills than Millennials.



n= 798 respondents who have plans to get married

Pre-wedding is ranked as more important than wedding party

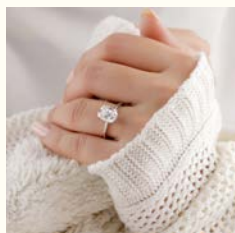
7 out of 10 respondents say their family gives suggestions, but the final decision is still theirs

Based on the average scores, **proposal** (*lamaran*) is seen as the most important activity in a wedding journey, followed by **premarital counseling** and **engagement** (*tunangan*).

Respondents' priorities when planning wedding activities appear to be shifting. In the 2023 report*, only 18% said they wanted to skip the honeymoon, meaning 82% saw it as important. **But the latest findings show that the honeymoon now ranks at the bottom of the priority list.** This change may be due to a stronger focus on other aspects that are seen as more important, such as planning life after marriage.

*<https://insight.jakpat.net/dream-wedding-among-youth-nowadays-jakpat-survey-report-2023/>

WICH WEDDING
ACTIVITIES
DO YOU THINK
ARE IMPORTANT?



- 1 Proposal
- 2 Premarital counseling
- 3 Engagement
- 4 Religious ceremony
- 5 Giving dowry/gifts
- 6 Marriage registration
- 7 Pre-wedding photo/video
- 8 Traditional ceremony
- 9 Reception/wedding party
- 10 Honeymoon

n= 798 respondents who have plans to get married

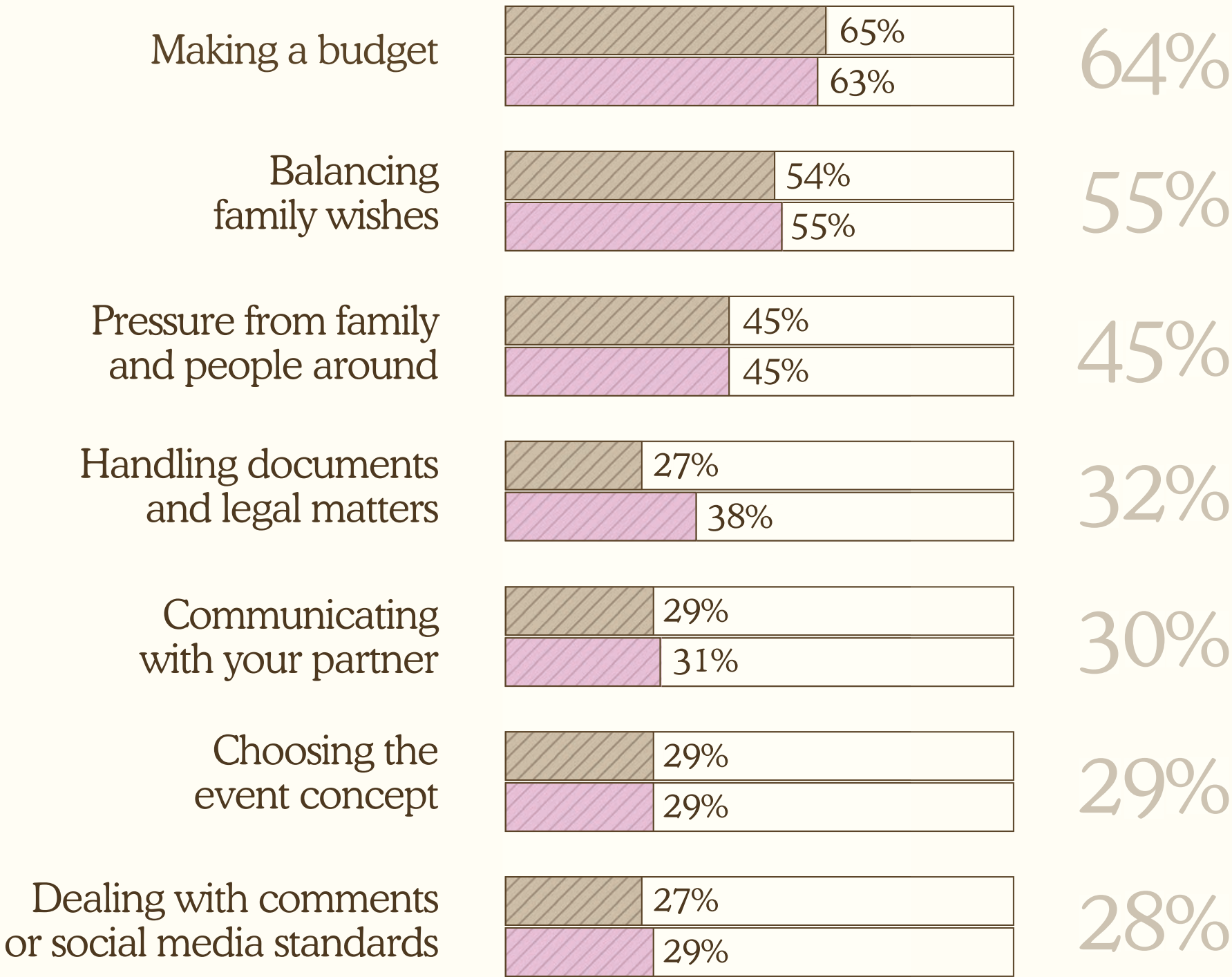
Budgeting tops the stress list for wedding preparation



The biggest challenge in planning a wedding is **managing the budget**, with 64% of respondents struggling with this. Women tend to face more difficulties with legal paperwork (38%).

WHAT DO YOU THINK IS DIFFICULT WHEN PREPARING FOR A WEDDING?

MALE FEMALE



Gen Z likes traditional weddings more

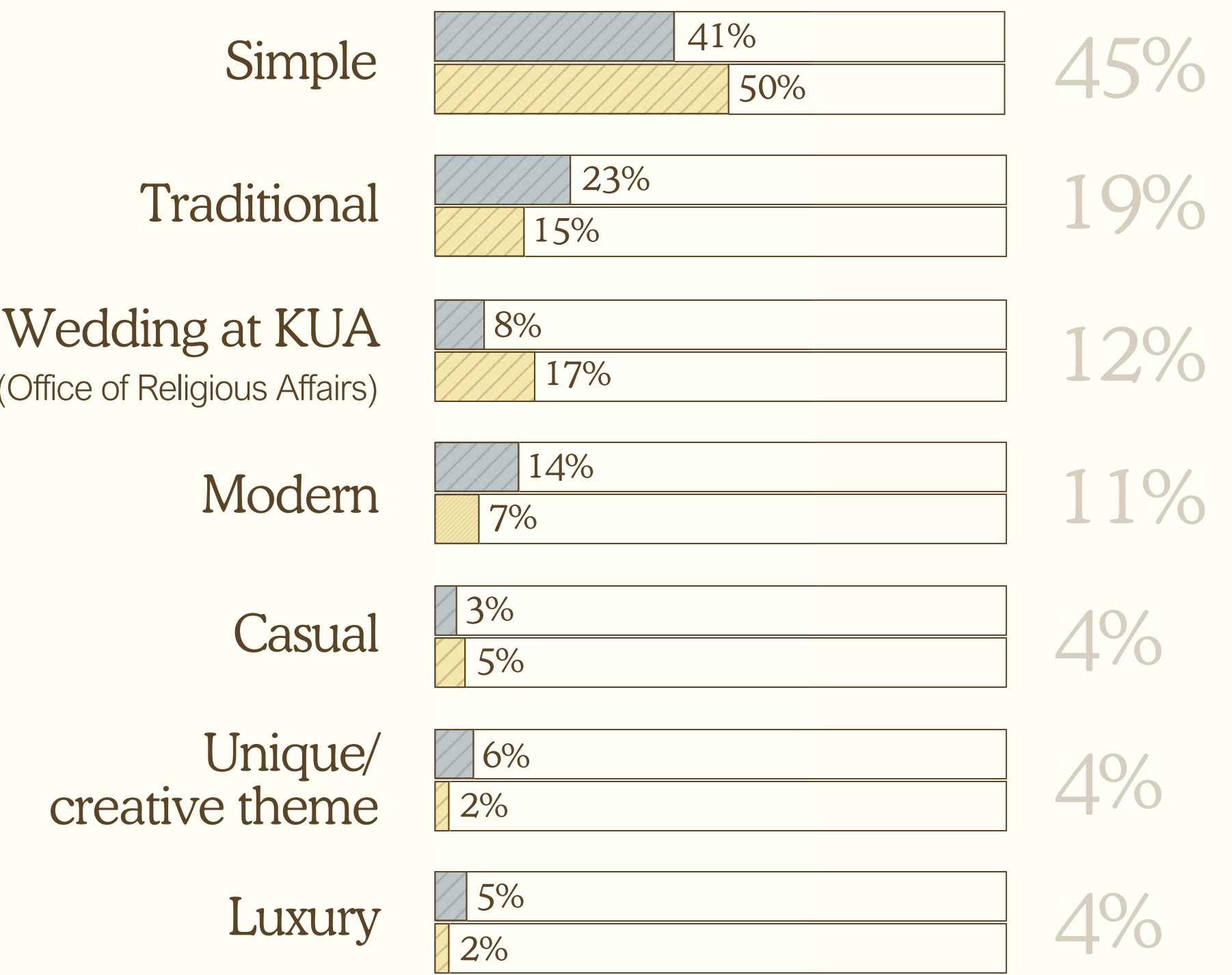


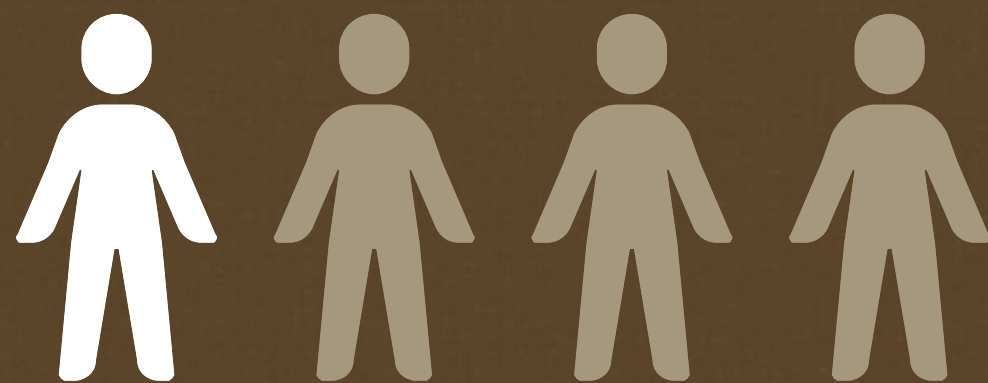
Most people prefer simple weddings (45%), but more **Gen Z (23%)** want a **traditional or cultural wedding** compared to **Millennials (15%)**. This shows that younger people may care more about keeping cultural traditions in their wedding.

WHAT KIND OF WEDDING STYLE DO YOU WANT?

● GEN Z ● MILLENNIALS

n= 798
respondents
who have plans
to get married



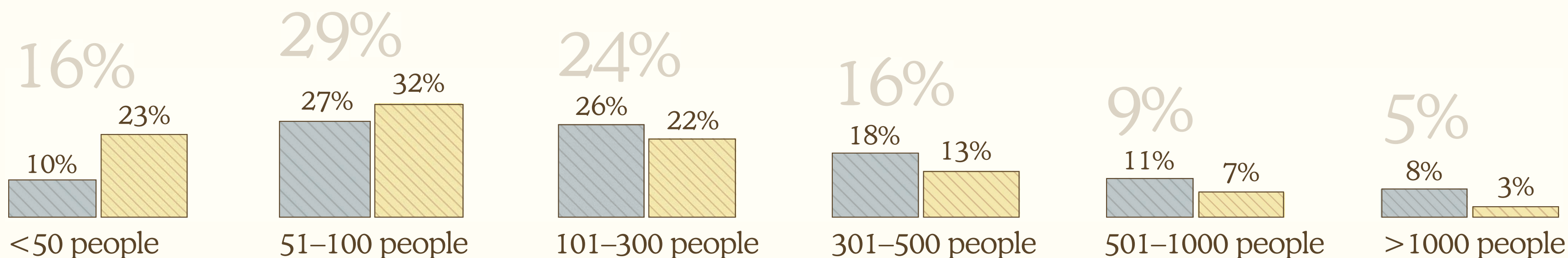


1 out of 4 Millennials plan to invite fewer than 50 guests to their wedding

n= 798
respondents
who have
plans to get
married

HOW MANY GUESTS DO YOU WANT TO INVITE TO YOUR WEDDING?

● GEN Z ● MILLENNIALS



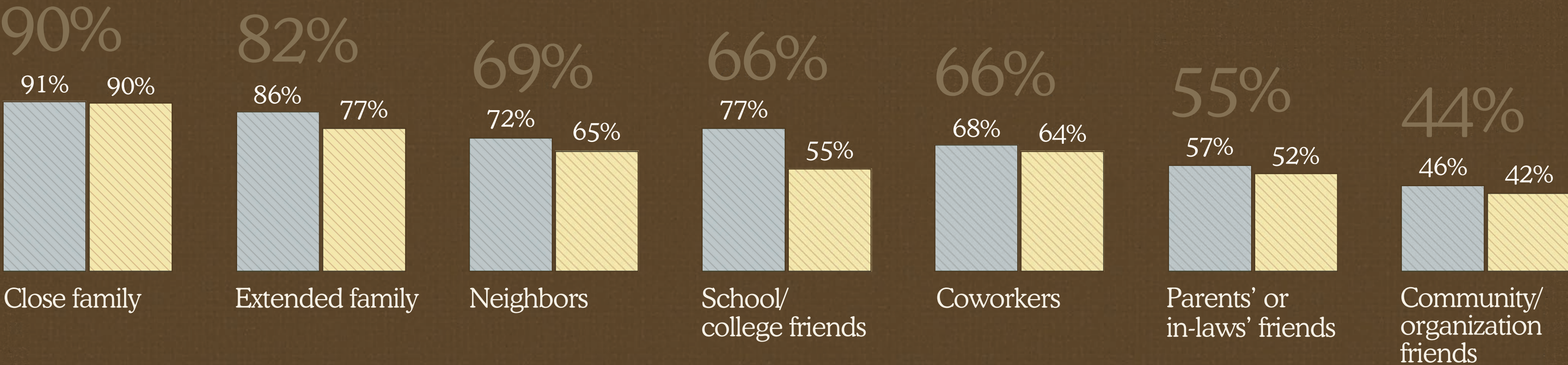
1 out of 4 respondents prefer to invite between **51 and 100 people to their wedding**. Smaller weddings with fewer than 50 guests appeal more to Millennials (23%) compared to Gen Z (10%).



n= 798 respondents who have plans to get married

Wedding is for the whole family

WHO DO YOU WANT TO INVITE TO YOUR WEDDING? ● GEN Z ● MILLENNIALS



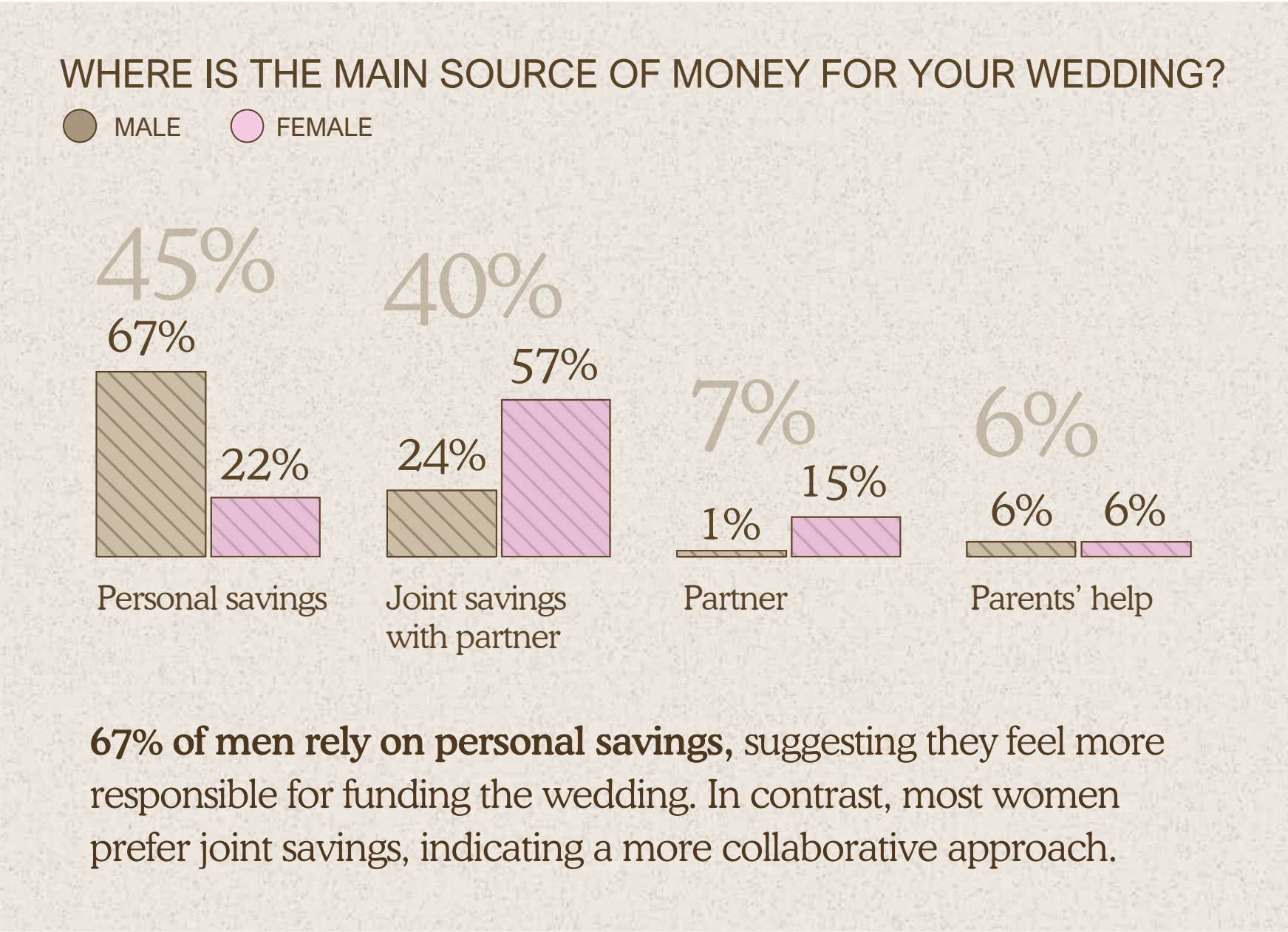
The closest circle such as family and extended family is the main priority for wedding invitations. Interestingly, **neighbors are invited more often than coworkers or school/college friends.**

86% of respondents are ready to switch wedding invitations to digital formats



n= 798 respondents who have plans to get married

Majority of respondents are getting married without parents' financial help



HOW MUCH BUDGET DO YOU THINK IS IDEAL FOR A WEDDING EVENT?

Under IDR 50 million	32%
IDR 50-100 million	41%
IDR 100-250 million	16%
IDR 250-500 million	7%
More than IDR 500 million	4%

When it comes to wedding budgets, 41% respondents believe the ideal amount is between **IDR 50–100 million**, while 32% think it should be even lower, under IDR 50 million.

n= 798 respondents who have plans to get married

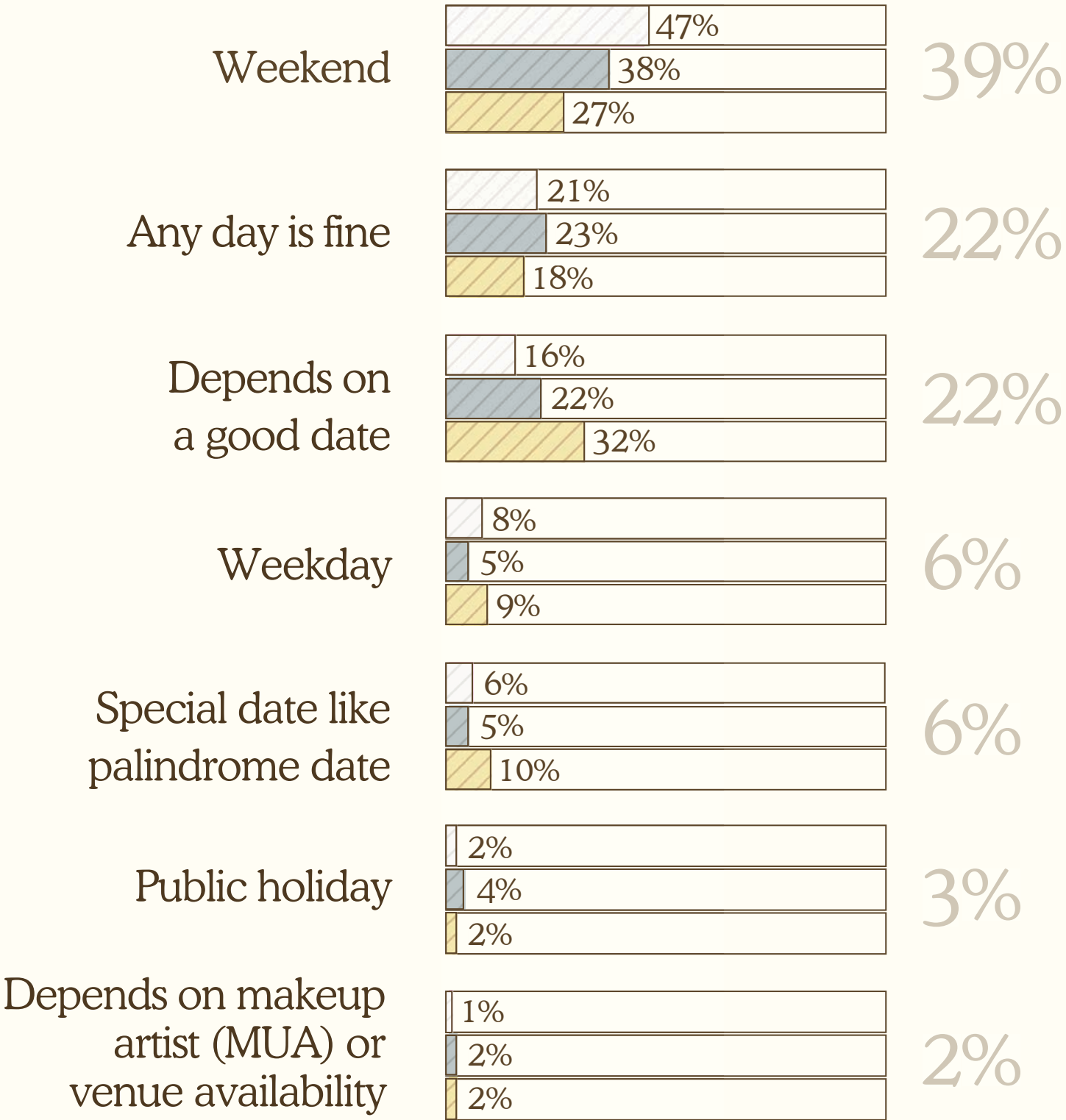
Weekend is the popular day for weddings

39% respondents prefer to hold their wedding on a **weekend**, especially those in the upper SES group (47%). However, good date on tradition way* remains important for 32% lower SES group.

*Choosing an auspicious wedding date is based on cultural or traditional beliefs such as *weton* (Javanese), *fengshui* (Chinese), or *wariga* (Balinese), which are used to select dates believed to bring good fortune and harmony.

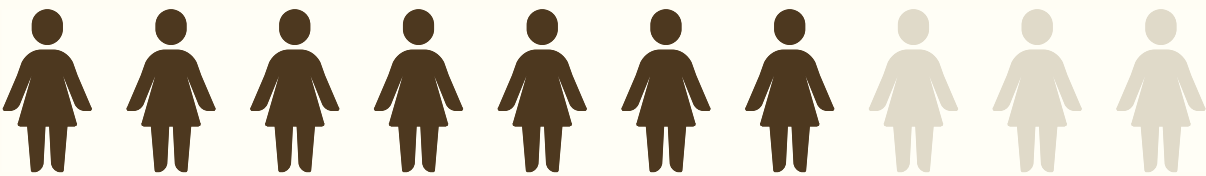
ON WHAT DAY DO YOU WANT TO HOLD YOUR WEDDING?

○ UPPER ● MIDDLE ● LOWER



Almost half of respondents (47%) prefer a semi-outdoor wedding venue

n= 798 respondents who have plans to get married



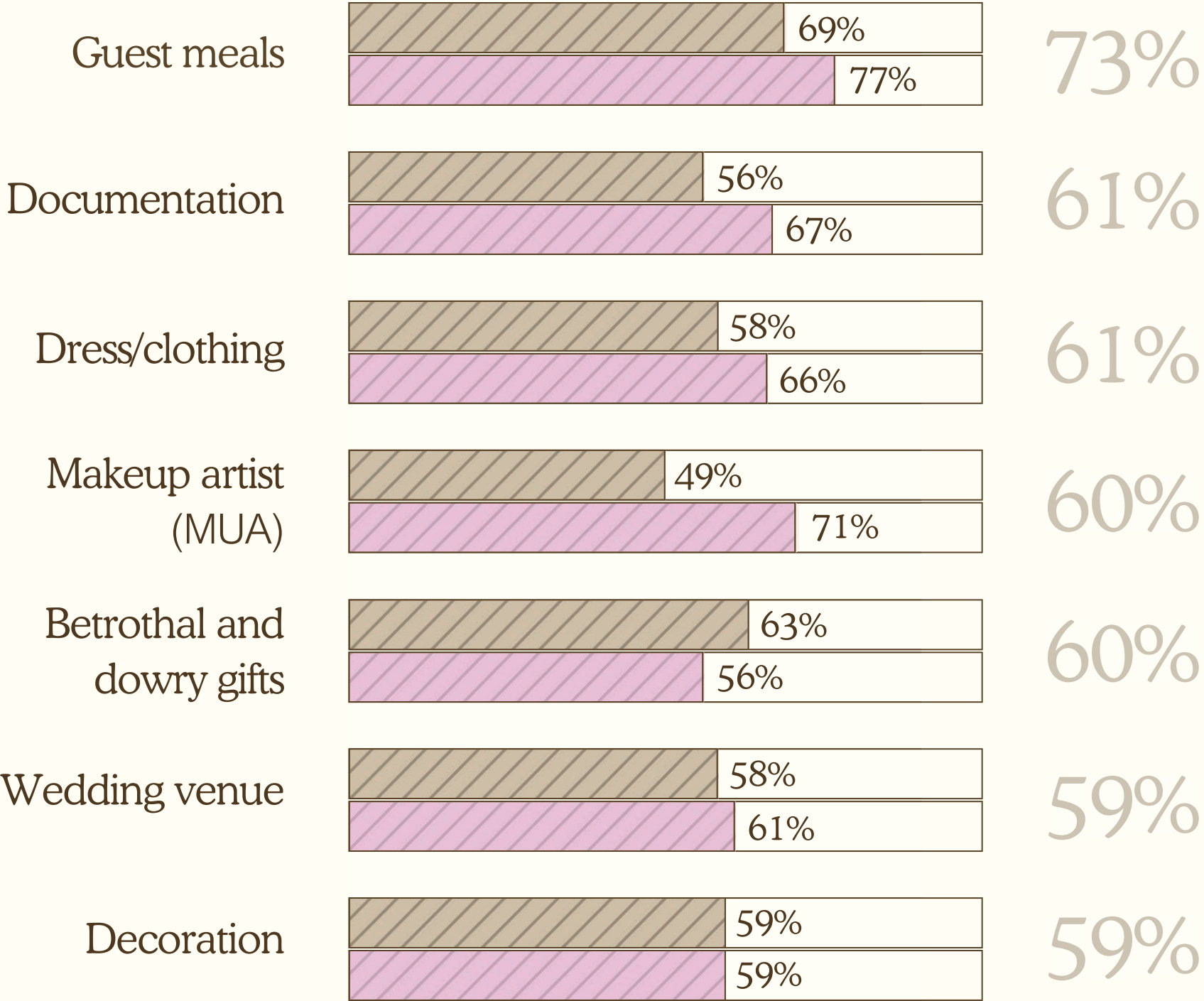
7 out of 10 women prioritize makeup for wedding



Guest meal is the most prioritized service for wedding preparations. While women prioritize the MUA, men are more concerned with betrothal dan dowry matters.

WHAT PRODUCTS OR SERVICES DO YOU PRIORITIZE WHEN PREPARING FOR A WEDDING?

MALE
FEMALE

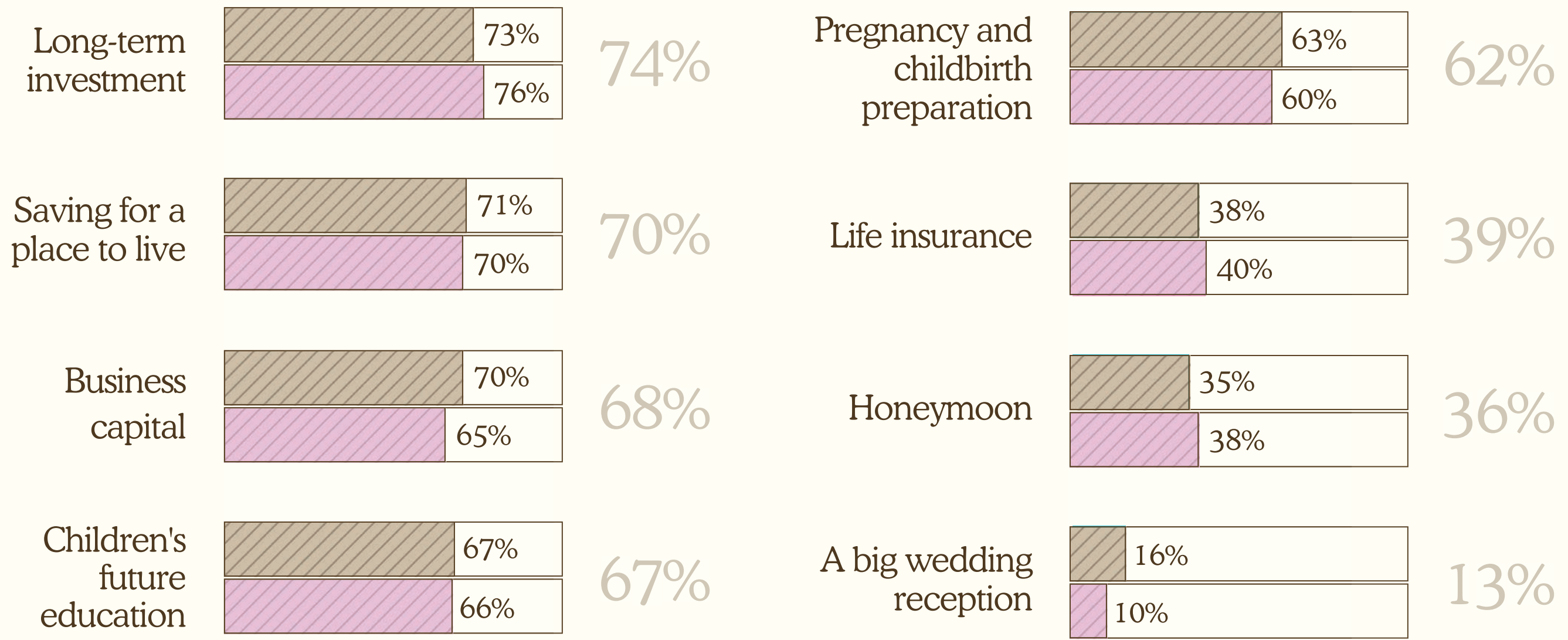


More than just the wedding: most prioritize life after marriage

n= 798 respondents who
have plans to get married

IF YOU HAVE EXTRA MONEY, WHAT WOULD YOU PRIORITIZE?

MALE FEMALE



When extra funds are available, most respondents prioritize **long-term investments** (74%) and **saving for a home** (70%) over wedding celebrations.

78% of respondents plan to live in their own house after getting married





46% of respondents dream of a honeymoon abroad

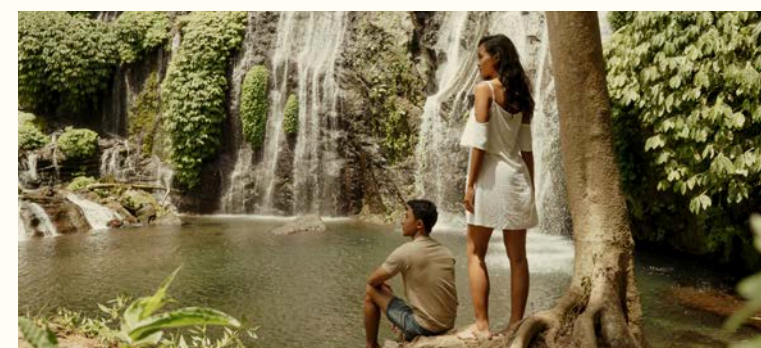
n= 291
respondents
who want
honeymoon

WHERE DO YOU WANT TO GO FOR YOUR HONEYMOON?



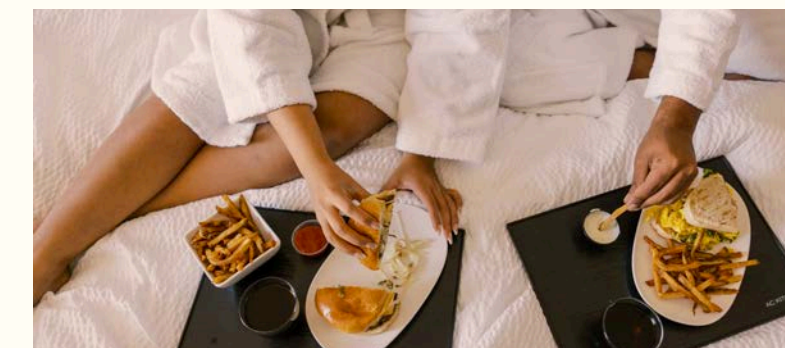
46%
Abroad

45% of respondents expect to spend more than IDR 50 million for honeymoon abroad



43%
Out of town

Half of respondents expect to spend between IDR 5-15 million on a honeymoon within the country



11%
Staycation

Japan leads abroad, Bali rules at home

WHICH COUNTRY DO YOU WANT TO VISIT FOR HONEYMOON?

n= 125 respondents
who want to
honeymoon abroad



20%
Japan



18%
Switzerland



10%
Saudi Arabia



6%
France



5%
Turkey

Japan (20%)
is the most
wanted
honeymoon
destination
abroad, followed
by **Switzerland**
(18%) and **Saudi
Arabia** (10%).

WHICH DOMESTIC CITY DO YOU WANT TO VISIT FOR HONEYMOON?

n= 133 respondents who
want to honeymoon
outside city



38%
Bali



14%
Yogyakarta



8%
Raja Ampat



6%
Bandung



5%
Malang

Bali (38%)
is the top
honeymoon
destination in
Indonesia,
followed by
Yogyakarta
(14%) and **Raja
Ampat** (8%).

n= 291 respondents who want honeymoon

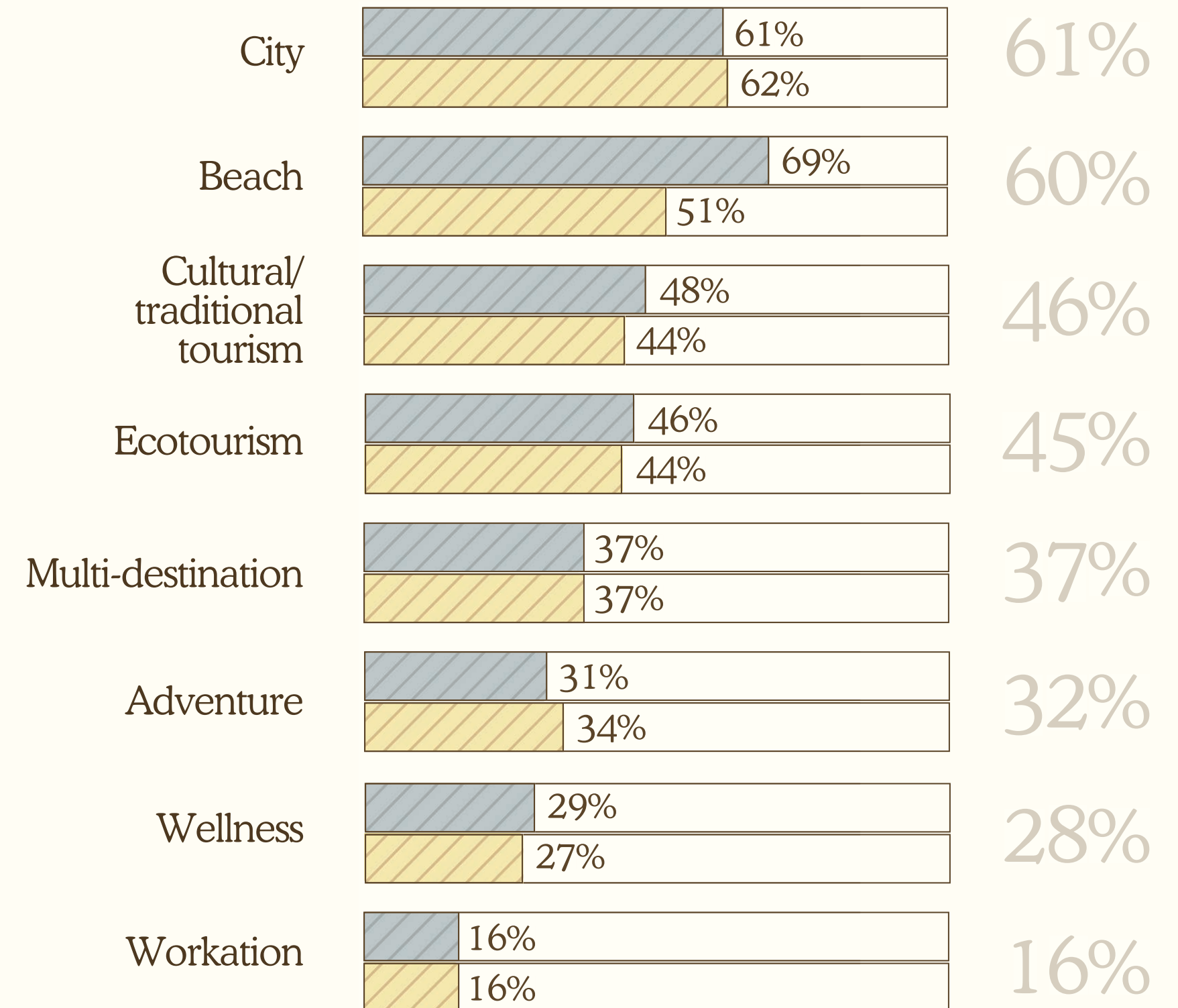
Urban adventures & beach escapes top honeymoon dreams



Most respondents want to enjoy **city experiences** or relax on a **beach** during their honeymoon, with Gen Z showing a strong preference for beaches (69%).

WHAT KIND OF HONEYMOON STYLE DO YOU WANT?

● GEN Z ● MILLENNIALS



Celebrity weddings that captured hearts

n= 798 respondents who have plans to get married

WHICH PUBLIC FIGURE'S WEDDING DO YOU ADMIRE?



14%

Raffi Ahmad & Nagita Slavina



10%

Maxime Bouttier & Luna Maya



6%

Al Ghazali & Alyssa Daguisse

Even though a decade has passed, **Raffi & Gigi's** wedding remains fresh in the minds of respondents.

This year, the wedding of new couples Max & Luna Maya and Al & Alyssa have also captured public interest.

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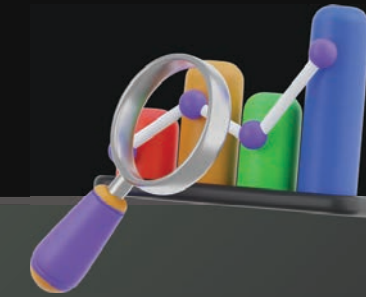
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