

The Appeal of International Employment for Indonesian Job Seekers

Social Report

March 2025



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01

Demography Profiles

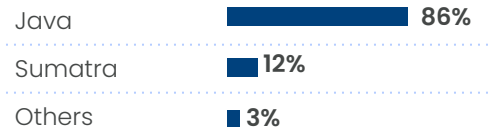
Respondent Profiles

The majority of respondents are male, aged between 18 and 35, have a bachelor's degree, and come from the upper-middle-class bracket.

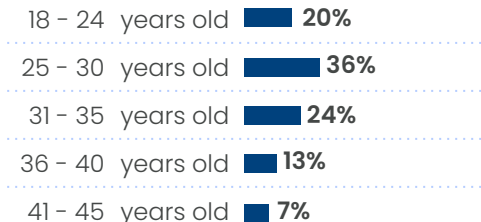
Gender



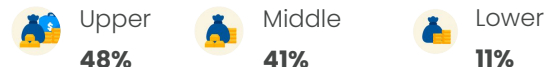
Area*



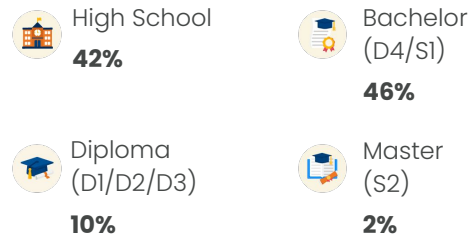
Age*



SES



Education



5 - 6 March 2025

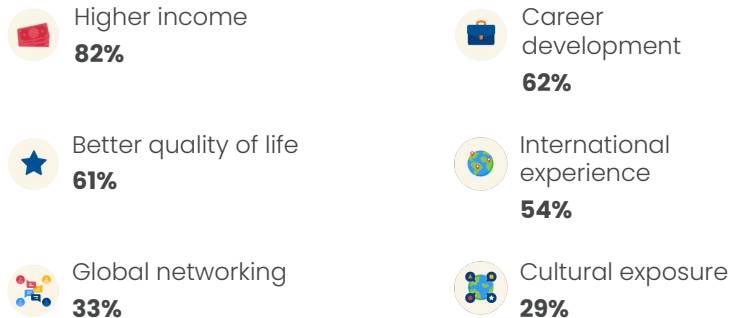
02

Key Findings

Higher income is the primary motivation driving interest in working abroad, accompanied by the hope of career development and improved quality of life.

Meanwhile, cultural differences, high living costs, and language barriers are the most concerning aspects of exploring global career opportunities.

Top Motivations for Working Overseas

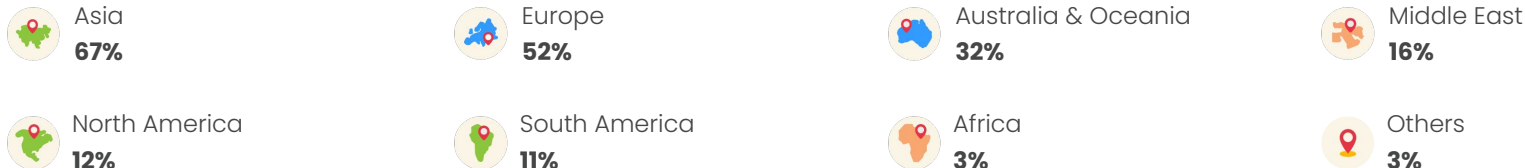


Concerns About Working Overseas



Most of Indonesians who are interested in working overseas choose nearby region, namely Asian, followed by Europe.

Preferred Destination



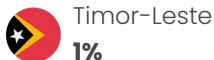
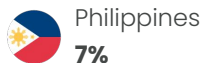
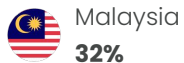
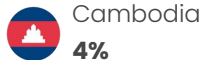
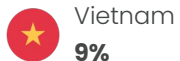
They choose those regions due to the higher salary, career expansion opportunities, as well as the security and stability of the destination countries.

Key Factors that Make a Destination Appealing



Top Destination Countries for Work in Southeast Asia

Singapore is the most preferred work destination for Indonesians.



Most Preferred Work Fields Abroad

The majority of respondents are interested in administration and office work, followed by sales, marketing, customer service, and IT-related fields.



Administration and Operations

48%



Sales, Marketing, and Customer Service

31%



Information Technology (IT)

29%



Travel, Hospitality, and Culinary

25%



Construction and Manufacturing

23%



Finance and Accounting

16%



Education and Healthcare

12%



Household/Personal Care

9%



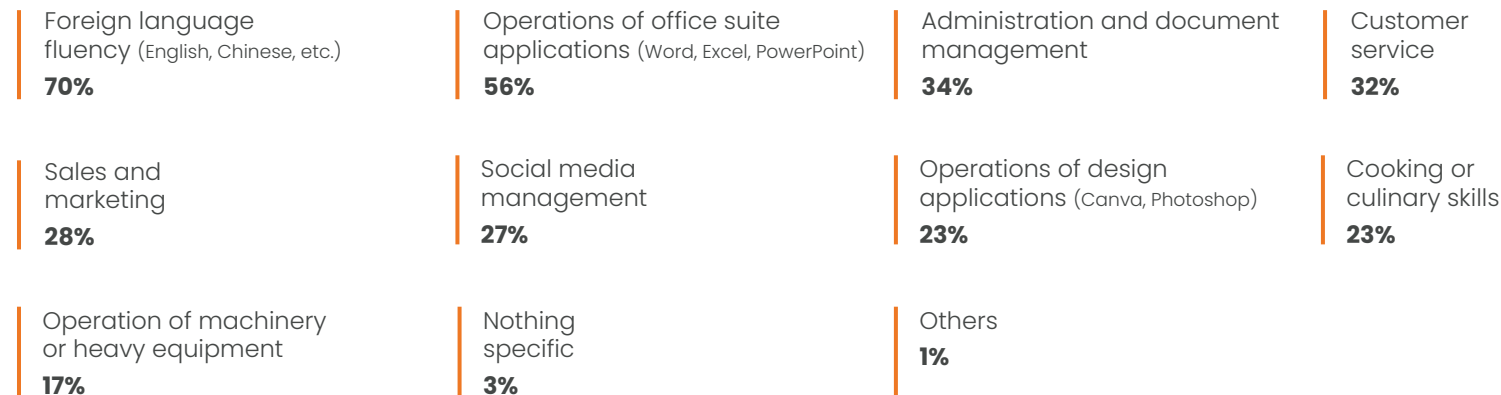
Others

1%



Supporting Skills to Work Abroad

Majority of respondents have foreign language communications skills to support their international career aspirations.

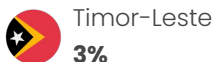
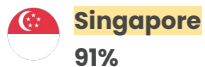




Global Career Aspirations for Tech Talent

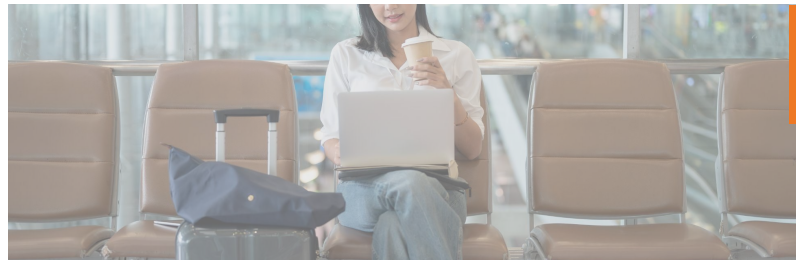
Top Destination Countries in Southeast Asia for Tech Talent

Singapore is the most interesting work destination for Indonesian tech talent and job seekers.



The choice of destination country is based on high salary standards, followed by the security and stability of the destination country.

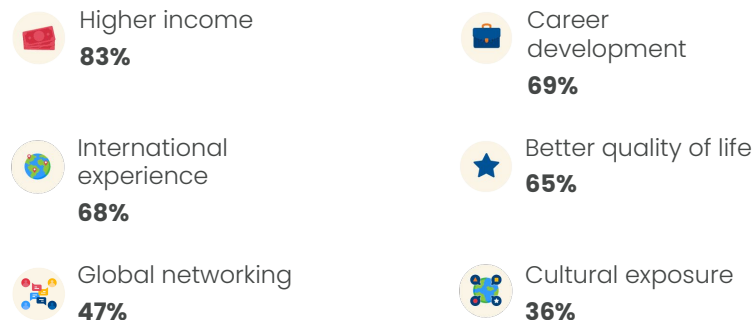
Meanwhile, motivation to work abroad is mostly driven by the desire to earn a higher income.



Key Factors that Make a Destination Appealing for IT Opportunities



Top Motivations for Finding IT Opportunities Overseas



Supporting Skills to Work Abroad for Tech Talent

The majority of tech talent interested in working abroad possess skills in software development (coding) and data analysis, while 35% have expertise in AI and Machine Learning.



Software development (coding)
55%



Data Analysis
53%



Graphic design, UI/UX
44%



Digital marketing
39%



Artificial Intelligence (AI) & Machine Learning (ML)
35%



Digital project management
34%



Cybersecurity
31%



Cloud computing
20%



Others
2%

Key Takeaways on the Appeal of International Employment

Why do they want to work overseas?

Most respondents see it as an opportunity for better financial stability, career growth, and overall quality of life.

What are the main challenges?

Besides language barriers and high living costs, cultural adaptation and differences in work culture are key concerns.

Where are they going?

Asian countries, particularly Singapore, remain the top destination due to their geographic proximity, economic stability, and career opportunities.

Which fields are most in demand?

Administration, marketing, and digital technology are the top choices, reflecting a shift towards a digital skills-based economy.

What about tech talent?

Singapore is a prime destination for Indonesian IT professionals, drawn by high salaries and job stability. Key skills include coding, data analysis, and AI & Machine Learning.

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Bagian dari:



Diakui oleh:



Tersedia di:





Panel Quality

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

700k+

Panel
Size

Panel
SES

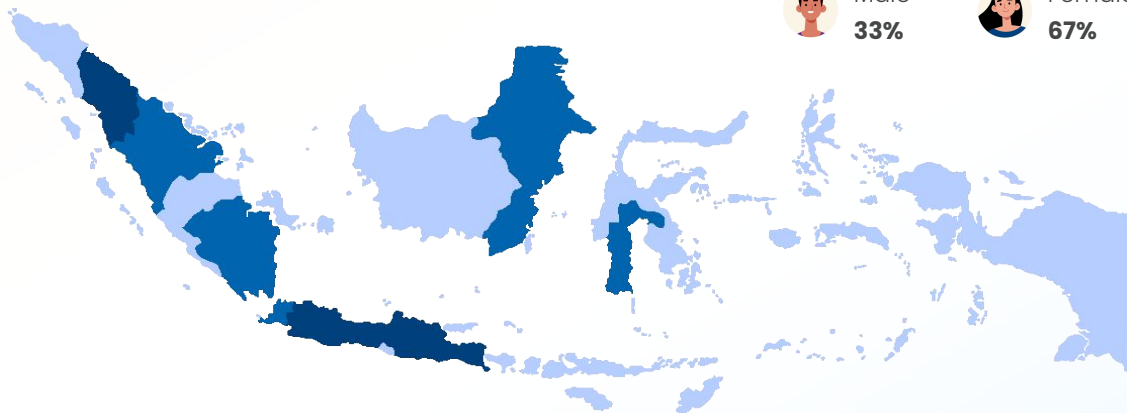
Upper
29%

Middle
56%

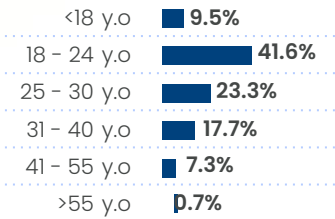
Lower
15%

Male
33%

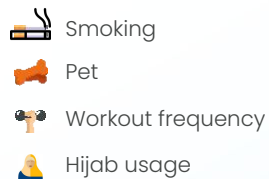
Female
67%



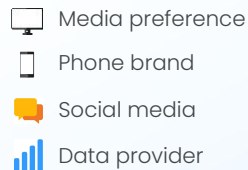
PANEL AGE



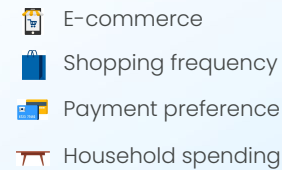
HOBBY, LIFESTYLES & APPEARANCE



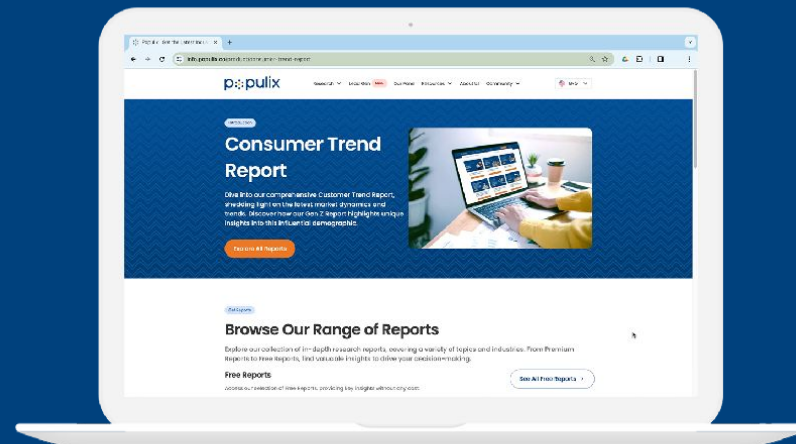
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