

Free Report

Strategic Event Evaluation of Jakarta Fair 2025

Aug 2025



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01

Background & Methodology

Research Background

Jakarta Fair is one of Indonesia's largest and most iconic annual events, blending commerce, culture, and entertainment in a month-long exhibition that draws millions of visitors. For brands and exhibitors, Jakarta Fair is a key platform to showcase products, engage consumers, and drive sales through on-ground experiences and interactive promotions.

However, as competition in experiential marketing grows, simply being present is no longer enough. Brands must be strategic in attracting foot traffic, sparking interest, and converting engagement into outcomes such as purchases, brand recall, or social media buzz.

Despite its massive reach, detailed insights into the visitor journey—such as motivations, planning behavior, and booth engagement—remain limited. This mixed-method study aims to close that gap by mapping visitor habits, expectations, barriers, and satisfaction, offering data-driven guidance to help exhibitors optimize booth design, content, and communication strategies for upcoming Jakarta Fair in the years to come.

Research Objective

01

Exploring visitors' leisure lifestyle and event-going behavior.

02

Understanding the visitor journey - from awareness, intention to planning - barriers, concerns, and experience during the events.

03

Evaluating post-event engagement and visitor expectation for 2025 Jakarta Fair.

Methodology



Qualitative

- We conducted **in-depth interviews** with consumers for opinion-sharing to deep dive into the overall consumers' opinions within the objectives.
- The interview platform used was full **online** and recorded for internal analysis purposes, with all confidentiality being managed.
- The qualifications and number of interviews are based on internal desk research.



In-depth interviews
6 participants



Date
13, 17, 18 June 2025



Area
Jabodetabek



Online platform
Zoom Meeting (virtual)



LOI
60 minutes



Quantitative

- The survey was distributed using the **Populix respondent pool** and supplemented by **offline recruitment intercept** at the event.
- The average length of the survey was **15-20 minutes**.
- It was a **self-completion survey** where respondents filled in the link directly without an interview from the Populix team.



Self-completion survey
245 participants



Date
21-29 June 2025

Respondents Demography

Sample Structure

6 in-depth interview with 3 participants of repeat visitors and 3 participants of non-visitors

IDI	Segment	Gender, Age	Area
IDI 1	Non-visitor	Male, 23 yo	Depok
IDI 2	Repeat visitor	Male, 33 yo	Bekasi
IDI 3	Repeat visitor	Female, 24 yo	Bogor
IDI 4	Repeat visitor	Female, 33 yo	Jakarta
IDI 5	Repeat visitor	Male, 41 yo	Tangerang
IDI 6	Non-visitor	Female, 38 yo	Jakarta



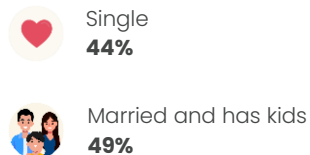
Respondent Profile

We collected responses from 245 consumers across Indonesia who attended the 2025 Jakarta Fair. The majority came with their families, as most respondents are married with children, employed, belong to the upper economic class, and reside in Jakarta. The 2025 Jakarta Fair attracted more loyal visitors and are predominantly Gen Z, drawn by the viral trends that the event showcases.

Gender



Marital Status



Type of Occupation



SES



Type of Respondent



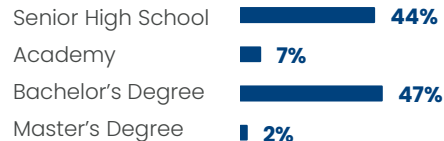
Area



Age Group (in Generation)



Education



n = 245

03

Key Insights



Part 1

Understanding Visitor Psychographic Profile & Entertainment Lifestyle

How do they stay informed with trends?

Social media is the main source for visitors to stay updated with daily information, while communities and social connections play a role in sharing specific information, such as hobbies or interests.

Social Media



They mostly use Instagram to follow accounts that aligned with their interest. Some also use this for sharing current update through Stories or Feed.



With bite-sized content, TikTok is preferable for actively searching recommendations/reviews and is seen as more 'trending' and 'viral'.

Offline Sources



Offline-based communities, such as running groups, also provide privileged access to specific information. Helping members stay informed about events or even receive exclusive benefits.

Although they can technically obtain updated information from various sources, **TikTok and Instagram remain as their everyday go-to and reliable channels**, as it is close at hand.

They view **social media** as a tool for filtering out actual and trusted information—whether it comes from user reviews or official accounts.

Spontaneous Reaction for Leisure

Leisure is viewed as a mean to enjoy life and take a break from daily routines—whether through specific activities or social interactions.

For some, it means **spending time with loved ones**; for others, it's about **exploring and pursuing personal interests**.

But the goal remains the same: **to have fun, feel happy, and come away refreshed**.



"Kita senang, setelah penat kerja seminggu."

(IDI 2, M, Bekasi, Ever Visit PRJ)

"Tempat nongkrong sih, bisa hotel juga, tempat wisata."

(IDI 4, F, Jakarta, Ever Visit PRJ)

When it comes to leisure, visitors often associate it with...

Places

They associate "Leisure" with places, such as cafe, event, hotel, hangout place, meaning that leisure is seen as something **experienced through being in certain environments**.

Emotions

They perceive emotion and feelings that comes from "Leisure" as **fun, refreshing, happy**. "Leisure" is basically enjoying themselves, relaxing, and taking a break from busy routines

Psychological Meanings

With various activities mentioned, "Leisure" holds a broader meaning that encompasses **social interaction, personal expression, entertainment, and lifestyle experiences**.

Why is leisure important?

There are two main benefits coming from leisure activities. One is **emotional benefits**, which relates to improved mood, reduced stress, and a greater sense of personal fulfillment.

Emotional Benefits

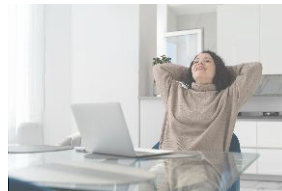


To balance out stress from work. By doing something they enjoy, they can minimize risk of getting fatigue and unproductive stress.



To avoid feeling bored with the same routines and create a sense of excitement— something different in the week to look forward to.

Functional Benefits



To help people get relaxed and content, as they believe positive emotion can affect their well-being.

"Boring gitu, kaya nggak ada yang bisa dilakuin."

(IDI 1, M, Depok, Never Visit PRJ)

"Biar kita happy aja gitu kalo ada hiburan gak jenuh."

(IDI 3, F, Bogor, Ever Visit PRJ)

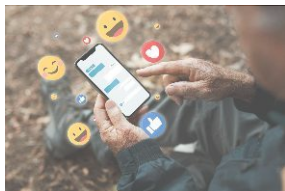
Why is leisure important?

The other one is **functional benefits** which are helping individuals manage work-life balance, maintaining social connections, and supporting personal branding through shareable experiences.

Emotional Benefits



To bond with family and strengthen connections. This ensure individuals have dedicated family time with minimum work interruptions.



To have something to share on social media, as some see certain leisure activities—like hobbies as a form of personal branding.

Functional Benefits



To reconnect with friends and colleagues, as it fulfill the social needs—especially with friends who share the same interest.

"Family time, karena kita kan LDR jadi pasti sempetin jalan-jalan kalo lagi ketemu."

(IDI 6, F, Jakarta, Never Visit PRJ)

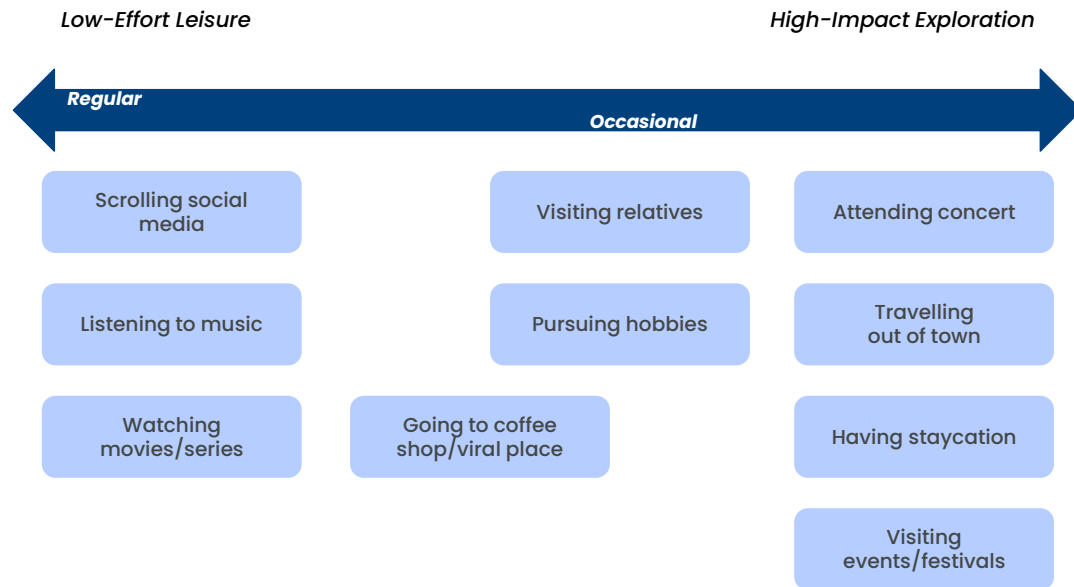
"Jadi ajang buat kita juga gitu untuk branding diri, kalo kita suka review cafe."

(IDI 2, M, Bekasi, Ever Visit PRJ)

What are their typical leisure activities?

Many of them agreed that leisure activities do not have to be grand. They can still find small sanctuaries that serve as personal leisure spaces in their regular daily life, such as scrolling through social media or binge-watching their favorite movies.

However, engaging in **leisure activities outside of home remains important**, as it allows them to seek new experiences. Hence, they occasionally make times to go out and explore different places or activities to refresh their minds.



What do they consider when choosing an activity?





Part 2

Exploring Awareness & Initial Perception of the Jakarta Fair

Event Experience Profile

In addition to attending the Jakarta Fair, around half of the visitors are also familiar with and have previously attended other popular events such as **Festival Kuliner** and **Festival Jajanan Bango**. Their interest in these events appears to stem from a strong attraction to food-focused experiences that offer a wide variety of culinary options. These festivals provide an engaging atmosphere where visitors can discover and enjoy diverse dishes and local snacks.

	Ever Known	Ever Visited
Jakarta Fair (Pekan Raya Jakarta)*	100%	100%
Festival Kuliner Blok M	55%	35%
Festival Jajanan Bango	53%	30%
Java Jazz	40%	18%
Jakarta X Beauty by Female daily	37%	21%
Festival Rasa Rasa	36%	19%
JakCloth	26%	16%
Hellofest	18%	11%
Mommy and Me by Imbex	10%	4%

n = 245

Year Attended Jakarta Fair



Decision Maker



S9. From all the events listed below, which ones have you EVER HEARD OF? You may choose more than one answer. || S10. From all the events listed below, which ones have you EVER VISITED? You may choose more than one answer. || S11. In which years did you visit the Jakarta Fair? || S12. Which statement is most appropriate in making a decision to visit an event?

*must visited Jakarta Fair in 2025

Comparison of Similar Events

All of these events share one common element: the **strong presence of food**—ranging from Indonesian cuisine to local snacks

Jakarta Fair (PRJ)



The largest annual exhibition in Indonesia held to celebrate Jakarta's anniversary, featuring a **multi-product exhibition, live music entertainment, amusement rides, and culinary offerings** from various regions.

Festival Kuliner Blok M



An annual **culinary event** held in the Blok M area, South Jakarta. Showcasing a variety of local dishes and legendary snacks, as well as serving as a gathering place for culinary MSMEs and food enthusiast communities.

Festival Jajanan Bango



A food festival organized by the Bango **soy sauce brand**, featuring a wide range of traditional Indonesian cuisines from different regions, with a focus on preserving the authentic flavors of Indonesia's culinary heritage.



Part 3

Jakarta Fair 2025 Evaluation



Interest and Expectation Check



Top of mind “Jakarta Fair” among People

All in all, people’s first thoughts of Jakarta Fair are not only tied to tangible elements, but also to intangible ones such as reliving familiar experiences and moments that trigger powerful memories.



“Ulang tahun Jakarta.”
(IDI 3, F, Bogor, Ever Visit PRJ)

*“Si Chiki Chiki itu teh botol itu
nugget-nuggetan, sosis itu.”*
(IDI 4, F, Jakarta, Ever Visit PRJ)

Food and Beverages

Many visitors have fond memories of Jakarta Fair from its food and beverages, such as **kerak telor**, **chiki** (*snack*), **sausage**, **nugget**, **jajanan**, **makanan**

Euphoria & Cultural Performance

Perayaan, **selebrasi**, **ondel-ondel**, **budaya** shows that Jakarta Fair represents attractions rooted in cultural pride and festive identity, a part of Jakarta’s heritage.

Promotion & Discount

Last but not least, many people perceive Jakarta Fair as a stage for brands to exhibit and promote their **offerings with good deals**, seamlessly blending the concept of cultural celebration with commercial activity.

Source of Information

In today's digital era, social media plays a major role in event awareness. Most visitors learned about Jakarta Fair through **digital channels**, especially **Instagram and TikTok**, which aligns with the event's strong Gen Z presence. Other sources like **word of mouth from friends and family**, **general internet browsing from Jakarta Fair websites**, and **above-the-line media** also contributed as key information sources.



The Detail of Source of Information	Total
Base	245
DIGITAL CHANNEL (NETT)	93%
Instagram posts	73%
TikTok posts	68%
Facebook posts	21%
WORD OF MOUTH (NETT)	62%
Personal information from friends	38%
Personal information from family	23%
INTERNET (NETT)	55%
Jakarta Fair website	42%
Advertisements on internet websites	25%
MASS MEDIA ADVERTISING (NETT)	54%
Banners on the side of the road	20%
TV screens at stations, airports, terminals	18%
TELEVISION (NETT)	33%
Digital TV / Free Digital TV	27%
Pay TV/ Pay television	7%
ON-GROUND ACTIVATIONS (NETT)	29%
Events at malls	23%
Events at DKI Provincial Government offices	11%

n = 245

A2. Where did you get information about the 2025 Jakarta Fair?

How do they know about Jakarta Fair?

Interestingly, even if some haven't been to Jakarta Fair, they're still familiar with it—mostly through friends or family, whether by word of mouth or social media posts

Mostly mentioned



Friends and Family

- Role of **peer-to-peer influence** in spreading awareness—especially among younger generations
- From their **parents or through childhood exposure**, indicating that Jakarta Fair taps into family nostalgia and emotional heritage.

"Kecil banget ya kayaknya kaya usia SD gitu sih."

(IDI 4, F, Jakarta, Ever Visit PRJ)



Social Media

- Social media primarily serves as a platform for raising awareness about the **exact dates of Jakarta Fair**—whether through posts from the official account or content shared by users.

"Kalau tahu pertama kali dari sosmed juga udah gitu. Dari temen juga sering ngasih tahu dan sering ngajakin. Kalau temen dulu cuman ya emang saya belum ada ketertarikan. Kalau dulu kan."

(IDI 1, M, Depok, Never Visit PRJ)

Word of Mouth Influences

Event visits are often fueled by testimonials. Many visitors mentioned they first heard about Jakarta Fair from someone who genuinely enjoyed the event and felt it matched their interests or preferences. However, **trust remains a crucial factor**—people are most influenced by **recommendations from family**, as they believe family members best understand their preferences.

In your opinion, why did they tell you about the 2025 Jakarta Fair?

They really like the event	77%
They feel the event fits my needs/preferences	72%
They get something out of recommending it, such as points, prizes, or social recognition	22%
They want to help	19%
They want to influence my decision	6%

n = 218

		Total	Friends (A)	Family (B)	Coworkers (C)	Partners (D)
Base		218	92	56	47	23
Level of Trust	Mean Score	4.37	4.25	4.52 AC	4.23	4.74 AC
	Top 2 Boxes	95%	96%	100% C	87%	96%
	Very trusted	42%	29%	52% A	36%	78%
	Trusted	53%	66% B	48%	51%	17%
	Normal	5%	4%	0%	13% B	4%
	Untrusted	0%	0%	0%	0%	Low Based
	Very untrusted	0%	0%	0%	0%	
Level of Understanding with My Preferences	Mean Score	3.47	3.35	3.57 A	3.40	3.87 ABC
	Top 2 Boxes	99%	100%	100%	96%	100%
	Very good	48%	35%	57% A	45%	87%
	Pretty good	51%	65% B	43%	51%	13%
	Not enough	1%	0%	0%	4% A	0%
	Not at all	0%	0%	0%	0%	0%

A2.1. Summary -- In your opinion, why did _ tell you about the 2025 Jakarta Fair? | A2.2. Summary How much do you trust the recommendations from your (ANSWER CAT1)
A2.3. Summary How well do you think (ANSWER CAT 1) understands your needs or preferences?

Sig test against category
UPPER LETTER is win sig-test at 95%
confidence level to labelled column

Word of Mouth Influences

These visitors often feel that the **recommendation** they received is **relevant and trustworthy** because it comes from someone they frequently **discuss similar topics** with—such as **events, interests, or lifestyle preferences**. This ongoing exchange builds a strong sense of **connection and credibility**. As a result, when that person suggests attending an event like Jakarta Fair, they are more likely to follow through, **driven by both** trust and shared interest.

Why do you think they feel this recommendation is relevant to you?

n those who choose CATI = 218

We often talk about things like this	80%
They know my preferences well	51%
We have similar lifestyles or interests	51%
They do often give recommendations to many people	20%
They see that I am struggling or needing something	9%

n = 245

When you receive a recommendation from someone you trust, how likely are you to follow that recommendation?

Base	245
Top 2 Boxes (sum of the 1st - 2nd box)	91%
Bottom 2 Boxes	0%
Mean Score	4.24
5 Very likely	33%
4 Likely	58%
3 Between likely and unlikely	9%
2 Unlikely	0%
1 Very unlikely	0%



What Drives Word of Mouth Recommendation

The top driver of word-of-mouth is a **sense of care** — when someone notices that others are **struggling or in need**. People tend to recommend the event as a way to **offer help**, provide a **break or escape**, or suggest a moment of **refreshment and entertainment**. These recommendations also often come from those who share **similar lifestyles or interests** with the person they're suggesting it to.

Rank	Motivation	Contingency Coefficient	Strength
1	They see that I am struggling or needing something	0.122	Top Driver
2	We have similar lifestyles or interests	0.099	Top Driver
3	They know my preferences well	0.093	Medium Driver
4	They want to help	0.081	Medium Driver
5	They earn benefits from giving recommendations	0.072	Medium Driver
6	They feel the event fits my needs/preferences	0.069	Medium Driver
7	They want to influence my decision	0.045	Medium Driver
8	They really like the event	0.043	Low Driver
9	They do often give recommendations to many people	0.036	Low Driver
10	We often talk about things like this	0.034	Low Driver
11	I'm not sure why they recommended it	0.000	Not a driver

n = 245



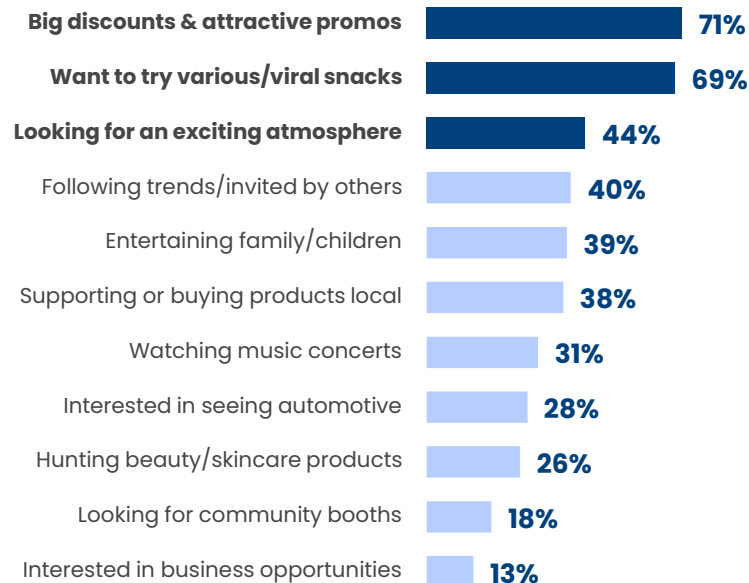
What triggers someone to eventually visit the 2025 Jakarta Fair?

Trigger to Visit Jakarta Fair

In addition to the well-known big discounts and attractive promotions that have been a staple of Jakarta Fair in previous years, many visitors today are also drawn by the chance to try **viral or trending snacks** available at the event. This reflects a strong **sense of FOMO (fear of missing out)** among visitors, as they are eager to experience the lively atmosphere while staying up to date with current trends.



n = 245



Jakarta Fair 2025 draws strong public attention through viral snack trends, creative promotions, and engaging brand experiences that spark excitement across media and visitors alike.

15 promo di PRJ 2025, dari harga Rp1 hingga cashback Rp11 Juta



Jakarta (ANTARA) - Pekan Raya Jakarta (PRJ) 2025 kembali digelar pada 19 Juni - 13 Juli. Selain menampilkan ajang pameran dan hiburan konser, ada juga deretan promo dari berbagai brand ternama.

Gelaran tahun ini tersedia berbagai penawaran promo menarik, mulai dari produk kecantikan, elektronik rumah tangga, hingga kuliner unik yang menggugah selera.

Tidak hanya promo potongan harga, para pengunjung PRJ dapat menikmati cashback hingga hadiah langsung. Moment ini menjadi penantian banyak pengunjung untuk berbelanja sambil berhemat.

Promo dan program spesial ini hanya berlangsung selama periode gelaran PRJ atau Jakarta Fair 2025. Berikut ini 15 promo yang bisa diburu dan sayang untuk dilewatkan saat datang ke acara tahunan Jakarta ini.

6 Tips Jajan Hemat di PRJ 2025, Manfaatkan Sample Gratis

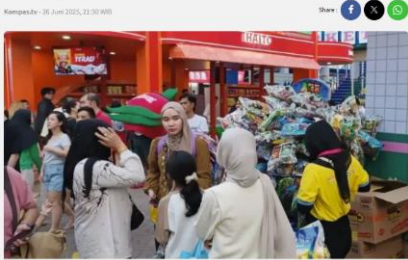


KOMPAS.com - Pekan Raya Jakarta (PRJ) merupakan agenda tahunan yang menghadirkan beragam stand makanan, minuman, gaya hidup, hingga perlengkapan rumah tangga dengan penawaran menarik.

Tahun ini, PRJ 2025 digelar mulai Kamis (19/6/2025) sampai Minggu (13/7/2025) di Jakarta Internasional Expo Kemayoran, Jakarta Utara.

Setiap stand umumnya menawarkan sejumlah paket hemat, tidak ketinggalan dengan hadiah-hadiah unik.

Tas Snack Berukuran Jumbo Jadi Tren di PRJ 2025, Diburu Pengunjung dari Berbagai Kalangan



JAKARTA, KOMPAS.TV - Perhelatan Pekan Raya Jakarta (PRJ) atau Jakarta Fair Kemayoran 2025 kembali digelar dengan menghadirkan berbagai inovasi dan kejutan menarik.

Salah satu yang paling mencuri perhatian tahun ini adalah tren tas snack berukuran jumbo yang diburu oleh pengunjung dari berbagai kalangan usia.

Tas snack ini tak hanya menarik secara tampilan, tetapi juga menggabungkan fungsi sebagai tempat penyimpanan produk makanan-minuman sekaligus menjadi souvenir unik dan kekinian.

Wujudnya yang menyerupai kemasan raksasa produk populer menjadikan tas ini viral dan banyak diunggah di media sosial, terutama oleh kalangan muda dan keluarga urban.

Cerita Jastiper PRJ yang Kebanjiran Pesanan Snack Viral

Cerita dari Tempo.co • 15 jam • Bacaan 2 menit



TEMPO.CO Jakarta - Fenomena usaha jasa tzip atau jastip muncul setiap kali ada event besar seperti Pekan Raya Jakarta (PRJ) atau Jakarta Fair. Pameran multiproduk terbesar di Indonesia yang berlangsung 19 Juni hingga 13 Juli 2025 ini menghadirkan banyak produk baru, edisi terbatas, diskon besar-besaran, hingga produk yang lokal yang hanya bisa dibeli di arena Jakarta Fair.

Salah satu pelaku jastip atau jastiper, Fitri Maharani, mengatakan bahwa ia menerima banyak pesanan selama event ini. Barang yang paling banyak dipesan oleh pelanggannya adalah snack atau makanan ringan. Selama Jakarta Fair, perusahaan perusahaan makanan ringan membuat kemasan khusus berukuran besar yang bisa memuat beberapa bungkus snack. Bentuk kemarnya unik-unik, sering kali selweran dalam video-video pendek di media sosial.

"Ibu snack-snack viral. Harganya sekitar Rp 150-400 ribu," kata Fitri kepada Tempo, Senin, 7 Juli 2025.

Saking banyaknya pesanan yang dia terima, Fitri mengaku ke PRJ empat sampai lima kali dalam sepekan. Setiap kali ke Pekan Raya Jakarta, dia membawa dua troli dan beberapa tas berukuran besar untuk menampung barang-barang itu. "Selama liburan, sehari bisa membeli 50-100 barang tzipan," kata Fitri yang memiliki akun jastip di Instagram @didesorpong.

Biasanya, pelanggannya melakukan pemesanan melalui nomor WhatsApp yang dia cantumkan di akun Instagram. Para pelanggan itu berasal dari berbagai daerah di Indonesia.

Source: <https://www.antaranews.com/berita/4914949/15-promo-di-prj-2025-dari-harga-rp1-hingga-cashback-rp11-juta>
<https://travel.kompas.com/read/2025/06/23/080800027/6-tips-jajan-hemat-di-prj-2025-manfaatkan-sample-gratis>
<https://www.msn.com/id-id/gayahidup/berita/cerita-jastiper-prj-yang-kebanjiran-pesanan-snack-viral/ar-AA1ictg>
<https://www.kompas.tv/regional/601877/tas-snack-berukuran-jumbo-jadi-tren-di-prj-2025-diburu-pengunjung-dari-berbagai-kalangan>

Trigger to Visit Jakarta Fair - By Demography

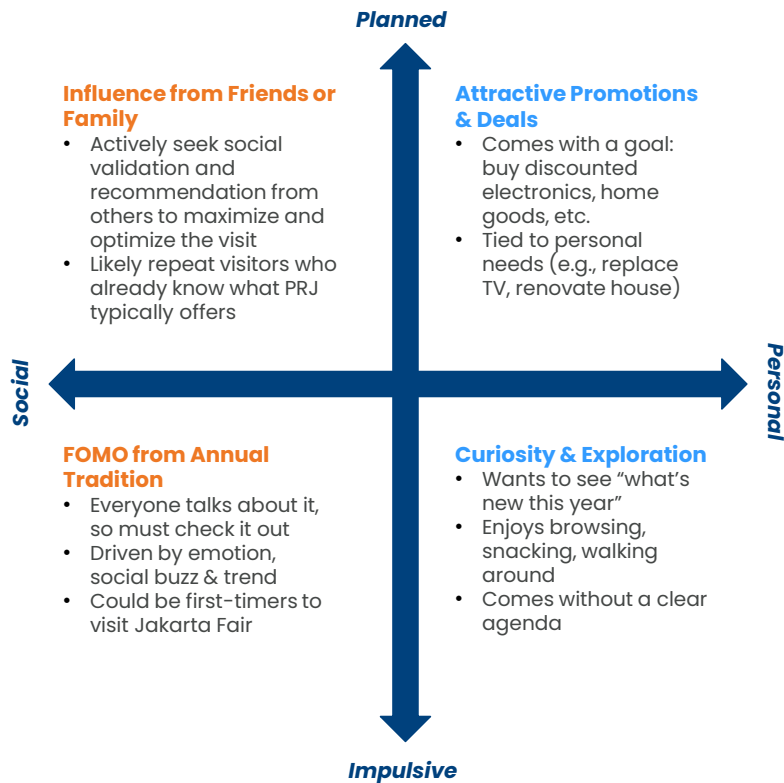
Loyal visitors are primarily motivated to return to Jakarta Fair due to the **big discounts, attractive promotions**, and the opportunity to try out a **variety of trending or viral snacks**, which also reflects their interest in staying current with trends. Meanwhile, **Gen Z visitors**, in particular, are notably drawn by the desire to explore **viral food options**, suggesting that culinary curiosity plays a key role in their attendance. In contrast, **newcomers** often lack a clear or specific reason for attending Jakarta Fair, indicating that their motivations are still forming and may depend on future experiences or exposure.

	Total	City			Gender		Generation			Marital Status			Participants	
		Jakarta	Bode- tabek	Others	Male	Female	Gen Z	Young Millennial	Older Gen	Single	Married & Have Kids	Others	New- comers	Loyal Visitors
Base	245	(A) 112	(B) 88	(C) 45	(A) 86	(B) 159	(A) 117	(B) 63	(C) 65	(A) 108	(B) 120	(C) 17	(A) 58	(B) 187
Big discounts & attractive promos	71%	77%	69%	62%	70%	72%	73%	68%	72%	70%	71%	82%	57%	76% A
Want to try various/viral snacks	69%	71%	69%	62%	67%	70%	77% C	65%	58%	75%	64%	65%	50%	75% A
Looking for an exciting atmosphere	44%	46%	41%	44%	37%	48%	50%	38%	40%	46%	42%	47%	45%	44%
Following trends/invited by others	40%	44%	40%	31%	42%	39%	44%	38%	34%	47%	36%	24%	28%	44% A
Entertaining family/children	39%	35%	40%	49%	36%	41%	27%	52% A	48% A	19%	55% A	55%	38%	40%
Supporting or buying products local	38%	39%	27%	56% B	35%	40%	35%	46%	35%	37%	39%	35%	24%	42% A
Watching music concerts	31%	27%	31%	42%	28%	33%	36%	30%	23%	35%	28%	29%	19%	35% A
Interested in seeing automotive	28%	31%	24%	29%	52% B	15%	23%	37%	29%	21%	35% A	24%	17%	32% A
Hunting beauty/skincare products	26%	29%	22%	29%	12%	34% A	30%	27%	18%	27%	25%	29%	16%	29% A
Looking for community booths	18%	20%	20%	9%	26% B	14%	18%	16%	20%	18%	19%	12%	5%	22% A
Interested in business opportunities	13%	17% C	14% C	2%	19%	10%	9%	19%	14%	8%	18% A	6%	9%	14%

A3. What things trigger you to visit the 2025 Jakarta Fair?

Sig test against category
UPPER LETTER is win sig-test at 95%
confidence level to labelled column

What triggers them to visit Jakarta Fair?



- **Planned + influenced by social** → Visitors who *need validation* to go. Social proof and clear info ease the decision.
- **Impulse + influence by social** → Visitors motivated by *social buzz and FOMO*. Create hype, highlight "what people are saying."
- **Planned + driven by personal needs** → Goal-driven visitors. Highlight **specific product promos**, trade-ins, and **comparison-friendly offers**.
- **Impulse + driven by personal needs** → Experience seekers and explorers. Emphasize "**what's new**", food zones, entertainment surprises.

Expectation & Information of Jakarta Fair

Most visitors felt that Jakarta Fair met their expectations (mean score 4.28), though only a few felt their goals were fully achieved (20%, mean score 3.13). While the event experience was generally positive, information access remains a gap—only 22% felt they got all the information they needed (mean score 3.16), suggesting a need to improve communication and clarity.

How well does the 2025 Jakarta Fair match your expectations?

Base	245
Mean Score	4.28
Very much as expected	32%
Quite as expected	64%
Neutral	4%
Not as expected	0%
Far from expectations	0%

Did you get the information you were looking for at the 2025 Jakarta Fair?

Base	245
Mean Score	3.16
Yes, all of it	22%
Most of it	73%
Just a small part	5%
Not at all	0%

Was your goal of coming to the 2025 Jakarta Fair achieved?

Base	245
Mean Score	3.13
Fully achieved	20%
Largely achieved	74%
Partially achieved	6%
Not achieved at all	0%

n = 245

A4. How well does the 2025 Jakarta Fair match your expectations?
 A5. Did you get the information you were looking for at the 2025 Jakarta Fair?
 A7. Was your goal of coming to the 2025 Jakarta Fair achieved?



What type of information were they looking for, given that they stated they found everything they needed?

Planning behavior

"Can we go? Is it feasible?"

1

Initial Considerations

✓ Check available dates

Align with personal, family, or work schedules (especially for parents or workers)

💰 Financial prep:

- For impulsive shoppers: setting a rough budget to avoid overspending
- For planned buyers: making a wish list or compare expected prices for key items

"If we go, how will we do it?"

2

Creating a loose itinerary

🚗 Decide on transport mode

Car, motorcycle, or public transport (considering ease, parking, traffic, carrying items)

🎫 Ticket comparing:

- Compare online vs. on-site options
- If any bundle pricing or concert add-ons

👥 Rough agenda (optional)

Agree on when to arrive, how long to stay, and who to go with

"Let's get ready!"

3

Final prep & coordination

🎫 Buy tickets

Preferably online to skip queues

👕 Outfit prep

Dress for comfort in crowded, hot, or rainy conditions

🎒 Packing essentials

Water bottle, umbrella, stroller (if with kids), power bank, tissues, etc.

👥 Coordinate roles (esp. for group visits)

Who handles what (e.g., tickets, watching kids, regroup time/spot)



POV from 2024 Visitor

**What insights can we gain from the previous
Jakarta Fair 2024?**



Positive Highlights from Jakarta Fair 2024

Varied activities & entertainment for all ages

- Visitors appreciated Jakarta Fair's rich mix of entertainment: from fire shows, kabaret, and cosplay to family zones and kids' activities like toy stations.
- The event is seen as a **multi-generational destination** that suits both adults and children.

Product diversity & value for money

- Jakarta Fair is praised for being a **one-stop hub for shopping**—electronics, motorcycles, household items, fashion, even school supplies.
- **Exclusive discounts and bundling promotions** not found in malls or showrooms made shopping more attractive, especially for families.

Convenient Online Ticketing

- Respondents found the online system efficient: **QR-based, fast entry, less queueing.**
- Official channels like **Linktree on IG streamlined the journey** from info-seeking to ticket purchase.

Accessible via Public Transport with Clear Guidance

- Visitors appreciated that TransJakarta and KRL operated until late hours, making it **easy and affordable** to reach Jakarta Fair without a private vehicle.
- Visitors also appreciated how clearly Jakarta Fair **shared access information through social media**, helping them plan their trip with ease & reducing confusion.

"Bisa bawa orang tua juga kesana, keponakan juga bisa."

(IDI 3, F, Bogor, Ever Visit PRJ)

"Lebih banyak barang-barang diskon disini, dibandingin sama di mall atau di online-online gitu... bahkan bisa beli barang-barang apapun, gak terbatas."

(IDI 2, M, Bekasi, Ever Visit PRJ)

"Gampang beli tiketnya, kalo online nanti tinggal nunjukin QR code di petugasnya. Tapi go-show pun juga bisa dan simple juga."

(IDI 4, F, Jakarta, Ever Visit PRJ)

Sekarang mau kereta kereta Transjakarta tuh kan dia sampai malam jadi enakya gitu."

(IDI 2, M, Bekasi, Ever Visit PRJ)



Negative Highlights from Jakarta Fair 2024

Issues with traffic management & parking

- Parking was noted as **difficult or far**, especially on crowded days.
- **Traffic congestion** both outside (arrival) and inside (foot traffic) reduced enjoyment.
- **Entrance gates were seen as far apart**, and some visitors faced long queues or inefficient placement.

"Masalah parkirannya itu, tiap tahun pasti selalu ada.

(IDI 5, M, Tangerang, Ever Visit PRJ)

Insufficient number and size of trash cans

- Some visitors still observed **trash overflow**, especially **near food areas** due to small or overloaded bins.

Masih kayak masih banyak sampah-sampah mengeletak.

(IDI 3, F, Bogor, Ever Visit PRJ)

Inadequate security & safety

- Many felt **security presence was too focused at entrances** and insufficient deeper into the venue
- **Lack of clear crowd flow** made movement chaotic during peak hours.

Karena terbatas ya ke securitynya itu ya. Cuma ada di spot-spot tertentu aja.

(IDI 4, F, Jakarta, Ever Visit PRJ)

Accessibility gaps

- For the elderly or families with children, **lack of seating, poor wayfinding, and minimal disability-friendly** facilities were challenges.

Mungkin bisa ditingkatin fasilitas untuk disabilitasnya dan orang tua.

(IDI 3, F, Bogor, Ever Visit PRJ)



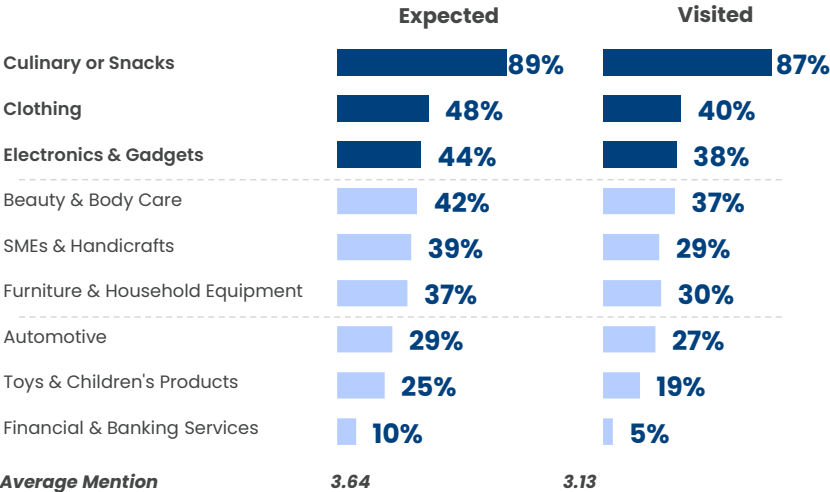
Activities and Logistic Check



Category and Booth at Jakarta Fair

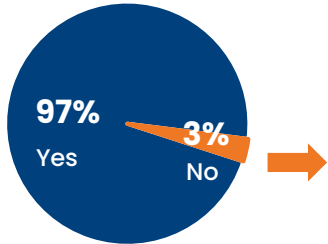
Visitors typically **expected to visit and ended up exploring around 3 to 4 booths** during their time at Jakarta Fair. Their main destination tends to be **culinary or snack booths**, which attract the highest interest, followed by **fashion/clothing** and then **electronics & gadgets**—though the latter two are visited with a noticeable drop in frequency. In terms of brand availability, most visitors felt that the brands **they were seeking were present**, indicating that Jakarta Fair successfully meets general brand expectations despite varying booth preferences.

Expected and Visited Category at Jakarta Fair



Expected Brand at Jakarta Fair

Is the brand you are looking for at the 2025 Jakarta Fair available?



Brand that is Unavailable at the Jakarta Fair		Total
Base		5
Low Based	Calle de Larache	20%
	Bromen	20%
	Mixue	20%
	Mito	20%
	Yufid	20%

n = 245

Expected Category at Jakarta Fair – By Demography

Culinary and snack booths are the most expected, especially among Gen Z and Jakarta-based visitors, likely influenced by viral food trends. Fashion and clothing attract strong interest from female visitors, Gen Z, and loyal visitors. Meanwhile, male visitors and loyal visitors tend to be more drawn to electronics, gadgets, and automotive products. This shows varying interests across segments, with food being the most appealing overall.

Base	Total	City			Gender		Generation			Marital Status			Participants	
		Jakarta	Bode- tabek	Others	Male	Female	Gen Z	Young Millennial	Older Gen	Single	Married & Have Kids	Others	New- comers	Loyal Visitors
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)
	245	112	88	45	86	159	117	63	65	108	120	17	58	187
Culinary or snacks	89%	96% BC	86%	76%	85%	91%	92% C	89%	82%	94%	86%	76%	83%	90%
Clothing	48%	50%	47%	44%	38%	53% A	54% C	46%	38%	51%	47%	35%	33%	52% A
Electronics & Gadgets	44%	46%	42%	44%	64% B	34%	44%	49%	40%	46%	41%	59%	28%	50% A
Beauty & Body Care	42%	46%	33%	51% B	20%	54% A	46% C	48% C	29%	44%	38%	53%	38%	43%
SMEs & Handicrafts	39%	35%	28%	69% AB	36%	40%	38%	48%	31%	40%	39%	28%	21%	44% A
Furniture & Household Equipment	37%	42% C	36%	24%	34%	38%	26%	43% A	49% A	17%	51% A	65%	28%	40%
Automotive	29%	30%	34% C	18%	60% B	13%	29%	32%	28%	29%	30%	29%	17%	33% A
Toys & Children's Products	25%	27%	27%	18%	24%	26%	15%	38% A	31% A	10%	41% A	12%	19%	27%
Financial & Banking Services	10%	11%	7%	13%	8%	11%	9%	17% C	3%	10%	8%	18%	7%	11%

Visited Category at Jakarta Fair – By Demography

A similar pattern appears when looking at the booths actually visited; culinary or snack booths remain the top destination, especially among Jakarta-based visitors, females, Gen Z and young Millennials, as well as those who are single. This shows that **food continues to be a key attraction point**, particularly for younger, urban audiences who seek trendy and shareable experiences during their visit.

Similarly, males also expected and visited the electronic, gadget, and automotive booths during their visit to the Jakarta Fair.

	Total	City			Gender		Generation			Marital Status			Participants	
		Jakarta	Bode- tabek	Others	Male	Female	Gen Z	Young Millennial	Older Gen	Single	Married & Have Kids	Others	New- comers	Loyal Visitors
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)
Base	245	112	88	45	86	159	117	63	65	108	120	17	58	187
Culinary or snacks	87%	96% BC	83%	73%	80%	91% A	92% C	89% C	75%	94% B	83%	76%	83%	88%
Fashion/Clothing	40%	41%	38%	42%	30%	45% A	47% C	40%	28%	42%	39%	35%	26%	44% A
Electronics & Gadgets	38%	43%	32%	40%	56% B	29%	38%	44%	34%	41%	33%	59%	21%	44% A
Beauty & Body Care	37%	39%	27%	49% B	16%	48% A	42% C	40%	25%	40%	32%	53%	34%	37%
Furniture & Household Equipment	30%	37% C	27%	18%	28%	31%	20%	32%	46% A	11%	44% A	48%	21%	33%
SMEs & Handicrafts	29%	29%	18%	51% AB	27%	31%	28%	38%	23%	30%	31%	18%	21%	32%
Automotive	27%	29%	31%	16%	58% B	10%	28%	27%	25%	27%	27%	29%	16%	30% A
Toys & Children's Products	19%	21%	19%	16%	16%	21%	10%	30% A	25% A	7%	32% A	6%	16%	20%
Financial & banking services	5%	7% B	1%	9% B	2%	7%	5%	10% C	2%	6%	5%	6%	3%	6%

Sig test against category
UPPER LETTER is win sig-test at 95%
confidence level to labelled column



**Culinary and snack booths drew the most crowds —
but which brand made the biggest impression at
Jakarta Fair 2025?**⁴⁶

Top of Mind Brand/ Booth at Jakarta Fair

While culinary and snack booths are the most expected and visited category, **Indofood CBP** stands out as the **most top-of-mind brand**, outperforming others in the same segment. It is followed by **Kusuka** and **Gaga**, which also gained notable attention. In the **automotive category**, **Honda** and **Yamaha** are the most recalled brands among visitors. These brands are remembered due to their **wide product offerings**, **attractive promotions**, and **visually engaging booth designs**, which helped them leave a strong impression during the event.

Top 6 Top of Mind Booth/ Brand at Jakarta Fair

Indofood CBP

9%
Indofood CBP

HONDA

9%
Honda

YAMAHA

5%
Yamaha



4%
Kusuka



4%
Mie Gaga

Wardāh
inspiring beauty

3%
Wardah

Reason to Remember Top of Mind Booth/ Brand at Jakarta Fair

Base	245
Products Sold - Nett	40%
Product Variety - Subnett	27%
Many / various / complete products are sold	12%
Many food booths (family favorites, children's snacks, etc.)	9%
Product Quality - Subnett	5%
Food is delicious / tasty	4%
Promotions and Attractive Prices - Nett	37%
Many attractive product promos (discounts, freebies, etc.)	19%
Many / there are attractive gifts	6%
There is bundling promo	4%
Booth Visual Design - Nett	19%
Overall Attractive Booth - Subnett	14%
Booth is good / attractive	7%
Booth is cool	3%
Many Activities at Booth - Nett	10%
Many exciting games (quizzes, competitions, etc.)	5%
There are music performances (concerts, live music, etc.)	4%

n = 245

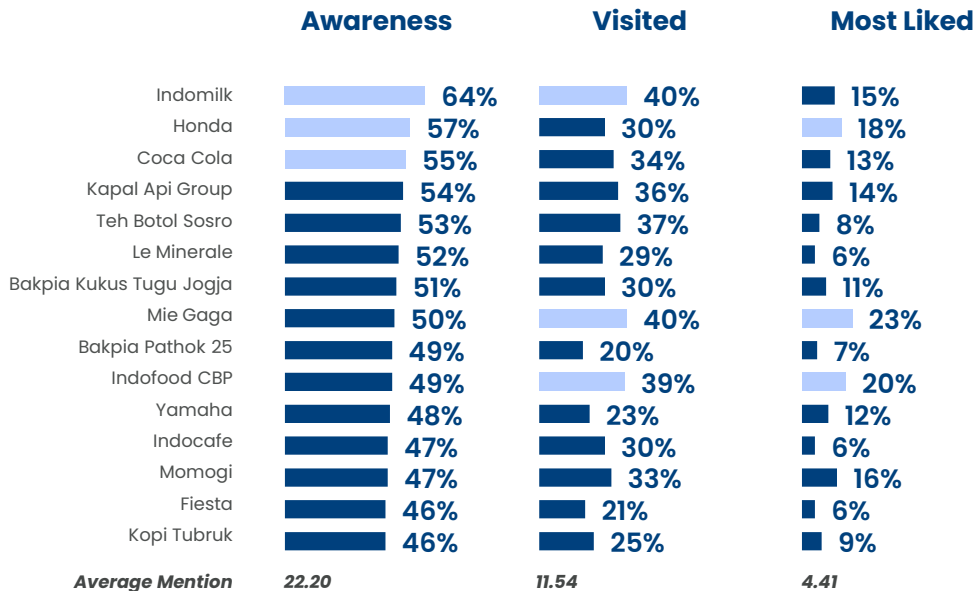
15 Top of Mind Brand/Booth at Jakarta Fair – By Demography

Indofood CBP is mostly remembered by female visitors from the older generation. Honda stands out among male visitors in Bodetabek, especially those who are older, married, have kids, and are loyal visitors. Meanwhile, Yamaha is more recalled by male young millennials, showing stronger appeal to a younger audience.

	Total	City			Gender		Generation			Marital Status			Participants	
		Jakarta	Bode- tabek	Others	Male	Female	Gen Z	Young Millennial	Older Gen	Single	Married & Have Kids	Others	New- comers	Loyal Visitors
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)
Base	245	112	88	45	86	159	117	63	65	108	120	17	58	187
Indofood CBP	9%	10%	10%	4%	3%	12% A	9%	3%	14% B	10%	8%	6%	7%	10%
Honda	9%	4%	15% A	7%	19% B	3%	1%	5%	26% AB	2%	15% A	6%	2%	11% A
Yamaha	5%	6%	6%	2%	13% B	1%	3%	13% AC	2%	4%	8%	0%	3%	6%
Kusuka	4%	4%	7%	0%	7%	3%	4%	5%	5%	6%	3%	6%	3%	5%
Mie Gaga	4%	4%	2%	7%	1%	6%	3%	6%	3%	3%	6%	0%	9% B	3%
Wardah	4%	3%	1%	11% AB	1%	5%	3%	6%	3%	3%	4%	6%	2%	4%
Milklife	3%	3%	5%	0%	2%	3%	3%	3%	2%	4%	3%	Low Based	3%	3%
Samsung	3%	4%	2%	2%	7% B	1%	3%	3%	3%	3%	3%		5%	2%
Kanzler	3%	2%	5%	4%	0%	5% A	3%	6% C	0%	5%	2%		2%	4%
Coca Cola	2%	4%	1%	0%	1%	3%	1%	2%	5%	0%	3%		0%	3%
Momogi	2%	3%	2%	0%	2%	2%	3%	2%	0%	4%	1%	0%	0%	3%
Pop Ice	2%	3%	2%	0%	0%	3%	4%	0%	0%	2%	2%	6%	2%	2%
Skintific	2%	1%	2%	2%	0%	3%	3%	2%	0%	1%	2%	6%	5% B	1%
Teh Pucuk	2%	1%	2%	2%	1%	2%	1%	5%	0%	2%	2%	0%	0%	2%
Djarum	2%	3%	1%	2%	5% B	1%	2%	0%	5%	2%	2%	6%	3%	2%

Brand/Booth Awareness at Jakarta Fair

In terms of **booth awareness**, Indomilk ranks highest, followed by Honda and Coca-Cola as the top three most recognized booths. However, when it comes to **actual booth visits**, Indomilk, Mie Gaga, and Indofood CBP attracted the most foot traffic. As for **visitor preference**, Mie Gaga, Indofood CBP, and Honda were rated as the most liked booths. **Mie Gaga** left a strong overall impression—they not only **ranked among the top 6 Top-of-Mind (TOM) brands**, but were also consistently **present in the top 10 for awareness, visits, and preference**, indicating well-rounded performance across touchpoints.



C7. Which of the following booths or tenants did you see or notice at the 2025 Jakarta Fair?

C8. Which of the following booths or tenants did you visit at the 2025 Jakarta Fair?

C9. Which of the following booths or tenants did you like the most at the 2025 Jakarta Fair?

Mie Gaga stole the spotlight at Jakarta Fair 2025 with its viral unlimited noodle challenge, creative promo bundles, and strong social media buzz that drew massive crowds to their booth.

Mie Gaga PRJ 2025

From sources summarized by AI 🤖📱

Mie Gaga at PRJ 2025 offers unlimited noodle eating for Rp10,000 and various promotional packages, including the "Giant Pack" for Rp65,000 with bonus items. The event runs until July 13, 2025, at Gambir Expo.

Key Details

• Promotions:

- Unlimited noodles for Rp10,000
- Compact Pack for Rp35,000 includes a bowl of noodles and additional instant noodle packs
- Mystery Pack for Rp70,000 includes two servings of noodles and a tumbler
- Giant Pack for Rp65,000 includes a backpack and bonus noodle cups

• Event Location and Duration:

- Gambir Expo, Jakarta, until July 13, 2025

• Menu Highlights:

- Variants like Extra Pedas Goreng, Jalapeno and Original, catering to diverse tastes

• Unique Offerings:

- Giant Packs with jumbo backpacks and bonus noodle cups



HACKS MAKAN MIE GAGA DI JAKARTA F...

icaakim 424

Booth Mie Gaga, Jiexpo Kemay...

Suzan 1159



Diras untuk seputra-gaga di booth mie GAGA di PRJ 2025 Fair, dibagikan/Info Foto

Setelah sukses bukan tenant di PRJ 2024, kini merek mie instan GAGA kembali membuka tenant di PRJ 2025 dan menawarkan makan mie sepuasnya. Tenant mie GAGA ini berlokasi di area kuliner terbuka Gambir Expo.



Rekomendasi Kuliner Viral di PRJ 2025 yang Tak Boleh Ketinggalan



Berdasarkan situs resmi jakartafair.co.id, pusat jajanan dan oleh-olah yang ada di PRJ 2025 terletak di Hall E dan Gambir Expo, Jiexpo Kemayoran. Lokasi tepatnya ada di Jalan Benyamin Sueb, Gunung Sahari Utara, Sawah Besar, Pademangan Timur, Kec. Pademangan, Kota Jakarta Pusat.

Kuliner viral di PRJ 2025 cukup beragam dan memiliki konsep yang unik. Aneka kuliner ini wajib dicoba ketika berkunjung ke PRJ 2025. Berikut rekomendasinya sebagai panduan pengunjung.

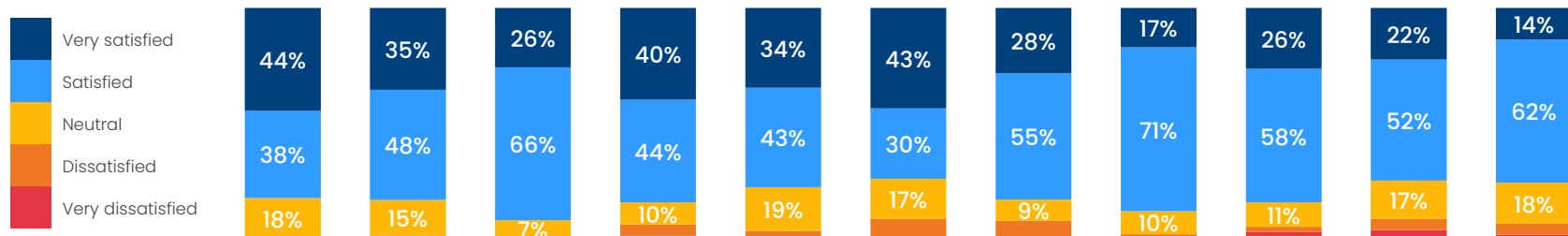
1. Mie Gaga

Mie Gaga merupakan kuliner yang selalu ada di event PRJ. Walaupun begitu, tenant kuliner ini tak pernah sepi pengunjung, karena menawarkan giant pack dengan porsi yang melimpah, cocok untuk memuaskan rasa lapar.

Satisfaction towards Jakarta Fair's Facilities

When evaluating individual facilities at Jakarta Fair, visitors expressed the **highest satisfaction with health post, food court, children's play ground, and area map board + booth information**, indicating that these areas effectively met their needs. However, **toilets emerged as a key area of concern**, receiving lower satisfaction levels compared to other facilities. This suggests that **improving the cleanliness, comfort, and maintenance of restroom areas** should be a priority for future events to enhance overall visitor experience.

	Health Post	Children's Playground	Food Court	Area Map & Booth Information	Security	Shuttle Bus Service	Entrance Gate (Scan Ticket)	Ticket Counter	Parking Lot	Prayer Room	Toilet
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Base	45	65	148	63	58	23	152	141	133	103	168
Top 2 Boxes	82%	83%	92%	84%	78%	74%	83%	88%	84%	75%	76%
Mean Score	4.27 HJK	4.17 JK	4.17 HJK	4.16 JK	4.09 K	4.09	4.03 K	4.03 K	4.02 K	3.84	3.81



n = 2118

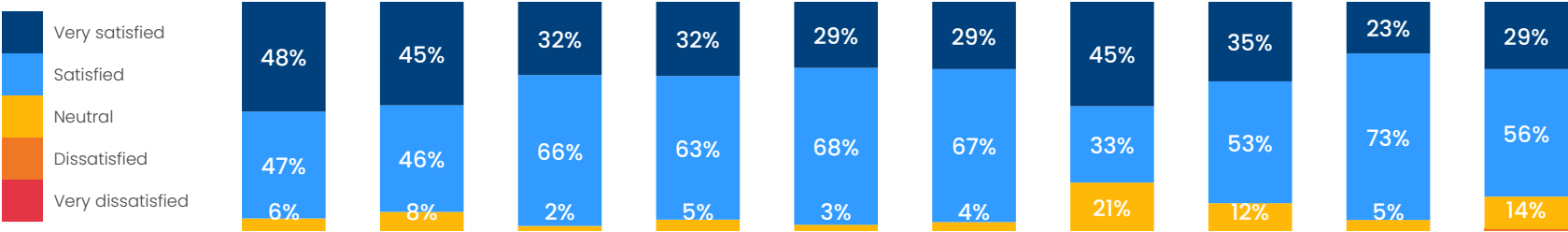
C12. Summary -- How satisfied are you with the booth/tenant (ANSWER C11) at the 2025 Jakarta Fair?

Sig test against category
UPPER LETTER is win sig-test at 95% confidence level to labelled column

Satisfaction towards Jakarta Fair's Booths

Among the various booth categories at Jakarta Fair, **Beauty & Body Care, UMKM & Handicraft, and Beverage** booths received higher **satisfaction levels** from visitors compared to other types of booths. These categories appear to offer a more **engaging experience**, whether through appealing product displays, interactive offerings, or a strong connection to local culture and lifestyle. Their positive reception suggests that these booths effectively met visitor expectations and delivered a memorable impression.

	Beauty & Body Care	MSME & Handicraft	Beverages	Culinary or Snack	Electronics & Gadget	Clothing	Financial & Banking Services	Toys & Kids	Furniture & Household Equipment	Automotive
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Base	90	71	172	198	104	123	33	49	80	99
Top 2 Boxes	94%	92%	98%	95%	97%	96%	79%	88%	95%	85%
Mean Score	4.42 DEIJ	4.37 IJ	4.30 J	4.27	4.26	4.25	4.24	4.22	4.18	4.13



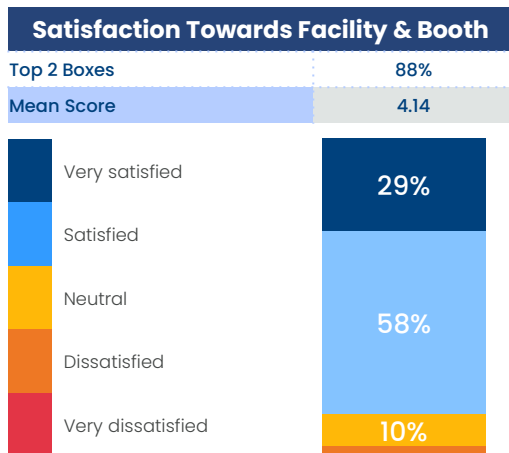
n = 2118

C12. Summary -- How satisfied are you with the booth/tenant (ANSWER C11) at the 2025 Jakarta Fair?

Sig test against category
UPPER LETTER is win sig-test at 95%
confidence level to labelled column

Satisfaction and Expected Facility at Jakarta Fair

Visitors generally appear **satisfied with the available facilities and booth arrangements** at Jakarta Fair. However, there are still some **unmet expectations** regarding key supporting amenities. Many visitors expressed a need for more **resting areas, clean and pleasantly scented toilets, and designated seating or dine-in areas**, especially near food booths. Additionally, several visitors mentioned the importance of having a **clear area map and booth directory** to help them navigate the event more easily and enhance their overall experience.



Expected Facility

Place to rest	69%
Clean & fragrant toilets	68%
Dine-in area/in-booth seating	61%
Area map & booth information	58%
Clean & comfortable prayer room	56%
Comfortable parking lot	56%
Cleaning personnel in some areas	54%
Security team on standby	49%
Pick-up service/shuttle bus	39%
Facilities for the elderly	38%
Medical facilities	32%
Facilities for infant	28%
Children's playground (Kids Corner)	27%



n = 245

Expected Facility at Jakarta Fair – By Demography

Rest areas are most expected by **Jakarta-based visitors**, especially those who are **female** and **single**, showing a need for more comfortable spaces to pause during the event. **Jakarta visitors**, along with **Gen Z** and the **older generation**, also want **clean, fragrant toilets** and a **clear area map with booth information** to make navigation easier. In addition, **female visitors** often expect **dine-in or seating areas** at each booth, especially near food and beverage stalls, for a more convenient experience.

	Total	City			Gender		Generation			Marital Status			Participants	
		Jakarta	Bode- tabek	Others	Male	Female	Gen Z	Young Millennial	Older Gen	Single	Married & Have Kids	Others	New- comers	Loyal Visitors
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)
Base	245	112	88	45	86	159	117	63	65	108	120	17	58	187
Place to rest	69%	78% C	66%	56%	58%	75% A	74%	65%	66%	75% B	63%	82%	69%	70%
Clean & fragrant toilets	68%	79% BC	63%	53%	70%	67%	68%	67%	69%	69%	63%	94%	66%	69%
Dine-in area/in-booth seating	61%	64%	59%	58%	51%	67% A	62%	60%	62%	62%	58%	76%	57%	63%
Area map & booth information	58%	67% C	56%	40%	64%	55%	62% B	44%	63% B	59%	54%	76%	53%	59%
Clean & comfortable prayer room	56%	65% BC	48%	47%	60%	53%	56%	54%	55%	56%	53%	76%	53%	56%
Comfortable parking lot	56%	57%	52%	60%	60%	53%	54%	68% C	48%	57%	53%	Low Based	50%	58%
Cleaning personnel in some areas	54%	52%	61%	44%	55%	53%	56%	51%	54%	54%	53%	55%	55%	53%
Security team on standby	49%	55% C	45%	38%	48%	49%	48%	54%	45%	47%	48%	Low Based	45%	50%
Pick-up service/shuttle bus	39%	43% C	42% C	22%	36%	40%	35%	46%	38%	39%	36%	59%	36%	40%
Facilities for the elderly	38%	38%	35%	42%	40%	37%	32%	40%	48% A	31%	41%	59%	40%	37%
Medical facilities	32%	33%	31%	33%	31%	33%	36% C	37%	22%	29%	31%	65%	26%	34%
Facilities for infant	28%	28%	25%	36%	27%	29%	22%	38% A	29%	19%	35% A	35%	26%	29%
Children's playground (Kids Corner)	27%	25%	27%	33%	24%	29%	19%	33% A	37% A	14%	38% A	41%	33%	26%

Visitor Rest Area Conditions at Jakarta Fair 2025



Nuanced Feedback on Rest Areas and Seating

- **Location-Specific Needs:** Many respondents emphasized the lack of seating outside key locations like entrances, exits, parking areas, and ticket counters—especially important for those waiting for pickup or companions.
- **Inside vs Outside Venue:** Suggestions came not just for rest areas inside the venue but also outside, indicating that fatigue starts or lingers before and after the visit.
- **Preferred Types of Seating:** Respondents desire comfortable, shaded, or cool (sejuk) places to rest. Mentions of air-conditioned prayer room (musala) and ventilated toilet areas imply a preference for climate-considerate comfort zones.
- **Functional Seating:** Some expect seating integrated with dining booths, while others seek dedicated rest zones—not just incidental benches or ledges.
- **User Segments:** Families with children, elderly visitors, and shoppers carrying heavy bags are the most in need of comfortable seating.

"Ruang istirahat yang adem atau indoor, biar bisa recharge tenaga dulu."

(IDI 6, F, Jakarta, Never Visit PRJ)



Future Intention Check



Experience and Future Intention

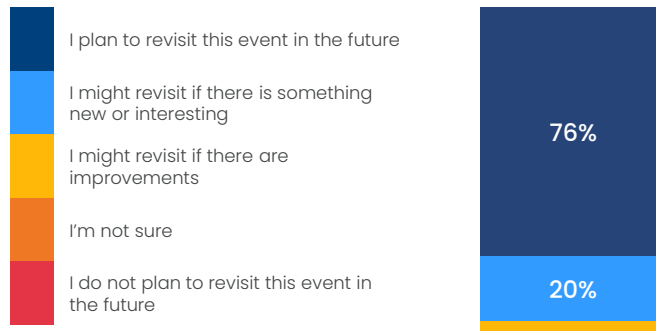
After attending Jakarta Fair, most visitors reported that they became **more familiar with the products and brands showcased during the event**. This indicates that the fair successfully serves as a place for **brand exposure and product discovery**. Additionally, majority expressed a strong **intention to return** in the future, suggesting that their overall experience was positive and engaging enough to encourage **repeat attendance**.

Experience After Visiting the 2025 Jakarta Fair

I have a better understanding of the product/brand exhibited	67%
I feel more positive about the product/brand exhibited	19%
I intend to learn more about the product/brand exhibited	7%
I am considering purchasing the product/brand exhibited	7%

Future Intention

Top 2 Boxes	96%
Mean Score	4.72



n = 245

D1. Which statements are appropriate after you visit the 2025 Jakarta Fair?
D2. Will you revisit the Jakarta Fair in the future?

After visiting Jakarta Fair

	Type of Behavior	What Visitors Did	Why They Did It
These behaviors show that the visitor journey does not end at the exit gate; it flows into digital word-of-mouth, data touch-points, and long-tail recall that shape both next-year attendance and brand equity.	Social sharing & “I-was-there” signaling	• Upload IG Stories/feeds of booths, purchases, crowd scenes • Tag brands or use event hashtags when freebies are offered	• Show they were part of the hype and ‘not-missing-out’ • Collect free samples or gift that require a post • Personal ‘self-branding’ or lifestyle curation
	Word-of-mouth recommendations	• Answer friends’ DMs about prices/deals seen in their posts • Actively encourage first-timers to visit next year	• Help friends score bargains or kid-friendly outings • Feel proud of an iconic Jakarta institutions
	Organizer/brand follow-ups	• Open thank-you e-mails, WhatsApp blasts or mailing-list news • Willing to complete short satisfaction surveys	• Want to see improvements and early info on next year’s event • Expect perks (raffle numbers, discount codes)
	Recall & lasting impressions	• Keep physical mementos (goody-bags, souvenirs, raffle tickets) • Remember childhood snacks, family bonding moments • Talk about unbeatable promo process long-after-the-fair	• Tangible items and nostalgic cement the memory • Deep emotional link to Jakarta’s birthday celebration • Savings stores are retold to justify the trip

Visitor Preferences for Post-Event Follow-up Content & Communication from Jakarta Fair

Preferred Channels



WhatsApp Broadcast – Most preferred for receiving updates, promo alerts, surveys, and early-bird offers. It's fast, direct, and always on-hand.



Instagram (Stories & Feed) – Ideal for visual recaps, highlight reels, and behind-the-scenes content. Visitors rely on it for real-time updates and event memories.



E-mail (Selective Use) – Suitable for thank-you notes, recap links, or digital vouchers. Must be short and relevant—long or generic emails are often ignored.



On-site Feedback Kiosks – Visitors suggest quick-tap survey screens at the venue exit as an easy & immediate way to give feedback while the experience is fresh.

Implication for Exhibitors

Speed and Relevance: Communication should be sent within 48 hours of the event, in highly visual and concise.

Integrated Channel Strategy: Use a mix of WhatsApp (for direct/personal alerts), Instagram (for shareable visuals), and email (for details).

Reciprocity & Value: Incentivize feedback and sharing; show visitors that their participation has a tangible payoff (e.g., improved experience, exclusive rewards).

Personal Touch: Whenever possible, segment follow-up based on visitor interests/behaviors captured during the event to enhance relevance and avoid spamming.

Visitor Preferences for Post-Event Follow-up Content & Communication from Jakarta Fair

Content type	What do they expect?	Strategic insight
"Thank-you + Highlight" Reels	Short recap videos/photos of concerts, crowd scenes, fireworks, prize winners	Send a quick, visually engaging recap via Instagram and WhatsApp to sustain emotional excitement and encourage social sharing.
Exclusive post-event promos/vouchers	Thank-you notes from brands, discount codes, or loyalty points for post-event purchases.	Follow up with targeted offers to convert event engagement into post-event sales and build brand loyalty.
Early-bird/pre-sale ticket alerts for Jakarta Fair 2025	Priority access via WhatsApp, followed by IG teasers and reminders.	Leverage FOMO and reward loyal visitors with early access to tickets and special packages via preferred channels.

Unfortunately, visitors show little hesitation in filling out feedback surveys; unless they are mobile-friendly, quick, and concise. Offering small incentives like goody bags or discount codes can further encourage participation.

Improvement for Jakarta Fair – By Demography

Male visitors are particularly concerned about the **facility layout**, suggesting the need for **clearer, more direct signage** to make navigation easier. Meanwhile, **Jakarta visitors** recommend adding **more rest areas**, both **inside and outside** the venue, to improve comfort during the event. These points highlight the need for a more **convenient and visitor-friendly experience** in future Jakarta Fair events.

	Total	City			Gender		Generation			Marital Status			Participants	
		Jakarta	Bode- tabek	Others	Male	Female	Gen Z	Young Millennial	Older Gen	Single	Married & Have Kids	Others	New- comers	Loyal Visitors
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)
Base	245	112	88	45	86	159	117	63	65	108	120	17	58	187
FACILITY – NETT	44%	47%	44%	36%	51%	40%	44%	48%	40%	46%	43%	41%	43%	44%
Add more direct sign in the venue	8%	13%	5%	4%	12%	6%	9%	11%	3%	11%	6%	6%	9%	8%
Improve toilet cleanliness	6%	6%	3%	9%	3%	7%	6%	10%	2%	7%	5%	0%	2%	7%
Expand parking area	8%	6%	8%	11%	9%	7%	7%	8%	9%	6%	8%	12%	9%	7%
Add more gates avoid long queue	6%	5%	10%	0%	2%	8%	5%	5%	9%	5%	8%	6%	3%	7%
VENUE – NETT	31%	38%	23%	31%	26%	35%	33%	29%	31%	31%	29%	47%	29%	32%
Add more rest area inside & outside	13%	17%	9%	11%	10%	14%	13%	8%	18%	11%	14%	16%	12%	13%
Improve clean of PRJ area	9%	6%	9%	16%	8%	9%	10%	10%	6%	10%	8%	10%	10%	9%
Place made more comfortable	4%	5%	2%	2%	3%	4%	4%	3%	3%	5%	3%	10%	3%	4%
VENUE SECURITY – NETT	13%	16%	11%	7%	9%	14%	14%	17%	6%	13%	13%	12%	7%	14%
Ensure venue security is monitored	11%	13%	11%	7%	7%	13%	14%	11%	6%	13%	9%	12%	7%	12%
SERVICE – NETT	13%	12%	9%	22%	9%	14%	13%	11%	14%	13%	12%	18%	16%	12%
Ensure crowd control	3%	4%	1%	7%	2%	4%	5%	3%	0%	5%	3%	0%	0%	4%
Ensure security are alert all times	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	0%	0%	2%
Add more security personnel	2%	0%	2%	4%	1%	2%	1%	0%	5%	1%	3%	0%	2%	2%

Expected Facility and Logistical Improvements



Navigation & Signage

Many visitors feel lost inside the venue; they request clearer directional signs and digital maps.



Rest Areas & Seating

More shaded or air-conditioned resting spots are urgently needed, especially for families and elderly guests.



Crowd Control & Comfort

Visitors express discomfort with congestion— suggestions include staggered entry slots, one-way foot traffic flow, or better layout zoning.



Public Transport & Parking Information

Real-time updates on parking availability, shuttle services, and crowd density are highly desired.



Cleanliness & Hygiene

Toilets, food zones, and trash management need improvement; expectations for consistent sanitation are growing post-pandemic.



Accessibility

Smoother paths, stroller/wheelchair-friendly access, and mobile help desks are cited as priority enhancements

Innovation for Jakarta Fair – By Demography

In terms of innovation suggestions, male visitors proposed placing floorplans or maps at multiple corners of the venue to help reduce confusion and improve visitor navigation. This reflects a desire for a more organized and user-friendly layout. Meanwhile, visitors from outside Greater Jakarta suggested enhancing the experience by increasing the number and variety of booths, indicating an expectation for more diverse offerings that could cater to different interests and make the event more engaging for a broader audience.

	Total	City			Gender		Generation			Marital Status			Participants	
		Jakarta	Bode- tabek	Others	Male	Female	Gen Z	Young Millennial	Older Gen	Single	Married & Have Kids	Others	New- comers	Loyal Visitors
		(A)	(B)	(C)	(A)	(B)	(A)	(B)	(C)	(A)	(B)	(C)	(A)	(B)
Base	245	112	88	45	86	159	117	63	65	108	120	17	58	187
FACILITY IMPROVEMENTS – NETT	28%	32%	26%	22%	40%	22%	29%	29%	26%	32%	24%	29%	26%	29%
Increase direct sign inside venue	4%	6%	2%	0%	6%	3%	4%	3%	3%	4%	4%	0%	0%	5%
Shuttle bus near public transport	3%	5%	2%	0%	3%	3%	1%	6%	5%	2%	4%	6%	0%	4%
Place floorplans in every corner	3%	4%	2%	0%	7%	1%	4%	2%	2%	5%	2%	0%	0%	4%
VENUE – NETT	15%	15%	14%	18%	7%	19%	15%	17%	14%	14%	18%	6%	12%	16%
Adequate rest areas are provided	6%	7%	5%	4%	1%	8%	5%	8%	5%	4%	8%	6%	5%	6%
Expand venue to improve comfort	3%	3%	2%	4%	1%	4%	2%	5%	3%	2%	4%	0%	2%	3%
Add more interesting photo spots	2%	2%	0%	4%	1%	2%	2%	2%	2%	2%	2%	0%	2%	2%
BOOTH – NETT	13%	11%	13%	22%	12%	14%	15%	16%	9%	12%	14%	14%	12%	14%
Add the number & variety of booths	5%	4%	3%	11%	5%	5%	5%	5%	5%	5%	4%	12%	5%	5%
Add fun games at booths	2%	2%	3%	2%	1%	3%	3%	2%	3%	4%	2%	0%	0%	3%
Create tech center booths	1%	2%	0%	0%	1%	1%	1%	2%	0%	0%	1%	6%	0%	1%
EVENT – NETT	10%	12%	10%	7%	10%	10%	11%	8%	11%	11%	9%	12%	10%	10%
Add more entertainment programs	5%	5%	6%	2%	6%	4%	5%	6%	3%	6%	5%	0%	2%	6%
Event should be more interesting	4%	5%	2%	2%	5%	3%	5%	2%	3%	5%	3%	0%	3%	4%

Desired Activities, Attractions, Brands, and Innovations



More Immersive Entertainment

Concerts remain a major draw, but visitors want fresher artist line-ups, surprise acts, and better sound/stage visibility



Diverse Food Experience

Culinary variety is crucial—visitors look for both nostalgic street food and curated, trendy F&B stalls (e.g., viral snacks or thematic food trucks).



Family-Friendly Zones

Parents expect more dedicated areas for kids (games, play zones, or mascot meet-ups).



Product Showcase

Visitors want hands-on product demos, especially from tech, automotive, or lifestyle brands—"not just display, but try-and-feel."



Brand Curation

There's a growing expectation for more well-known local and international brands, especially those offering exclusive merchandise, special edition items, or price-busting bundles



Digital Gamification

Interest in AR experiences, interactive games, digital coupons, or booth-hopping quests is rising, especially among younger visitors

Visitors' Expectations for Jakarta Fair 2025

Visitors are not merely looking to be entertained—they are **seeking a multi-sensory, socially shareable, and emotionally**

The expectation for **surprise acts, hands-on product demos, and digital interactivity** reflects a desire for personal agency and discovery at the event. They want to feel that Jakarta Fair offers something they can't get elsewhere.



Visitors want to feel in **control, safe, and comfortable navigating a massive event space** — especially when bringing families or elderly companions. Logistical pain points signal a need to treat infrastructure not just as a backdrop, but as a core part of the visitor experience.

A **smoother journey—from entry to exit** — not only increases dwell time and spending but also opens more cognitive and emotional space for engagement with brand booths.



Predictive Analytics



Predictive analytics is a data-driven approach that uses historical and behavioral data to forecast future actions. In the context of Jakarta Fair, predictive analytics can help estimate the likelihood of a visitor returning to the event in the future. By analyzing factors such as expectation, information, goal achievement, facilities availability and perception toward the event can identify which visitor segments are most likely to return. This enables more targeted marketing, better resource planning, and improved visitor retention strategies for future events.



Predictive Analytics – Simulation of Propensity of Visitor to Visit the Event

Hosmer-Lemeshow's Value	-2LogLikelihood is 62.405
Hosmer-Lemeshow's Value	
eR	0.546

G-Test	B	S.E	Wald	DF	Sig.	Exp (B)
Event Match the Expectation (X1)	-0.249	1.384	0.032	1	0.857*	0.780
Information Availability (X2)	0.561	1.175	0.228	1	0.857*	1.753
Goal Achievement to Visit the Event (X3)	2.076	1.028	4.079	1	0.043	7.974
Facilities Availability (X4)	0.545	1.127	0.234	1	0.629*	1.725
Perception toward the Event (X5)	-0.233	0.413	0.320	1	0.571*	0.792

Y = Propensity to visit the event

X1 = Event match with the expectation (A4)

X2 = Information Availability toward the Event (A5)

X3 = Goal Achievement to Visit the Event (A7)

X4 = Facilities Availability (C11)

X5 = Perception toward the Event (D1)

$$Y = 1.684 - 0.249X1 + 0.561X2 + 2.076X3 + 0.545X4 + 0.233X5$$

Visitor	Event Match (X1)	Information (X2)	Goal Achievement (X3)	Facilities Availability (X4)	Perception Toward Event (X5)	P (Y=1)	Potential to Visit
Visitor 1	1	1	1	0	2		0.97
...	...	...	...	...	...	...	...
Visitor 173	1	0	0	0	1		0.77
...	...	...	...	...	...	...	...
Visitor 245	1	1	1	0	1		0.98
Average Potential of Visitor to Visit Future Jakarta Fair							0.97

* Not significant at 95% confidence level

Predictive Analytics Result

Average Potential of Visitor to Visit Future the Jakarta Fair

0.97

The relationship between visitors and their intention to attend the event is strongly influenced by whether **they believe their goals will be achieved**. Average opportunity of visitor to revisit the Jakarta Fair is **0.97** (scale 0 – 1, with 1 is strongly to visit)

So, what does this mean?

- A score of 0.97 means that **nearly all visitors are likely to return** to Jakarta Fair in the future.
- Visitors feel that the event successfully **meet their goals and expectations**, especially in terms of product discovery, entertainment, and overall experience.
- The event has built a **strong emotional and functional connection** with its audience — not just a visit, but an experience they want to repeat.
- This high intention to revisit signals that **Jakarta Fair has become a meaningful destination**, not just for shopping, but also for leisure, family time, and lifestyle exploration.

What are the implications?

- **Stronger visitor retention:** Organizers can rely on a loyal audience base for future events, reducing acquisition pressure.
- **Higher lifetime value of visitors:** Returning visitors are more likely to spend more and engage more deeply each year.
- **Natural brand amplification:** Satisfied visitors are likely to recommend the event, which fuels positive word of mouth and social sharing.
- **Greater appeal for sponsors and tenants:** A highly committed audience makes the event more attractive to partners and brands.
- **Strategic advantage for planning:** With reliable return rates, event planning (e.g., layout, promo, logistics) can be more data-driven and efficient.

Jakarta Fair 2025 Event Evaluation

Interest & Expectation Check

- Jakarta Fair leaves visitors impressed with its **exciting, lively, and festive** vibe, although many also feel it is **too crowded or packed** at times.
- Most visitors get their information about Jakarta Fair through **digital media**, especially **Instagram and TikTok** and are **supported by word-of-mouth** from **friends & family**.
- Their main reasons for attending are the **attractive discounts** and the chance to try **various trending or viral snacks**.
- The event generally **meets their expectations**, with visitors saying they received **most of the information they needed** and their **personal goals were mostly achieved**.

Activities & Logistic Check

- **Culinary and traditional snacks** are the most liked activities at Jakarta Fair.
- There's a gap, **as photo spots/art installations and children's play areas** are limited or missing.
- **Mie Gaga** made a strong impact, ranking in the **top 6 Top-of-Mind** and **top 10 in awareness, visits, and preference**.
- Visitors are most satisfied with the **food court** and **health post**, followed by **beauty & body care** and **UMKM booths**.
- Many expect more **resting areas and clean, fragrant toilets** for better comfort.

Future Intention Check

- **Greater Jakarta** visitors became more **familiar with brands**, while those from **outside** tended to **like the brands** more.
- Most visitors plan to **revisit** Jakarta Fair in the future.
- Visitors suggest that event organizer to **improve the venue and facilities** with adding some innovation.
- They recommend more **directional signage** and **additional resting areas** inside and outside the area.
- For innovation, they propose adding **floor plans at booth corners** and **increasing the variety of booths**.

Key take away for Pemprov DKI & Brand Owner

Pemprov DKI Jakarta

- Position Jakarta Fair as a driver of consumer spending, not only for visitors from Greater Jakarta but also from other regions.
- Visitors from outside Greater Jakarta **show strong interest and have the potential to contribute to economic** activity. However, both local and out-of-town **visitors expect improvements in facilities—such as rest areas, clearer signage, and more innovative booths**—to enhance their comfort and overall experience.

Brand Owner

- Leverage Jakarta Fair to reach new consumers and strengthen brand awareness.
- This event is **effective in introducing brands** to visitors from Greater Jakarta, while **also generating strong interest** from out-of-town visitors—many of whom are **likely to seek more information after the event ends**. Participating in Jakarta Fair can serve as a gateway to **building direct connections with potential customers**.

Researcher

Qualitative

Prabu Nusantara
prabu@populix.co

Janna Satryawan
janna@populix.co

Quantitative

Priscilla Olivia
olivia@populix.co

Aisyha Nabilla
aisyha@populix.co

Advisor

Indah Tanip
VP of Research
indah@populix.co

Susan Adi Putra
putra@populix.co

04

Our Team

05

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Startups in
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Criteria based recruiting | Panel selection | Panel engagement

Basic Demographic

Gender | Age | Marital status | Highest education level

Finance

Monthly income | Monthly expense | Bank transaction frequency | E-wallet

1M+ Panel Size

Panel SES

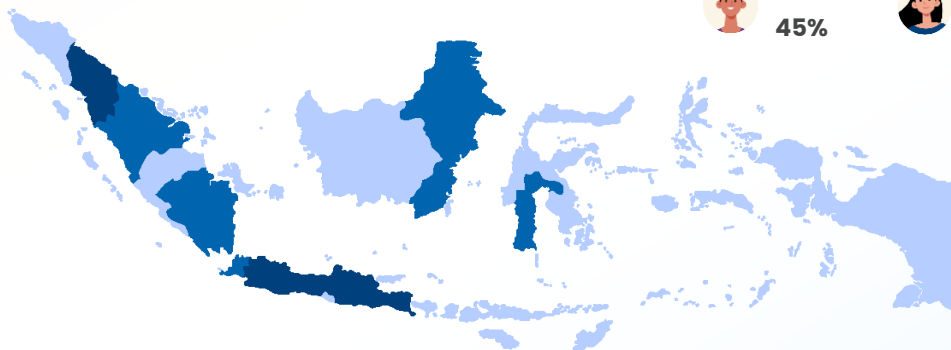
Upper
28%

Middle
37%

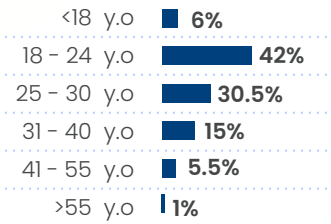
Lower
35%

Male
45%

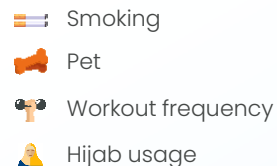
Female
55%



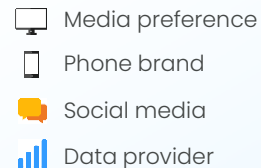
PANEL AGE



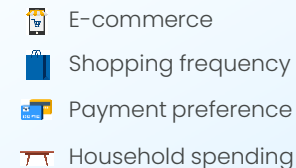
HOBBY, LIFESTYLES & APPEARANCE



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MARKET RESEARCH

**Olivia
Samosir**

+62 816 1997 287
oliviasamosir@populix.co

**Seno Dayan
Buwono**

+62 878 8873 8690
seno@populix.co

**Dodi
Iskandar**

+62 857 1806 3600
dodi@populix.co

**Shafira
Iskandar**

+62 878 7508 3411
shafira@populix.co

**Annisa
Ekky**

+62 819 0895 8255
ekky@populix.co

POLICY & SOCIETY RESEARCH

**Raden Diky
Dermawan**

+62 858 9051 9898
diky@populix.co

**Dessy
Safina**

+62 818 781 092
vien@populix.co

**Angga
Jatikusuma**

+62 811 1925 333
angga.jatikusuma@populix.co

**M. Iqbal
Hafiz**

+62 821 1346 0644
iqbal@populix.co

**Indah
Pratiwi**

+66 97 225 2707
indahpratiwi@populix.co

**Kylie Julia
Ahmad**

+62 813 3101 9476
kylie@populix.co

**Dagmar
Ayunanda**

+62 821 1428 4482
dagmarayunanda@populix.co

INDONESIA

Populix Headquarter

GoWork Central Park Mall, Level LG
Unit L-109-114, Jl. Letjen S. Parman
No.Kav.28, Jakarta Barat, 11470

Populix Insights Hub

Graha Pratama Building 20th Floor
Jl. Letjen M.T. Haryono No. Kav 15,
Tebet Barat, Jakarta Selatan 12810

SINGAPORE

30 Cecil Street #19-08,
Prudential Tower,
049712, Singapore



 info.populix.co
 Populix.co
 Populix