

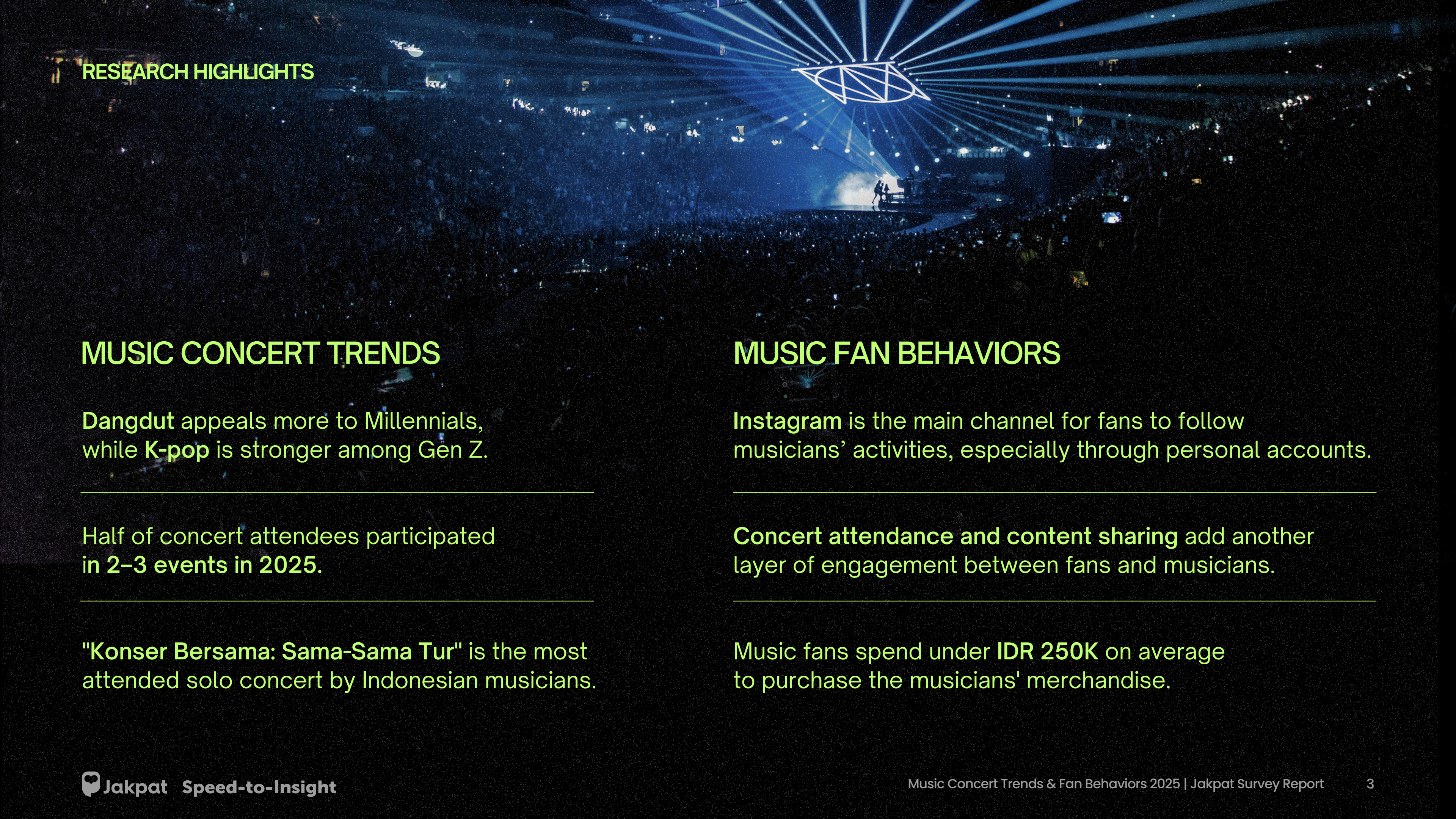
Music Concert Trends & Fan Behaviors 2025

[JAKPAT SURVEY REPORT]

Interest in music events in Indonesia remains strong, with a packed lineup of both local and international artists throughout 2025. Foreign performers are not only from Western countries but also from Asia, including South Korea (K-pop) and Japan (J-pop/J-rock), who continue to visit Indonesia to connect with their fans.

Musicians, in many ways, depend on their fans, whose loyalty is shown through various forms of support for their idols.

Jakpat has updated its annual report on concertgoers' habits and musician fans' behaviors, covering financial aspects, the popularity of 2025 concerts, upcoming events, and how fans show support for their favorite artists.



RESEARCH HIGHLIGHTS

MUSIC CONCERT TRENDS

Dangdut appeals more to Millennials, while K-pop is stronger among Gen Z.

Half of concert attendees participated in 2–3 events in 2025.

"Konser Bersama: Sama-Sama Tur" is the most attended solo concert by Indonesian musicians.

MUSIC FAN BEHAVIORS

Instagram is the main channel for fans to follow musicians' activities, especially through personal accounts.

Concert attendance and content sharing add another layer of engagement between fans and musicians.

Music fans spend under IDR 250K on average to purchase the musicians' merchandise.

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RESEARCH DETAILS

Data Collection

The survey was distributed to 1658 Jakpat respondents located in **Java and Bali**

Data collecting was done on **15-17th of August 2025**

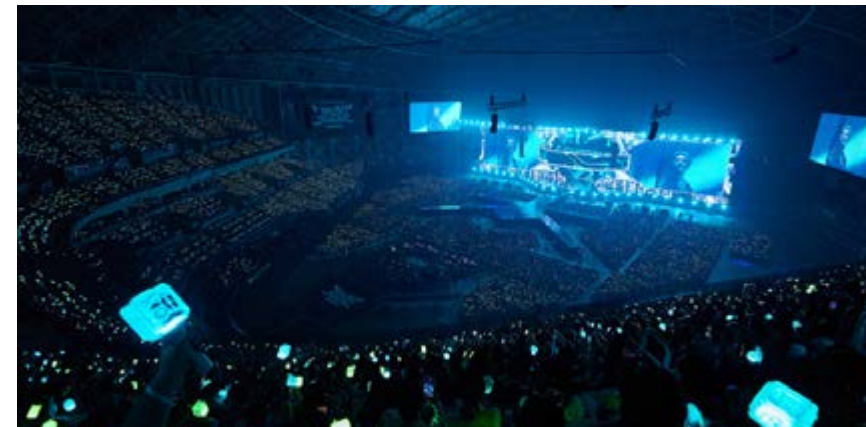
Margin of error below 5%

The questionnaires were distributed via **Jakpat mobile app**

Proportioned by **Indonesian internet population**

Research Objective

To find out:



Habits of attending music concerts



Expenses of attending music concerts



Popular music shows in Indonesia

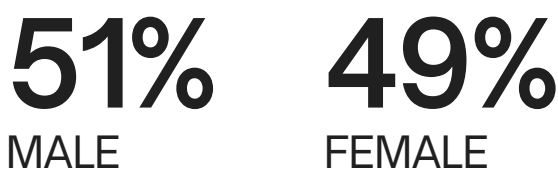


Music fan behaviors

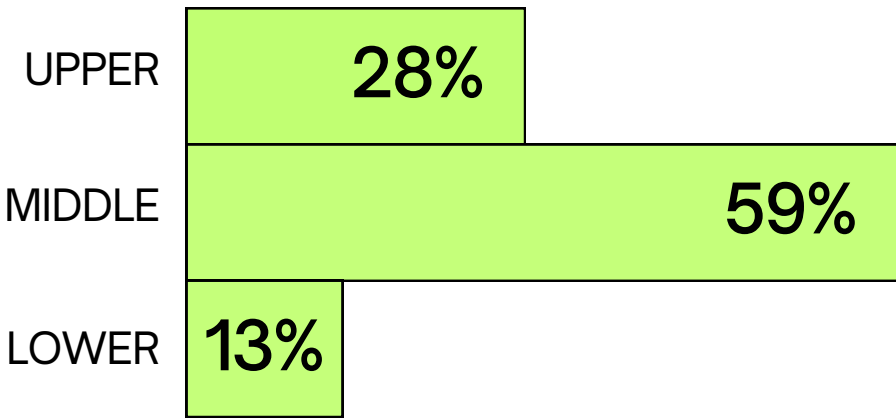
DEMOGRAPHIC PROFILE

n= 1658 respondents

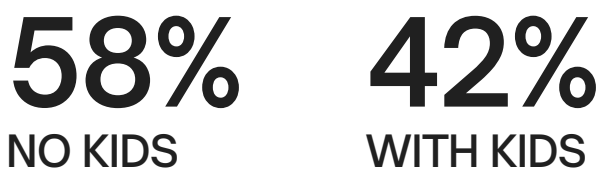
Gender



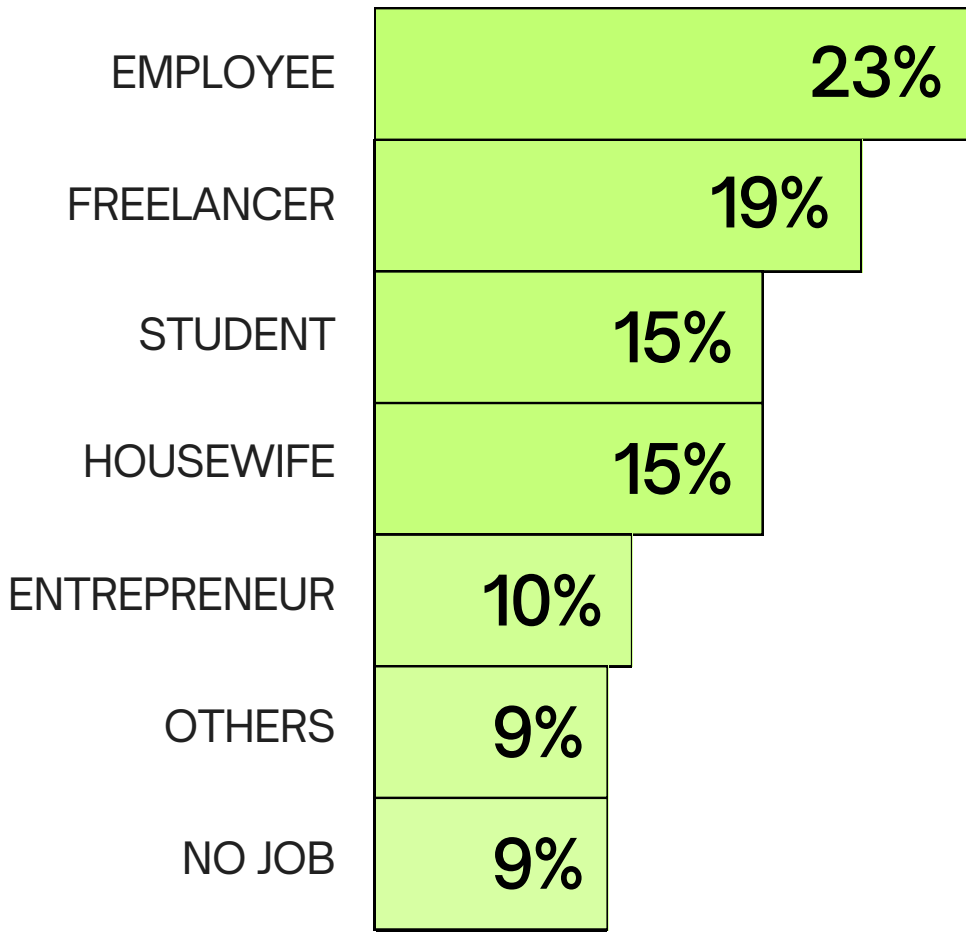
SES



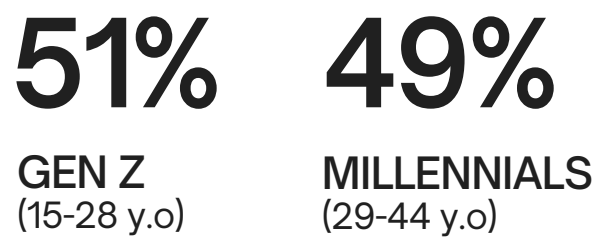
Marital status



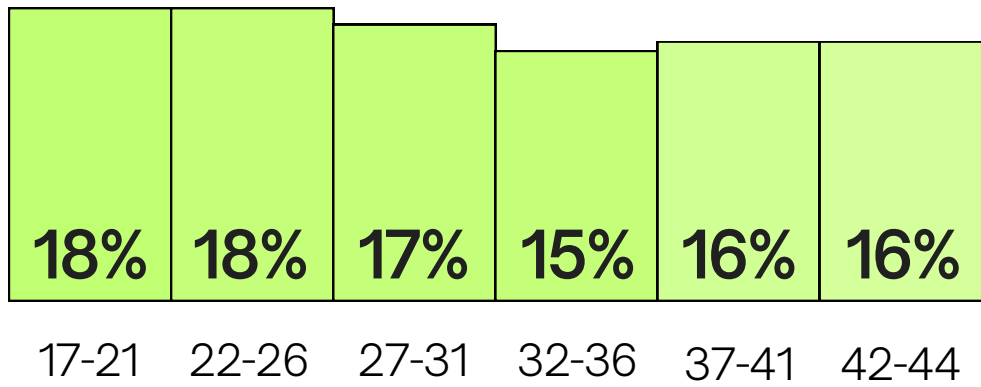
Occupation



Age cohort



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 & Bali: 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, and Bali.

[01]

Habits of Attending Music Concerts

FAVORITE MUSIC

n= 1658 respondents

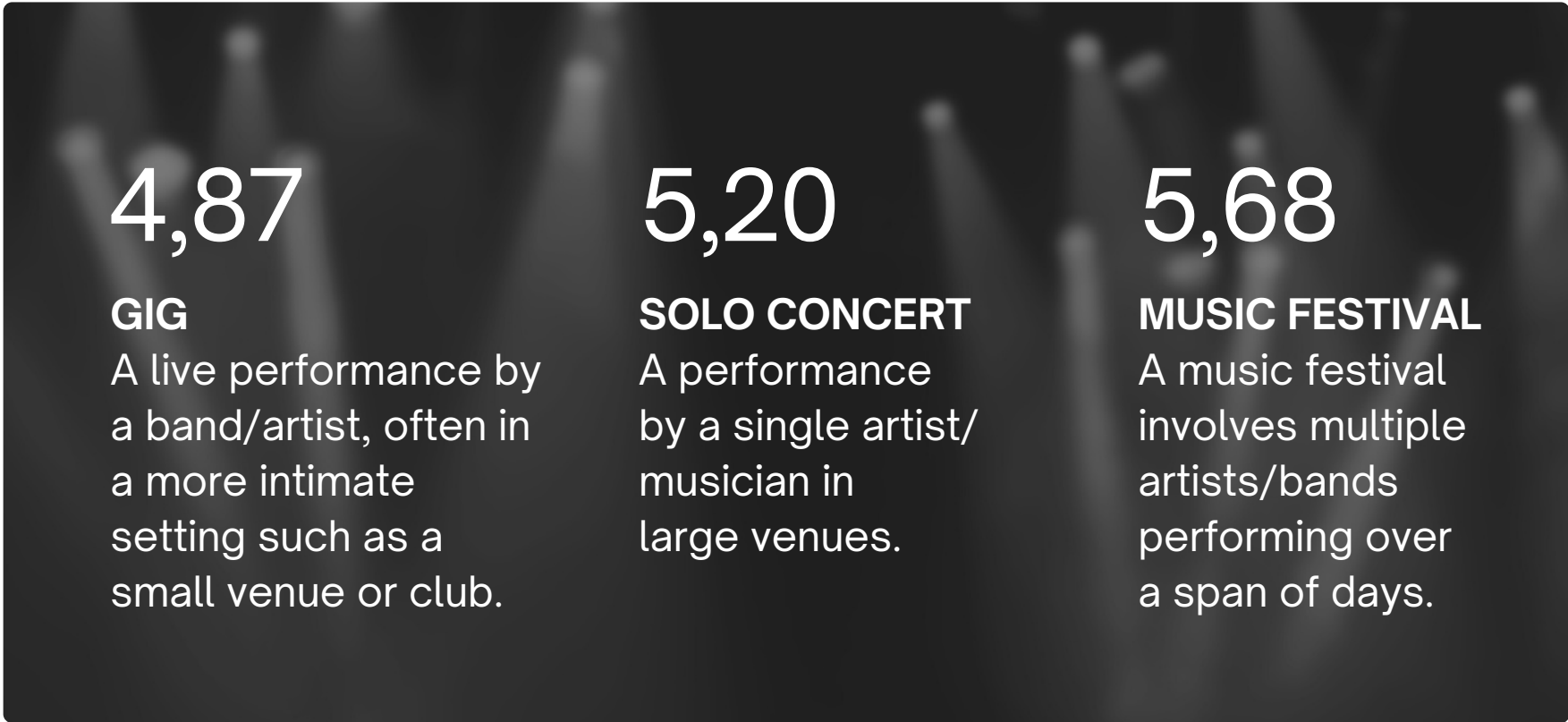
Top 7 most popular music genres

GENRE	TOTAL	GEN Z	MILLENNIALS
POP	71%	67%	75%
DANGDUT	32%	27%	38%
K-POP	31%	35%	26%
CLASSICAL	24%	26%	23%
JAZZ	23%	25%	21%
ROCK	23%	15%	31%
HIP HOP	23%	25%	21%

Pop is the most popular music genre across generations, higher among Millennials at 75% and Gen Z at 67%. Dangdut appeals more to Millennials, while K-pop is stronger among Gen Z.

Music show liking score

n= 1323 concertgoers

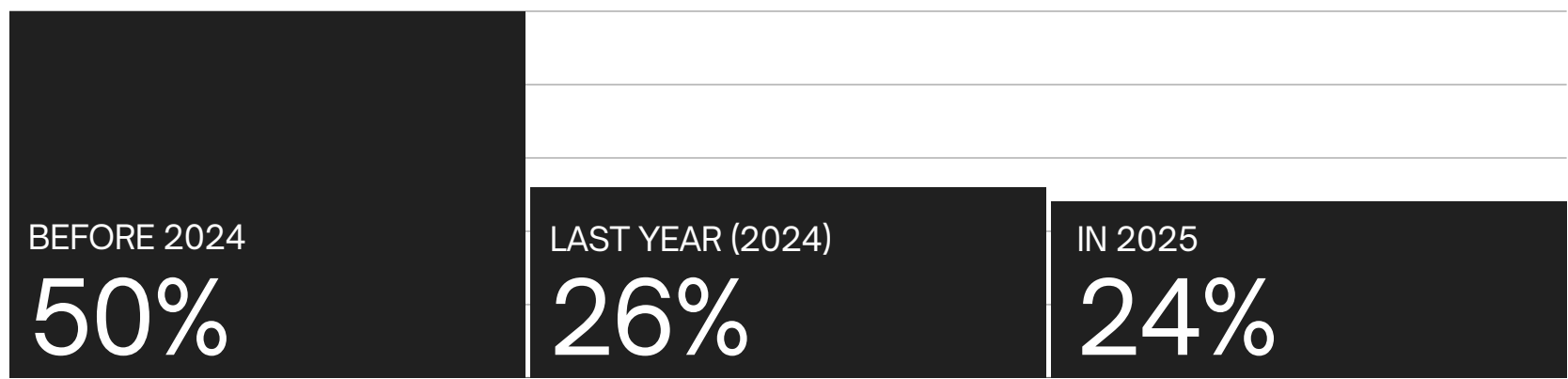


81% of people enjoy attending music festivals, indicating a preference for experiencing multiple artists in a large setting.

ATTENDING MUSIC CONCERTS IN 2025

n= 1323 concertgoers

The last time went to a music concert

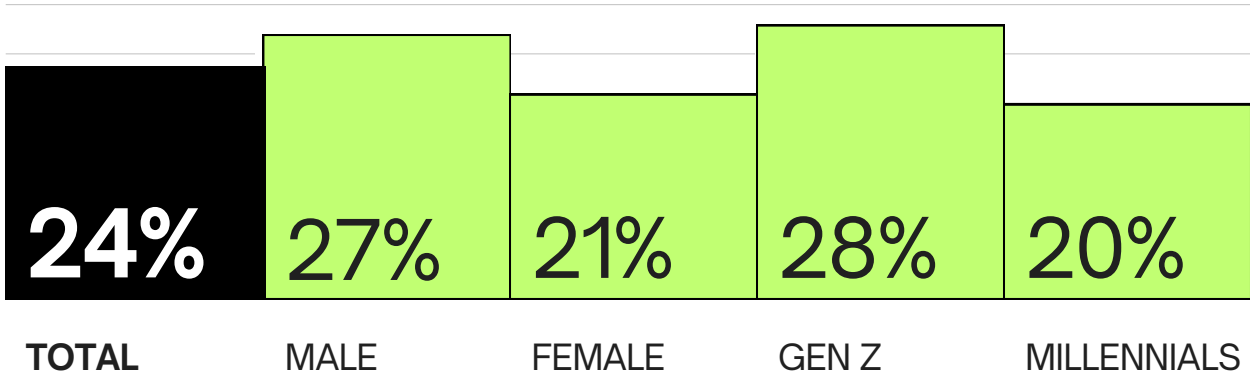


3 out of 4 concertgoers didn't go to music events from January to August 2025. Almost 30% of Gen Z attend music concerts this year.

Half of concert attendees participated in 2–3 events in 2025, while 32% attended just once during the year.

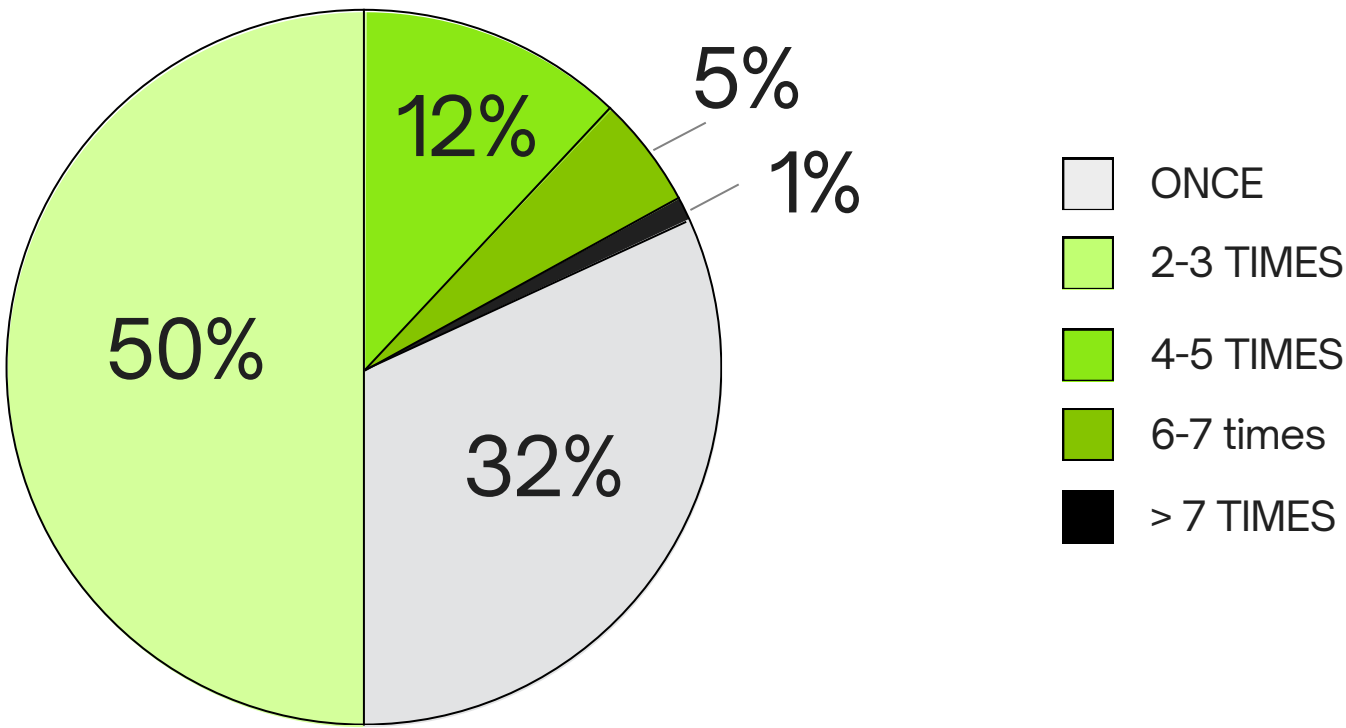
74% of respondents are interested in attending music concerts **in the next 6 months**

Attending music concerts in 2025



Frequency of attending music concerts in 2025

n= 316
respondents went
to concerts in
2025



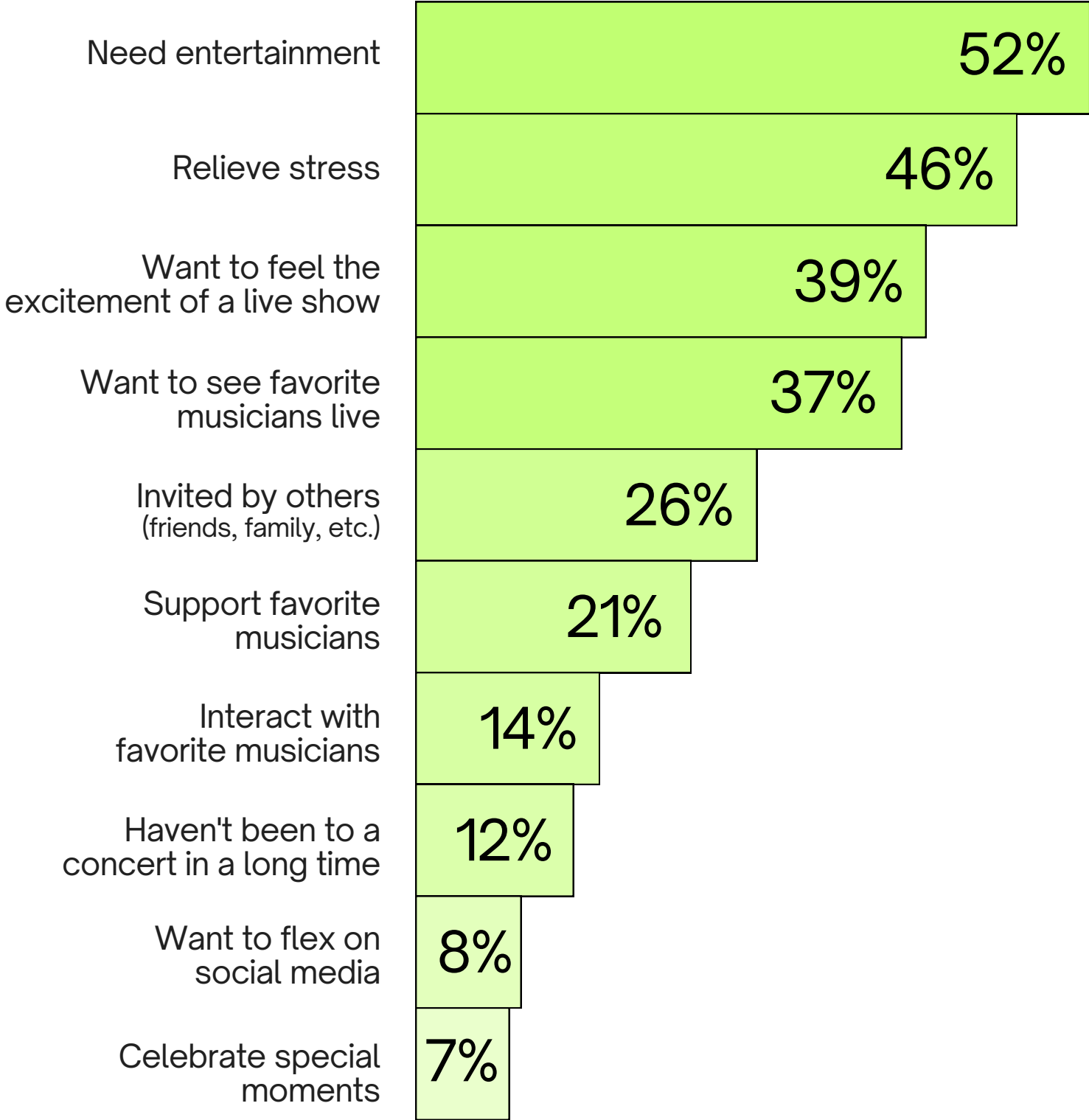
REASONS FOR GOING TO A CONCERT

n= 1323 concertgoers

1 out of 5
respondents
attends concerts
to support their
favorite musicians

Concerts mainly attract people for entertainment, stress relief, and live excitement. Social influence and celebrations play a smaller role, showing that the experience itself drives attendance.

Reasons for going to music concerts



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[02]

Purchasing Ticket for Music Concerts

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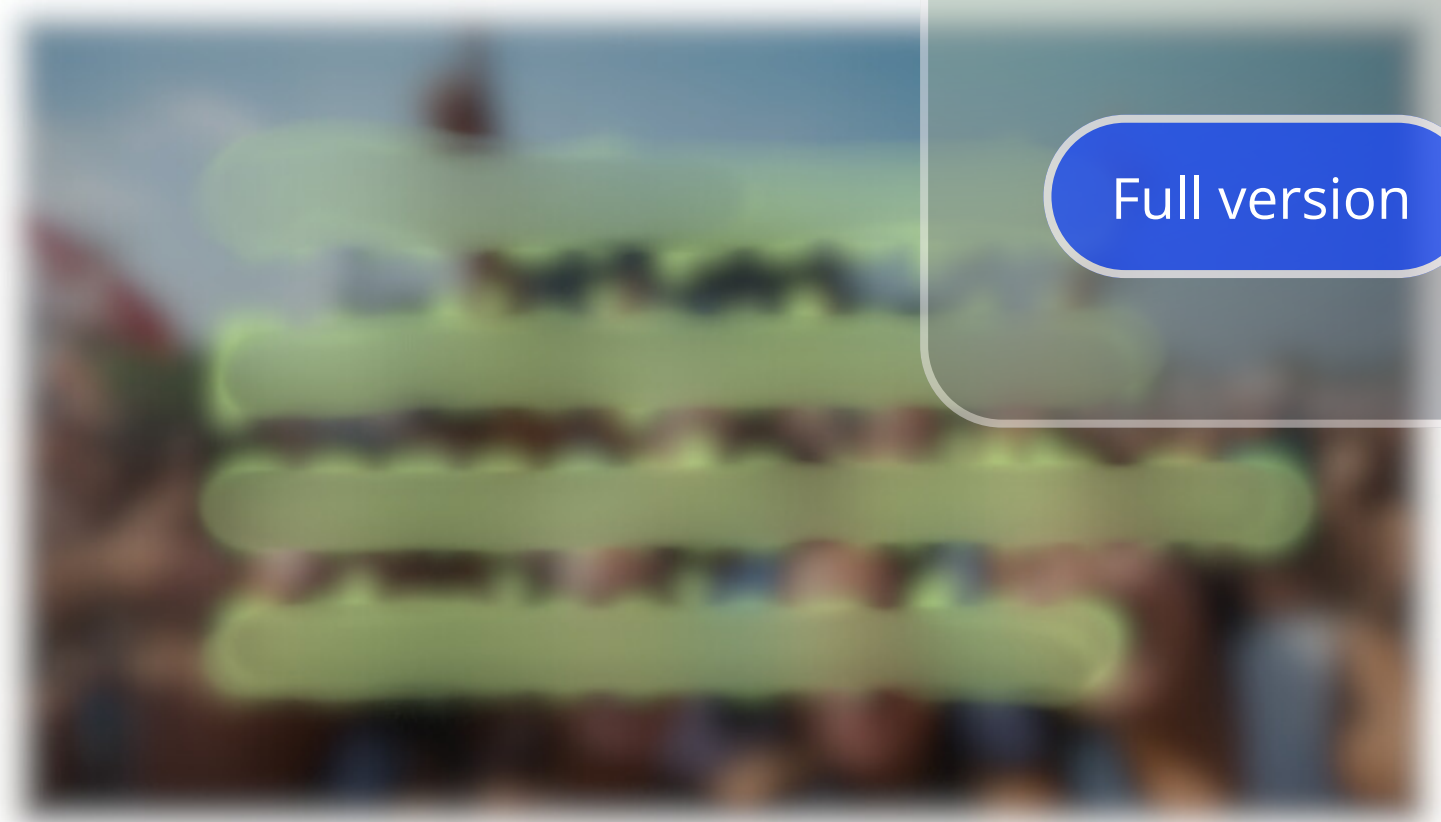
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REPORT CARD TO PARTNERS

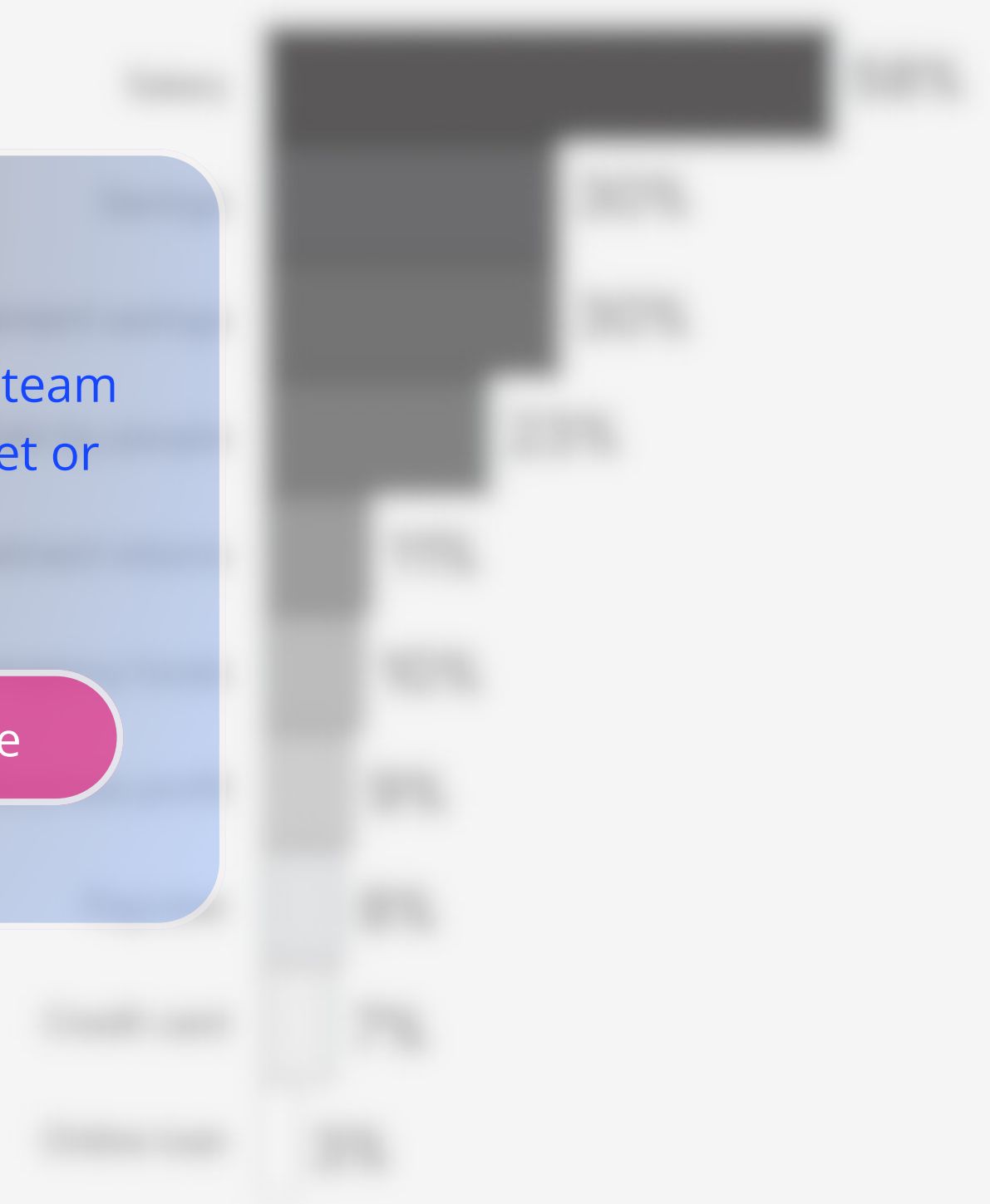
2024-2025

Most concert bundles in 2025 are purchased using **credit cards** followed by savings and debit cards.

A smaller group tends to purchase the concert via corporate, government, or other **discounts** and **coupons**.



Source of funds to purchase music concert tickets in 2025



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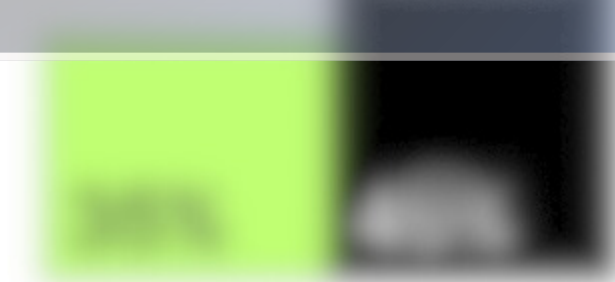
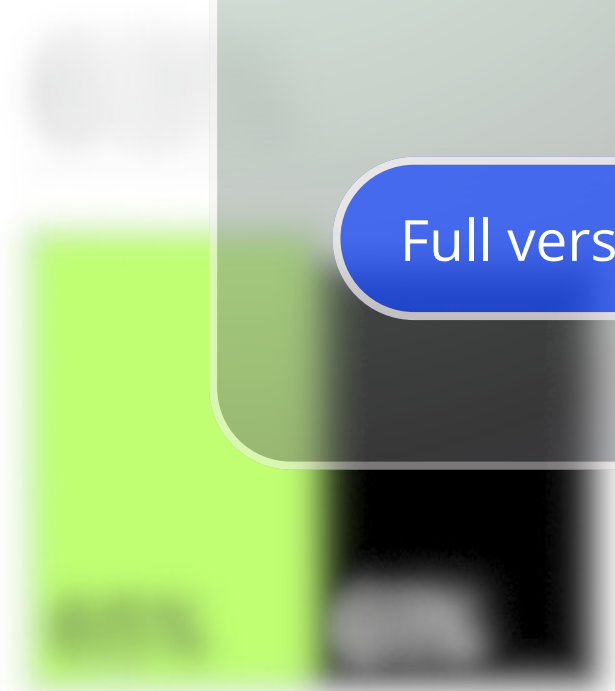
Bundle

Other expenses when attending a music concert

Other expenses when attending a music concert

Other expenses when attending a music concert

Other expenses when attending a music concert



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[03]

Restraining Factors in Attending Music Concerts

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[04]

Popular Music Show in Indonesia

TOP 5 SINGLES CONCERTS IN 2025

ARTISTS



1. [Artist Name]
2. [Artist Name]
3. [Artist Name]
4. [Artist Name]
5. [Artist Name]

VENUES



1. [Venue Name]
2. [Venue Name]
3. [Venue Name]

DATE



1. [Date]
2. [Date]
3. [Date]
4. [Date]
5. [Date]

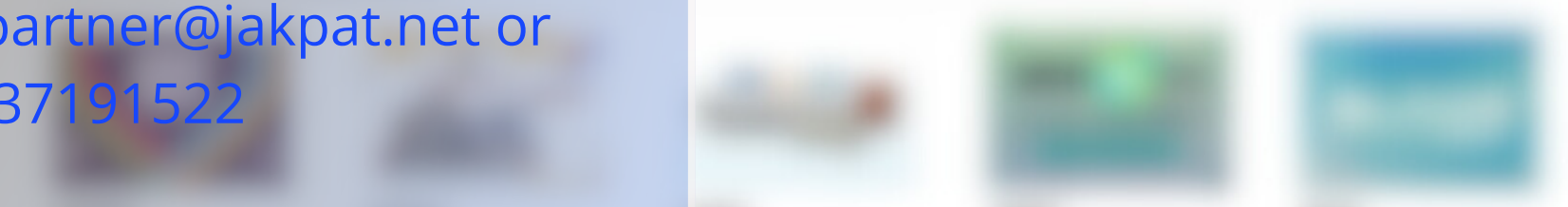
TOP 5 MUSIC FESTIVALS IN 2025

ARTISTS



1. [Artist Name]
2. [Artist Name]
3. [Artist Name]
4. [Artist Name]
5. [Artist Name]

VENUES



1. [Venue Name]
2. [Venue Name]
3. [Venue Name]

DATE



1. [Date]
2. [Date]
3. [Date]
4. [Date]
5. [Date]

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MOST ATTENDED MUSIC EVENTS

TOP 5 UPCOMING SOLO CONCERTS

ARTISTS



1. [Artist Name] - [Album Title]
2. [Artist Name] - [Album Title]
3. [Artist Name] - [Album Title]
4. [Artist Name] - [Album Title]
5. [Artist Name] - [Album Title]

VENUES



1. [Venue Name]
2. [Venue Name]
3. [Venue Name]

DATE



1. [Date]
2. [Date]
3. [Date]
4. [Date]
5. [Date]

TOP 5 UPCOMING MUSIC FESTIVALS

ARTISTS



1. [Festival Name]
2. [Festival Name]
3. [Festival Name]
4. [Festival Name]
5. [Festival Name]

1. [Festival Name]
2. [Festival Name]
3. [Festival Name]
4. [Festival Name]
5. [Festival Name]

1. [Festival Name]
2. [Festival Name]
3. [Festival Name]
4. [Festival Name]
5. [Festival Name]

DATE



1. [Date]
2. [Date]
3. [Date]
4. [Date]
5. [Date]

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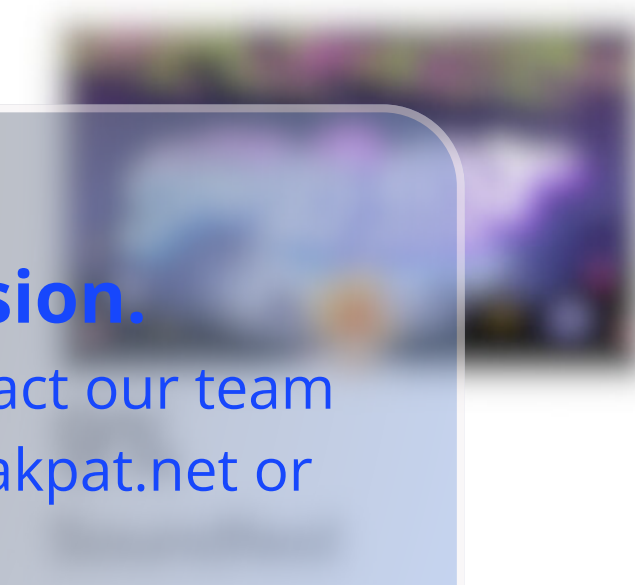
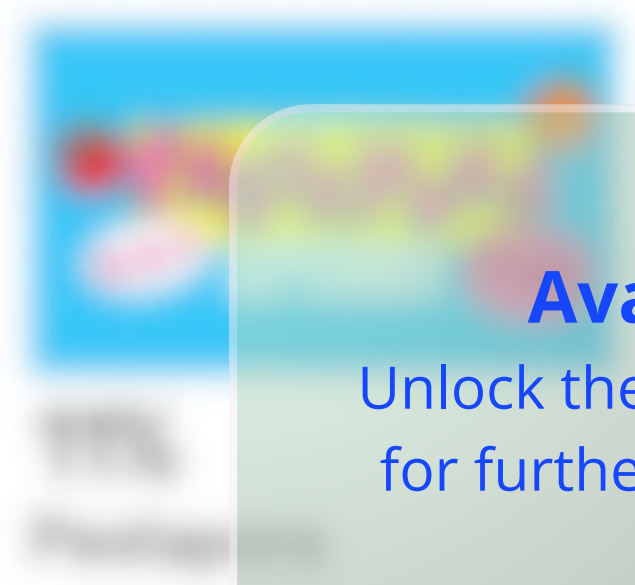
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MOST ANTICIPATED MUSIC EVENTS

Music Festivals continue to grow

Music Festivals attended more than once



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...the same music festival more than once

...the same music festival more than once

[04]

Music Fan Behaviors

PREFERENCE OF MUSICIANS

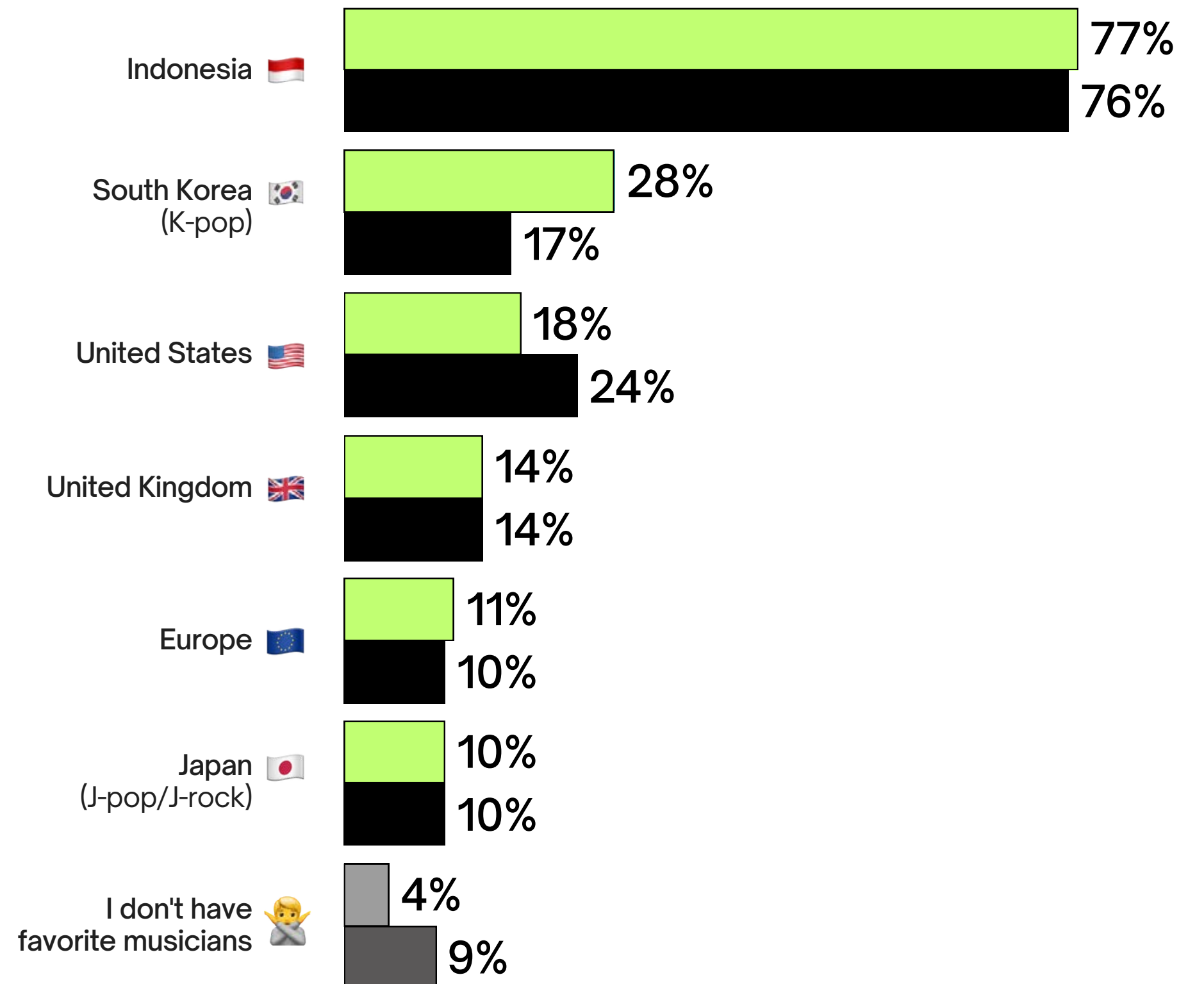
n= 1658 respondents

Indonesian musicians dominate as favorites for both Gen Z and Millennials, showing strong local appeal across generations. South Korean acts are especially popular among Gen Z, while U.S. musicians attract more Millennials.

3 out of 10 Gen Z are K-poppers

Country of favorite musicians

GEN Z MILLENNIALS

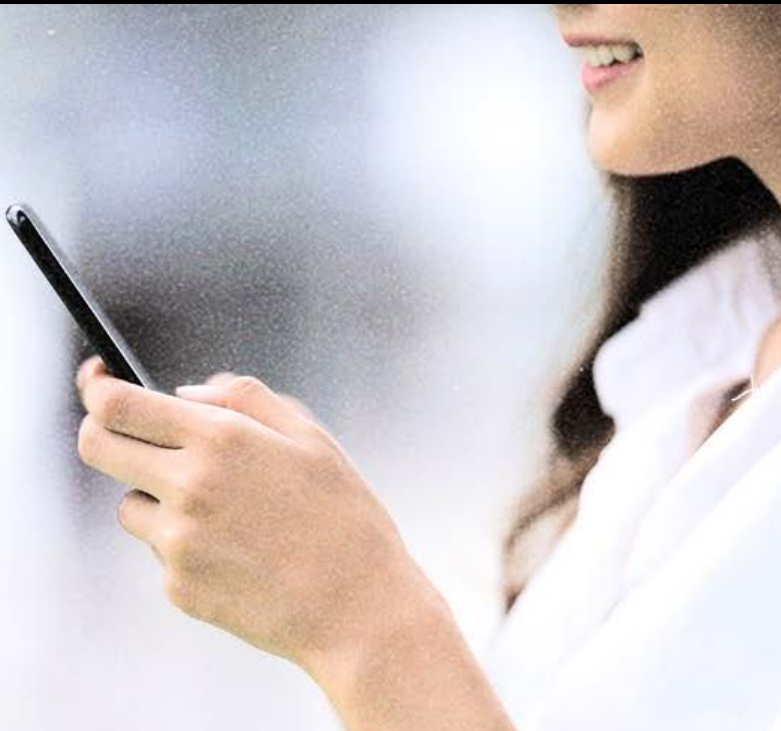


SOURCES OF INFO ABOUT MUSICIANS

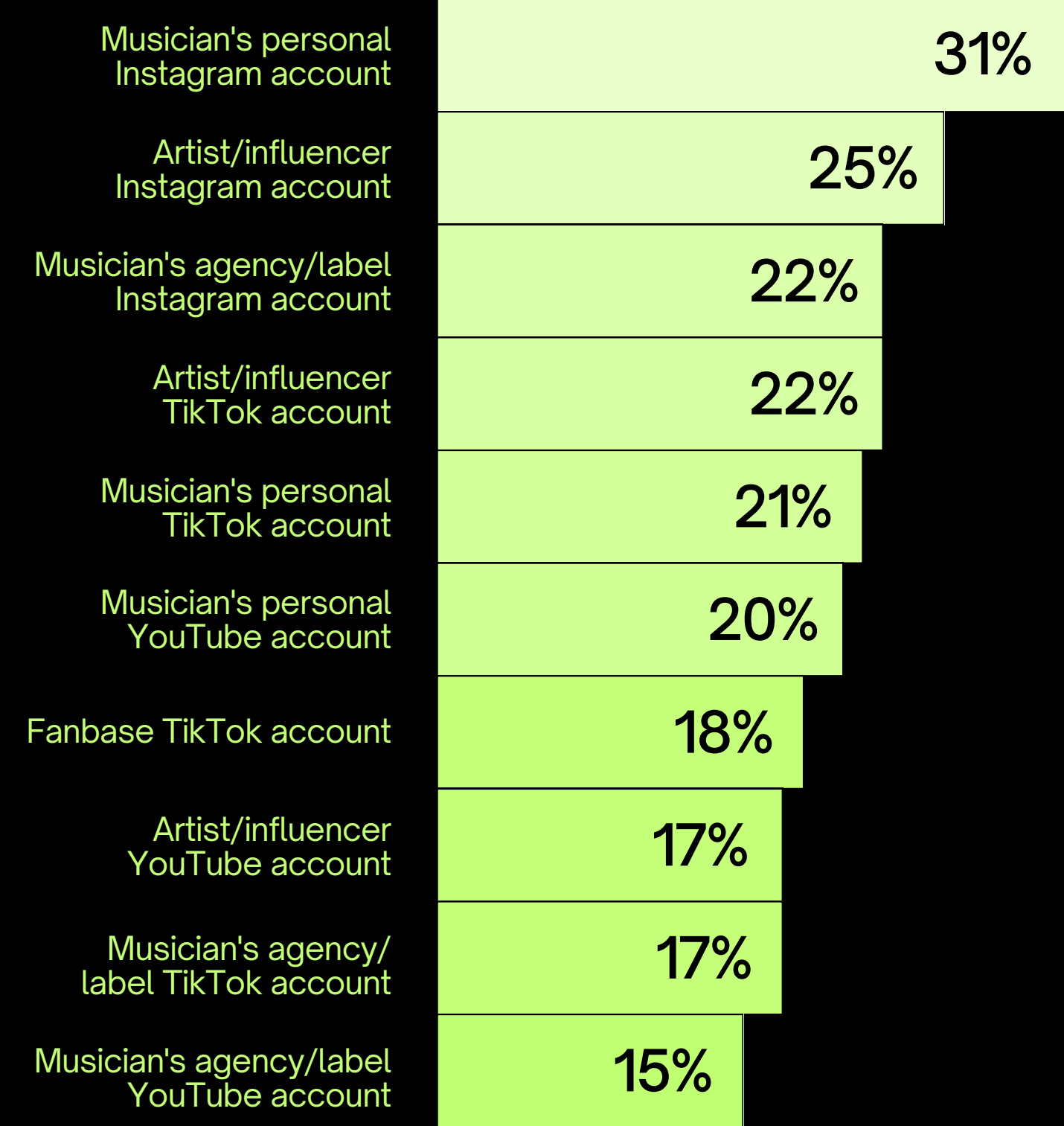
n= 1546 music fans

88% of respondents keep up with their favorite musicians through social media

Instagram is the main channel for fans to follow musicians’ activities, especially through personal accounts. TikTok and YouTube also play a growing role, showing that social media presence across multiple platforms is essential for artist visibility and engagement.



Ways of knowing musicians’ activities



SUPPORTING MUSICIANS

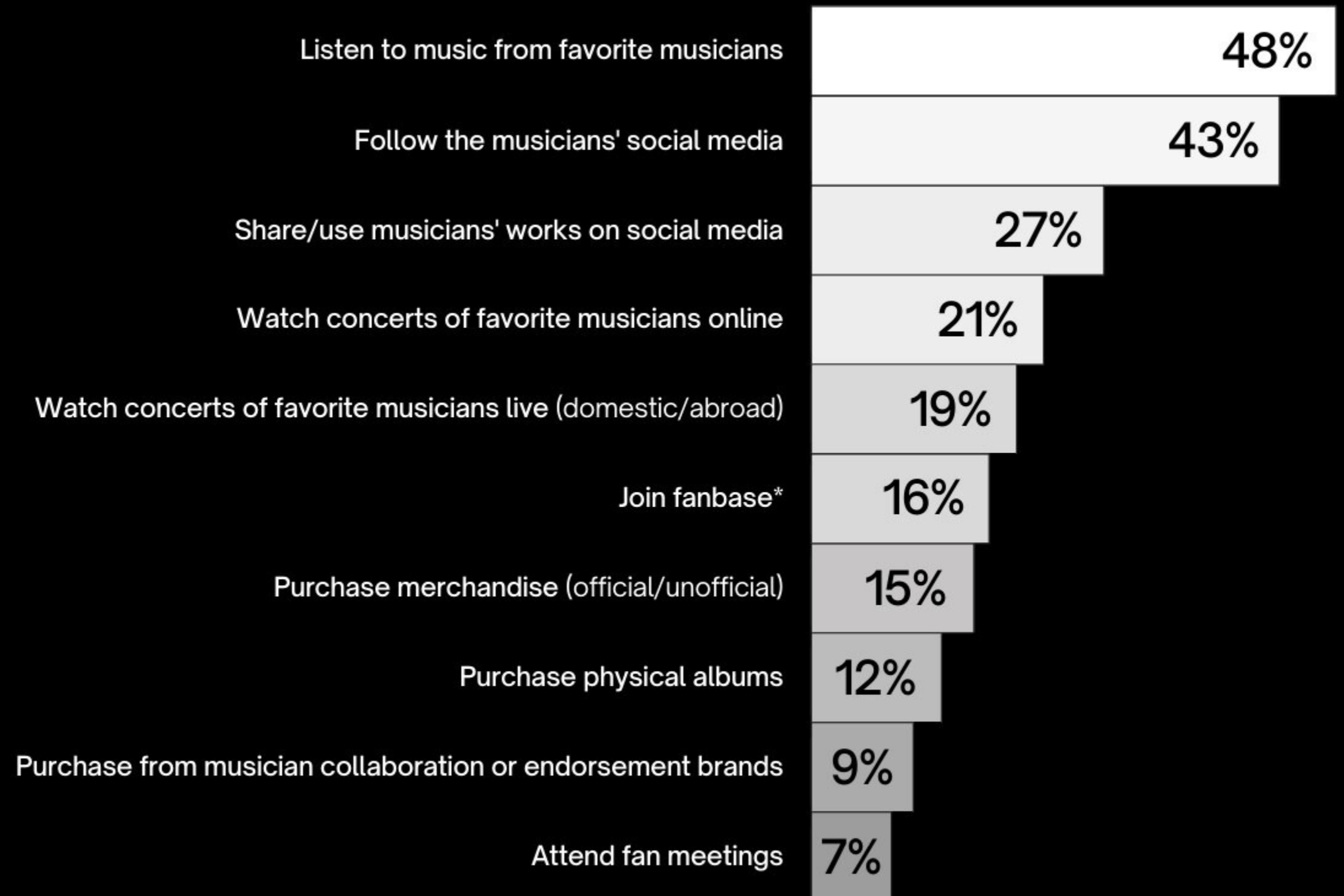
n= 1546 music fans



Fans primarily support their favorite musicians by streaming their songs and staying connected through social media. **Concert attendance and content sharing add another layer of engagement**, while purchases of merchandise or albums are less common.

This shows that emotional support is strongest in digital interactions rather than financial contributions.

Support actions for favorite musicians



**such as participating in fanbase activities, following fanbase social media accounts, etc.*

Preferred music streaming services

Top 5 preferred music streaming services

Preferred platforms for listening to favorite musicians

Platform	77%		
Spotify	77%		
YouTube Music	67%		
Apple Music	48%		
JOOX	15%		
Qobuz	15%		
Amazon Music	7%	5%	5%
Deezer	4%	5%	5%

Top 5 preferred music streaming services

are the leading platforms for listening to favorite musicians among both Gen Z and Millennials.

With a strong position, Spotify and YouTube are offering consumers a wide range of services.

Preferred platforms for listening to favorite musicians

Spotify and YouTube are the leading platforms for listening to favorite musicians among both Gen Z and Millennials.

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TOP 5 MUSICIAN FANBASES

MUSICIAN		FOLLOWERS		FANS		APPROXIMATE	
NAME		COUNT		COUNT		COUNT	
Taylor Swift		100M		100M		100M	
Drake		100M		100M		100M	
Beyoncé		100M		100M		100M	
Justin Bieber		100M		100M		100M	
Kanye West		100M		100M		100M	
Kanye West		100M		100M		100M	
Kanye West		100M		100M		100M	
Kanye West		100M		100M		100M	
Kanye West		100M		100M		100M	

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40% of music fans are interested in purchasing the musicians' merchandise

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Artist	Genre	Age Group	Gender
Drake	R&B	18-24	Male
Drake	R&B	25-34	Male
Drake	R&B	35-44	Male
Drake	R&B	45-54	Male
Drake	R&B	55-64	Male
Drake	R&B	65+	Male
Drake	R&B	18-24	Female
Drake	R&B	25-34	Female
Drake	R&B	35-44	Female
Drake	R&B	45-54	Female
Drake	R&B	55-64	Female
Drake	R&B	65+	Female
Drake	R&B	18-24	Other
Drake	R&B	25-34	Other
Drake	R&B	35-44	Other
Drake	R&B	45-54	Other
Drake	R&B	55-64	Other
Drake	R&B	65+	Other

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STANDARD CONCERT, 2021, 2022

Countries visited to watch a music concert

Country	2021	2022
France	64%	64%
Spain	49%	49%
Germany	21%	21%
Italy	19%	19%
UK	18%	18%
Sweden	18%	21%
Japan	18%	21%

Many fans have traveled to watch
concerts in Singapore and
Malaysia to attend music events

Foreign fans, especially from
Germany, Italy, and Sweden, have
traveled to attend concerts in
Singapore and Malaysia

out of 5
music fans have
traveled to
attend concerts
in Singapore

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