

# INDONESIAN GAMING BEHAVIOR

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2025 Jakpat Survey Report

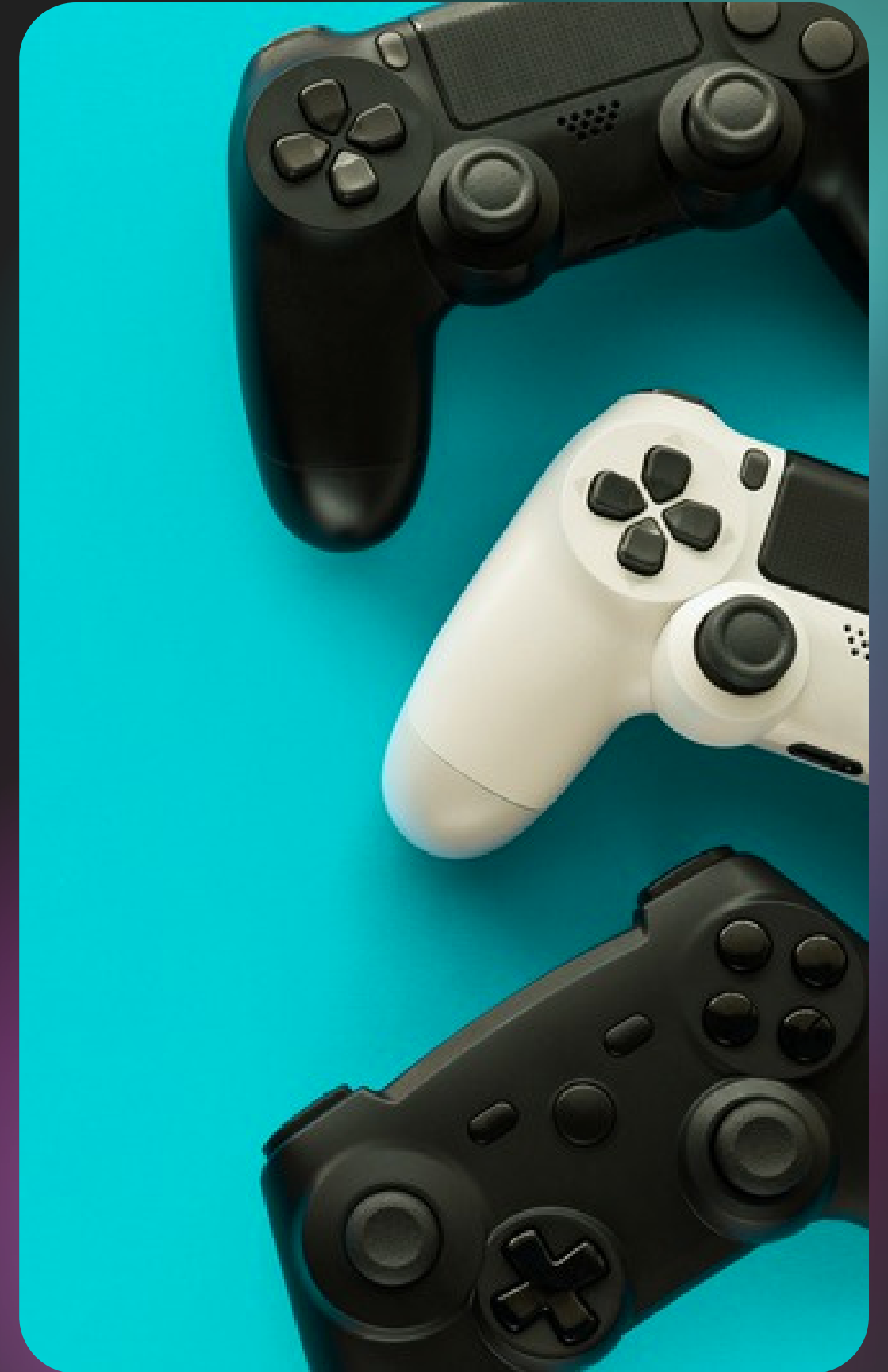


# FOREWORDS

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This survey report shares insights about how Indonesians play and interact with games. It looks at both gamers and non-gamers, showing how they spend money and what shapes their choices. The results highlight differences across age and gender, giving a clear picture of today's gaming culture in Indonesia.

The data shows different gaming habits compared demographic, especially in the types of games they prefer. These insights can help gaming companies, marketers, and investors better understand and connect with the market, based on answers from 1,203 respondents.





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# RESEARCH DETAILS

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## Data Collection

- The survey was distributed to a total of **1203 respondents**
- The data were collected from **3rd–4th of September 2025**
- Margin of error **below 5%**
- The questionnaires were distributed via **Jakpat mobile app**
- Proportioned by **Indonesian internet population**



## Research Objective

- To understand Indonesian gaming behavior, preferences, and spending patterns across demographic segments

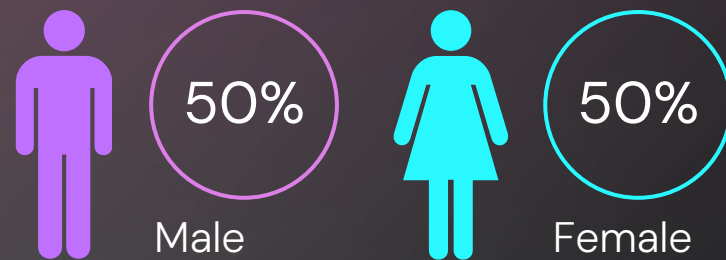


# RESEARCH HIGHLIGHTS

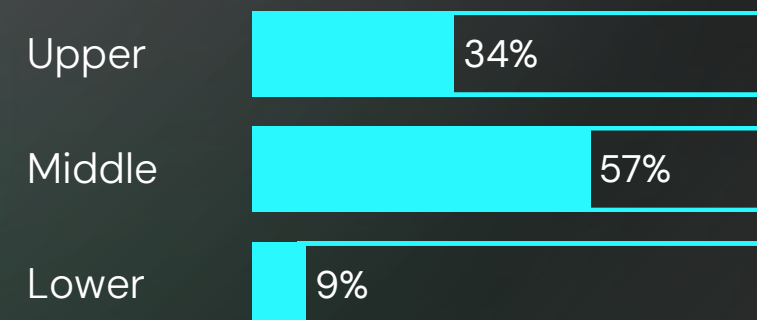
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-  Mobile devices dominate Indonesian gaming at 96% usage across all demographics.
-  Multiplayer Online Battle Arena (MOBA) leads gaming preferences, mainly among men.
-  Social media platforms are leading in game discovery.
-  Internet connectivity problems affect Indonesian gamers as their primary challenge.
-  Entertainment leads gaming content consumption.

## Gender



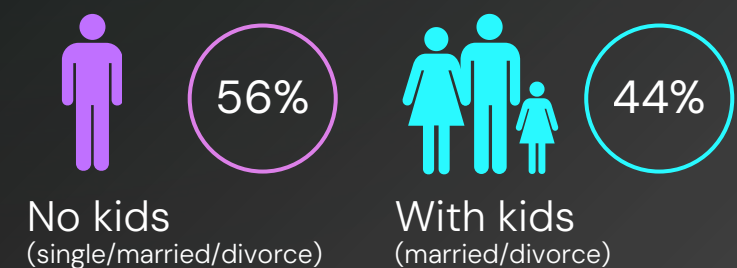
## SES



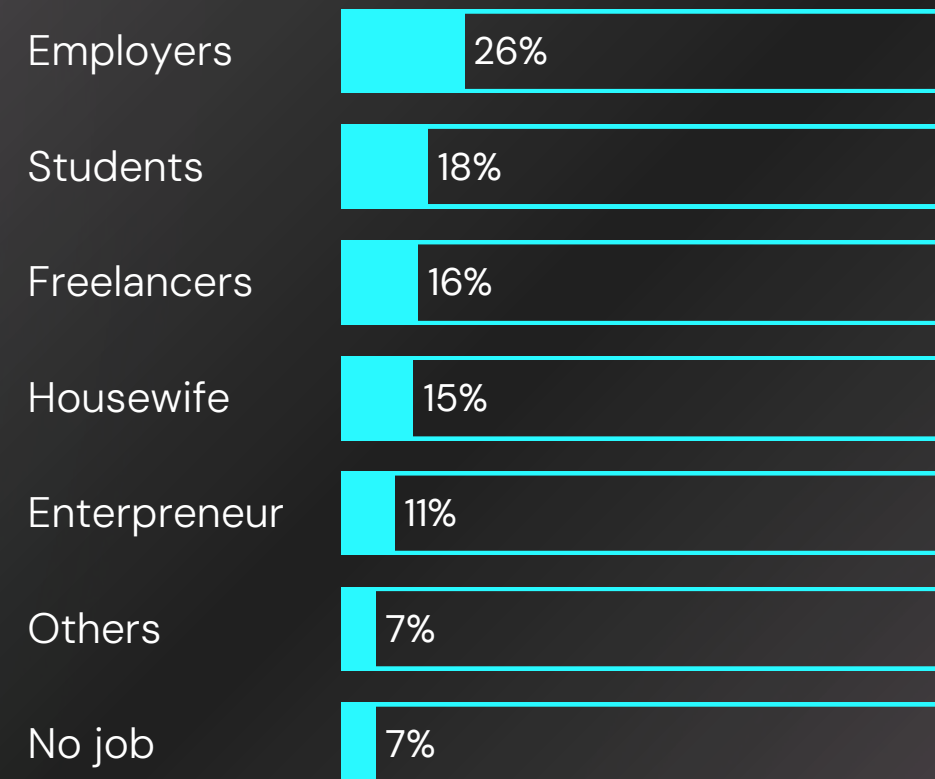
## Age cohort



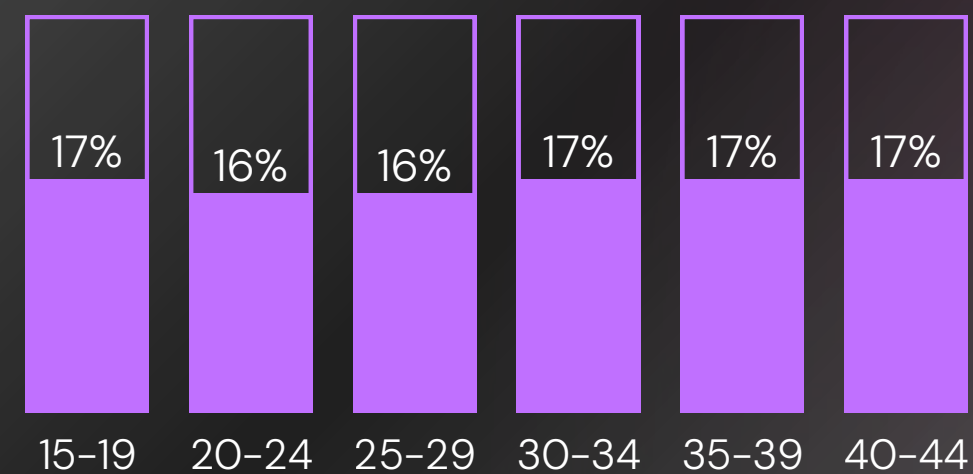
## Parental status



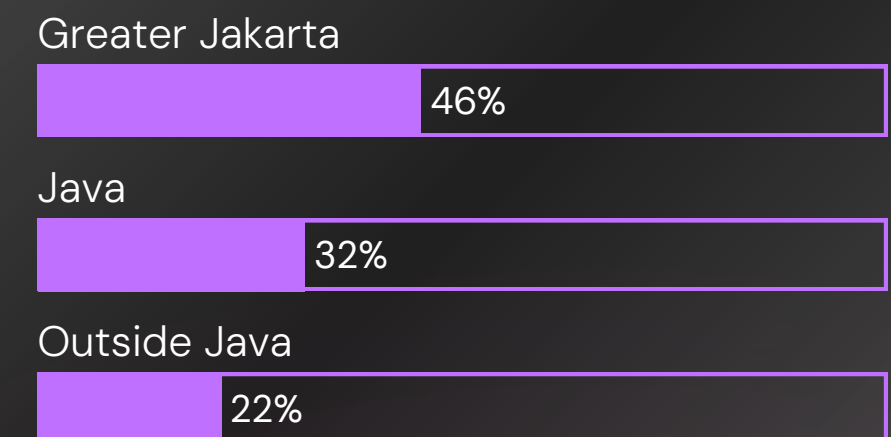
## Occupation



## Age range



Area\*



**\*Area**

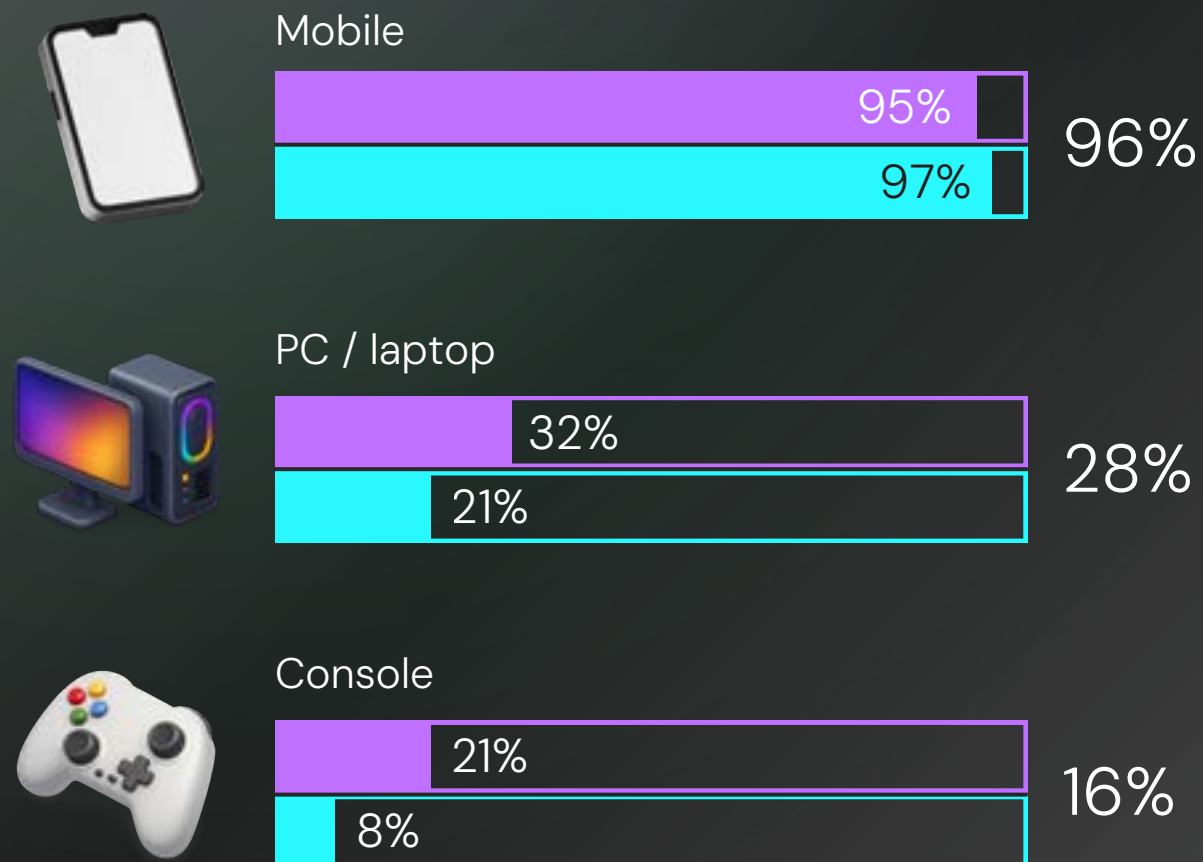
- Greater Jakarta: Central Jakarta, West Jakarta, South Jakarta, East Jakarta, North Jakarta, Bogor City, Bogor Regency, Depok City, Tangerang City, Tangerang Regency, South Tangerang City, Bekasi City, Bekasi Regency.
- Java: West Java (exclude Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency), Banten (exclude Tangerang City, Tangerang Regency, South Tangerang City), Central Java, East Java, DI Yogyakarta.
- Outside Java: all areas in Sumatra, Kalimantan, Bali, Southeast Islands, Sulawesi, Maluku & Papua.

# MOBILE DEVICES DOMINATE INDONESIAN GAMING

n= 590 gamers

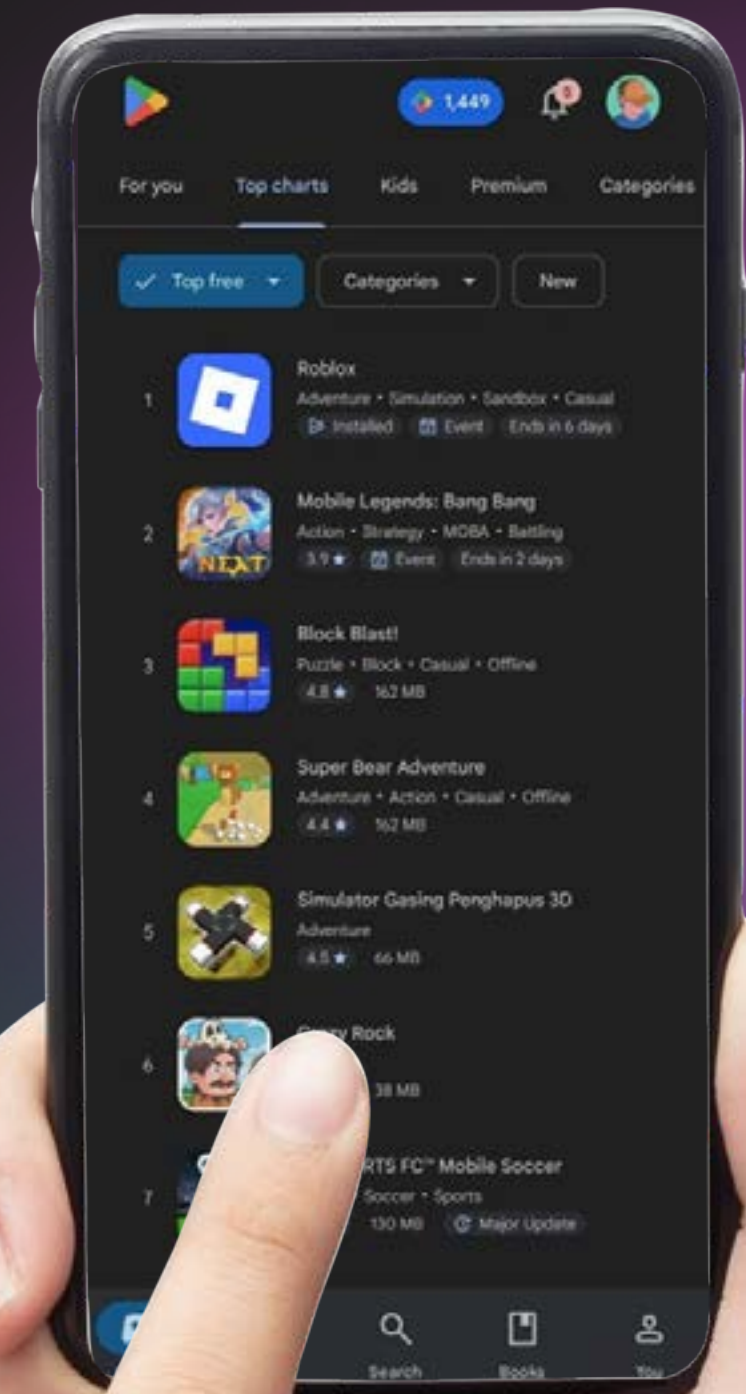
## Gaming device usage

Male Female



**Two-thirds of Indonesian gamers plan device upgrades soon**

**Mobile devices (smartphones/tablets) dominate Indonesian gaming at 96% usage across all demographics.** PC/laptop gaming follows at 28%, showing higher adoption among men (32%) versus women (21%). Console gaming remains niche at 16%, with men leading at 21% compared to women at 8%.

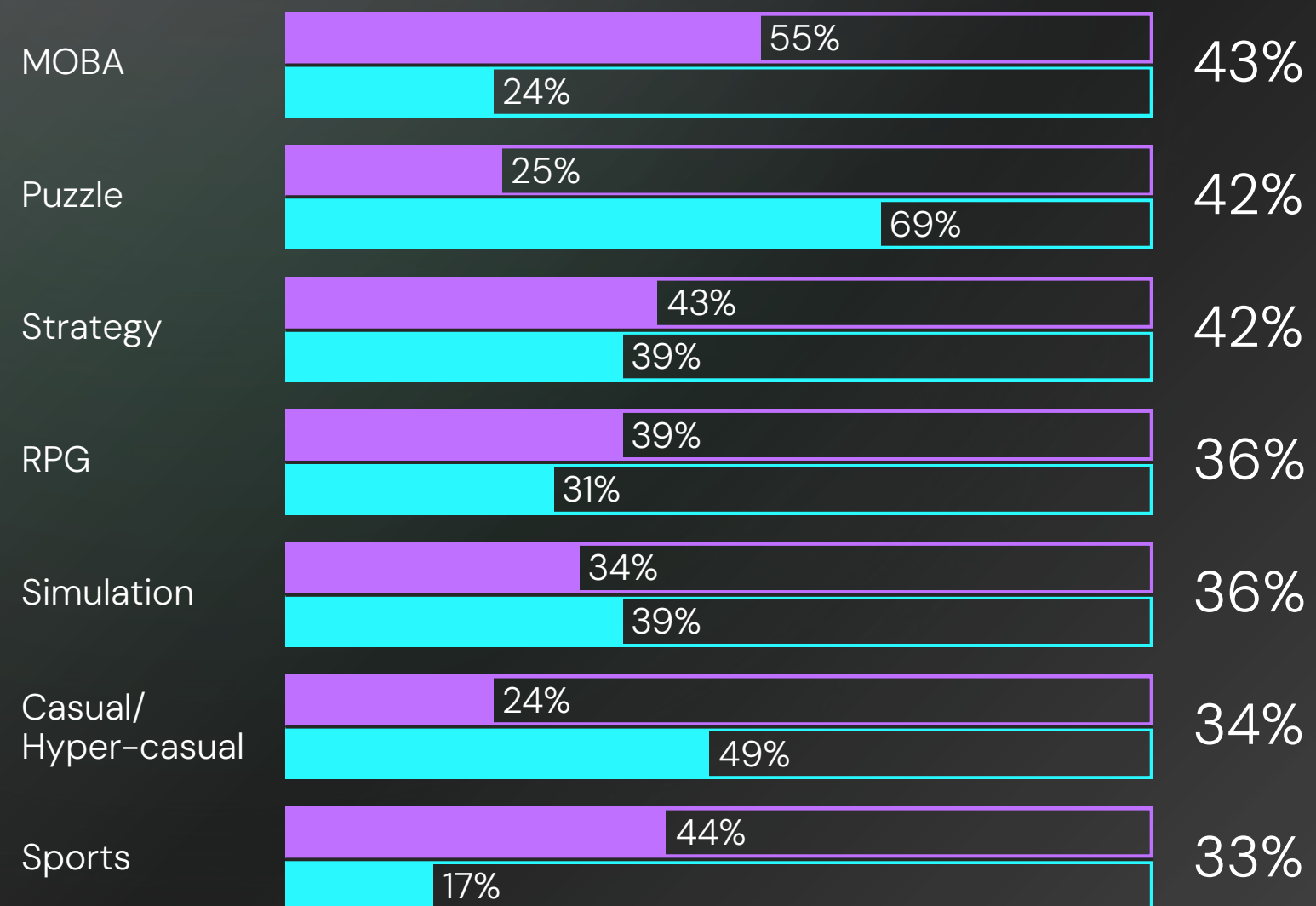


# MOBA GAMES LEAD INDONESIA GAMING PREFERENCES

n= 590 gamers

## Favorite game genres

Male Female



**Multiplayer Online Battle Arena (MOBA) games lead Indonesian gaming preferences at 43%**, showing massive gender disparity with 55% of men versus 24% of women. Puzzle games rank second at 42%, strongly favoring women at 69% compared to men at 25%.

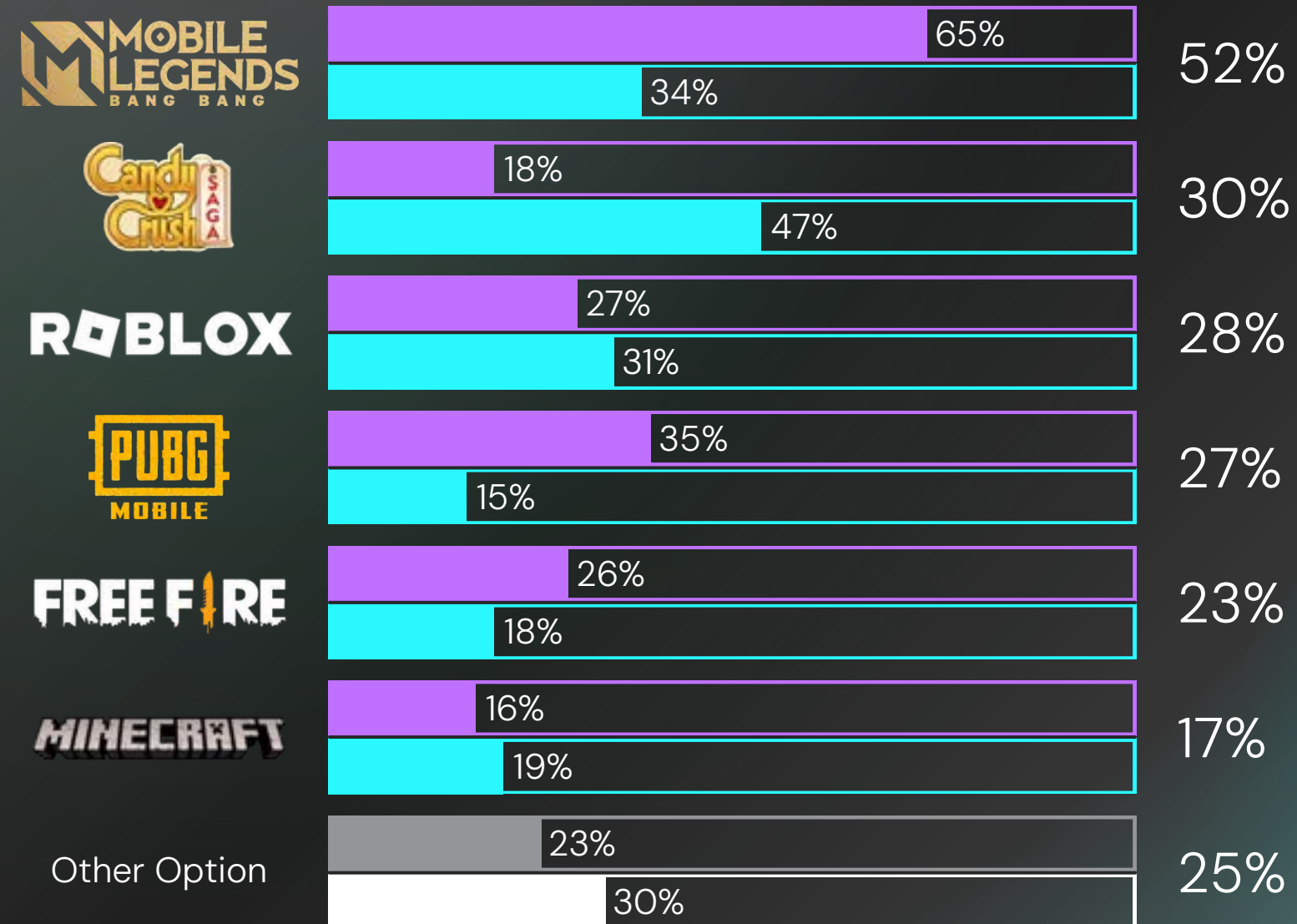
# MOBA GAMES LEAD INDONESIAN GAMING PREFERENCES

n= 590 gamers

Games played

Male

Female



Indonesian gamers crave  
5G speed over virtual reality



**Mobile Legends: Bang Bang** leads Indonesian gaming at 52%, showing massive gender preference with 65% of men playing versus 34% of women. Candy Crush Saga ranks second at 30%, strongly favoring women at 47%. Roblox follows at 28% with more balanced gender appeal.

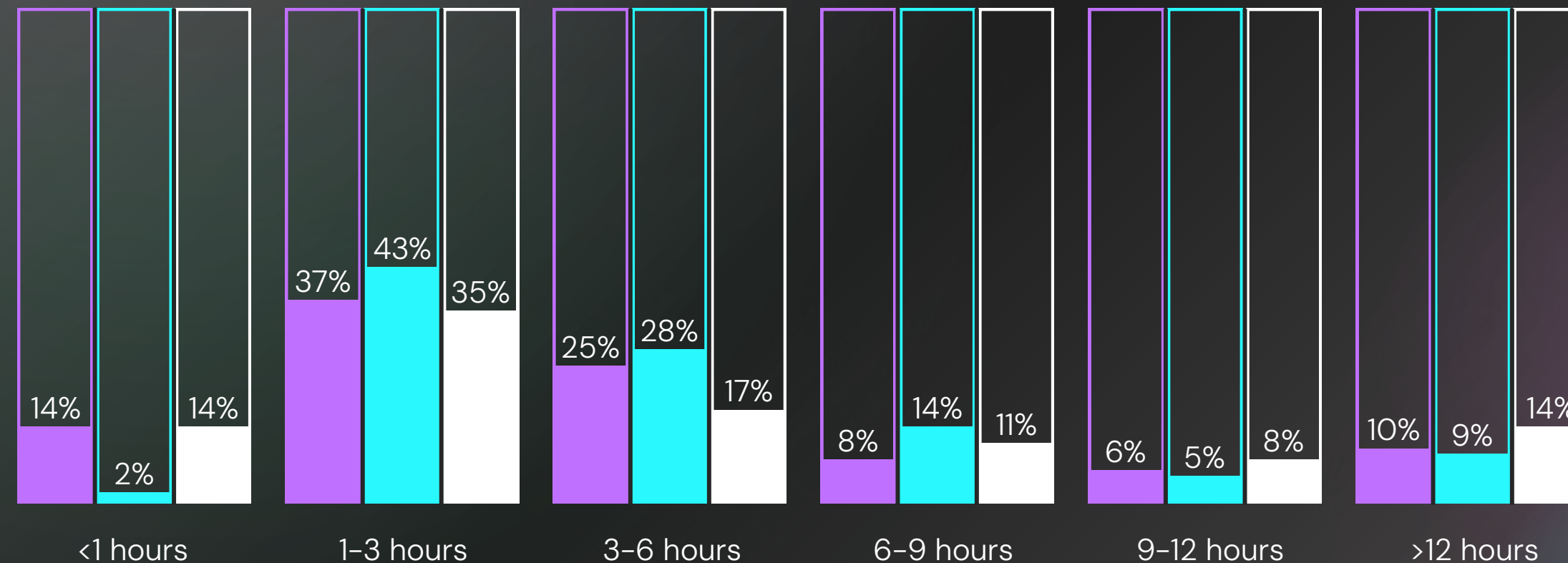


# MOST GAMERS PLAY 1-3 HOURS PER WEEK

n= 590 gamers

Weekly gaming time by device

■ PC/laptop ■ Console ■ Mobile



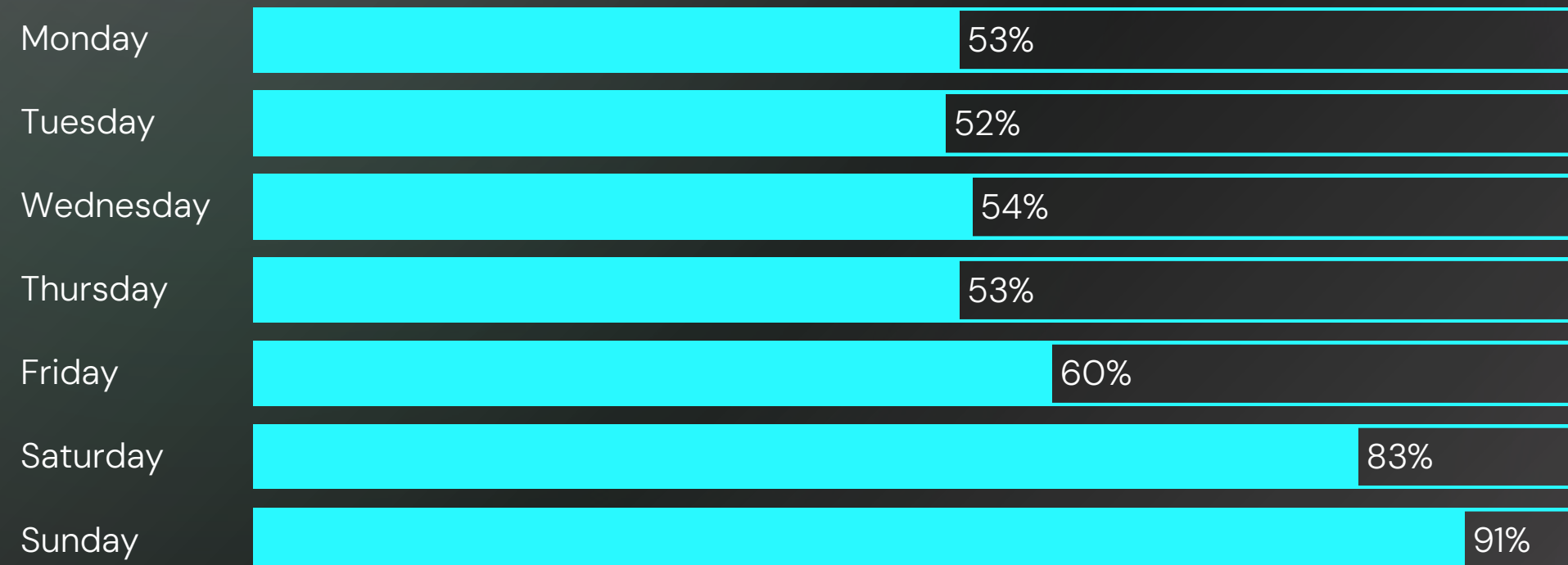
**Most gamers spend 1-3 hours a week playing their favorite games.** In detail, 37% PC and laptop gamers play for 1-3 hours each week. For mobile gamers, 35% play for the same amount of time. Console gamers have 43% playing 1-3 hours weekly. Mobile gaming leads in heavy gaming (12+ hours) at 14%.



# WEEKENDS RULE GAMING SCHEDULES

n= 590 gamers

## Gaming days throughout the week



**Sunday marks the peak of gaming activity among Indonesian gamers, with 91% reporting they play on that day.** Saturday also shows strong participation, reaching 83%, confirming weekends as the most popular time to play. In contrast, gaming activity during weekdays is more modest, with participation ranging between 52–60%.

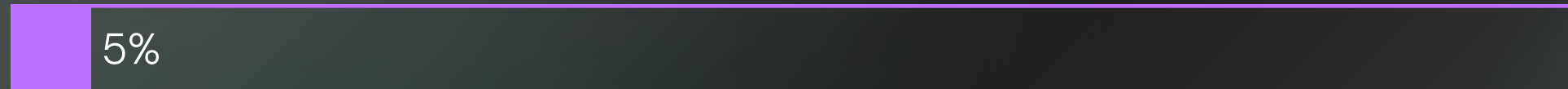


# EVENING HOURS MOST POPULAR FOR GAMING SESSIONS

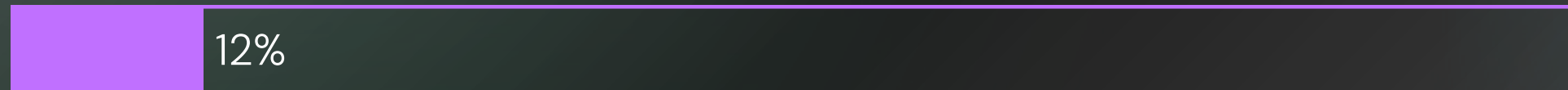
n= 590 gamers

## Peak gaming time preferences

Morning (06:01-12:00)



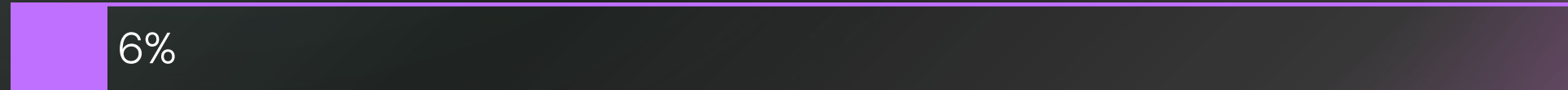
Afternoon (12:01-18:00)



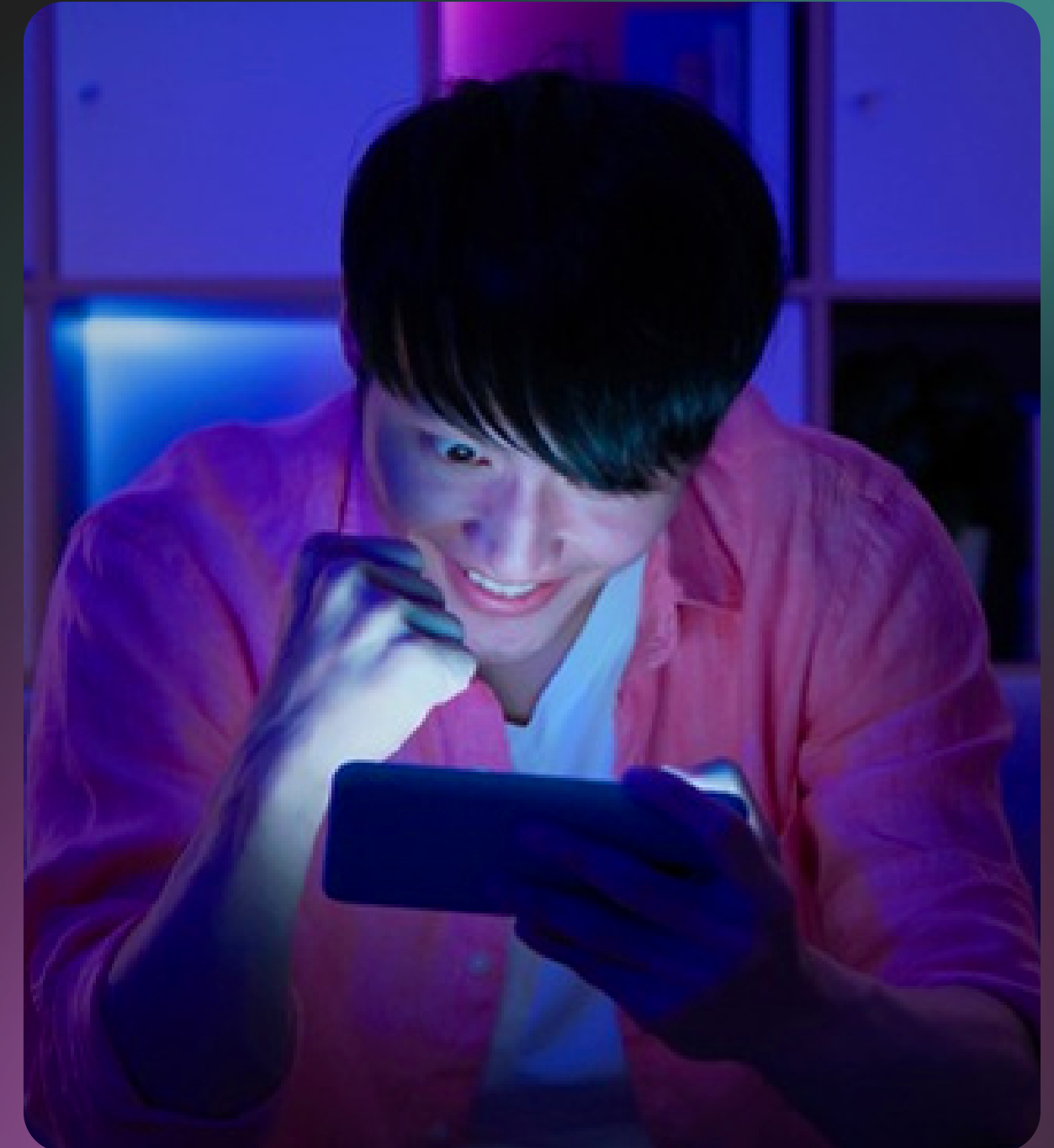
Evening-night (18:01-24:00)



Early hours (00:01-06:00)



**Evening to night hours dominate Indonesian gaming preferences at 78%.** Afternoon gaming follows distantly at 12%, while early morning gaming accounts for 6%. Morning sessions show the lowest preference at 5%.

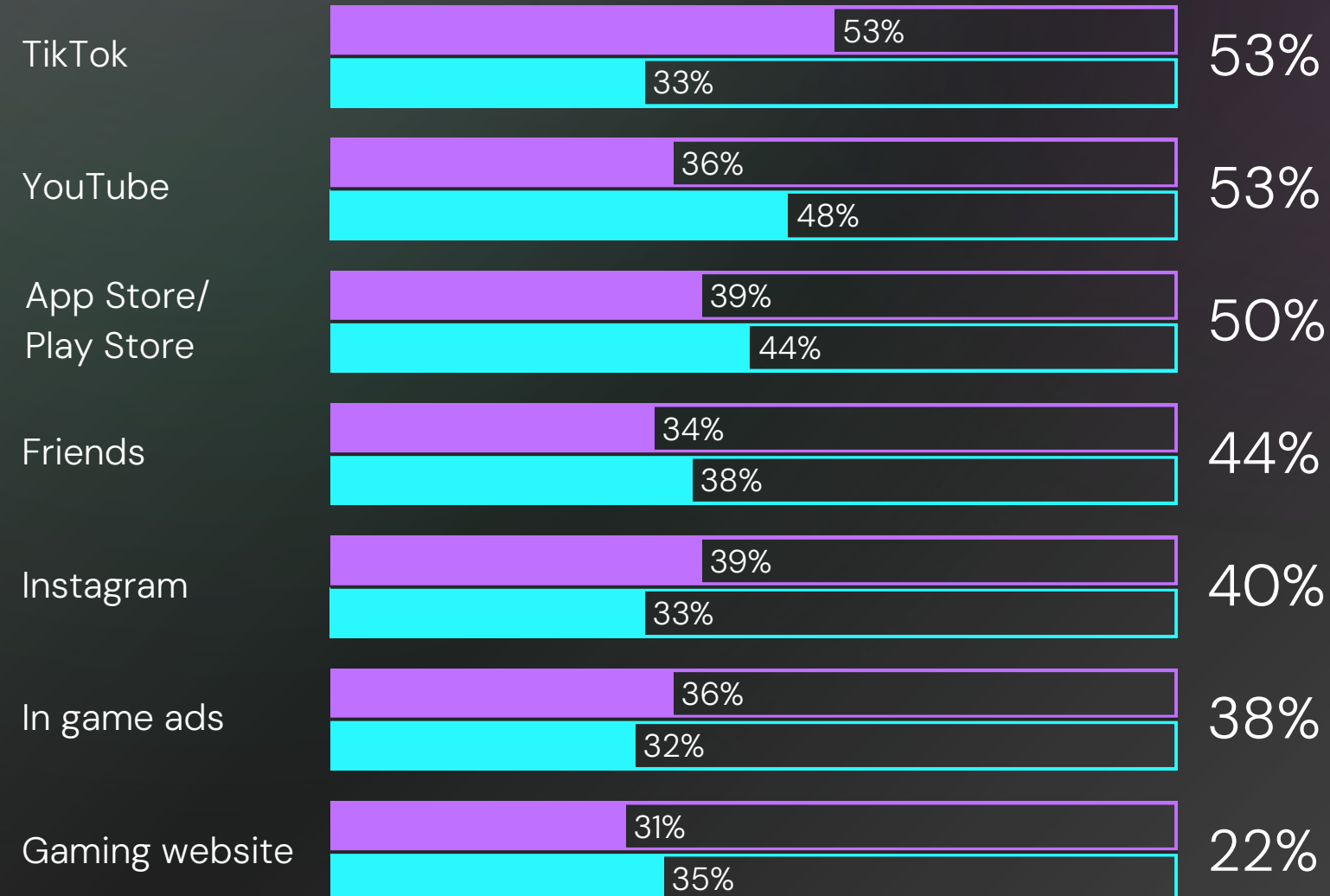


# SOCIAL MEDIA DOMINATES GAME DISCOVERY

n= 590 gamers

## Game information discovery sources

■ Gen Z ■ Millennials



**Social media platforms are leading in game discovery, with TikTok and YouTube accounting for 53%.** Specifically, TikTok is more engaging for Gen Z, while Millennials prefer YouTube. Additionally, half of gamers find new games through app stores or play stores.

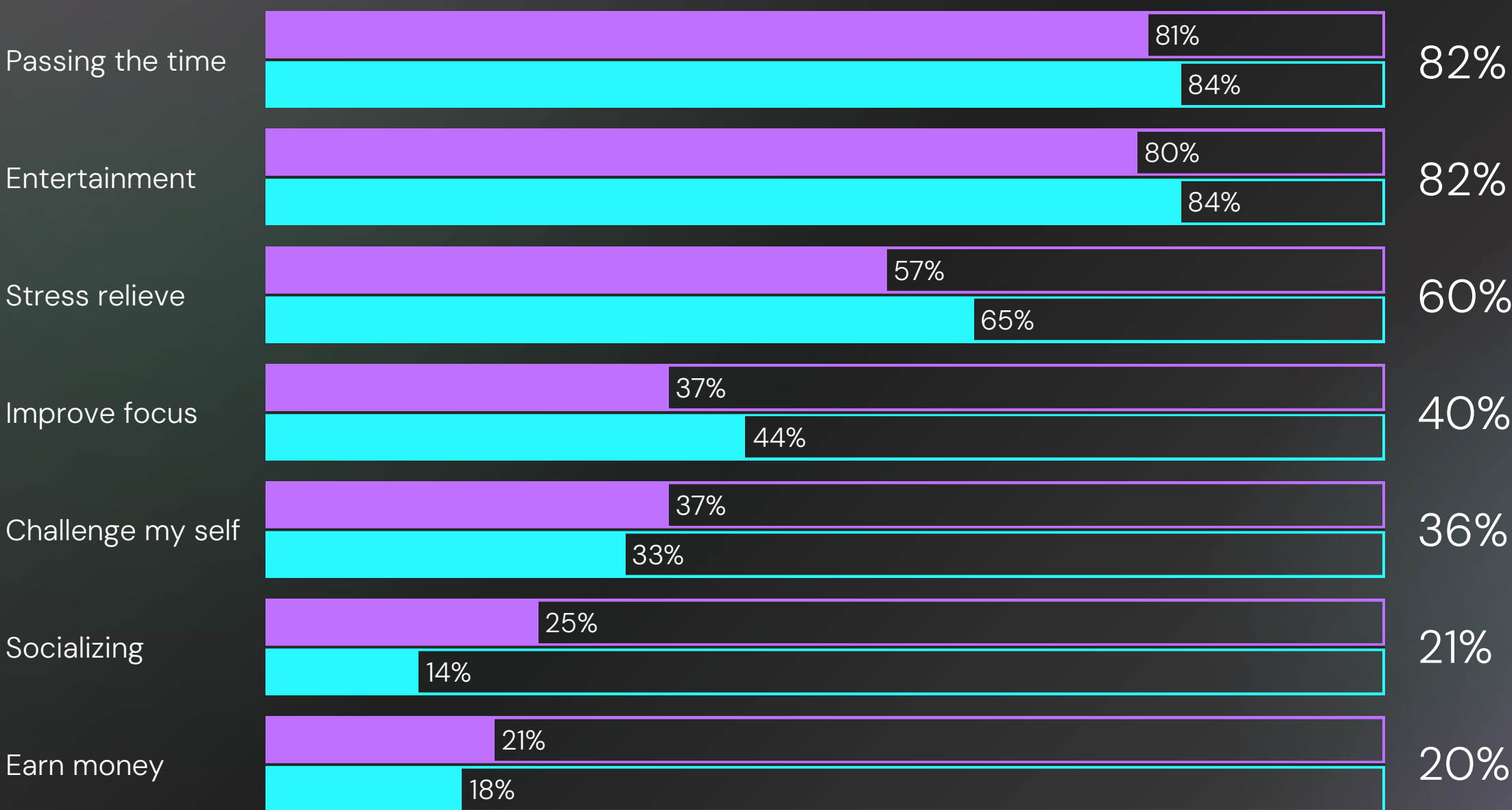
**Word-of-mouth recommendations help 44% of gamers discover new games**

# ENTERTAINMENT AND SOCIAL CONNECTION DRIVE INDONESIAN GAMING

n= 590 gamers

## Gaming motivations

Male Female



Pass the free time and entertainment lead gaming motivations at 82%, followed by stress relief at 60%. Skill development motivates 37% of men players.



# GAMERS FACE INTERNET CONNECTIVITY ISSUES

n= 590 gamers

## Rank gaming problems

1. Unstable internet connection
2. Slow device
3. Expensive game items
4. Hard to manage play time
5. Toxic community
6. Lack of Indonesian gaming content
7. Language barrier

**Internet connectivity problems affect Indonesian gamers as their primary challenge.** Device performance limitations impact players, financial constraints follow.

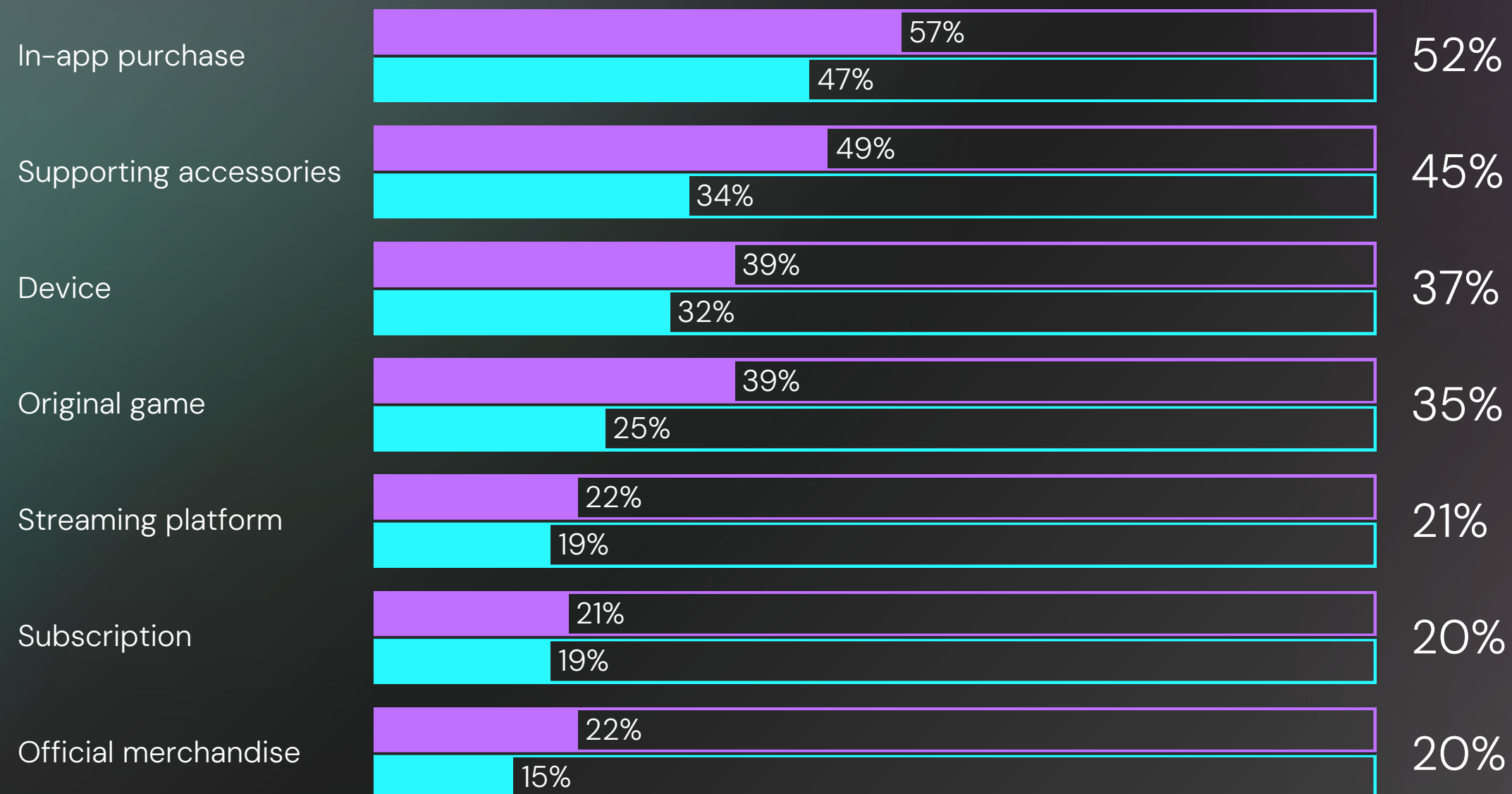


# IN-APP PURCHASES DOMINATE GAME SPENDING

n= 590 gamers

## Gaming spending categories

Male Female



**3 out of 5 Indonesian gamers have made gaming purchases**

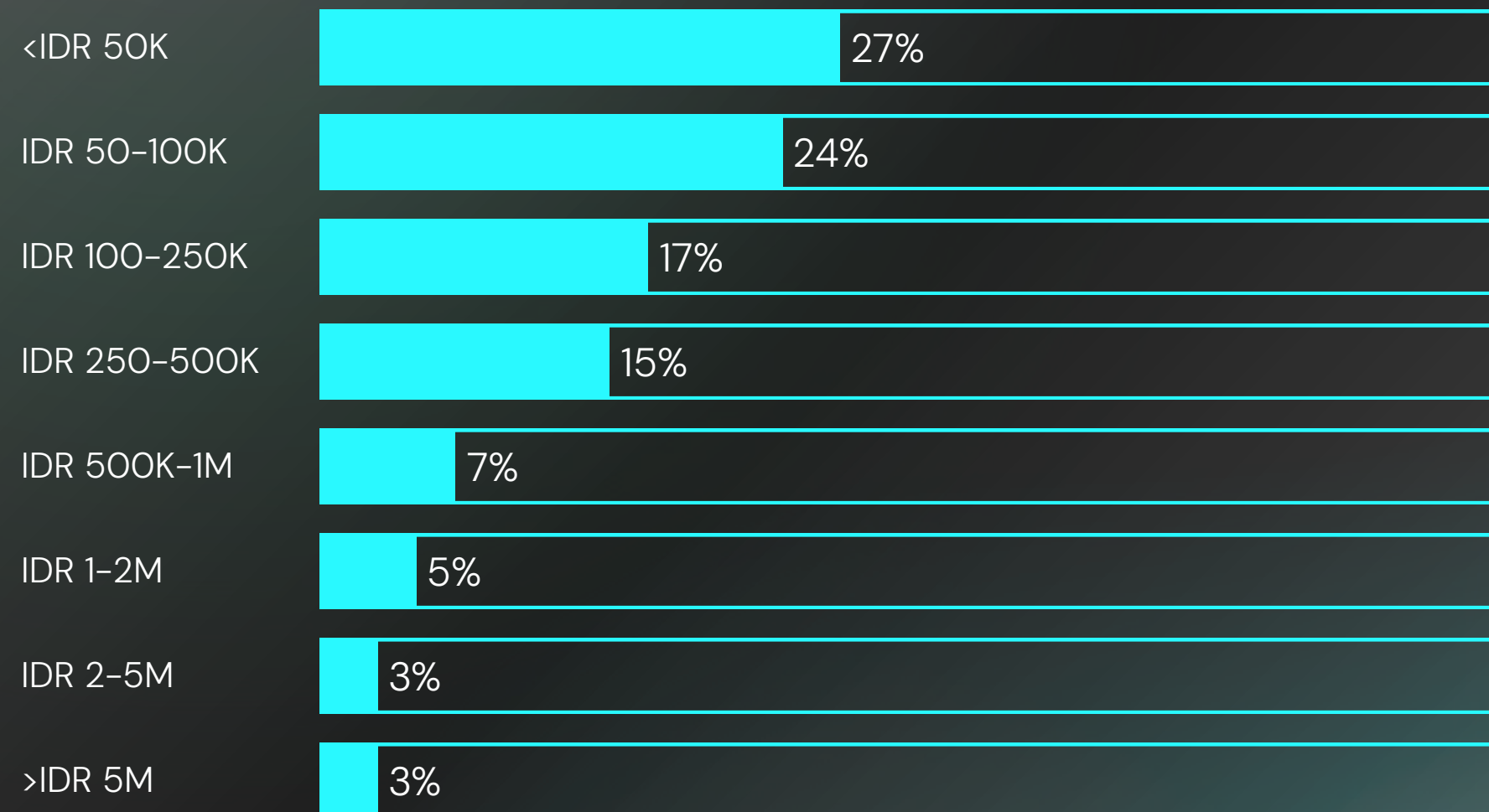
**Among gamers who spend money, in-app purchases lead at 54%**, with men slightly higher at 57% versus women at 47%. Gaming accessories rank second at 45%. Gaming devices follow at 37%, while original game purchases reach 35%.

The data reflects that male gamers tend to spend more across different aspects of gaming, highlighting their greater willingness to allocate budget for both virtual and physical gaming needs.

# INDONESIAN GAMERS KEEP SPENDING CONSERVATIVELY UNDER IDR 100K

n= 590 gamers

## Gaming spending amounts in the last 3 months

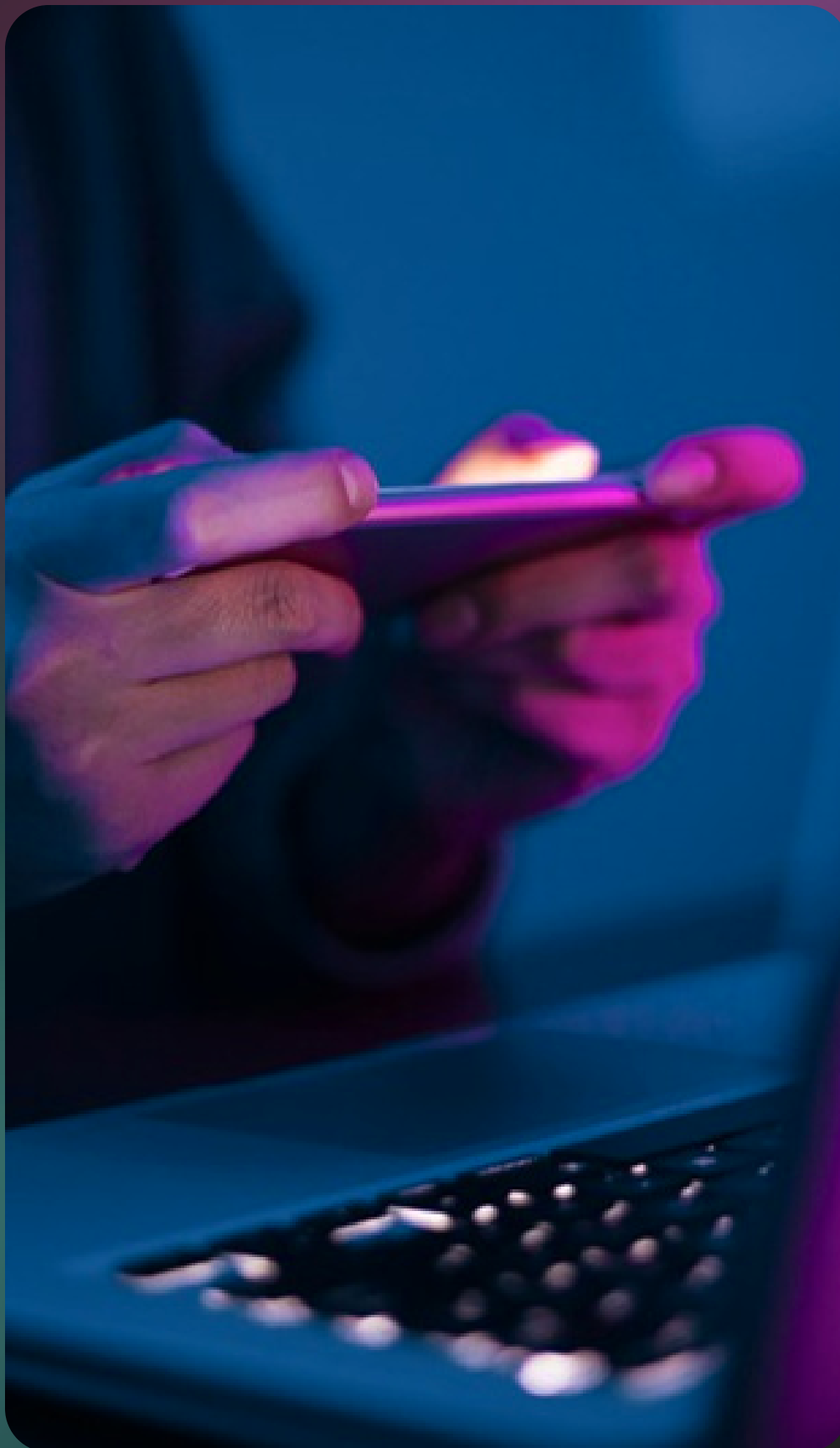


**E-wallets absolutely dominate Indonesian gaming payments at 86%**



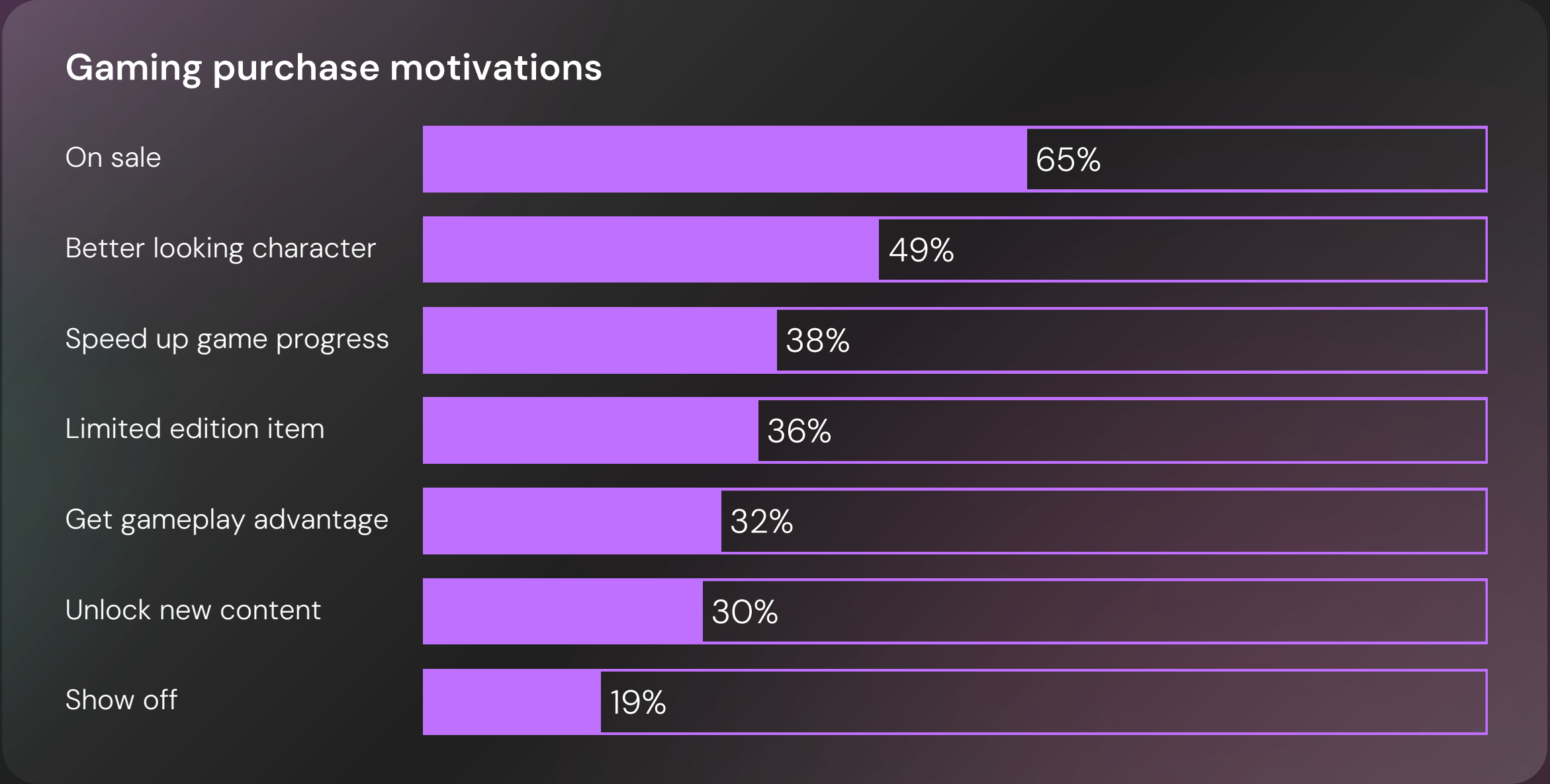
**Gaming spending concentrates in lower ranges**, with 27% spending under IDR 50K and 24% spending IDR 50-100K in the last three months. Higher spending (IDR 100-250K) reaches 17% of spenders.





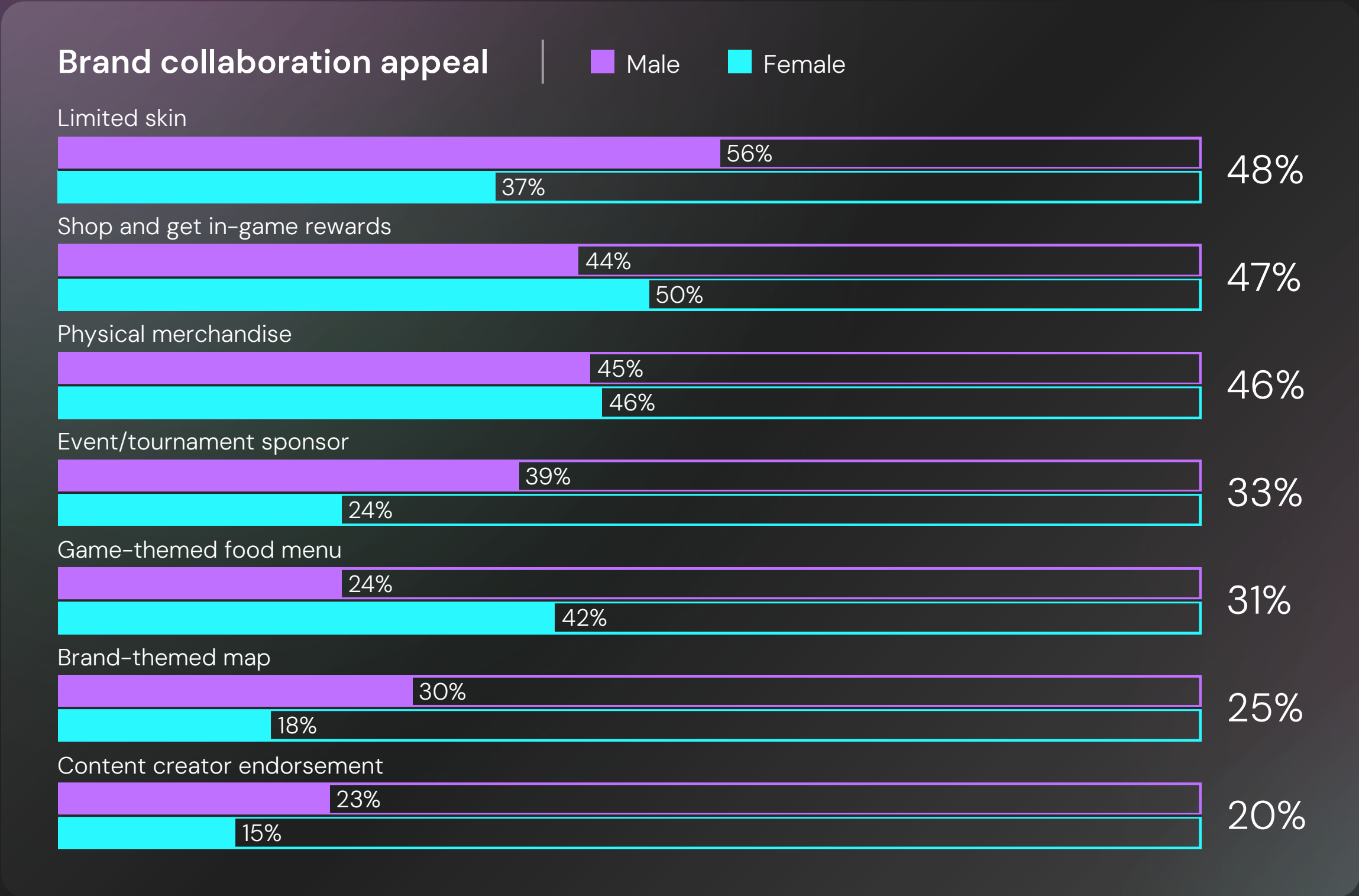
# DISCOUNTS DRIVE MOST GAMING PURCHASES

n= 590 gamers



**Discount promotions drive 65% of gaming purchases.** Aesthetic appeal motivates 49% of purchases, while gameplay acceleration accounts for 38%. Limited edition items appeal to 36% of spenders, and gameplay advantages motivate 32%.

# HALF OF GAMERS INTERESTED IN LIMITED GAMING ITEM COLLABORATIONS n= 590 gamers



When it comes to brand collaborations, limited skins or exclusive in-game items stand out as the most appealing option (48%), with male gamers showing stronger interest. Shopping promos that offer game rewards (47%) and physical merchandise such as t-shirts or accessories (46%) also rank high, attracting both genders.

Interestingly, female gamers show a stronger preference for food collaborations. The data suggests that while gaming content is key, gender differences shape how gamers respond to brand partnerships.

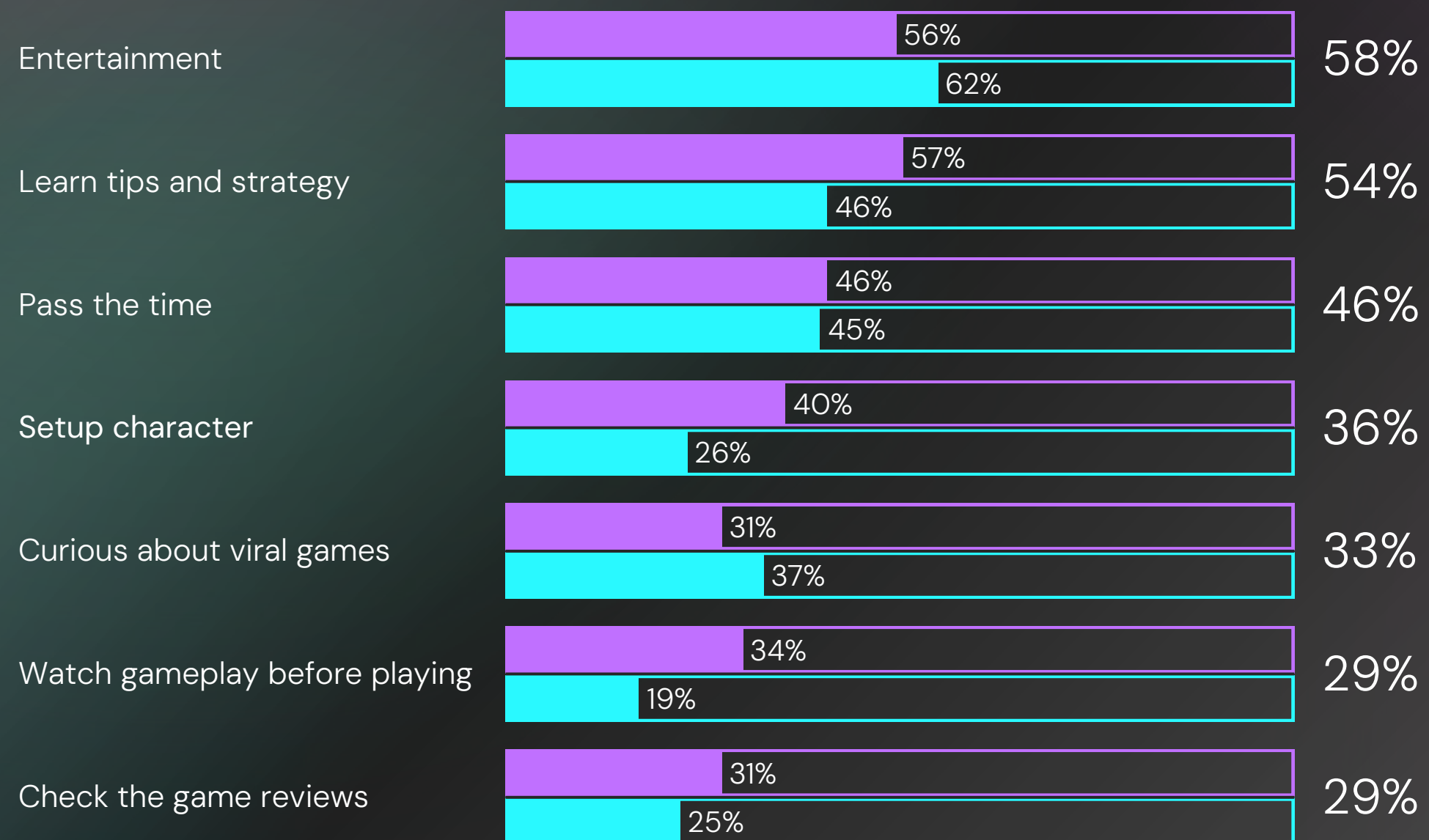


# ENTERTAINMENT LEADS GAMING CONTENT VIEWING

n= 590 gamers

## Gaming content consumption motivations

Male Female



2 out of 3 gamers  
watch gaming content

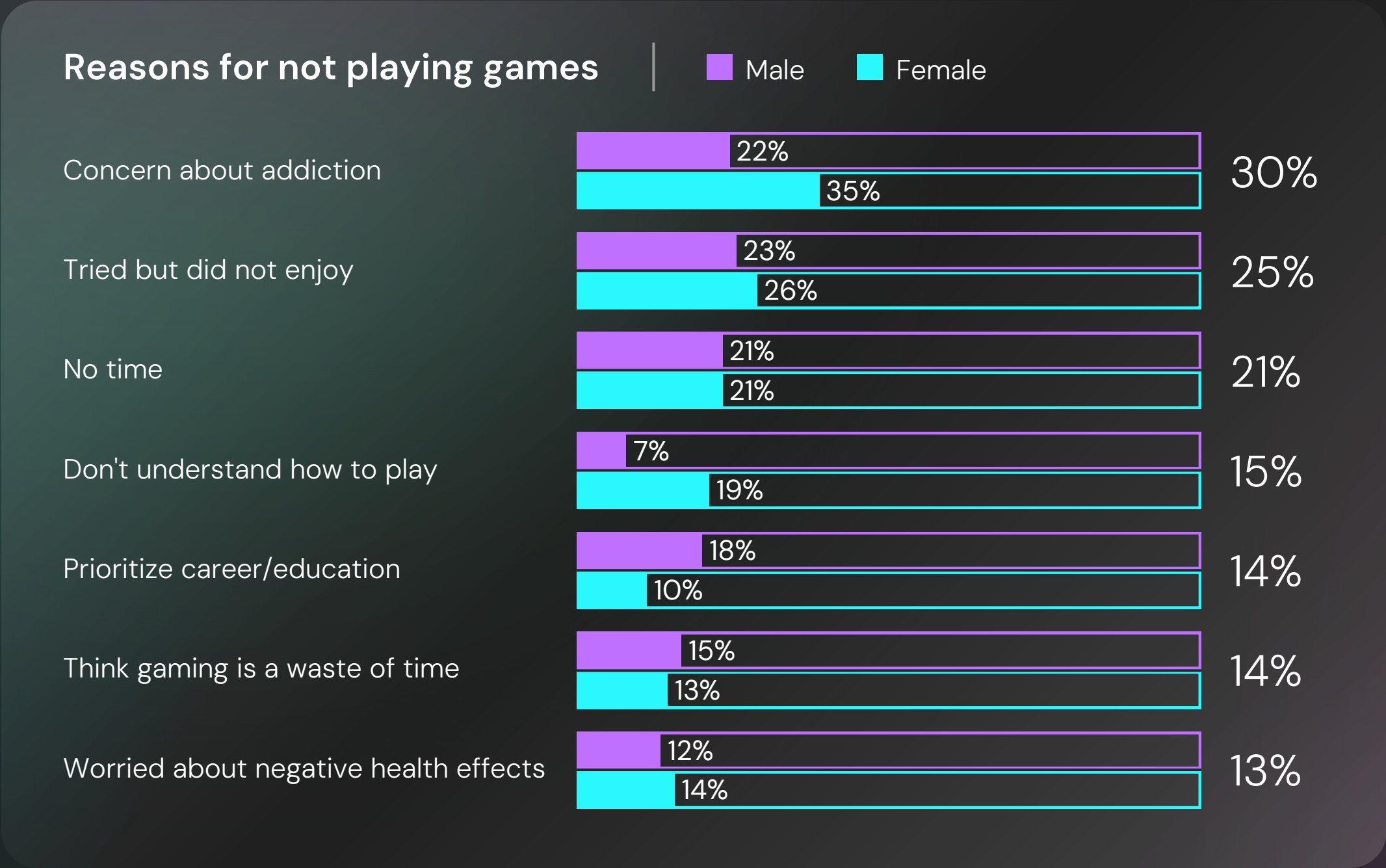


**Entertainment leads gaming content consumption at 58%**, with women showing higher rates at 62% versus men at 56%. Learning tips and strategies motivates 54% of viewers, with men leading at 57% compared to women at 46%. Following favorite streamers appeals to 41%, while staying updated with gaming trends reaches 39%.



# 3 OUT OF 10 NON-GAMERS AVOID GAMING DUE TO ADDICTION CONCERNS

n= 613 non-gamers



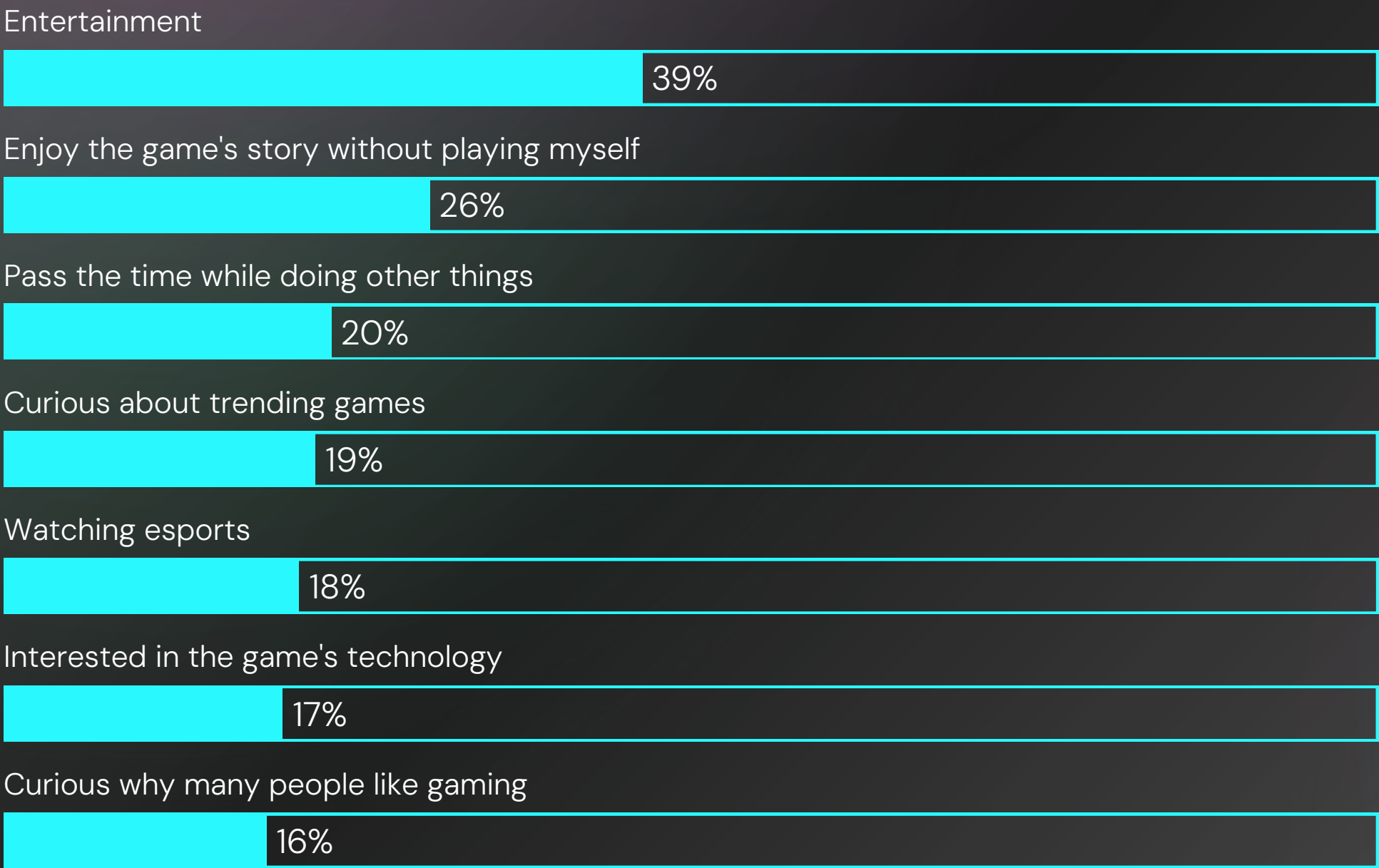
**Addiction concerns are the top reason Indonesian non-gamers avoid gaming at 30%.** Women show significantly higher concern at 35% compared to men at 22%. The second most common reason is having tried games but not enjoying them (25%), followed by lack of time (21%).



# ENTERTAINMENT LEADS GAMING CONTENT MOTIVATION FOR NON-GAMERS

n= 613 non-gamers

## Gaming content viewing among non-gamers



1 out of 3 non-gamers still watch gaming content



**Despite not playing, 39% of Indonesian non-gamers consume gaming content as entertainment.** Additionally, 1 out of 4 non-gamers enjoy the game's story without actually playing it.



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