

# Indonesia Millennial Report 2020

Understanding  
Millennials' Behaviours  
and Demystifying  
Their Stereotypes



# Introduction

Millennials are most often used to describe a generation that thrives on instant gratification through technology, spends too much time on social media and are lazy in the workplace. They are portrayed as an adventurous generation that prefer to travel rather than to save for housing, to eat out rather than to cook at home, and to spend money on the latest smartphone rather than to save it in the bank. While it may be true to some degree, it is a generalization and oversimplification of 1 out of 7 types of millennials that we identified, The Adventurer. At the very core, millennials are efficient, optimistic, and not that radically different from other age groups. They are largely driven by passion and use creative means to achieve success and goals in their own terms. The way millennials consume news and information are centered on their mobile phones and their paths to discovery are more nuanced and varied than some may have imagined. While there are many stereotypes and myths about millennials out there, most of them are likely based on assumptions, which will hinder us from truly understanding and fully addressing this generation's needs. In this report, our team at IDN Research Institute, with the help of Nielsen Indonesia, delved deep on the 7 types of Indonesian millennials which are outlined based on their distinct values, behaviors, and attitudes. With a hypothesis-driven process, we drive conclusions by combining quantitative and qualitative research of more than 5,500+ Indonesians based in 11 cities from Medan to Solo to Makassar, conducting in-depth interviews, running home immersion sessions, and organizing digital diaries. Paying close attention to these factors have enabled us to have an extensive view on what and how millennials focus their attention, time and energy – an essential insight in today's ever-evolving world.

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# Executive Summary

## Indonesian millennials by the numbers

Indonesia is currently experiencing a demographic bonus which is estimated to end in 2045. According to The Indonesian Central Bureau of Statistics, it is projected that Indonesia's productive population (age 15 to 64) will be 179.1 million people in 2020 and millennials (age 21-36) are contributing to around 63.5 million people. This makes millennials a significant engine of growth of Indonesia's economy. But who are the millennials, and what does the data tell us about their similarities and distinct differences to previous generations? The more we understand about them, the better we become in making judgements and decisions towards millennials in our field of work, and ultimately, the faster we are in unlocking their potential in shaping Indonesia's future.

63.5 million



## Objective and methodology of research

The availability of research about Indonesian millennials is very limited. This scarcity has caused the emergence of myths and stereotypes about the millennial generation. Therefore, IDN Research Institute, in collaboration with Nielsen Indonesia as our research partner, spearheaded this research to gain a deeper understanding about Indonesian millennials, especially their values and aspirations that shapes the way they see themselves as individuals. This research's objective is also to explore Indonesian millennials' decisions and reasons behind their lifestyles and behaviors on a daily basis.

Nielsen conducted this research by using quantitative and qualitative methods. The quantitative method was conducted first, using random sampling in 11 cities in order to properly segment different millennial groups, resulting in 7 types. Building upon this, we continued with the qualitative method to dig more deeply about those segmentations through in-depth interviews, home immersions, and digital diaries. Then, IDN Research Institute developed and wrote the report based on the insight gained from data analysis.

The definition of millennials in this report is male and female between the age of 21 to 36 years old in the year 2020. We divided the millennial generation into two categories; junior millennial, those who were born from 1992 - 1999 (21-28 years old) and senior millennial who were born between 1984-1991 (29-36 years old).

All opinions expressed are from IDN Research Institute and are intended as educational material. Although best efforts are made to ensure that all information is accurate and up to date, occasionally unintended errors and misprints may occur.



## What to expect from this report

Our goal is to present a clear and complete portrait of Indonesian millennials, as well as to offer thought-provoking analyses of issues that will affect them in the years to come. We take a holistic view of their entire life aspect, emphasizing their distinct behaviors, and identifying where opportunities can be found for businesses. We classify Indonesian millennials into 7 types to provide a better understanding about them on a general and granular level. The 7 types are not absolute, which means that each individual millennial can fall into two categories or more. Our team at IDN Research Institute hope that this research report would be a valuable tool for readers from all backgrounds and industries to understand millennials better, and to unlock those who shape the nation.



# Introducing: The 7 Types of Millennials

## 1. The Adventurer

Outgoing, energetic, and love to explore new things and experiences. They have countless ideas flying in their head at any given time and they prioritize creative freedom in their career path. Inspiring, convincing and colorful, they are natural group leaders, pulling everyone along the path less traveled, bringing life and excitement everywhere they go - the embodiment of *'babat alas'*. Adventurers are very vocal about their opinions and ideas, including about their political and religious views. They love to spread their positive energy towards their family and decide to get married only when they're ready. They consume their news mainly from television, social media, and digital media. As consumers, they buy products that project social image (social), increase access (functional), and reduce hassle (functional).



## 3. The Artist

Full of ideas, have unique points of views, and strong aesthetic orientation. These personalities take joy in reinterpreting circumstances, reinventing and experimenting with both themselves and new perspectives. This creates a sense of spontaneity, making Artists seem unpredictable, even to their close friends and families. They use aesthetics, gut feel, and design to make choices and actions to push the limits of social convention - the embodiment of *'air tenang menghanyutkan'*. This makes school and other highly organized environments a challenge for Artists. It's not that they are not smart, but the regimented, lecturing approach of formal education is just so far from the hands-on learning that Artists enjoy.

## 2. The Visionary

Inspiring, charismatic, expressive, and driven. Visionaries tend to be over-achieving employees with unquenchable thirst for knowledge and make great entrepreneurs. They leap before they look, fixing their mistakes as they go, rather than sitting idle, preparing contingencies and plan B - the embodiment of *'tak ada rotan, akar pun jadi'*. They are the initiators in their family. Visionaries are tolerant in their religious and political views. They consume content from newspapers, digital media, television and social media. Visionaries are very functional consumers where they purchase products or services that provide information (functional), reduce hassle (functional), or increase access (functional).

## 4. The Leader

Charismatic, goal-oriented, and have strong leadership skills. Leaders embrace the values of honesty, dedication and dignity where they happily lead the way on difficult paths - the embodiment of *'berakit rakit ke hulu berenang renang ke tepian, bersakit sakit dahulu, bersenang senang kemudian'*. They are able to see the bigger picture, while maintaining attention to details, which makes them suitable to be in managerial positions or becoming entrepreneurs. Leaders keep themselves updated with the daily news and current issues through television, digital media, newspaper, and social media. They tend to have strong opinions on politics and religion, but acted very carefully in addressing their views in public. Leaders are caring and discipline parents to their children. As consumers, Leaders buy products that promote wellness (emotional), provide information (functional), and offer entertainment (emotional).

## 5. The Socializer

Fun, outgoing, and conversation-starters. No other type is as generous with their time and energy as Socializers when it comes to encouraging others, and no other personality type does it with such irresistible style. They take social activities, such as nongkrong, arisan, maen bareng, and social gathering, very seriously and put them on a high priority, the embodiment of *'mangan ora mangan sing penting ngumpul'*. Socializers have great project management skills and work best in a company with clear hierarchies and boundaries. They are on top of the news because they consider it as useful conversation-starters. Socializers often hide their true opinions on religion and politics, and tend to agree with other people's view in order to fit in the groupthink. Socializers gravitate toward products that offer reward (emotional), create nostalgia (emotional), or project social image (social).



## 6. The Conservative

Reliable, simple, and low-key - the embodiment of *'alon alon asal kelakon'*. Conservatives' personalities are no-nonsense, and when they've made a decision, they will relay the facts necessary to achieve their goal, expecting others to grasp the situation immediately and take action. They are vocal on political and religious views and they are family oriented. In work settings, they best perform as controllers - human resource, finance, or operations. They consume content from television and social media to keep themselves updated. As consumers, Conservatives put emphasis on products with authenticity and affordability compared to brand image.

## 7. The Collaborator

Highly tolerant, full of ideas, and love to create a great teamwork within the society. Collaborators will act with creativity, imagination, conviction, and sensitivity to empower and to create balance - the embodiment of *'tut wuri handayani'*. Though soft-spoken, they have very strong opinions and will fight tirelessly for an idea they believe in. They are always up-to-date with the current news and trends, but rarely share their views about politics and religion publicly. Collaborators consume content through social media, digital media, and radio. As consumers, Collaborators buy products to project social image (social), create belonging or affiliation (social), and increase access (functional).



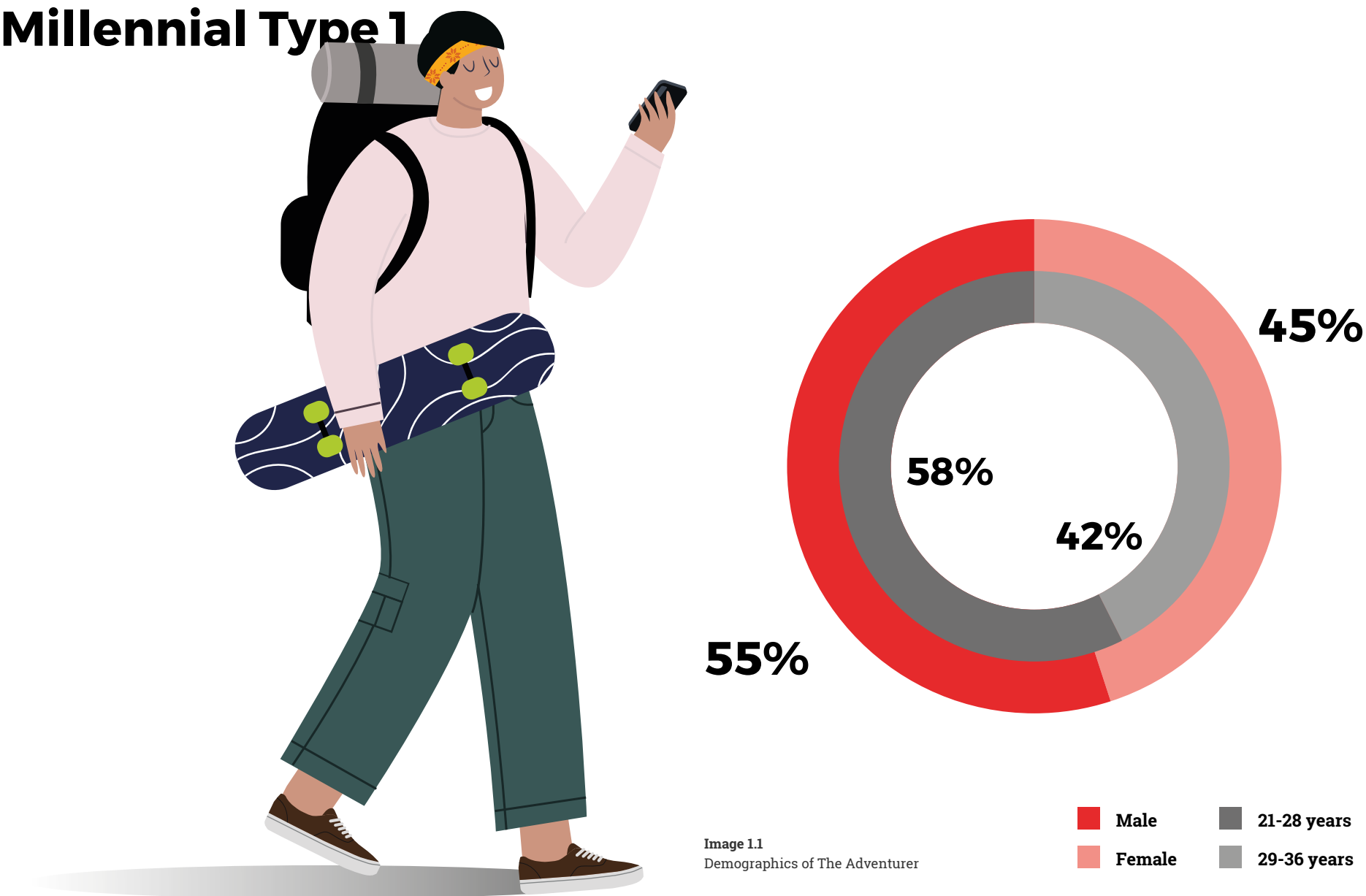
Millennial Type 1

The Adventure



# The Adventurer

## Millennial Type 1



“Life is either a daring adventure or nothing at all.”  
- Hellen Keller

## Who Are They?

The millennial stereotypes that are portrayed in Indonesian media mostly belong to The Adventurer. For them, life is full of limitless possibilities and the world is their playground. 19% Indonesian millennial identify themselves as The Adventurer, of which they are naturally curious and driven. The Adventurer pursues many interests, hobbies, and areas of study. They are happy to be who they are and if they're not, they will always try to be happy with themselves.

For The Adventurer, 55% of them are male, and 58% of them are junior millennials. Adventurers will find any way possible to push their passions. They prefer a certain amount of change and variety and can easily become dissatisfied when they're being limited by restrictions and limitations. Most of the time, this type is extroverted, sociable, while at other times, they are introverted and reserved as they are independent towards their goals.

## Religions, Values, & Traditions

### ‘Anjing Menggonggong Kafilah Berlalu’

Adventurers live their lives based on what's important for them. Therefore, they don't care much about what other people think of them. The Indonesian proverb ‘anjing menggonggong kafilah berlalu’ best describes them, which means they are focused on their goal and are able to ignore other people's comments. Adventurers prefer to tell an ugly truth than white lies. The Adventurer's sensitivity towards others makes them able to communicate truths in decent ways.

### Adventurers define their own success

While others spend a lot of time observing the success of others, seeking inspiration into how they can achieve their own, Adventurers don't. Adventurers believe that they are successful if they are living their lives up to their potential. Someone has a successful boba shop, so perhaps we should start our own. A co-worker is working 16 hour a day to get promotions, so we should push ourselves too. It's a never-ending race, and one that won't get us anywhere if we are blindly competing without purpose. The grass is always greener on the other side, and when we fall into this pattern, we risk believing that we will find fulfillment walking someone else's path, and this is the antithesis of Adventurers' definition of success.

### Adventurers influence others to join their cause

Adventurers respect differences, but they like to persuade others to join causes that they strongly believe in. As they will always try to find meanings behind every aspect of their lives, they want other people to see through their lens. Adventurers practice their religion, obey religious beliefs, and are active in their religious communities. Persuasion comes in the form of invitation to pray together until going to prayer congregation together (Friday Prayer, Sunday Church, or others).

### Adventurers seek new challenges and experiences

Adventurers tend to always seek greater challenges and they like to achieve success based on their own hard work. They eagerly seek new experiences along the way as they are easily changing their minds in the blink of an eye. Their interest in exploring new ideas and challenges makes them love to seek new connections of friends as well. But, Adventurers never forget to always follow the custom norms and sopan santun whenever they visit new places. Thus, Adventurers are also known as millennials who value diversity and tolerance the most as they are open-minded and open to new experiences and people.

Adventurers are eager to learn and curious by default. In a bigger picture, millennials are known as the generation which has a high motivation to learn. Align with our survey last year, seeking better self-development opportunities was the first reason millennials quit the company (26.5%), both for senior or junior millennials.

Millennials stay at a company for creative freedom, flexible working hours, and supportive teams. Thus, Indonesian millennials were highly valuing how they could grow through their creativity. The data showed that millennials are most likely to love to learn new things and explore new challenges, especially for The Adventurer.

### The Perception of Work Activities

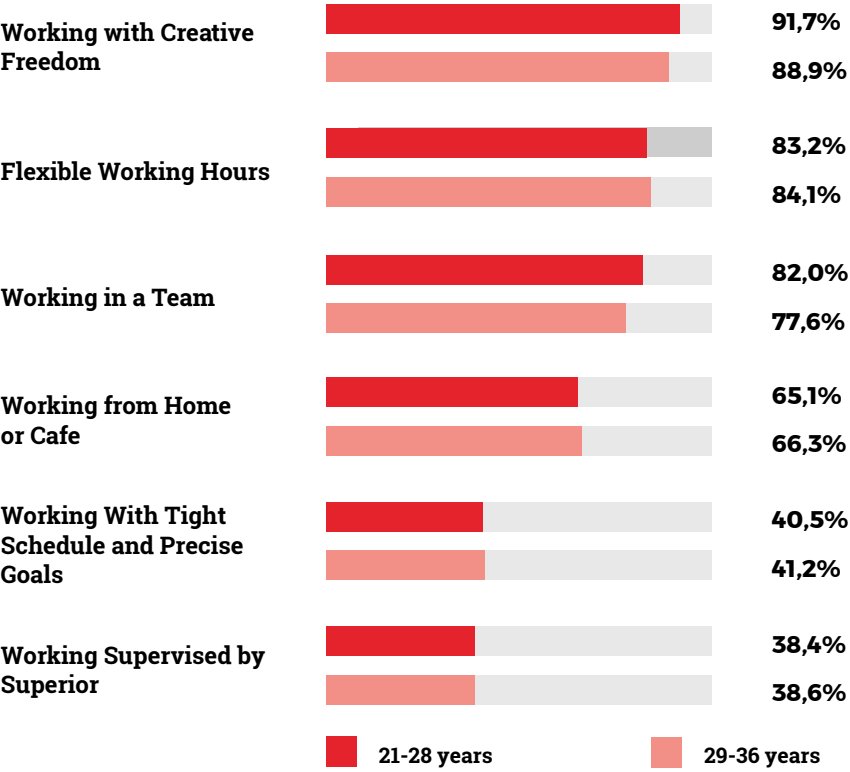


Image 1.2  
Indonesian Millennials' Perception of Work Activities



# Family Life & Education

## Adventurers are planners in their families

45% of Adventurers are decision makers in their family. In a family setting, they are energetic and will find ways to spread it by doing activities like planning the weekend trip, trying a new *boba* cafe or *ayam geprek* restaurant, or sending funny videos in the family *WhatsApp* group.

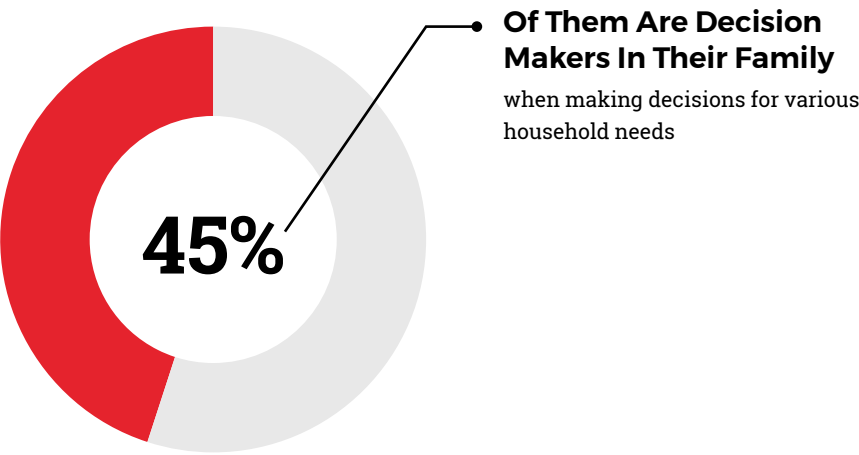


Image 1.3  
Adventurers as A Decision Maker in The Family

## Adventurers will get married when they're ready

Adventurers rarely follow society's standard, thus, they will love and get married when they're ready, not when they're lonely. Adventurers found to be most likely single than the other types of millennials. They tend to always have various interests and hobbies to pursue, so when they choose to get married, it only means that they're extremely ready to commit and focus on their spouse

When it comes to parenting, Adventurers value spending time with their children the most. They love to plan some impromptu trips, do home improvement projects, or simply cook meals together with their children.

Adventurers will educate their children the way they educate themselves. They will always let their children explore and experience new things, make mistakes and learn from them, and will always let their children know that it is okay to make mistakes.

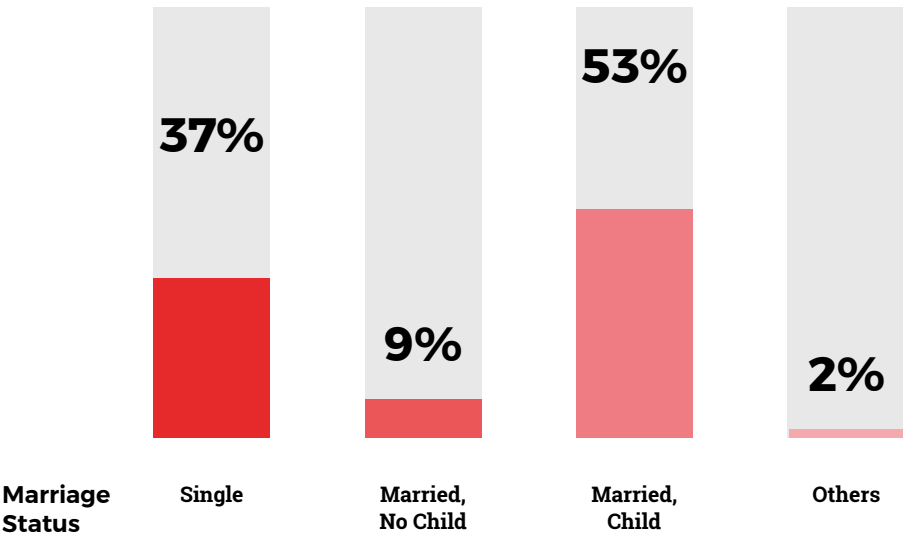


Image 1.4  
Marriage Status of Adventurers

## Adventurers are multidisciplinary students

As Adventurers love to explore and pursue many interests, they tend to be the people who believe that they can learn anything they want. If they are interested in a certain topic, they will find ways to learn it immediately: from YouTube, Wiki, Google, books, and other people. It may take some trials after they finally find what they want to focus on learning, but for Adventurers, the most important thing is to keep on trying new things, to expand their worldview.



I like to be known as an environmentalist, and I fell in love with nature long before I joined the entertainment industry. My love towards it started when I travelled with my family, and what sparked me was everywhere I go, I saw a lot of garbage on tourist sites and I think this must change. **After I joined Puteri Indonesia, it provided me with a bigger voice and stage to raise concerns and drive changes for a better environment."**

# Career Paths & Workplace Habits

## Exploration and freedom are core within an adventurer's career path

When it comes to career paths, what's important for Adventurers is freedom. They crave for some spaces where they can explore their imagination and limitless ideas. They need more than just a job, they need something to be passionate about. Adventurers are passionate experimenters and they are not afraid of making mistakes.

Occupation of Adventures

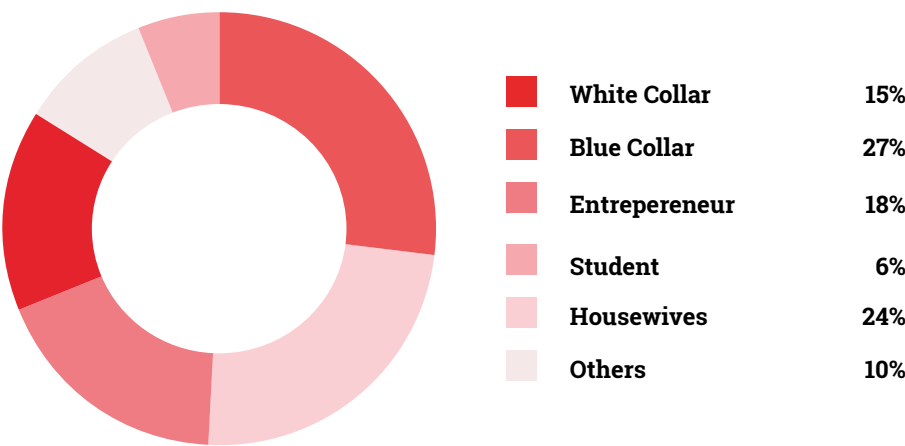


Image 1.5  
Occupation of Adventurers



### Adventurers and their ‘jastip / jasa titip’ side business

Adventurers are statistically more suitable to be entrepreneurs compared to other types of millennials, where 18% of them identified themselves as entrepreneurs, from micro to large. While employed, Adventurers are more likely to set up an online shop or ‘Jasa Titip’ as a side business compared to other millennials’ types. As Adventurers need the flexibility and opportunities for improvisation, they tend to seek a workplace that allows them to create new things without being judged. They want an environment where they can make mistakes and learn what’s working and what’s not. Adventurers also want to have space to speak their mind and be heard as they are very vocal. They demand to get fewer critics and more constructive feedback when it comes to doing their job.



## Media Consumption

### Adventurers are curious about the world

Essentially, they have a curious mind and they always ask questions and search for answers in their minds. What is that? Why is it made that way? When was it made? Who invented it? Where does it come from? How does it work? What, why, when, who, where, and how are the best friends of Adventurers. Also, they like to keep up with the latest information and be resourceful. Compared to other types of millennials, Adventurers consume content from diverse media platforms from online video platforms (60%), daily newspaper (39%), television (83%) and radio (32%).

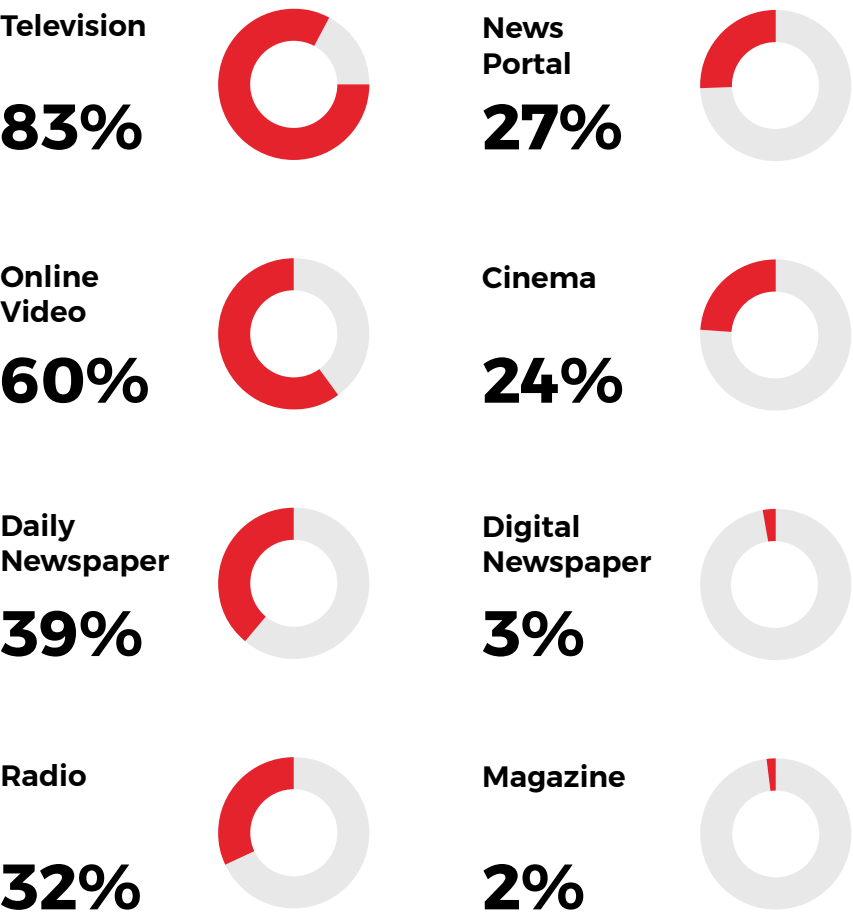


Image 1.6  
Media Consumption for The Adventurers

## Internet & Online Behaviors

### The internet as adventurers’ major source of productivity

Adventurers turn to the internet to boost their productivity, from using productivity apps, to planning using online maps & calendar to communicating through chatting apps. Adventurers are also highly engaged with social media and messenger apps to maintain relationships with their acquaintances.

As the types who always want to keep up with information, 78% of Adventurers used the internet to look up the news

or just to surf the internet and gain new knowledge. Mostly, the Adventurers spend around 4.3 hours per day to use the internet and on average, they spend around Rp 98.000,- for their internet usage per month - the second-highest money spender on the internet after the Artist type.

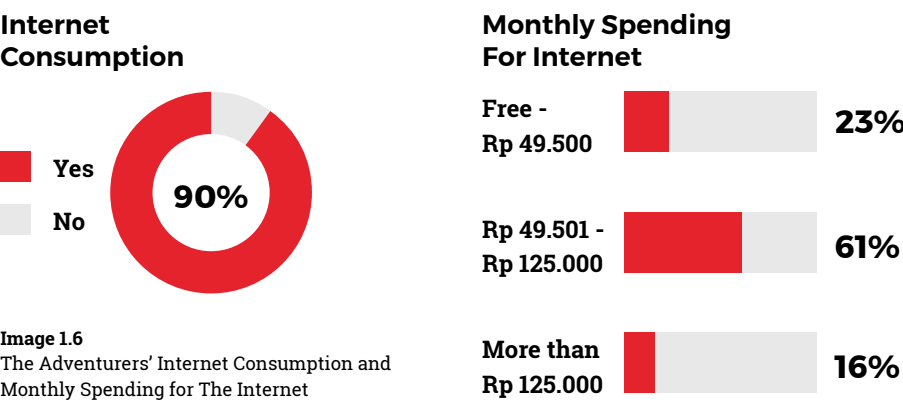


Image 1.6  
The Adventurers’ Internet Consumption and Monthly Spending for The Internet



Chepy Bennington (Traveller), based on an interview with IDN Creator Network (2019)

I think it’s important to have a passion in our lives and my passion is definitely to travel the world. It’s always fun and thrilling to be able to visit the places I’ve never been to as it gives me new knowledge and new friends along the way.

**I also think that it’s important to take action towards our goals, so passion is not enough, we also need to take action on it.”**

### Top 10 Internet General Usage

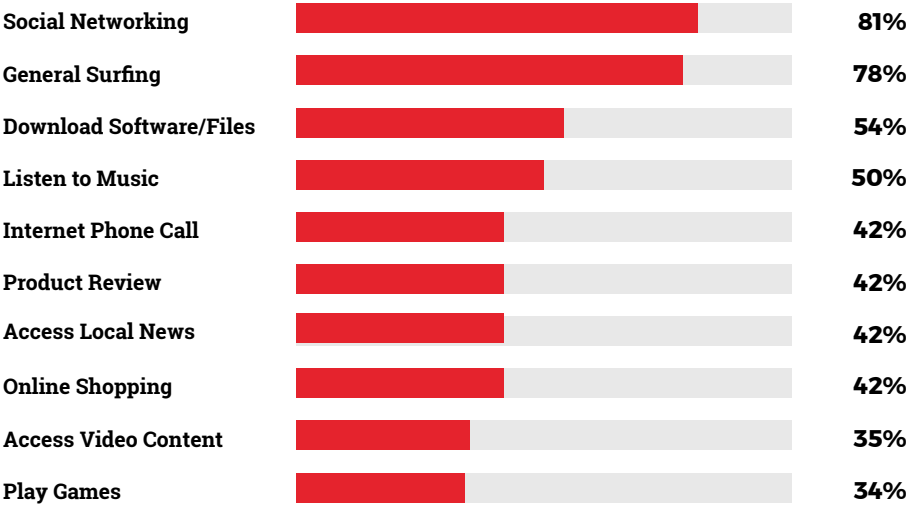


Image 1.7  
The Adventurers’ Top 10 Internet General Usage

### Adventurers and their high affinity towards on-demand online services

For Adventurers who are highly mobile in their daily life, on-demand services such as ojek online, food delivery service, and online shopping are crucial. As their mobility is high, ojek online is like their best friend whom they can always depend on. The Adventurer type is the second-highest type which is mostly using food delivery service on a daily basis, after The Collaborator. Their high intensity of using food delivery service is because of their tendency to pursue many interests at once, making them too busy to cook by themselves.

## Entertainment, Hobby & Recreation

### Adventurers energize themselves through travel or game

They see traveling (12%) as a stimulating experience where they can explore and learn many new things along the way. While others might travel for their annual silaturahmi trip during Idul Fitri, Adventurers also travel for leisure. When travelling for leisure domestically, they like to take the destination less traveled and less mainstream such as hidden beaches or colonial sites.

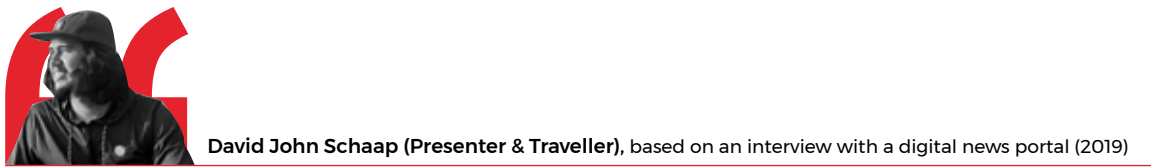
Adventurers play games (5%) to connect with friends for when they can’t meet them in person regularly, while also fostering a little fun and competition. The overall experience of competing with their friends and family is a good one and acts as a way to stay connected, even in Adventurers’ busy everyday lives.

### Hobby



Image 1.8  
The Adventurers’ Hobby





I always get my energy from nature, whether it’s from visiting the sea or the mountain. So, when I’m too burned out with my urban life, I always visit my friends in Bandung, Pelabuhan Ratu or Pantai Carita. **Nature is my stress-releaser.”**

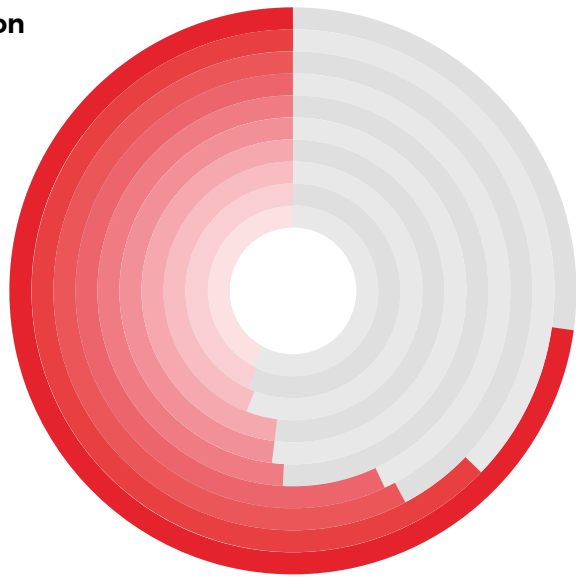
## Consumption & Shopping Behaviors

### Adventurers value speed in shopping

Adventurers tend to have the behavior of impulsiveness as they like to try new things immediately. They want to get the things they buy in an instant because they are easily excited about new things. Thus, when it comes to looking for a store, the convenience and availability of the products that they seek are more important than the price of the product itself. When they’re looking for a store, 73% of them are looking for its strategic location and 63% of them will consider its products stock.

As Adventurers are most likely to be impulsive and easily distracted by many new things, they are also one of the most types who are easily tempted by interesting promo. Adventurers tend to always want to get the things they buy immediately. They also don’t mind if they need to go outside their houses to go shopping. Thus, Adventurers are the most type of millennials who are still choosing to pay directly in the minimarket.

#### Consumption & Shopping Behaviors



Strategic Location	73%	Good and Interesting Promo	48%
Products Stock	63%	Modern and Cozy	48%
Complete Product In One Place	58%	Effective Display Products	44%
Product Variety	57%	Clean	43%
Price is Cheaper	49%	Good Customer Service	42%

Image 1.9  
The Adventurers’ Consumption and Shopping Behaviors

#### Attraction Towards Brands

##### Most Relevant Factors in Determining Brand Relevance



##### I’m The Best

- “I don’t follow the trends, the things that I use or wear needs to show that this who I am”
- Honestly speaking, if your mindset is that you want to be a winner, then you would not use brands that is considered a ‘loser’ brand right?”



##### Perceived High-Quality

- “Likes, stars, and good reviews are part of the game now. The more people like a product or brand, the more we trust about that brand”
- “What influencers and international stars use plays a big role. I just sort of feel like those brands are the best because I see it with the people I like”



##### Being Talked About

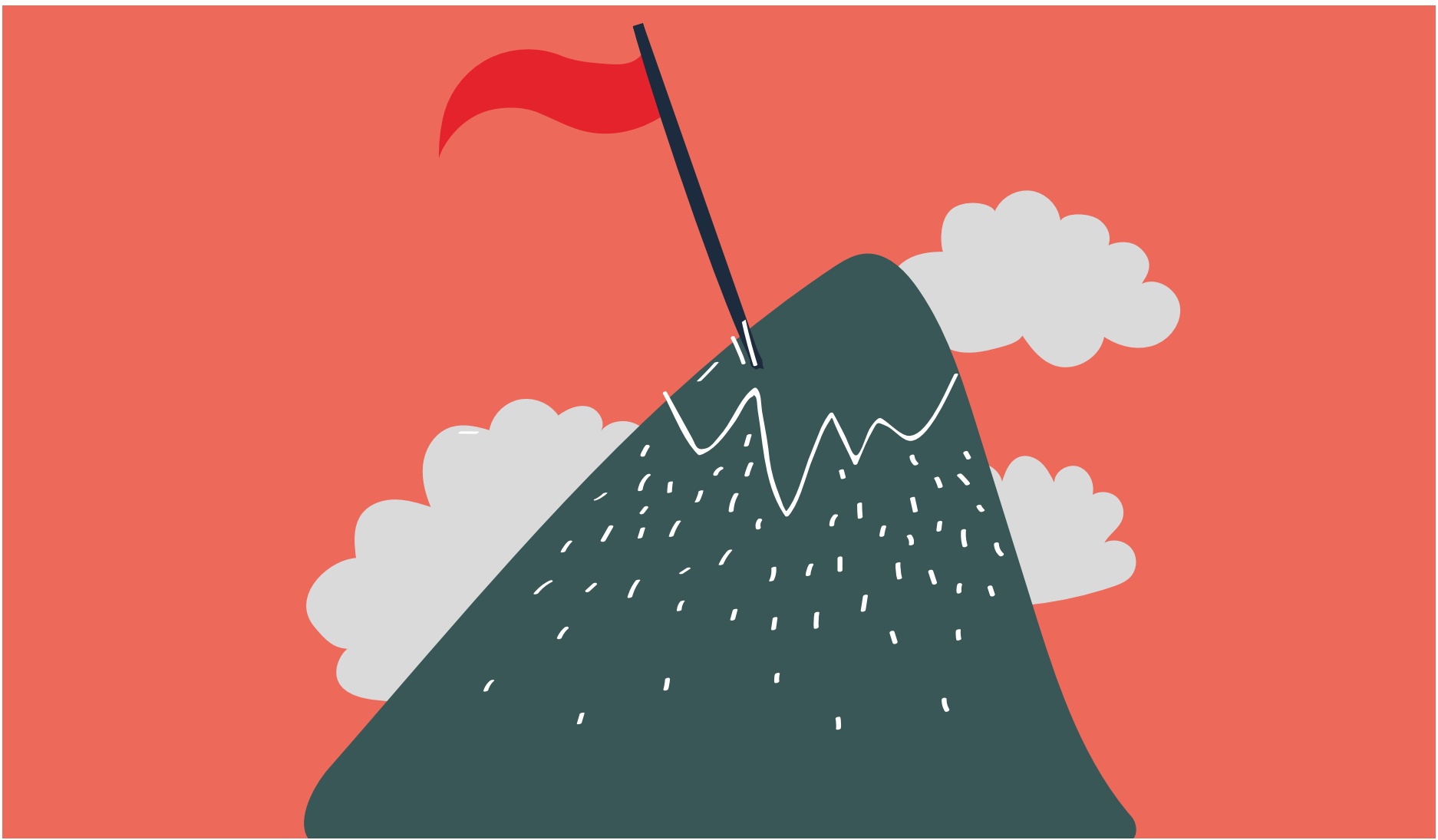
- “I don’t really care if people think what I am using is foolish, they just don’t know what the best is right now”
- “Getting likes on social media is important, anybody who says no is lying. You want to feel confident in the things that you have and how you present yourself”



##### Premiumness

- “Having other people see you eith expensive do matter, but it is more about me feeling like ‘I am at that stage’, you know? Like I just feel like I made it”
- “Price don’t lie, quality always come with price”

Image 1.10 The Adventurers’ Attraction Towards Brands



## Political Views

### Adventurers voice their opinions publicly and need to be heard

As the millennials who are vocal to share their opinions and ideas to others, the Adventurers tend to actively engage in political activities. They enjoy not only learning about the latest political news but also share their opinions publicly, even in social media. They also tend to have the willingness to persuade others to follow their beliefs and perspectives about particular political opinions. For Adventurers, the opportunity to be engaged politically and have a voice to be heard related to the country are highly important.

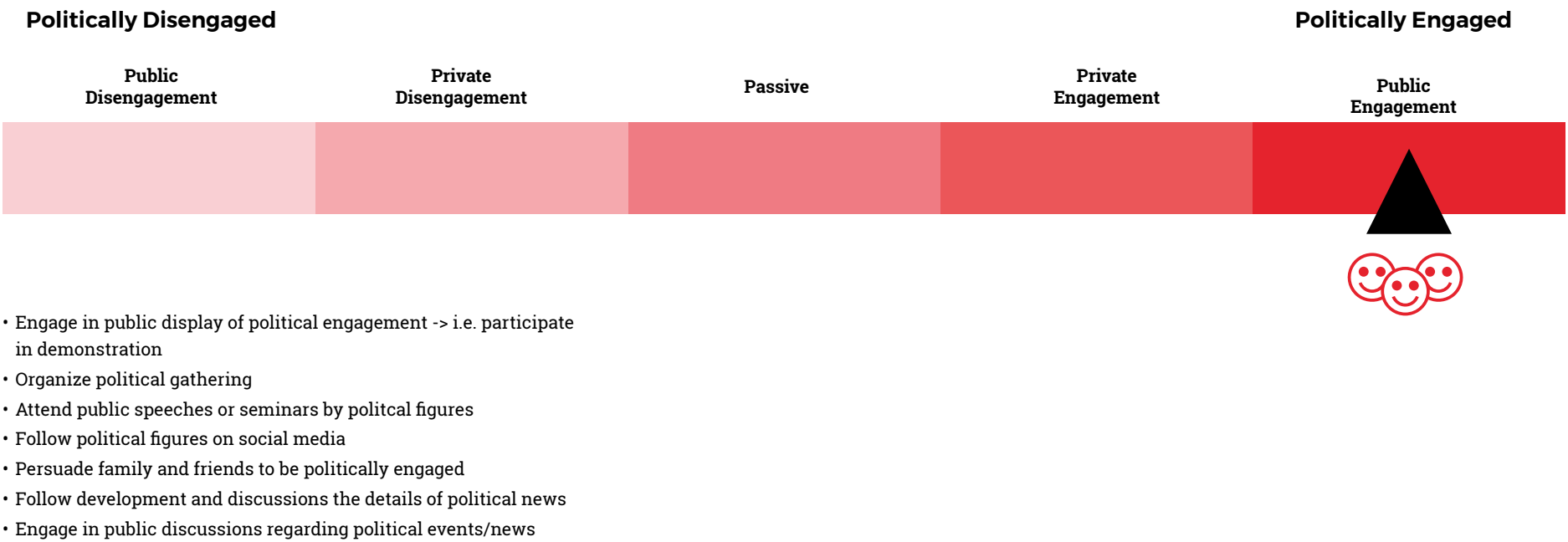


Image 1.11  
The Adventurers’ Political Engagement







# The Visionary

## Millennial Type 2

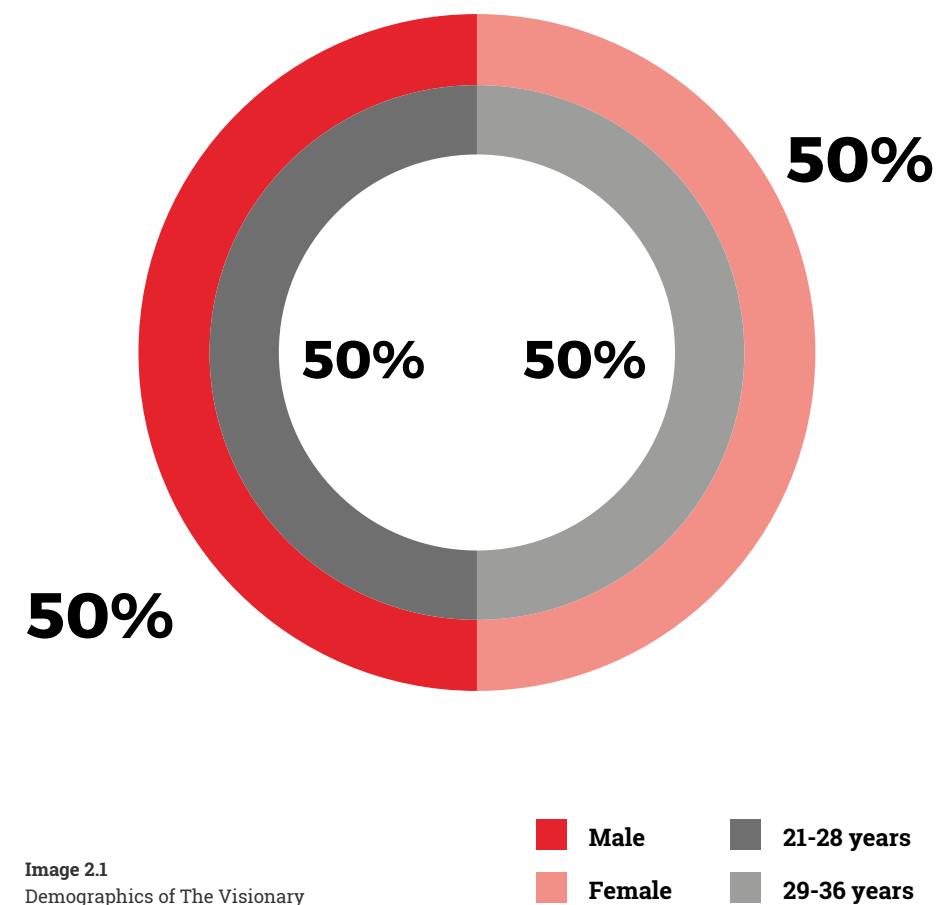


Image 2.1  
Demographics of The Visionary

**“Visionaries not only believe that the impossible can be done, but that it must be done.”**

**- Bran Ferren**

## Who Are They?

Born to empower other people around them, Visionaries are able to spot new opportunities and future possibilities. They are inspiring, charming, expressive, and driven to push the limits. Visionaries are the true realists as they are capable of taking concrete steps towards realizing their goals in order to generate a lasting positive impact for the society. This type tends to see helping others as part of their mission and purpose in life. Visionaries can often be found engaging or creating a community where they can share their values and ideas. They leap before they look, fixing their mistakes as they go, rather than sitting idle, preparing contingencies and plan B - the embodiment of *'tak ada rotan, akar pun jadi'*. Visionaries are very functional consumers where they purchase products or services that provide information (functional), reduce hassle (functional), or increase access (functional).

There are 14% of millennials with The Visionary type, with the equal proportions split between 50% male and 50% female; 50% junior and 50% senior millennials. When a Visionary is put in a position to make decisions, at times they will have serious doubts on whether they have made the right decisions or do the right thing. Nothing lights up Visionaries like creating practical solutions that can change or help improve the lives of others in a positive manner.

## Religions, Values, & Traditions

### Visionaries tolerate religion differences to achieve a unified goal

The mind of the Visionary is filled with countless goals to realize and ideals to be implemented. Thus, they will try to keep their beliefs private and act in a neutral way for the sake of achieving their goals which needs to involve the broader community. They are highly open-minded and tend to avoid the debate on personal beliefs because they are aware that it would disturb the cohesiveness of a peaceful community that they strive to build. If they are engaged in a religious community, they will be the ones who set the goals for the group, whether it's about the improvement of their house of worship or even the amount of attendees in their religious annual gathering.

### Visionaries value connections and honest discussions

Visionaries know that they can't implement their ideas by themselves and they need a solid team to achieve success. Thus, they are always able to connect with people with their genuine and honest way of communication. Visionaries will use their insightful opinions to ignite the motivation of their community and get the heart of each member of the group. For Visionaries, it is important to achieve success together as a team as their main goal is to positively impact society.

### Visionaries create innovations to achieve long-term goals

For Visionaries, who are constantly seeking new information, innovations are one of the main keys to solve any problems that exist when they implement their ideas. They think that innovation is more important than certainty and they will always innovate a new way of doing things. Visionaries tend to always be open-minded to new opportunities and possibilities and for them, knowledge and innovation can always solve roadblocks along the way.

Visionaries are most likely interested in creating their own business or startups. This is aligned with our survey that shows 69.1% of Indonesian millennials are interested in starting their own business.

Indonesian millennials love to hear success stories of young emerging entrepreneurs as it motivates them to achieve the same accomplishment. We can observe this phenomenon as by 2018, Indonesia was the 5th country which had the most startups in the world with more than 2 thousands startups across the nation.

### Visionaries are determined and passionate in pursuing their goals

When Visionaries believe that something is important, they will pursue that goal with a full force of energy and will put their focus on it. There is nothing that will distract them when they have set a certain goal, especially when the goal would be able to make positive contributions towards society. Visionaries' determination and passion drives others to recognize them as unique and talented individuals that stand out among their peers.

### Are You Interested In Becoming an Entrepreneur?

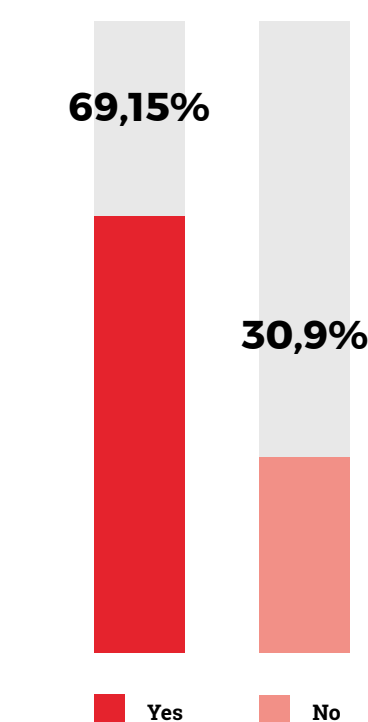


Image 2.2  
Indonesian Millennials Interest  
Towards Entrepreneurship



# Family Life & Education

## Visionaries are encouragers within their family

When it comes to their family lives, Visionaries value honesty and sincerity. They are also the ones who will bring out the flames to achieve the goals of each family member. For Visionaries, it is important to share their passion, interests, and beliefs with the family. Thus, the Visionaries tend to be encouragementists who often share insightful information to help their sisters or brothers' in achieving their long-term goals.

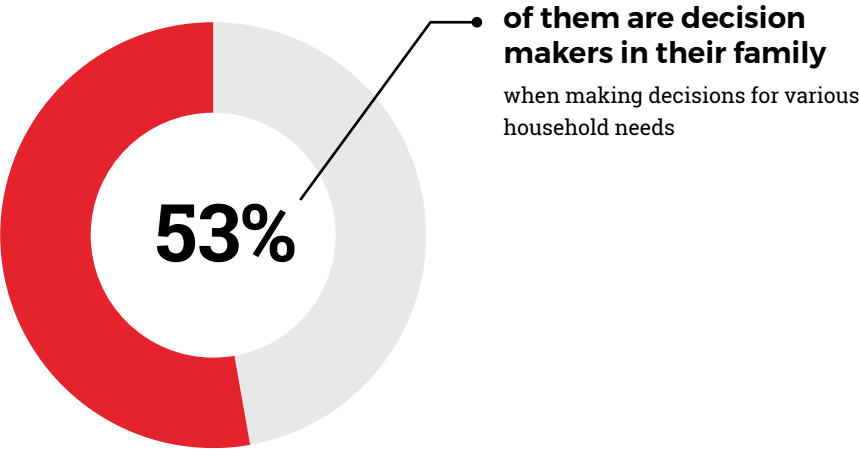


Image 2.3  
Visionaries as A Decision Maker in The Family

Visionaries' opinions are being respected and trusted within their families as they are able to turn their ideas into realizable actions. They are also decisive, which makes 53% of them being the decision-makers within their families. Visionaries are the ones who will give advice to their parents about their pension programs or which universities and majors that their siblings should take.

## Visionaries as parents: *'Becik Ketitik, Olo Ketoro'*

The sentence *'Becik Ketitik, Olo Ketoro'* which means those who carry out good deeds will be seen as good people, while similarly, those who carry out wicked deeds would be seen as wicked people, is the parenthood motto for the Visionaries. They want their children to grow up with a firm understanding of the difference between right and wrong. Visionaries want to raise children who are ethical, creative, but also kind-hearted. They will encourage their children to be independent and strive for their goals, whatever it takes. As long as the goals are aligned with giving positive contributions towards society, Visionary parents will always support their children to achieve it.

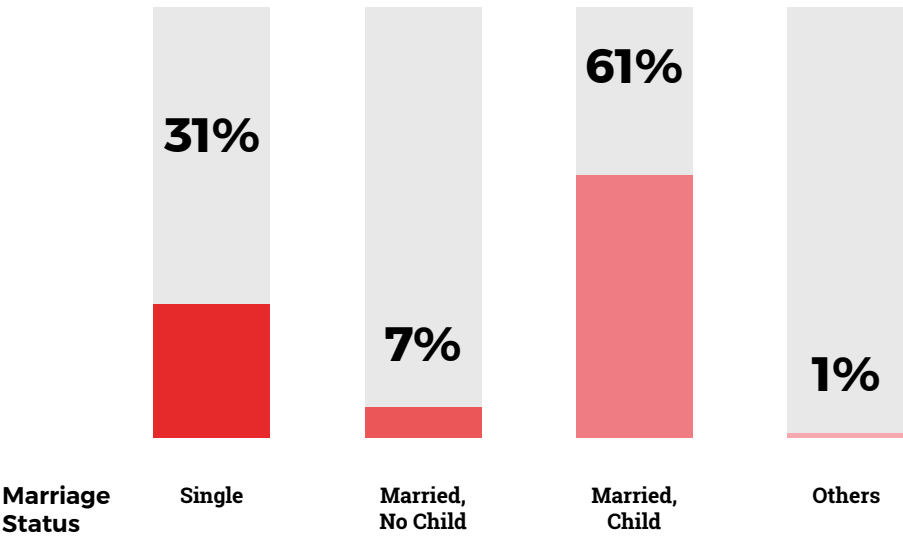
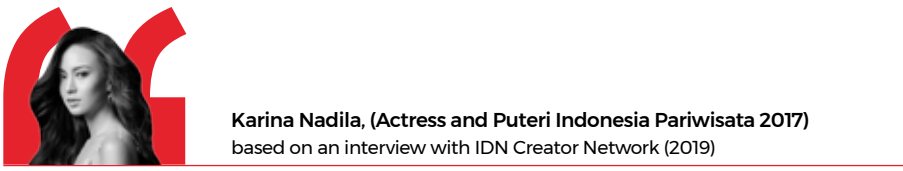


Image 2.4  
Marriage Status of Visionaries

The Visionary is the second-highest type that is still single after The Adventurer. Their richness of ideas to be implemented makes them fill their time with non-stop meetings, discussions, brainstorming sessions, or presentations. So, once they find someone who shares the same goals and values, they will immediately commit to that person and get married.

## Visionaries are straight-A students

Visionaries' determination and passion will usually make them as the students who will be in the first place in a marathon or even in a *'cerdas cermat'* competition. Once they put their focus on something, they will exert maximum effort and will do whatever it takes to reach that goal. Visionaries will also be those students who volunteer themselves to be in the student council, *'OSIS'*, or *'Badan Eksekutif Mahasiswa'*. They like to engage in the school organizations that are geared towards creating positive impact towards the progression of the school.



Karina Nadila, (Actress and Puteri Indonesia Pariwisata 2017)  
based on an interview with IDN Creator Network (2019)

I hope I can always spread awareness about the importance of education. I want every Indonesian childrens to realize that education is important because it is the root of everything; framework, logic and analysis. Education will help build our capability and help develop our potential. So, **I hope I can always give the awareness of education as it has the snowball effect: people who earn a proper education will bring a positive impact to their surroundings."**

# Career Paths & Workplace Habits

## Visionaries are innovators

Visionaries are more likely to find that most corporate career paths are not designed for them. Instead of working for someone else, many Visionaries often choose to create their own companies. Visionaries tend to be those startup founders which have the vision to solve society's problems or create positive impact for others.

Visionaries are found to be the second-highest millennials' type that are entrepreneurs (17%). They need to find meaning in their work and know that what they are doing will give positive contributions to others.

Occupation of Visionaries

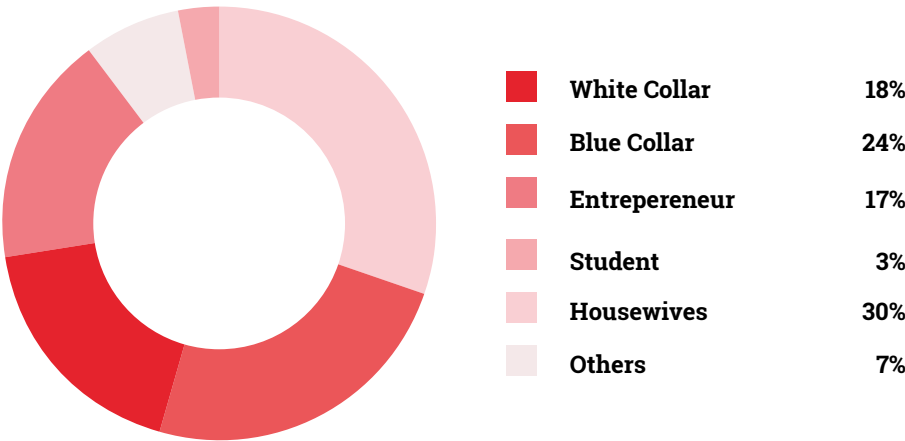


Image 2.5  
Occupation of Visionaries

## Visionaries as the MVP (Most Valuable Player)

When in a corporate setting, Visionaries tend to be the *'Karyawan Teladan'* or 'Employee of The Month' as they will always try to perform and give their best in everything that they do. They will also be the employees who highly support their colleagues to achieve personal Objective Key Results (OKRs) or will lend a hand in brainstorming and creating ideas when another teammate is preparing a major presentation for directors or customers. As Visionaries are also idealists, they will be more likely to respect their leaders who are open-minded and have the willingness to hear their countless ideas.





Dian Sasrowardoyo (Artist, Entrepreneur, and A Mother),  
based on an interview with IDN Creator Network (2019)

Right now, I am trying to give back to the society in the aspect of women empowerment and education through Yayasan Dian Sasrowardoyo which was officially established in 2011. I always think that no matter who you are, your actions must have a social impact on society, no matter how small or big your impact is. **You have to start somewhere and it's better to start small but early, and what you think is small might be significant for others.** Whatever ideas that you have, it's okay, just start!"

## Media Consumption

Visionaries always seek credibility behind every content they consume

As Visionaries are known for their insightful words and boundless energy, they will expose themselves to media content that is full of motivation and encouragement towards reaching their personal goals. Visionaries like to access platforms which provide them with various types of content as they enjoy exploring through multitude of information to gain different insights. Their ability to perform high-level critical thinking will also drive them to always access particular news/information from multiple sources to validate its credibility. Visionaries are also keen to watch new movies in the cinema as movies are one of their sources to gain inspiration. Visionaries like to watch TV (89%), online video (67%), and access news portal (28%).

Interestingly, Visionaries' creativity makes them the second-highest type who like to access online video, after The Artist. Their willingness to always be the problem-solver and innovator within their communities make them have the need to gain as many insights as they possibly can through any medium, including through online videos.

Television

89%



News Portal

28%



Online Video

67%



Cinema

27%



Daily Newspaper

23%



Digital Newspaper

2%



Radio

27%



Magazine

1%



Image 2.6  
Media Consumption for The Visionaries

## Internet & Online Behaviors

Visionaries use the internet to discover new trends and insights

Visionaries are high users of the internet as they are the second-highest type of millennials who are most likely to use the internet on a daily basis, after The Adventurer. They are constantly connected with the internet as they can spend 2 hours straight just to explore new information and insight.

Visionaries also have a strong desire to discover new potential trends, especially in gadget, fashion, and culinary destinations. Those information are most likely useful for The Visionaries to spot new opportunities and potential trends to be developed in the future.

Internet Consumption

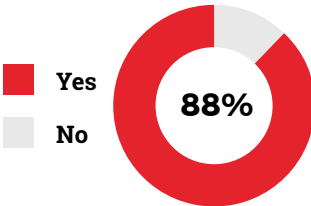
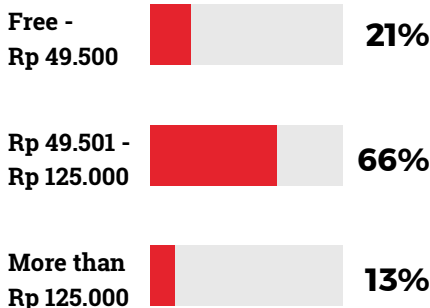


Image 2.7  
The Visionaries' Internet Consumption and Monthly Spending for The Internet

Monthly Spending For Internet



The Visionaries' desire to always keep up with the latest trends explains why they spend their time on the screen to surf the internet (90%) and connect to their social networks (71%). The Visionaries spend around 4.9 hours per day to use the internet and on average, they spend Rp 97.000,- for their internet usage in a month, which makes them the third-highest money spender on the internet after The Artist and The Adventurer type.

Top 10 Internet General Usage

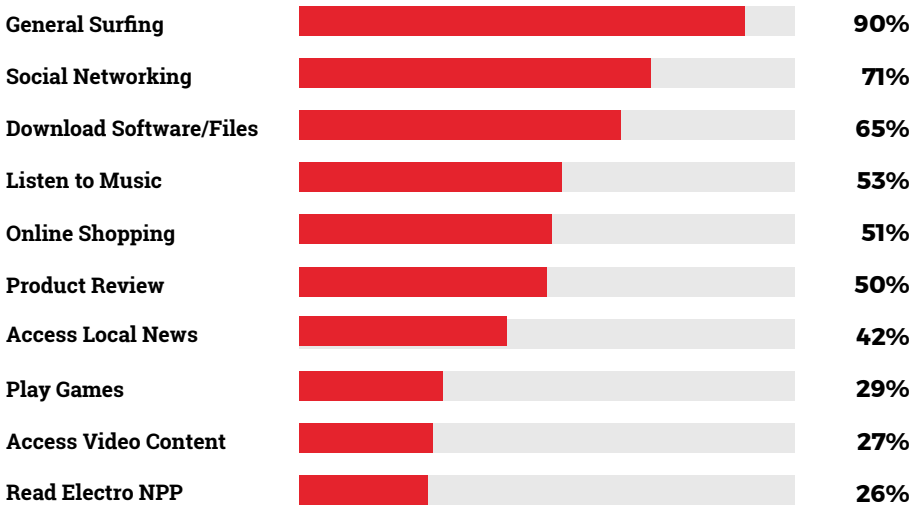


Image 2.8  
The Visionaries' Top 10 Internet General Usage

Visionaries believe and engage in social missions

As Visionaries' goal is to contribute positively towards society, they will also have the tendency to access online charity platforms such as *Kitabisa.com* or even sign a petition about an issue that they're concerned about in online petition platforms such as Change.org. From 2019 until present time, internet-based social movements such as online fundraising and petition are popular among millennials.



Windy Iwandi (Content Creator),  
based on an interview with IDN Creator Network (2019)

I do have concerns about the plastic waste issue, because Indonesia is one of the countries which contributed to many plastic waste. I am trying my best to reduce waste by bringing my own straws and a paper bag whenever I go. I also made a campaign called 'Berbagi Makan Ramai-Ramai' in my social media where I invite my followers to buy foods to be shared for the underprivileged people in their surroundings. **I always love brands or campaigns which contribute positively towards our environment and surroundings."**



# Entertainment, Hobby & Recreation

## Visionaries as main team players and cheerleaders

For Visionaries who are highly valuing the togetherness of achieving goals, doing sports which have the aspect of teamwork is their main hobby (32%). They will be a valuable teammate when it is time to set up a strategy to win over the games. If the team doesn't win, Visionaries will be the ones who cheer them up and remind them that losing a game doesn't mean a failure. They are the people who will ignite the flames when the team has started to lose its energy before the game ends.

Surfing the internet is their second-most favorite hobby (29%) as they feel the need to know the current trends to spot new opportunities and ideas. In comparison to other millennials' types, Visionaries are more consistently engaged to browse the internet. They're also watching TV, listening to music, and cooking for fulfilling their needs of gaining insights or just implementing their ideas in action.

Hobby

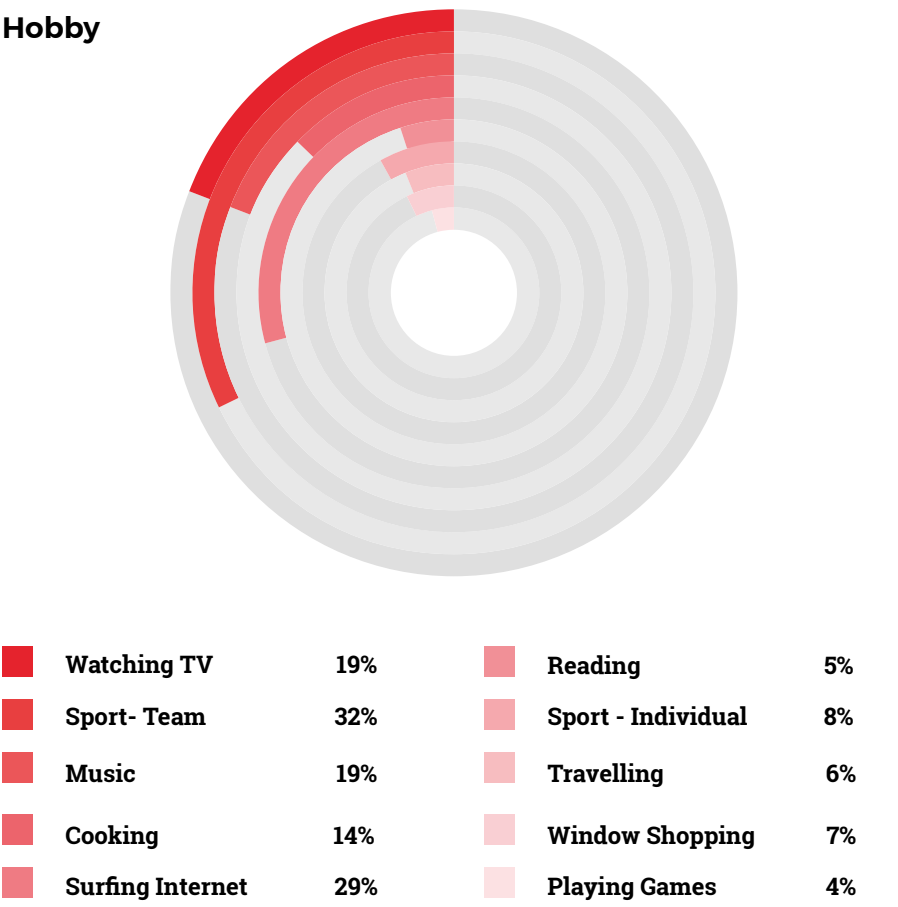


Image 2.9  
The Visionaries' Hobby

# Consumption & Shopping Behaviors

## Visionaries and their love to window-shop

Whether it's online or offline, Visionaries love to do window-shop before they decide to buy a particular product. As a practical problem-solver, The Visionary tends to choose a 'one-stop-shopping' experience, because they think that it's more practical. Thus, when they're looking for a store, they will consider its strategic location (80%) and the completeness of products (74%). When they shop online, they will also choose the Cash On Delivery payment method as it is more practical and guaranteed. Nevertheless, Visionaries like to window-shop through offline platforms as well and they prefer shops located strategically.

The Visionaries also ranks the highest within the different millennials' type who are regularly using courier service as they like to shop online as it is practical and fast. Their considerations of choosing an online platform to buy their products is based on the completeness of the marketplace's product directory. Thus, product availability is highly important for Visionaries when they're using a marketplace app or visiting a shop. Again, the main decision factor for them is practicality.

Consumption & Shopping Behaviors

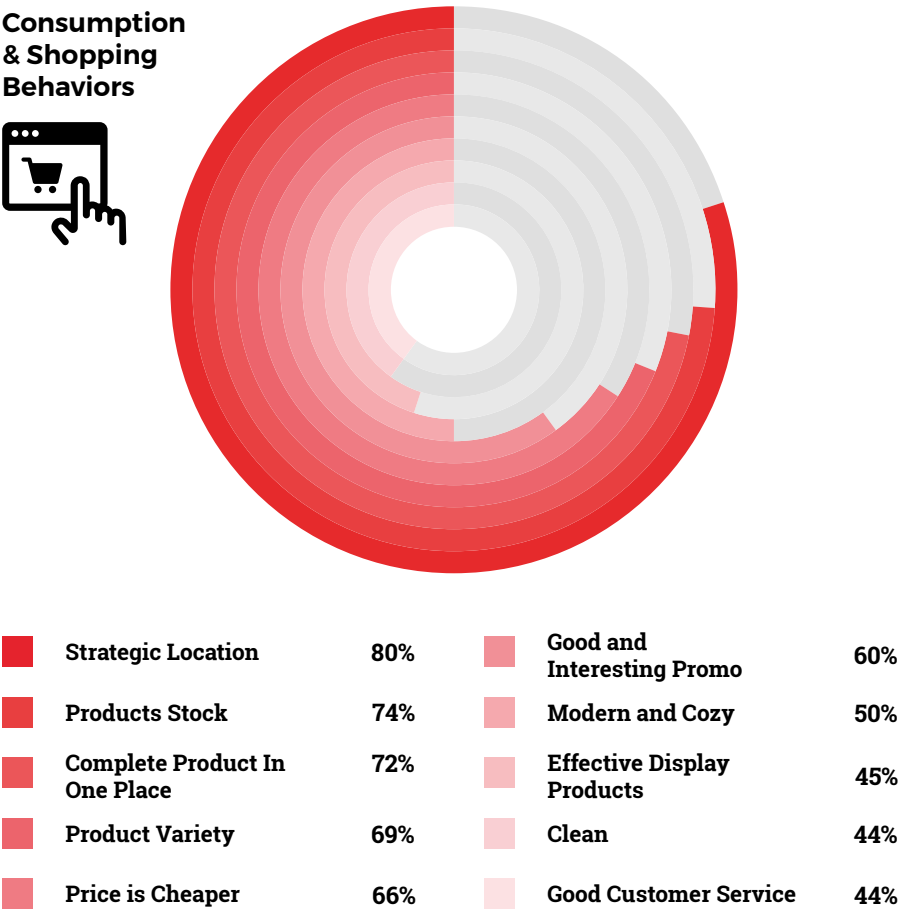


Image 2.10  
The Visionaries' Consumption and Shopping Behaviors

## Visionaries buy functions, not products

The Visionaries' tendency of being a practical problem solver is also making them only buy things which can solve their problems on a daily basis. They're not easily tempted by good promo or discounts; as long as they don't need the products, they will not buy it. The Visionaries consider themselves as smart consumers and are often picky, which means that they will always compare each product and buy the one which is most suitable for them.

Although they are picky, The Visionaries also like to buy products that are currently trending, as long as they can justify the need for it. The basic reason on why they buy a particular product is also driven by how they believe if more people buy it, the quality is even more guaranteed.

## Attraction Towards Brands

### Most Relevant Factors in Determining Brand Relevance



#### I'm a Smart Consumer

- "There's some much information out there, so there is no excuse for me falling into the trap of buying things that are not worth my money"
- "The best value for money I can get, if something is expensive, I expect the best possible quality from it"



#### Hidden Gems

- "There are a lot of popular brands that are not mainstream, and discovering those kinds of brands that offers great quality or innovative feature before anyone else feels great"
- "I also appreciate smaller brands who tries to do something differently"



#### Endorsed

- "It's not enough to just be well-known these days, I have to visible see that people are using that product and will vouch for its quality"
- "Products that are more popular not only assures its quality but it also means that it will not be perceived as weird"



#### Wide Utility

- "In terms of value for money, I tend to look at brands that can fit into various aspects of my life. So if it has a wide range of use, I think it has greater value for money for me"

Image 2.10 The Visionaries' Attraction Towards Brands

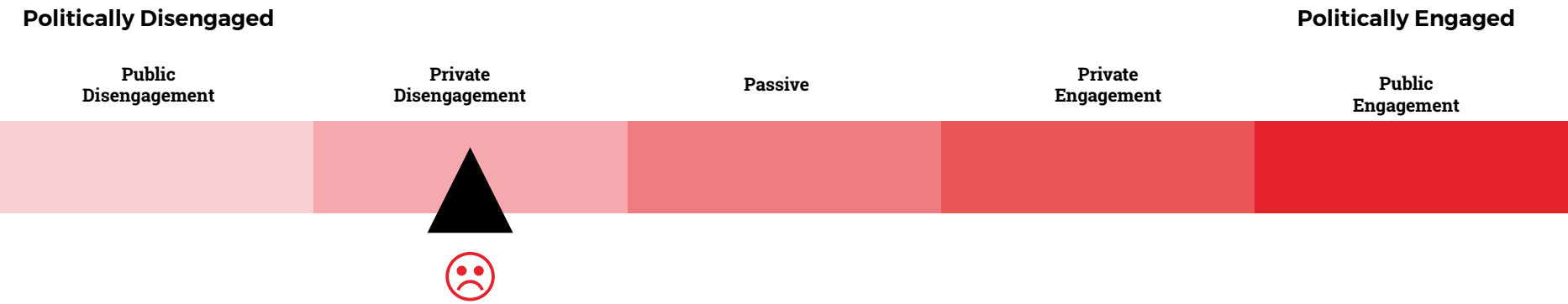
# Political Views

## Visionaries keep their political views private

When it comes to political views, Visionaries see it as part of their personal lives. Thus, they will not freely share their opinions about political views to their surroundings, unless it's aligned with their personal goals and passion. Their strong desire to stay focused on what they're heading to is more important than making themselves engaged in something which they're not passionate about.

Other than that, they see that being politically engaged in public will be a threat towards the cohesiveness of the

community that they build that will disrupt the process of achieving their long-term goals. The Visionaries love to give back towards the society in a meaningful manner. Thus, although they're not publicly engaged in political activities, they tend to always participate in political activities, such as the presidential election.

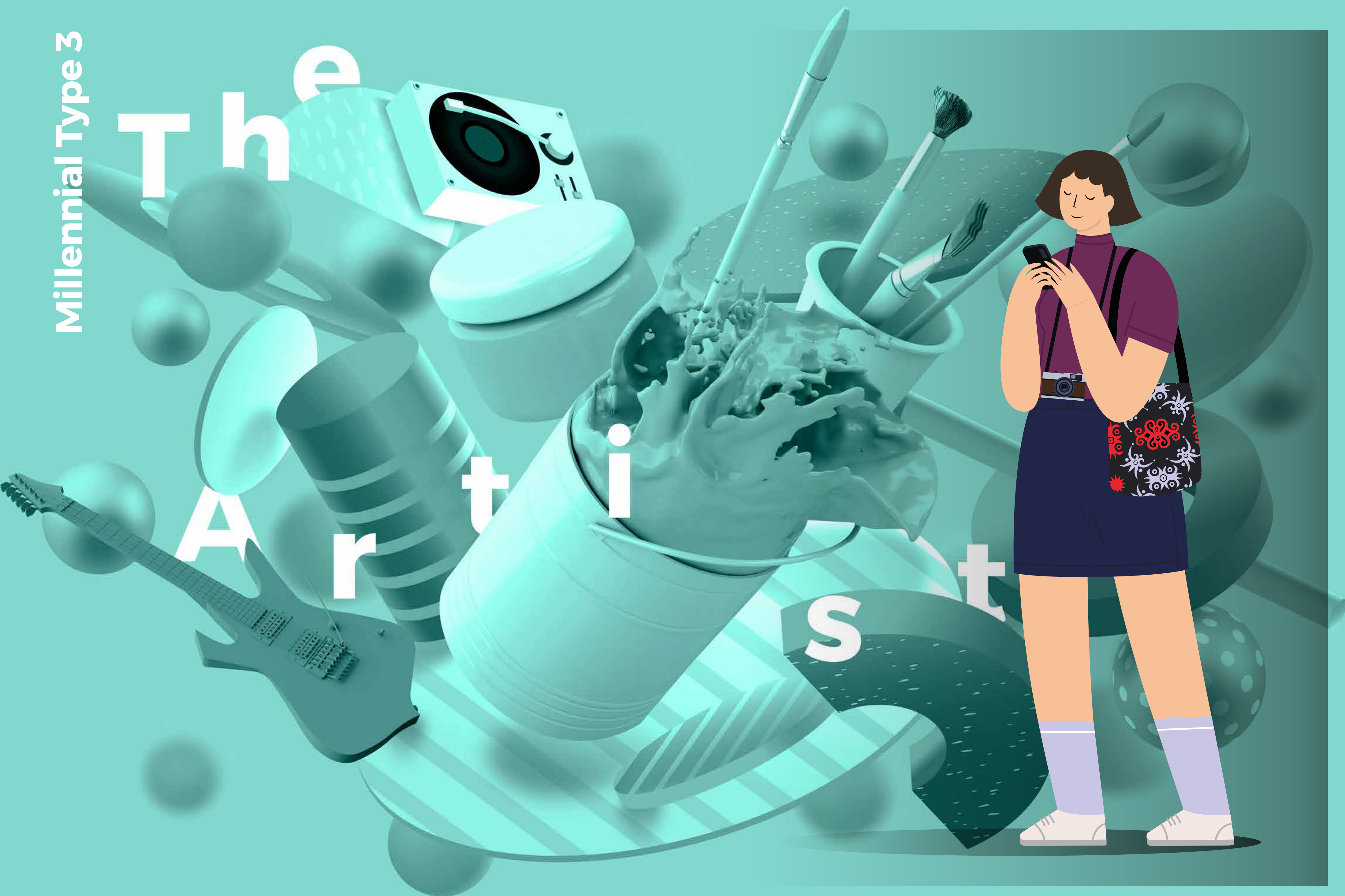


- Avoids news about political events or topics -> especially avoids news and discussions in social media
- Pays attention only for the main topics in order to remain somewhat knowledgeable in conversations
- Tend to avoid being involved in discussions with friends or family about politics
- Consider political news as distracting

Image 2.11  
The Visionaries' Political Engagement



Millennial Type 3





# The Artist

## Millennial Type 3

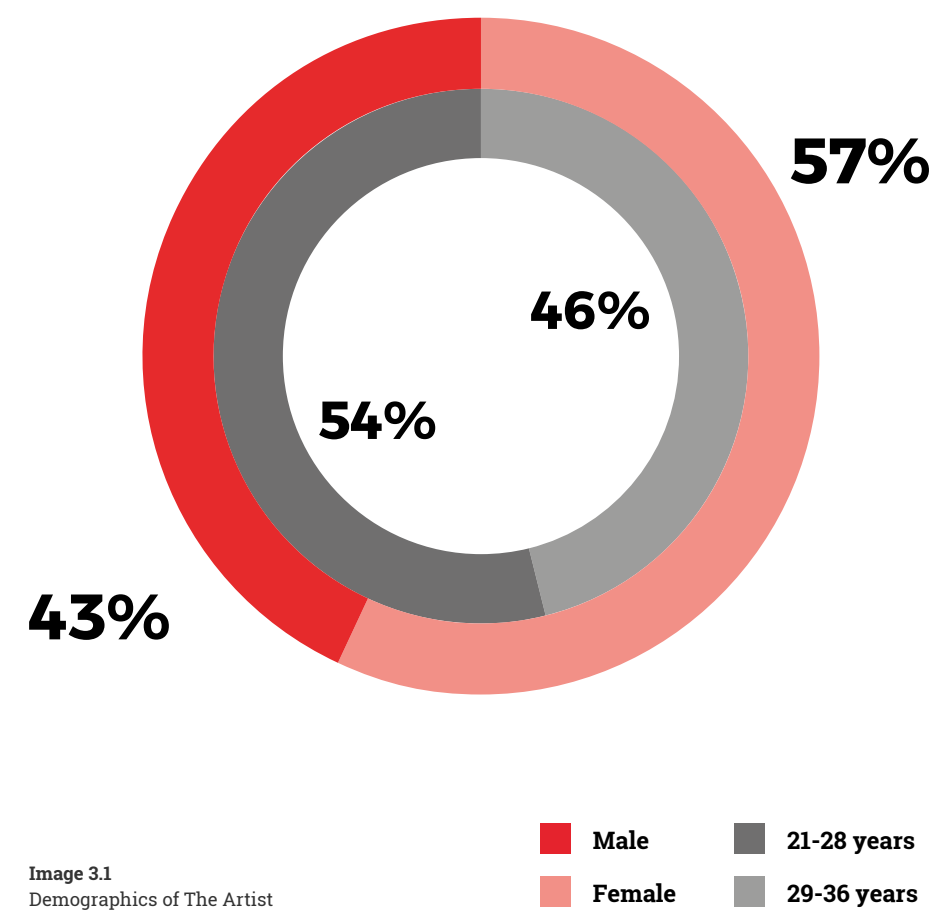


Image 3.1  
Demographics of The Artist

“Every child is an artist. The problem is how to remain an artist once we grow up.”

- Pablo Picasso

## Who Are They?

Artists are those with the ability to bring imagination and ideas to life. They have strong desires to express themselves through their work. Although Artists tend to work best by themselves and crave independence, they see value in creating something which speaks to others who see, hear, or sense it. Artists usually have a strong aesthetic orientation and they do not follow the general crowd; they like to be unique and stand true to who they are. This creates a sense of spontaneity, making Artists seem unpredictable, even to their close friends and families. They use aesthetics, gut feel, and design to make choices and actions to push the limits of social convention - the embodiment of *‘air tenang menghanyutkan’*. As consumers, they buy products with strong authentic stories and choose form over function.

Among Indonesian millennials, 11% are Artists with 57% of them female, and 54% of them within the junior millennials category. Artists are the true creatives as they possess the talent to create works that inspire others and provide new ways of seeing the world. As they are fueled with the desire to constantly create, they tend to be creators; making them the true seeker of creative freedom.

## Religions, Values, & Traditions

### Faith is a part of the artists' inner expression

Artists live in-between their inner and outer worlds as they tend to have the desire to express their inner world. For them, religious activities are one of the ways to express themselves as an individual. Thus, they are not afraid to speak their minds about their beliefs or their religion publicly. They respect religious differences and they recognize the balance between outwardly speaking about their individual beliefs and still maintaining harmony within the society. Religious belief often becomes the source of inspiration for these Artists' creations.

### Artists are highly ethical driven by an ingrained principle of *‘Sopan Santun’*

Although Artists tend to have a strong willingness to be themselves, they are not ignorant towards their own community. The Artists express themselves freely, but they are highly ethical and have a firm principal of what's considered as right or wrong within society. Artists highly value *‘tata krama’* as it propels harmony within their society and view it as beautiful. Artists also show strong enthusiasm towards local arts that depicts moral values, such as *wayang*, the story of *Ramayana*, or *kain batik*.

### Artists and their sense of *‘Gue Banget, Nih!’*

Artists prefer to work by themselves as they view individuality as part of their freedom of expression. They believe that by creating something individually, they will express their own voice more authentically and create a sense of *‘Gue banget, nih!’* Thus, others will have the tendency of recognizing The Artist as someone who has a unique point of view that stands out among the crowd.

### Artists are risk-takers when necessary

For Artists, the ability to express themselves to the fullest is paramount. Thus, they will take risks and go outside of their comfort zones in order to fully channel their creativity. They will try new things to challenge themselves artistically, such as doing pottery, trying to do hand lettering, or even doing *‘mbatik’*. Artists are one of the millennial types that are prone to take risks, including changing their career paths. According to our research, the ideal length of working period in one company for millennials was only 2–3 years.

The Artists, like most millennials, frequently change jobs but will definitely stay in a company which offers them a great opportunity to grow in terms of self-development as millennials are keen to learn new things.

### The Desired Length of Staying in a Company (%)

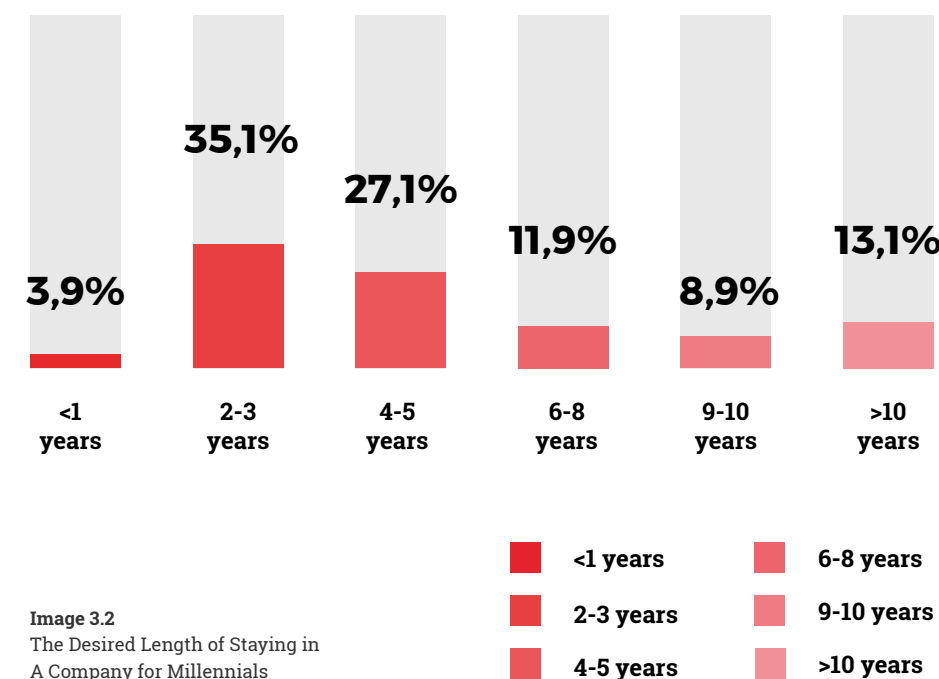
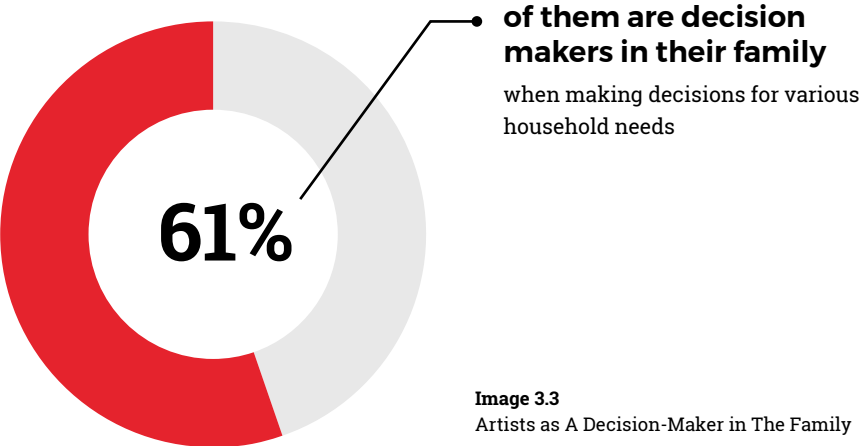


Image 3.2  
The Desired Length of Staying in A Company for Millennials

## Family Life & Education

### Artists are the most authentic person in their family

Artists want to be accepted as they are. In a family setting, they like to be appreciated for their independence and autonomy. Although they value individuality and will voice their opinion, they foster deep emotional connection with their siblings or parents.



61% of Artists are the decision-makers in their family as they like to be involved in deciding family’s future plans. As Artists are equipped with strong aesthetic understanding, they become the go-to person to consult with when a family member wants to repaint the walls, change the furniture, or redesign the layout of the living room. Thus, their strong aesthetic sense makes their opinions are being truly considered within the family.

### Artists as democratic parents

When it comes to parenting, Artists will give their children the freedom to be who they want to become. They will give the children the opportunity to do whatever they want, as long as they will be responsible for the choices that their children choose. Relaxed, open-minded and flexible, Artists expect their children will use their freedom wisely and encourages them to explore and experience new things. Among the other millennial types, The Artists are found to be the second-highest type that is mostly married with children.

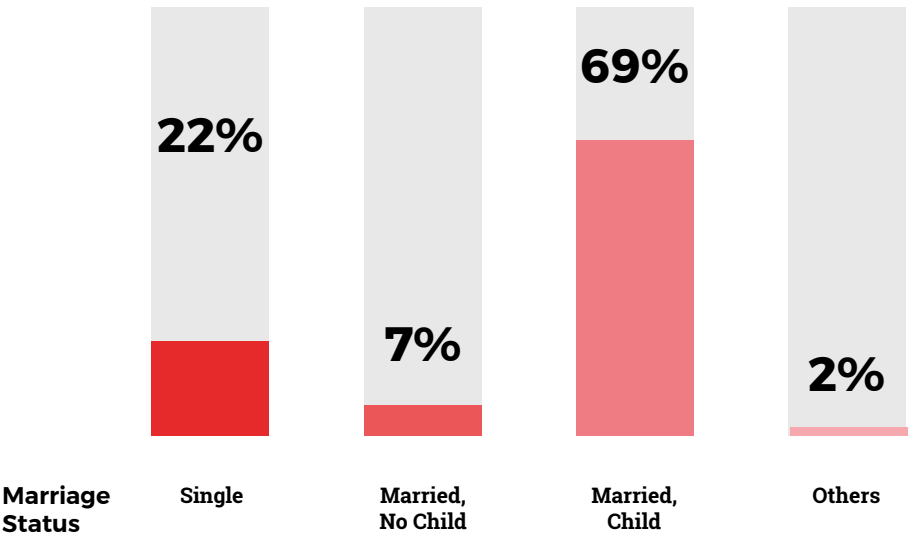


Image 3.4  
Marriage Status of The Artists

Artists will get married when they have found ‘the one’ who can accept who they truly are as a person. Although Artists like to keep their feelings to themselves, their feelings actually run deep and strong. Thus, being able to have constant heart-to-heart open discussions about feelings with their partner is an important aspect for The Artists in romantic relationships. It is also vital for Artists to set expectations early on in the relationship as they want everything to be clear before they commit to a serious relationship. Artists value their partner’s point of view in everything as they accept people as they truly are.

### Artists are ‘gifted’ students

As a student, The Artists pursue what’s interesting for them and will study that particular topic passionately. They want to be appreciated for creating their own artwork that might be different from the initial task that the teacher has instructed. Thus, The Artists are unique students who also will share their unique points of view in front of the class. Although they don’t always like to be the center of attention, they have a strong desire to express themselves to others.

## Career Paths & Workplace Habits

### Creativity is the most important thing

The Artists have their own ways to express themselves. Thus, they will tend to choose jobs that allow them to be themselves or give them freedom to pursue their passion. For them, a problem can be solved in many ways and they believe that their ideas can contribute towards the success of the company that they work in.

Artists are found to be the highest millennials’ type that has the occupation as housewives (43%) compared to other types as they believe that they can express themselves more outside of the corporate setting. If The Artists do not work in a corporate setting, they will mostly be found in their own design studio, working as a freelance writer, or in front of an empty canvas that is ready to be painted.

### The artist’s ‘Teng-go’, and unique way of working

As a colleague, The Artist tends to be quiet and reserved as they usually need their own physical space. Recognizing The Artist’s unique perspective and gifts can lead to extraordinary results for the company. They don’t like strict rules, fixed guidelines, and formal agreements as these factors create boredom and stifle Artists as they will be constrained to explore themselves freely. Thus, they are the ‘Teng-go’ employees as when the clock hits 5 PM, they will immediately leave the office as they usually have creative things to do after office hours at home.

Occupation of The Artist

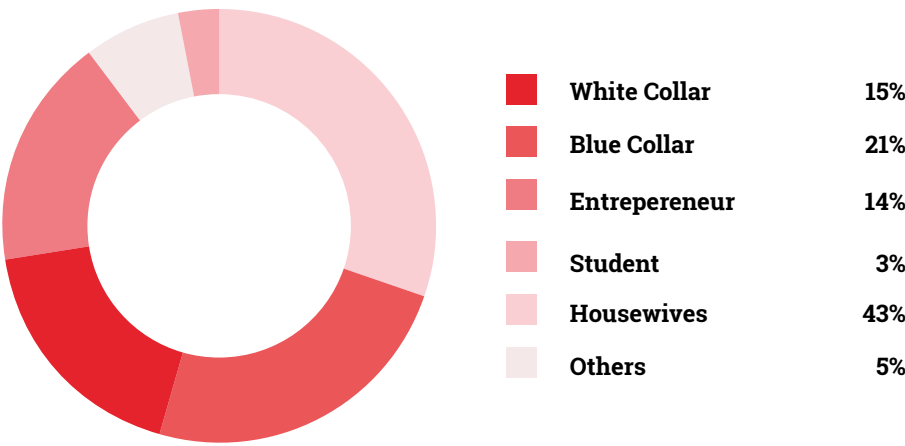


Image 3.5  
Occupation of Artists

## Media Consumption

### Artists continually seek inspiration

The Artists tend to be drawn to content that stimulates their thinking and imagination. Either from watching TV (97%), online videos (76%), or reading news from the daily newspaper (27%) or news portal (22%), they tend to spend time gaining understanding on a certain topic in order for them to create and formulate their own unique opinions. They are also looking for inspiration from the content that they consume. They will also be interested in visually well-designed posters or content as they are drawn to images that possess a high aesthetic value.

Interestingly, The Artists’ creativity makes them rank highest among the Millennial types on consumption of online video. They view online videos frequently as videos have become a source of creative inspiration. The Artists also like to watch video advertising as it sparks new ideas for them.

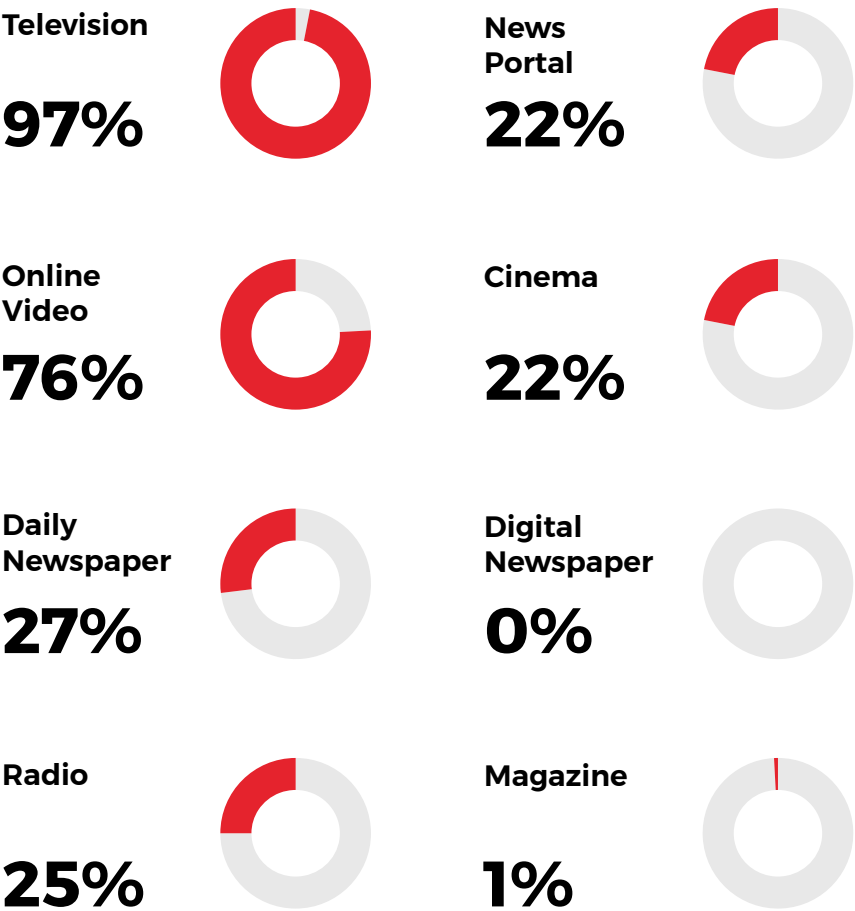


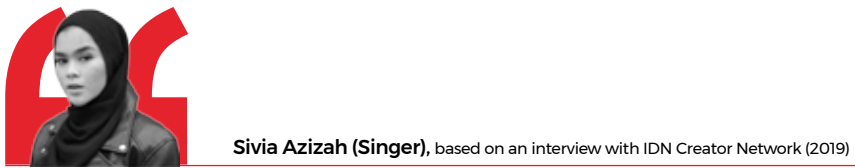
Image 3.6  
Media Consumption for The Artists



Marchella FP (The Author and Founder of Generasi 90an, NKCTHI, and KTBB), based on an interview with IDN Creator Network (2019)

My role model is my family. My dad is an entrepreneur, my mom loves art, and my siblings love to draw and write. I am the byproduct of the intersection of my family’s love of art, skill to draw & write, and spirit of entrepreneurship.”





Sivia Azizah (Singer), based on an interview with IDN Creator Network (2019)

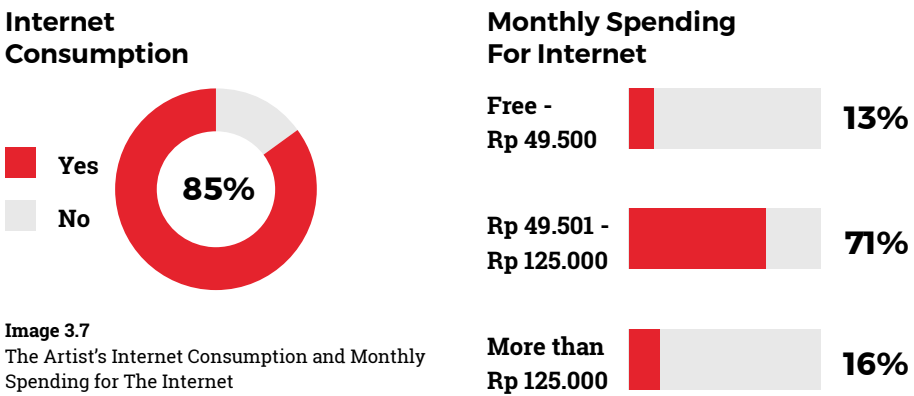
I always create my artworks based on my own experiences. Other than that, I always seek inspiration from seeing the success stories of many musicians from Indonesia and internationally. I think it’s important to know and learn from their process so we can reverse engineer and apply it in our life. That’s why **I always enjoy the process of creation.”**

## Internet and Online Behaviors

Artists find inspiration everywhere, especially n the internet

Artists are the third-highest users of the internet, after The Adventurer and The Visionary. They are heavy users of Mobile Data as they do not only gather information from text, but prefer more visual forms of data such as images and videos. Visual contents are highly interesting for them to gain insight and inspiration.

When Artists are highly curious about a certain topic, they will dive deep in research until they feel satisfied with the knowledge that they have gained. Often, this learning process and new insight fuel them creatively to create something new elevated with their limitless imagination.



The Artists use the internet mostly for social networking (88%) as they also like to gain inspiration from their friends and from the highly aesthetic feeds of Instagram influencers. Artists spend around 3.4 hours per day when they use the internet and on average, they spend Rp 101.000,- for internet usage in a month.

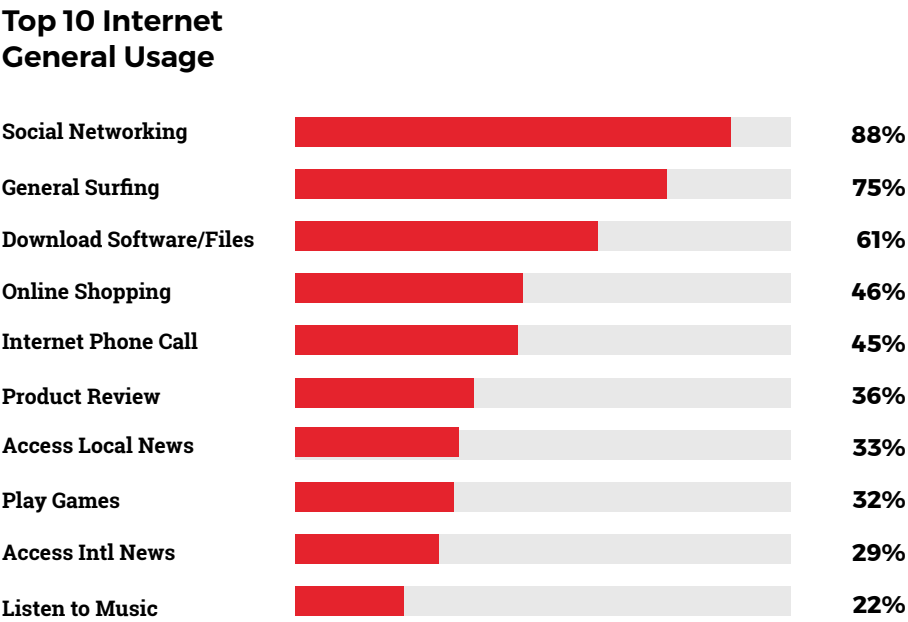


Image 3.8  
The Artist's Top 10 Internet General Usage

Artists and their need to reach sources of inspiration at arm’s length

The Artist is the highest millennial type that access the internet through their smartphones (94%) among the other millennial types who use other gadgets, such as laptops, tablets, or computers. As finding inspiration is one of The Artist's basic needs, they will make sure that they can access a multitude of information on their hands at any time. This is in line with the finding that elaborates on why the Artists’ Mobile Data spending ranks the highest among other millennial types.



Naela Ali (Author and Illustrator), based on an interview with IDN Creator Network (2019)

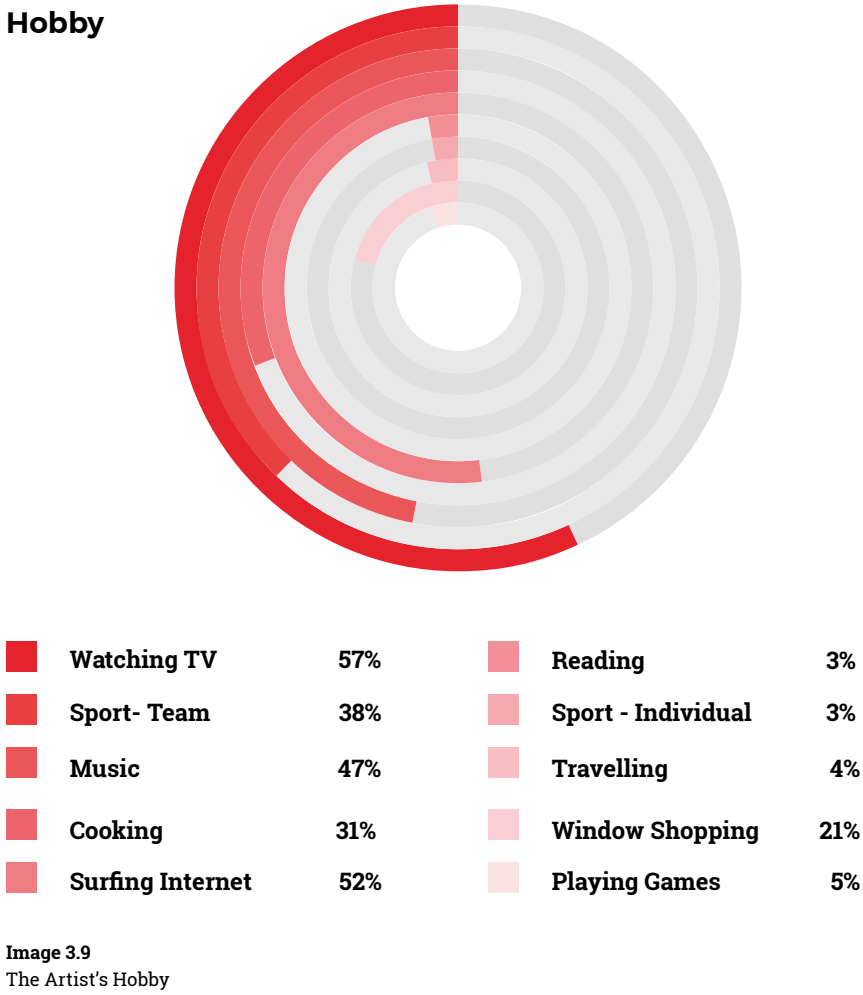
I always get inspiration from observing things that happen around me. From the movies that I watched, songs that I heard, until random conversation with strangers that I encountered. **For me, inspiration is all around us and all we have to do is just to feel it. But, it’s also important to take a rest.** When I’m stuck and can’t get any ideas, I will give myself some time to take a rest and do other things, such as watching movies, reading books, or just taking a good nap. Then, when I feel a lot better, I will start to create my artwork slowly.”

## Entertainment, Hobby & Recreation

Artists are flexible and relaxed

Artists spend a lot of time engaging in various different activities. They believe that a wide variety of activities will further stimulate their minds and gain fresh insights. Artists also carry out assorted activities just to wind down, chill, and relax. They like to just lay down and listen to music, particularly to song lyrics to find the meaning behind them. Artists know how to relax and use their time to enjoy life which is essential to gain creative inspiration.

Artists prefer the activities that actively engage their different senses such as watching TV (57%), surfing the internet (52%), listening to music (47%), doing sports (38%), and cooking (31%). For Artists, it is important to immerse themselves in activities that would be able to invigorate all their senses in order for them to be truly energized and gain fresh ideas that will positively influence their work.



# Consumption & Shopping Behaviors

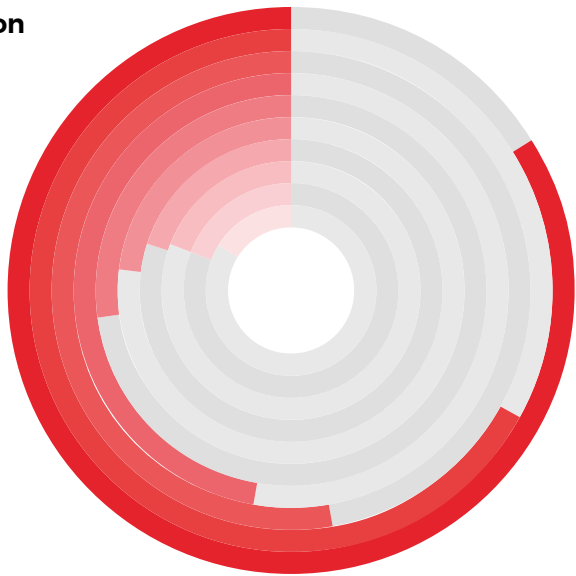
## Artists enjoy window shopping aesthetically-pleasing products

The Artists prefer visual experiences and purely enjoy viewing items that are rarely well-designed. Hence, they really enjoy window shopping. Artists want to keep up with trends and want to view aesthetically pleasing products directly in front of their eyes.

When it comes to choosing a store to shop at, its strategic location is the most important thing for The Artists to consider (84%). As they are also up-to-date with current trends, they also prefer to visit a single store with access to a complete set of products (67%).

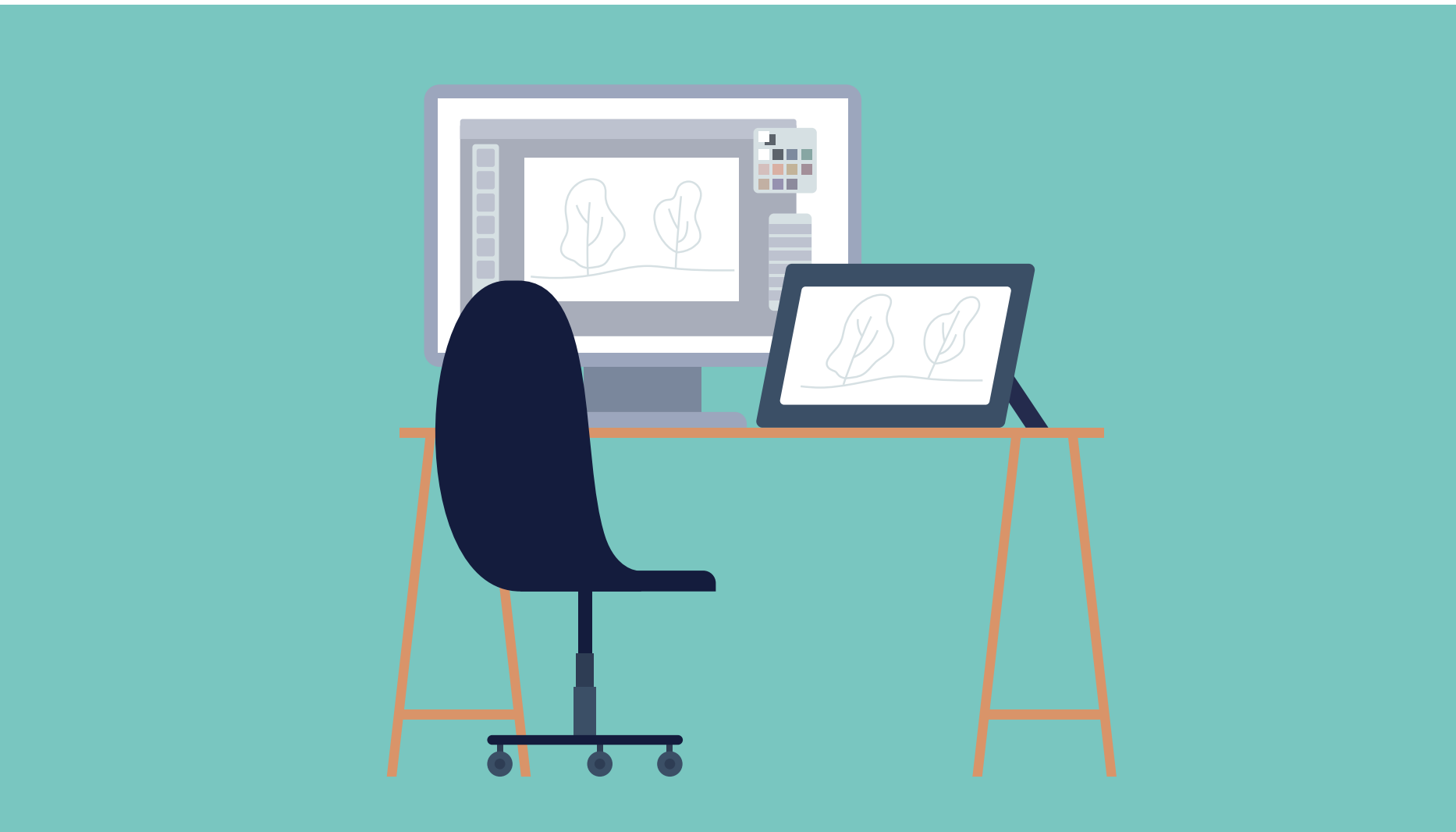
When it comes to online shopping, Artists prefer to choose the Cash On Delivery payment method as they value guaranteed and practical shopping experience. As they engage in various activities, they are also active in using ojek online to go to different places.

### Consumption & Shopping Behaviors



Strategic Location	54%	Price is Cheaper	23%
Complete Product In One Place	67%	Modern and Cozy	20%
Product Variety	53%	Effective Display Products	19%
Products Stock	47%	Spacious Parking Space	19%
Good and Interesting Promo	27%	Good Customer Service	16%

Image 3.10  
The Artist's Consumption and Shopping Behaviors



## Artists don't buy products, they buy stories

Artists like to find meaning and inspiration in anything that they buy. So, the story of the products matters. The Artists buy products because of its functionality and the story behind it. This is in line with why Artists love to watch online videos, as they constantly seek interesting stories. Once they fall in love with the story of a product, they will consider buying it.

Other than a product's story, Artists also buy something which is practical and functional. They will prioritize buying products which they really need at the moment and items that they will be able to use often. Artists do not view product brands as an influencing factor that will determine their purchase decision.

### Attraction Towards Brands

#### Most Relevant Factors in Determining Brand Relevance



#### Priceless Story

- "What the brand is does not really matter.. but it has to matter to me. What I did when I found that product, what I used that product for, you know, things like that. It makes the stoy matter"
- "It's kind of sentimental, so I can't put a price on it, the value means so much more to me personally".



#### Brand-less

- "Actually, to be honest the less visible the brand is the better it is for me. I think it is too much of a show-off when a brand is very visible"
- "I prefer for a good quality product that looks well-made without the price of those expensive brands"



#### Practical

- "I don't need too many things in my daily life, so I prioritize thing that I actually can use everyday and has many useful functions for me"
- "A smartphone is the ultimate utility tool for me, but even then there are brands of smartphone that is more focused of productivity and I think those are better products overall"

Image 3.11 The Artist's Attraction Towards Brands

# Political Views

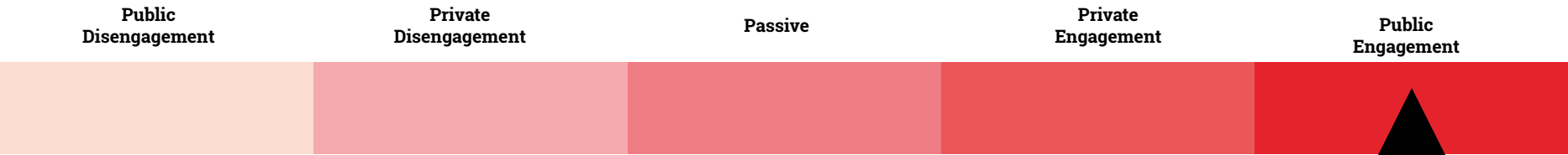
## Artists' unique political views

Artists value freedom of expression, including in the political arena. They have unique opinions about politics and they express it freely in public or via social media. Thus, they are one of the millennial types who are actively and publicly engaged in political matters.

Artists will be brave enough to give their unique opinions about the news which is related to the current political state. They will also keep themselves updated with current political news as it makes them constantly aware of what is happening in their surroundings. What matters for them is the freedom of expression to give their unique point of view about all types of subjects, including sensitive matters concerning politics.



### Politically Disengaged



- Ensure understanding of current political news and events
- Able to clearly express their own thoughts and opinions about the matter at hand
- Express their opinion in public platform
- Attempt at communicating a unique and personal perspective on the political matters and news taht affects them

Image 3.12  
The Artist's Political Engagement





# The Leader

## Millennial Type 4

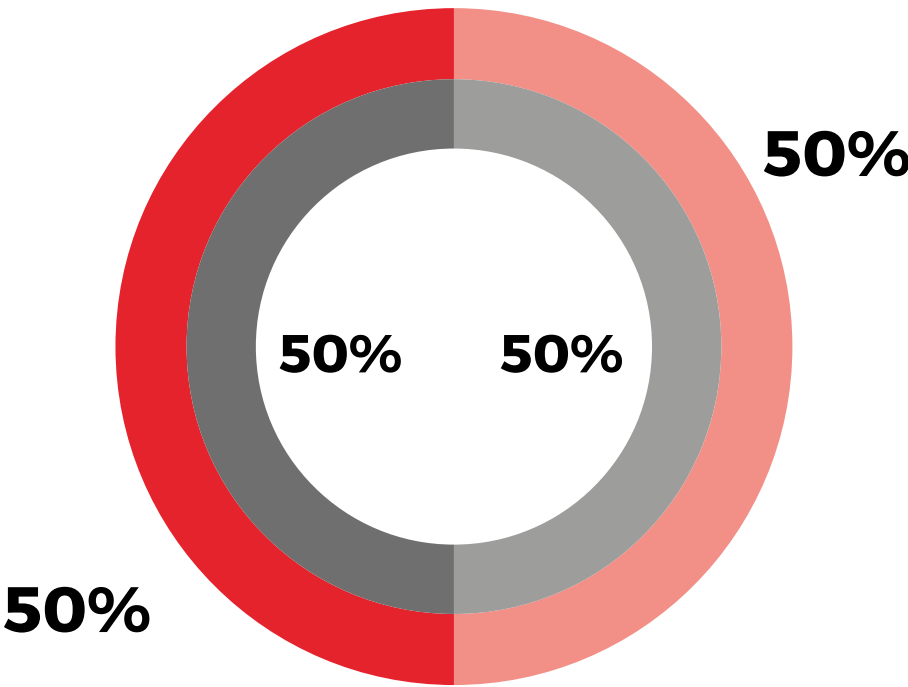


Image 4.1  
Demographics of The Leaders

Male 21-28 years  
Female 29-36 years

“A boss has the title, a leader has the people.”  
- Simon Sinek

## Who Are They?

Charismatic, goal-oriented, and have strong leadership skills. Leaders embrace the values of honesty, dedication and dignity where they happily lead the way on difficult paths - the embodiment of *‘berakit rakit ke hulu berenang renang ke tepian, bersakit sakit dahulu, bersenang senang kemudian’*. They are able to see the bigger picture, while maintaining attention to details, which makes them suitable to be in managerial positions or become entrepreneurs. Leaders are caring and discipline parents to their children. As consumers, Leaders buy products that promote wellness (emotional), provide information (functional), and offer entertainment (emotional).

We identified that there are 7% of millennials with The Leader type in Indonesia, with equal proportions within gender (50% male and 50% female) and also within age (50% junior and 50% senior millennials). In line with their affinity towards maximizing resources, Leaders are skilled in bringing the best out of others by recognizing other people’s talents and placing them in positions where they can thrive — an essential component behind building a great team to achieve success. This is why leaders often gravitate towards collaborative and management roles where they are able to utilize this talent to create impact in the organization that they belong to.

## Religions, Values, & Traditions

### Leaders engage in their religious activities privately

Leaders actively engage in religious activities and keep themselves updated with the latest news and activities among their religious community. They follow news related to their religion to formulate their opinion and maintain their stance on particular issues, which they choose to keep private. This is because they do not want their personal lives to influence the way others see them as a leader in a professional setting.

### Leaders reach happiness from achieving success in work

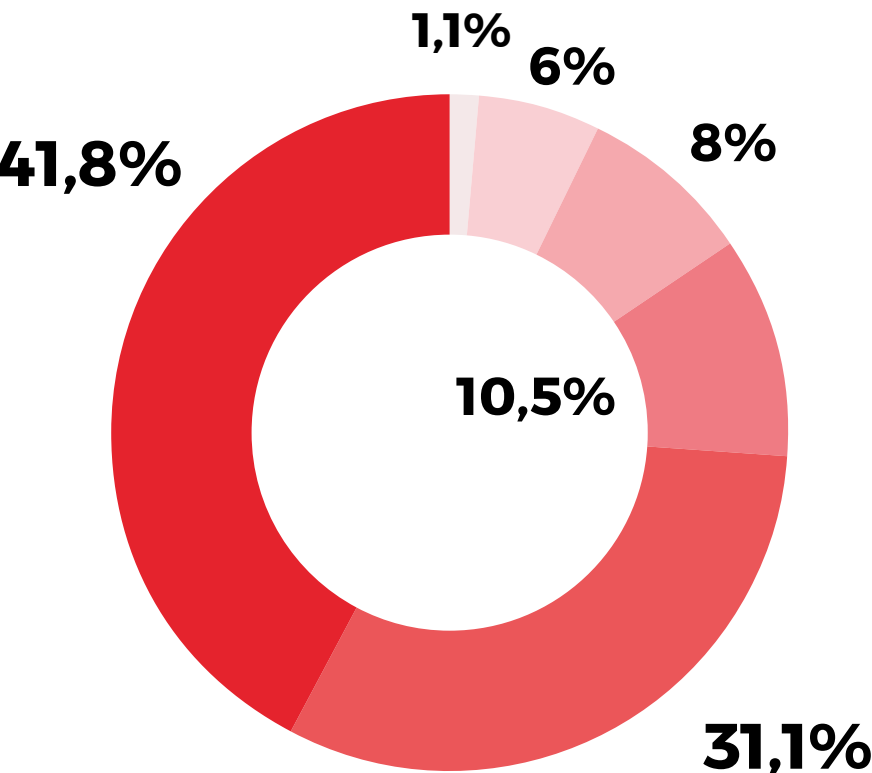
Earned, not given, Leaders believe in this mantra and they take their career seriously. They are focused on self-development and will do almost anything to advance in their career. They are the typical initiators in a group discussion. Some people find them aggressive, but most people are glad to have them on a team setting due to their self-starterness.

### Leaders, ‘Kerja Bakti’, and their disciplined approach

Leaders tend to be the people who initiate *‘kerja bakti’* or community service events such as cleaning up the neighborhood over the weekends. They like to inspire others with their disciplined approach and believe that everything can be done if only everyone is highly committed to do it. When it comes to their own job, they will eagerly learn new skills because they believe that any kind of skill can be mastered through perseverance. Thus, Leaders are always admired by others for their achievements of attaining success through their self-disciplined approach. Leaders also become role models for others who need motivation to reach their personal goals and achieve success.

There are some myths about millennials behaviors in their workplaces and many people have said that most millennials offer their bare minimum but expect maximum returns. However, the numbers beg to differ. According to The Indonesian Central Bureau of Statistics (BPS) survey, 41.79% of Indonesian millennials work 45–59 hours in a week, clocking more hours than the average working hours in Australia (33.6 hours per week).

### Indonesian Millennials Working Hours Per Week



45-49 hours 25-34 hours  
35-44 hours 15-24 hours  
60+ hours 1-9 hours

This data was based on millennials in urban and rural areas who were working as an employee, casual worker in agriculture, and casual worker in non agriculture

Image 4.2  
Indonesian Millennials Working Hours per Week

### The organized and helpful towards others who seek help

As a person who is disciplined, Leaders are usually well-organized in planning their daily activities. They will deliberately spend time on activities that will help them progress towards achieving their personal goals. However, they will also allocate time to spend with friends or colleagues who seek their guidance in terms of personal or professional development. For Leaders, achieving their own goals are important, but helping others is equally as vital.



# Family Life & Education

## Leaders are the golden child in their families

As Leaders work hard to achieve success, they usually are regarded as The Golden Child within their family as they tend to always study, attain high academic grades and gain promotions in their workplace. At the dinner table, Leaders like to talk about their long-term goals with their parents or siblings. They are also highly practical individuals and help their family members to find effective solutions to any problems that may arise.

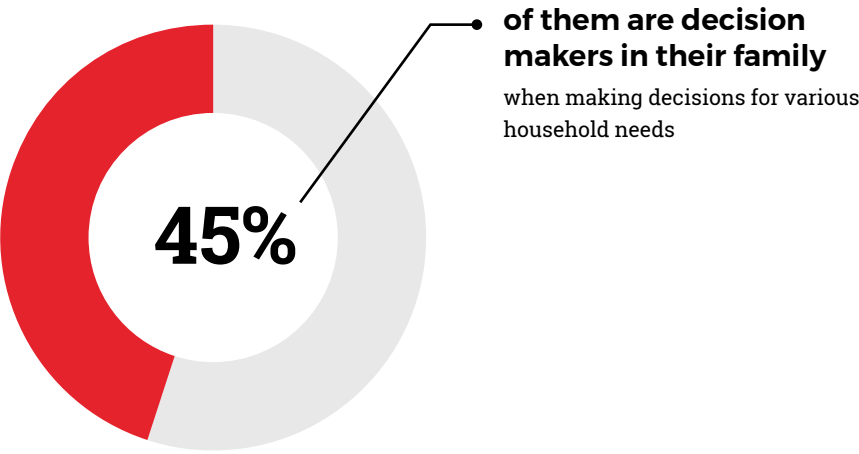


Image 4.3  
Leaders as A Decision-Maker in The Family

Family members also turn to these Leader types to ask for advice when a sibling is choosing a major to pursue in university or when a parent is considering what to do upon retirement. This is in line with the finding of 45% of Leaders being decision-makers in their family. Leaders are the ones who motivate their family members to set long-term goals and also develop the action plan,.

## Leaders on choosing a life partner: *'Bibit, Bebet, Bobot'*

For Leaders, they believe that choosing the right life partner is core towards achieving life success. Thus, when it comes to choosing a life partner, they will carefully consider that particular person on all aspects. They have a mental checklist of criteria that the spouse must fulfill before Leaders are ready to commit further. These criteria are known as 'bibit, bebet, bobot,' which cover from family background, education, personal value, physical appearance, manner, religion, and worldview. Leaders are also not into temporary commitments, so if they feel that their relationship is heading towards a dead-end, they will cut it immediately and move on. As shown in the diagram, Leaders are the second highest category to still be single.

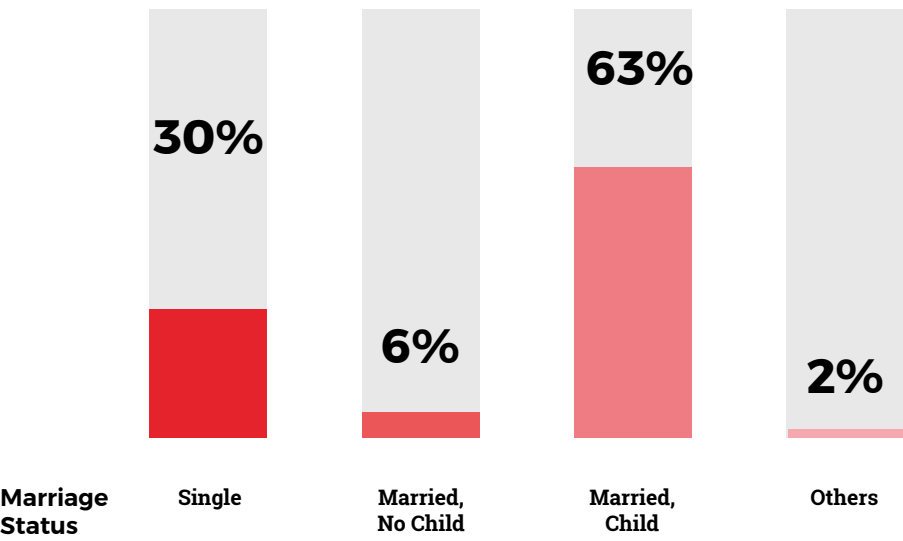


Image 4.4  
Marriage Status of The Leaders

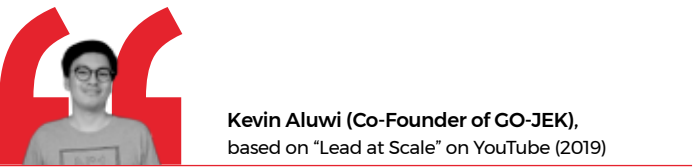
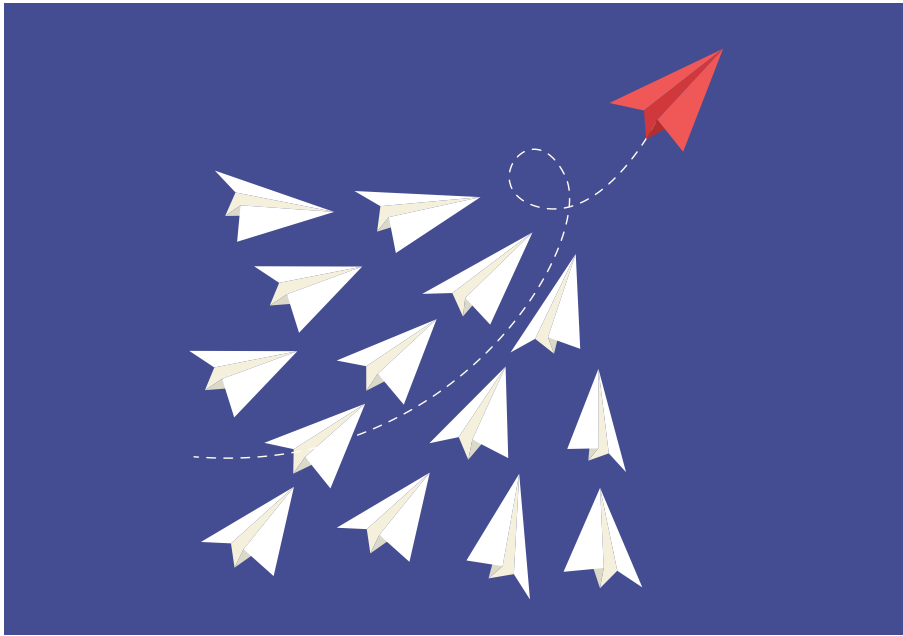
## Leaders as parents: *'Bibit, Bebet, Bobot'*

Similar to Leaders' approach on finding a life partner, they apply the same 'bibit, bebet, bobot' concept on their role as a parent. They put emphasis on their children's education, manner, and value. They usually put their children into a lot of extracurricular courses such as music lessons, *Kumon*, and Quran recitation. In a nutshell, they want to see their children to be a better person than their parents.

## Leaders are overachieving student

In the education setting, Leaders most likely occupy the top 5% of the class. Besides being great academically, Leaders are also active in school organization. From *'OSIS - Organisasi Siswa Intra Sekolah'* to *'BEM - Badan Eksekutif Mahasiswa'*, they will join or lead the most influential organization in school or campus.

They enjoy negotiating and leading projects in the organization. Leaders and Visionaries are compatible partners in education and organization setting as they complement each other from bouncing ideas, motivating each other, until executing project together.



When you're a small team, it's very easy to show this is the direction we're all heading towards, everyone knows what part they're going to play. And everyone's excited because they know what the purpose is, so everyone is aligned and everyone's engaged with the purpose. As the company scaled, that's no longer true, so **I think the standard that we have to set as a leader in terms of what we say and what we do has to be a lot higher** because not everyone will get why you are saying something or be okay necessarily if you drop something. These things are very important to generate and I think, as a leader, that ability to do that at scale is really kind of something that I've learned fairly recently."

# Career Paths & Workplace Habits

## Leaders enjoy coming up with solutions to overcome great challenges

Leaders are most likely to work as white collar workers compared to the other 6 types of millennials. They excel in a structured work setting and can navigate well in their career. They typically grow from an over achieving entry-level associate to a great people manager. They enjoyed the challenges thrown to them from their superior, and took them as a career stepping stone. Leaders tend to progress as director or vice-presidents in their organization, and some of them might become entrepreneurs.

Occupation of The Leaders

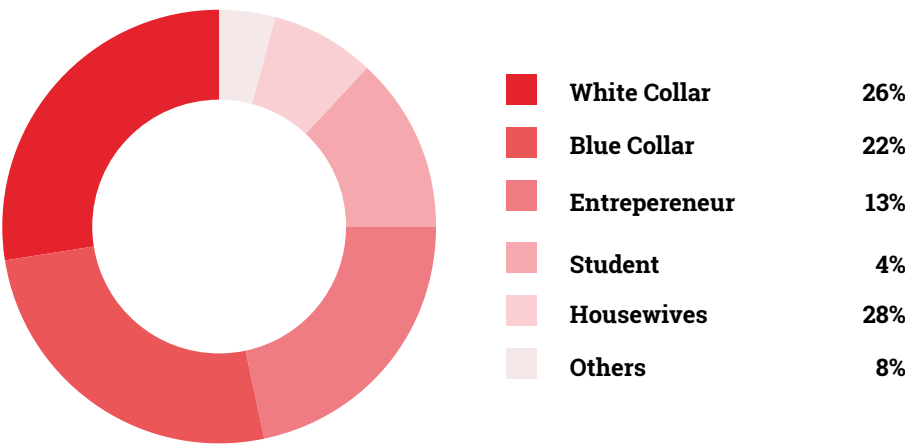
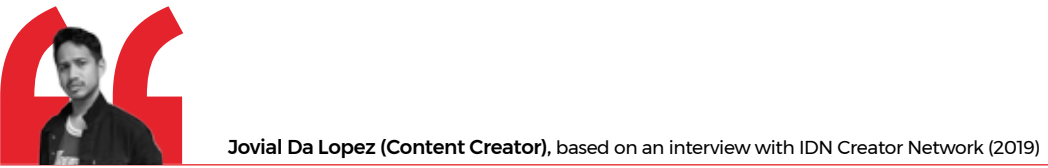
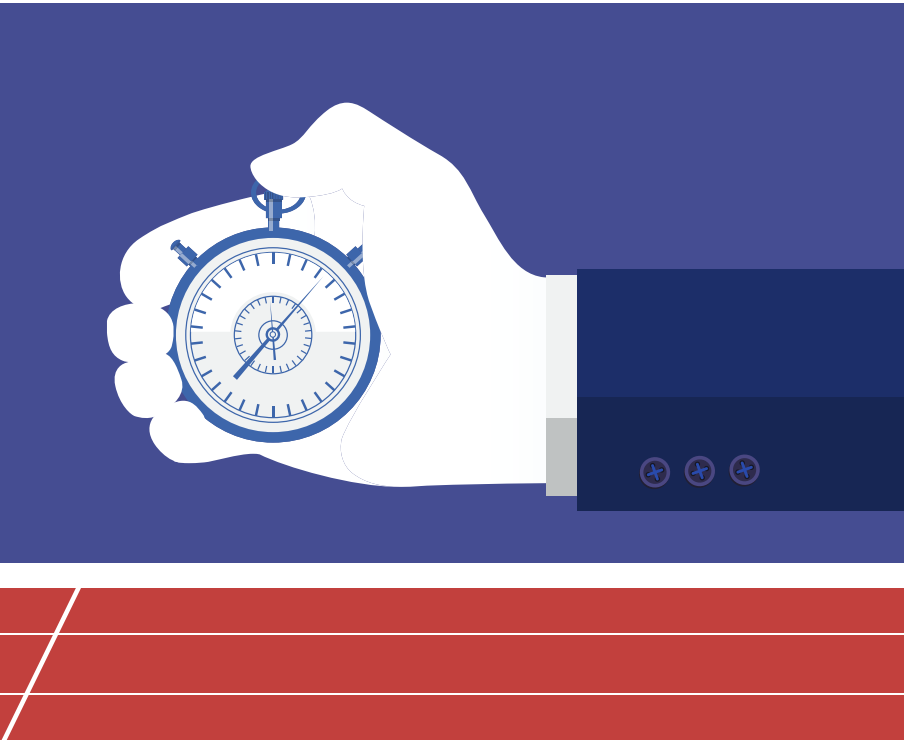


Image 4.5  
Occupation of Leaders





Before I speak my ideas out loud, I always check the facts and truth behind it. **Don't be afraid to speak up and let your voice be heard. Who knows that it can inspire other people to do great things with a positive impact.** On the other hand, don't be too close-minded on your own ideas, because it is also important to listen to other people's ideas which might improve our own ideas."



Leaders as ‘The Meeting Marathoners’

In a corporate setting, Leaders are most likely found to conduct several meetings within a day because they believe meetings are the most effective way to align their team's actions. Their typical work schedule is individual work from morning until noon, and then back to back meetings from afternoon until evening. They won their team's respect through working hard and working smart. They always apply framework and concept to a business problem that they are working on.

Media Consumption

Leaders watch TV to release stress

92% of Leaders claim to watch TV daily, and they typically have their TV on in their living room and in their office. For daily news, they claim to get it from digital media and social media. 27% of them read the daily newspaper that the family or the office subscribed to. They use YouTube both for learning purposes and entertainment purposes. 19% of Leaders watch movies in cinemas at least once a year.

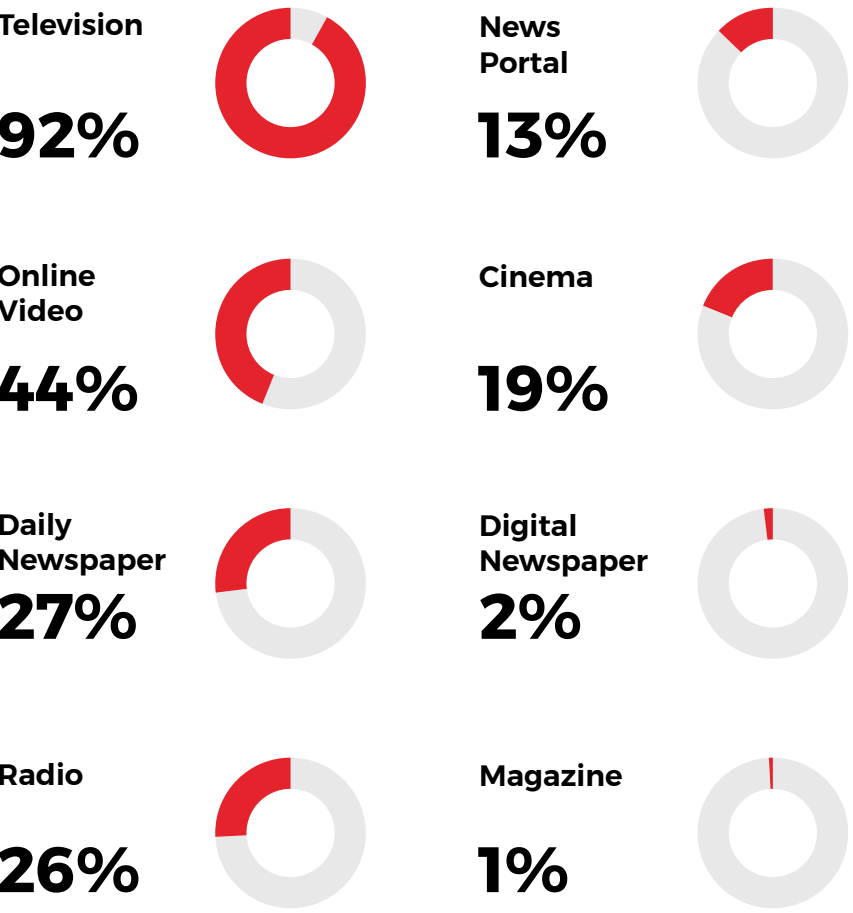


Image 4.6  
Media Consumption for The Leaders

Internet & Online Behaviors

Leaders spend time on the internet to be productive

Leaders use the internet to pursue their professional career, find entertainment, and maintain social relationships. Their desire to keep in touch with friends, colleagues or business partners is the reason behind why they use social media the most (82%) compared to other online activities. Additionally, they also use the internet heavily to do general surfing (77%). Leaders spend around 3.4 hours per day to use the internet and on average, they spend Rp 94.000,- for their internet usage in a month.

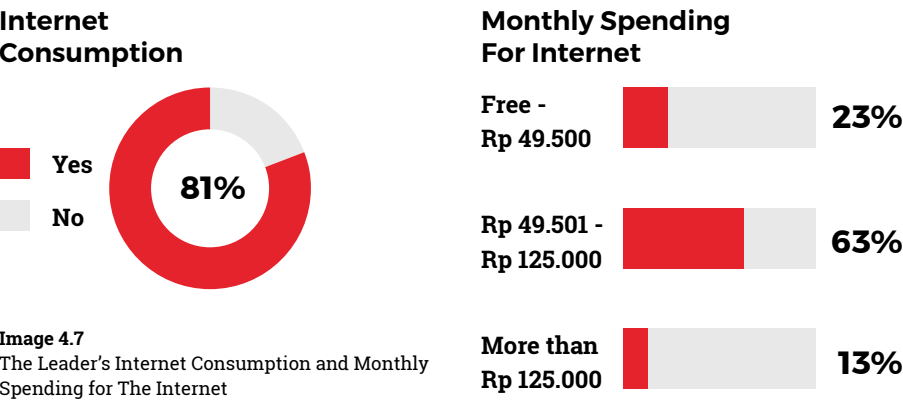


Image 4.7  
The Leader's Internet Consumption and Monthly Spending for The Internet

Leaders and their affinity to self-development apps

Leaders like to use the internet to support their self-development. On their phone, you can find apps such as *Pomodoro* timer app, *Calm* (meditation app), and personal finance app. On their commute, they like to listen to podcasts through Spotify and Joox or watch videos on YouTube.

Top 10 Internet General Usage

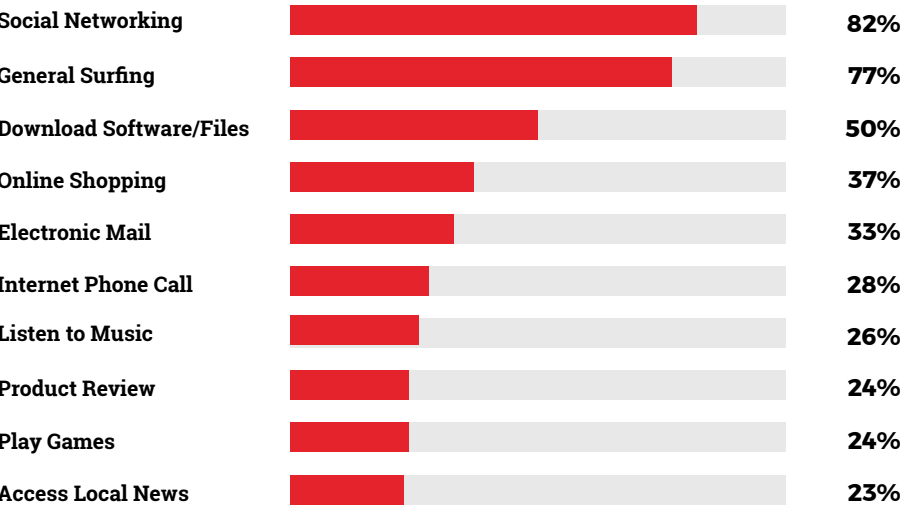


Image 4.8  
The Leader's Top 10 Internet General Usage

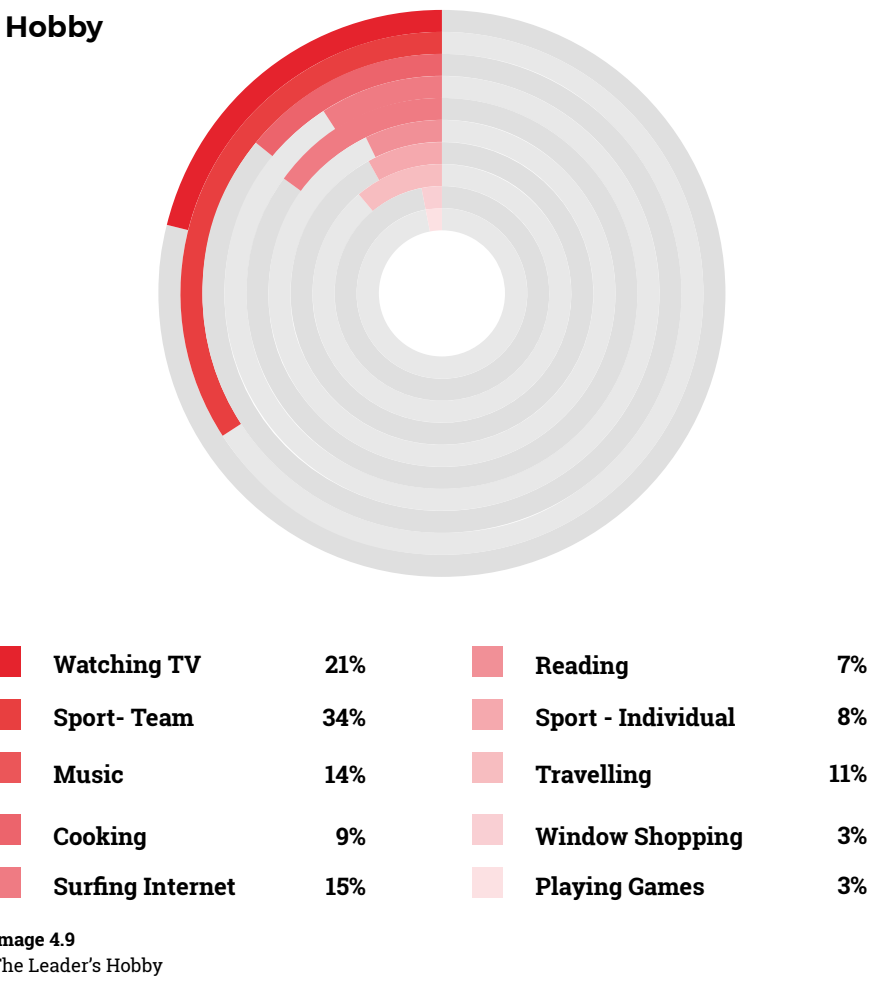


My tips on how to be brave to speak out your ideas and opinions are: 1) Remembering that our country has given us the freedom to give opinions, so we're being protected by the law, 2) Setting the right mindset, as long as we're on the right path and what we tell is the truth, don't be afraid, and 3) **We are all the same, we are all humans anyway, so it's okay to give ideas and opinions."**

# Entertainment, Hobby & Recreation

## Leaders engage in their hobbies during leisure time to regain energy for work

Leaders use their leisure time to do their hobbies. They prefer to do team sports (34%), watch TV (21%) and surf the internet (15%). For them, resting and doing their hobbies are core towards maintaining productivity in their work. They see leisure as a way to balance their life, while still focusing their primary efforts to achieve professional success.

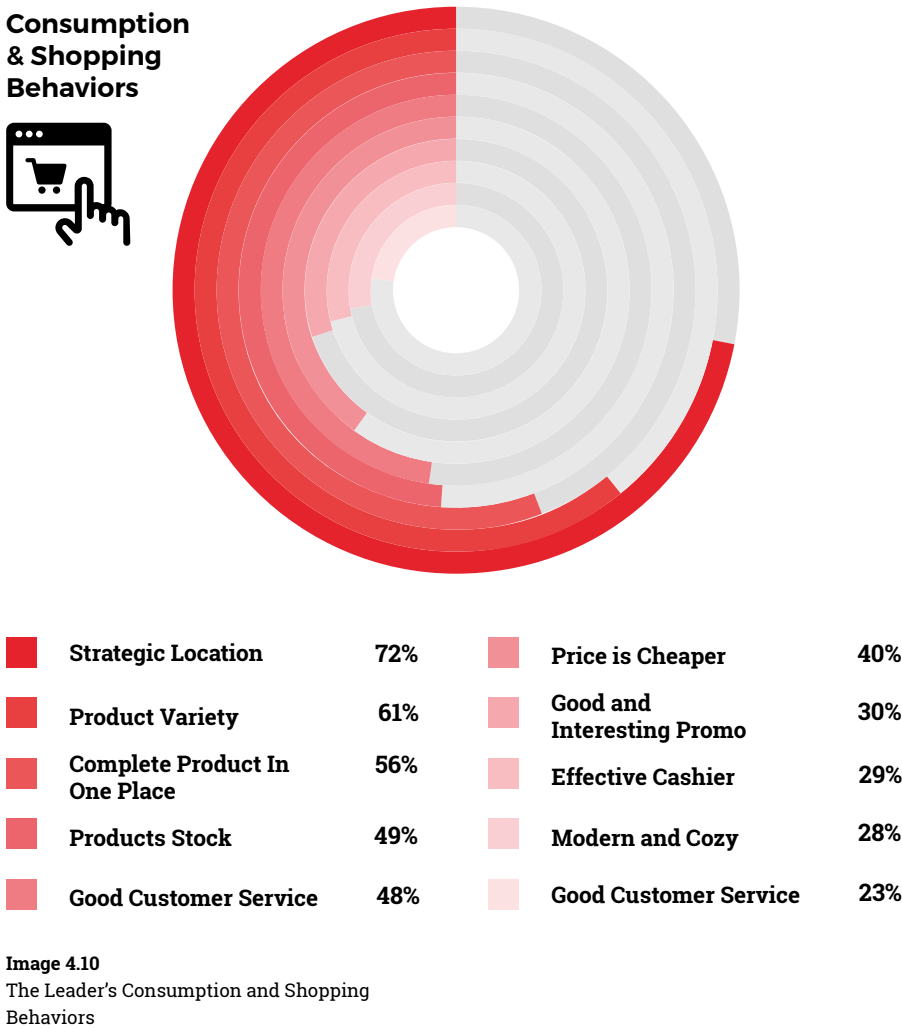


# Consumption & Shopping Behaviors

## Leaders are straightforward consumers

Leaders buy products that promote wellness (emotional), provide information (functional), and offer entertainment (emotional). They are not easily tempted by discounts, and only buy things when they need it. 72% prefer to buy things from stores that have strategic location and 61% prefer to buy for the product variety.

Leaders often do research before buying big purchases. Also, they appreciate shopping experience as much as the product itself. Therefore, they tend to be loyal to a few retailers and e-commerce that they have good past shopping experience with.



## Leaders don't buy products, they buy credibility

Leaders put into consideration from function, design, price, and brand. Leaders believe in the specialist brand such as Jamu for masuk angin or milk for illness prevention and cosmetic with halal certifications. Leaders are also the types of shoppers who seek comfort when using a product. They will consider the user experience when they use an app, how their shoes feel lighter when they use it to run, or how a particular e-commerce provides a seamless shopping experience.

### Attraction Towards Brands

#### Most Relevant Factors in Determining Brand Relevance

**Specialist**

- “I love looking at the stories of brands or products. I appreciate a brand that stands for something, that is bold enough to say that they are the best at what they do”
- “There are brands that just sells ‘the brand. I don’t like that. There are brands that launches products that has nothing to do with its history, it just tells me right away that you just want money”

**Dynamic Lifestyle**

- “I think this is very subjective, but I am quite attracted to brands that seemed to understand my busy lifestyle. You know what I mean? Like it shows that it understands our current hectic daily life”
- Lifestyle brands are really good at this, they show that they are cool and active, specifically made for today’s young people”

**Modern Refinement**

- “It’s the little things that matters, like; an app design with simpler steps to follow, running shoes that are lighter because of the materials used, a car with fully adjustable steering wheels, etc - it’s the little details that elevates an experience”
- “There’s no excuse for cutting corners anymore, but I don’t think all brands are like that - you see it in the final product”

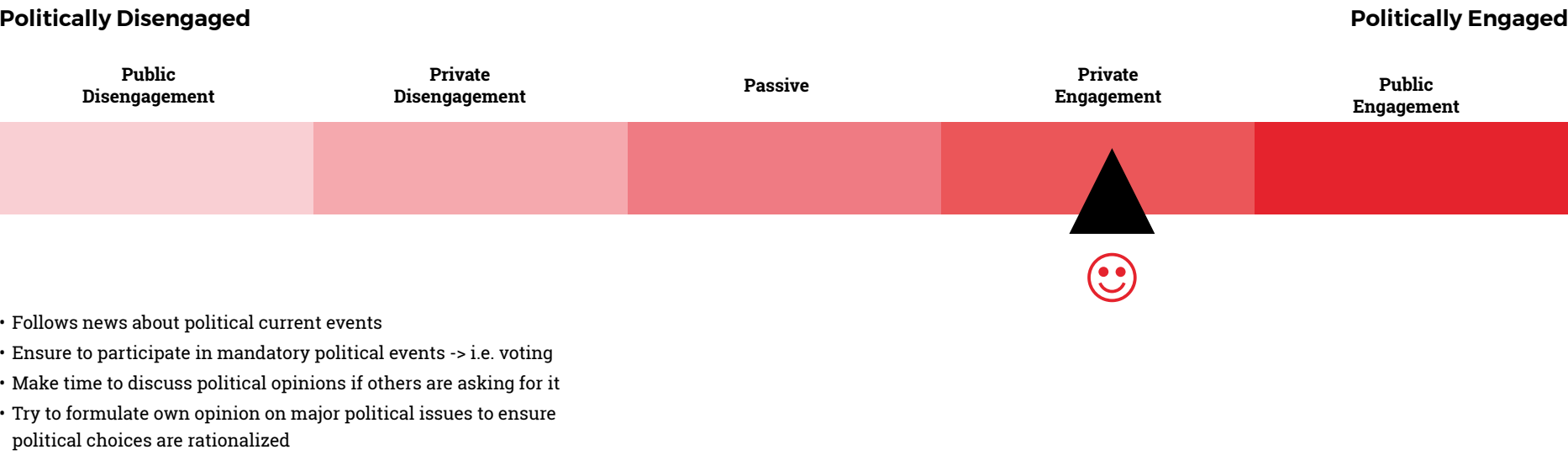
Image 4.11 The Leader's Attraction Towards Brands

# Political Views

## Leaders: “As Long As I Know What’s Going On, It’s Enough”

Leaders tend to be tight-lipped when it comes to politics. They are very updated about current political news, but do not share their personal views publicly. Leaders keep their personal lives private, including their opinions on political news. They do not want their political opinion to change the perception

of others towards them and influence their ability to lead an organization or company. Despite that, they always participate in using their vote from until the national election.



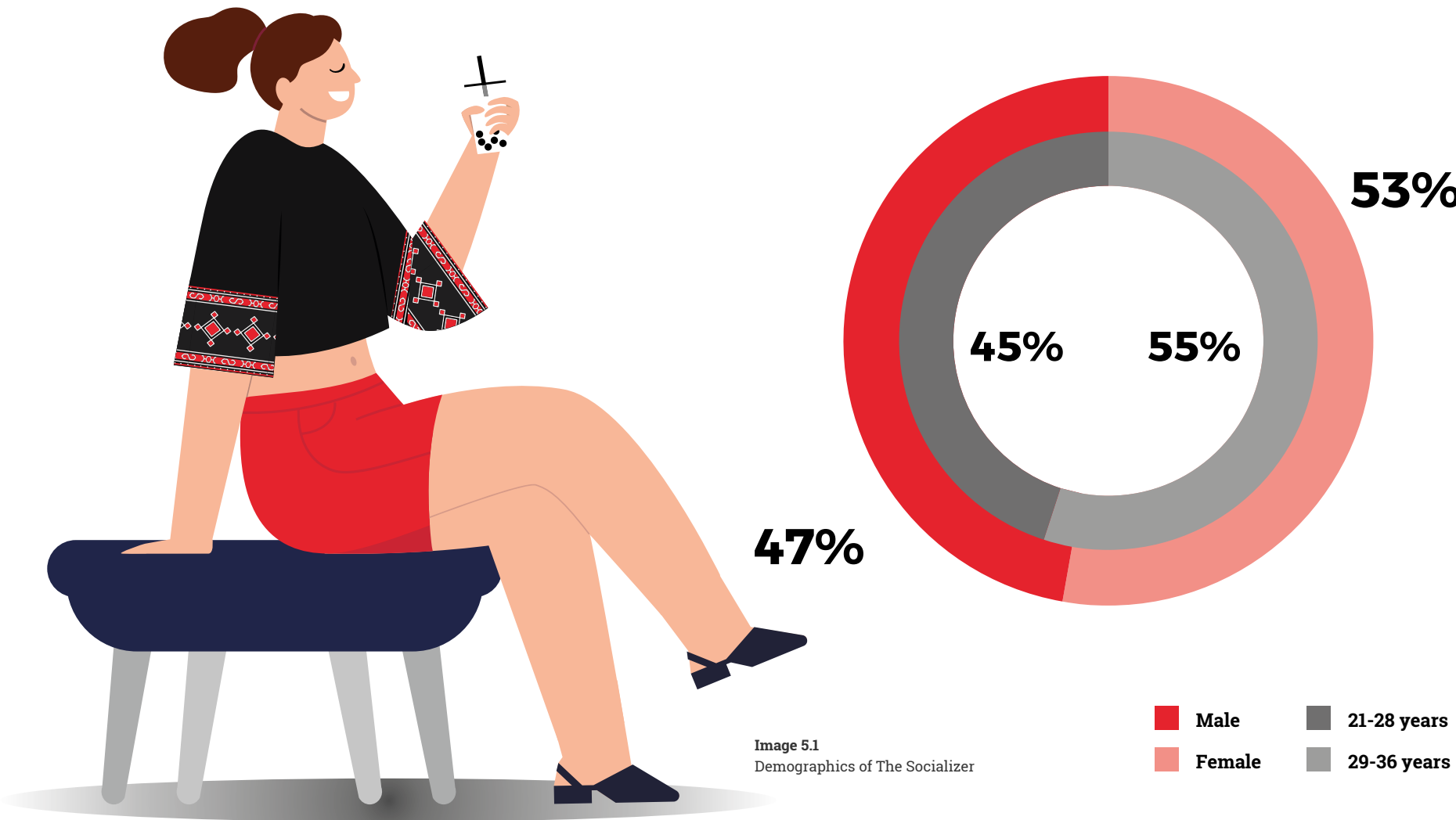






# The Socializer

## Millennial Type 5



“Don’t walk behind me, I may not lead. Don’t walk in front of me, I may not follow. Just walk beside me and be my friend.”

- Albert Camus

### Who Are They?

14% of millennials identify themselves as The Socializer. They are fun, outgoing, and conversation-starters. No other type is as generous with their time and energy as Socializers when it comes to encouraging others, and no other personality type does it with such irresistible style. They take social activities, such as *nongkrong*, *arisan*, *maen bareng*, and social gathering, very seriously and put them on a high priority, the embodiment of ‘*mangan ora mangan sing penting ngumpul*’. Socializers have great project management skills and work best in a company with clear hierarchies and boundaries. They are on top of the news because they consider it as useful conversation-starters. Socializers often hide their true opinions on religion and politics, and tend to agree with other people’s view in order to fit in the groupthink. Socializers gravitate toward products that offer reward (emotional), create nostalgia (emotional), or project social image (social). 55% of them identify themselves as senior millennials and 53% of them are female.

# Religions, Values, & Traditions

## Maintaining harmony within their communities is important for socializers

Socializers practice their religion and appreciate religious differences among their peers. They rarely speak out on sensitive matters to avoid confrontation and to maintain harmony. However, in a homogenous setting, they are very outspoken especially in activities that promote cohesiveness of the community.

### ‘Mangan Ora Mangan Sing Penting Kumpul’

Socializers embody ‘mangan ora mangan sing penting kumpul’ mentality which translates to - it doesn’t matter if we are feasting or not, the most important thing is we are here together. Socializers maintain a strong sense of social empowerment and they love to create close bonds among family and friends.

## Socializers, ‘Arisan’, and their desire to build intimacy with others

Socializers will be the ones who initiate their group of friends to do ‘arisan’ which is a social gathering in a form of rotating savings. Their personal goal is to foster a long-lasting sense of togetherness and intimacy. They have a strong desire to build a deep and meaningful relationship with others. Socializers are the ones who will create a new family group chat on WhatsApp or follow other people on Instagram once they meet them in a new social setting as they are proactive in ensuring communication with others.

### Socializers: “Yes, You Can Sit With Us!”

Socializers are tolerant and very open in welcoming new people in their community. They are extroverts who love to do social gatherings and community engagement activities such as *nongkrong* and *maen bareng*. They are drawn into current trends and lifestyles which makes them approachable as anyone can talk about anything with them without the fear of being judged. It’s easy for Socializers to be liked as they always spread kindness and positive vibes, wherever they go.

Specifically on tolerance, they make friends with people from diverse personal backgrounds (28%), talk about the importance of tolerance with others (22%), and read some contents about tolerance frequently (21%).

## Millennial’s Tolerant Behaviors



Image 5.2  
Millennial’s Tolerant Behaviors



# Family Life & Education

## “I’m Only One Call Away”

Socializers are usually on their families and friends’ speed dial. They are known to stand by and provide constant emotional support and encouragement.

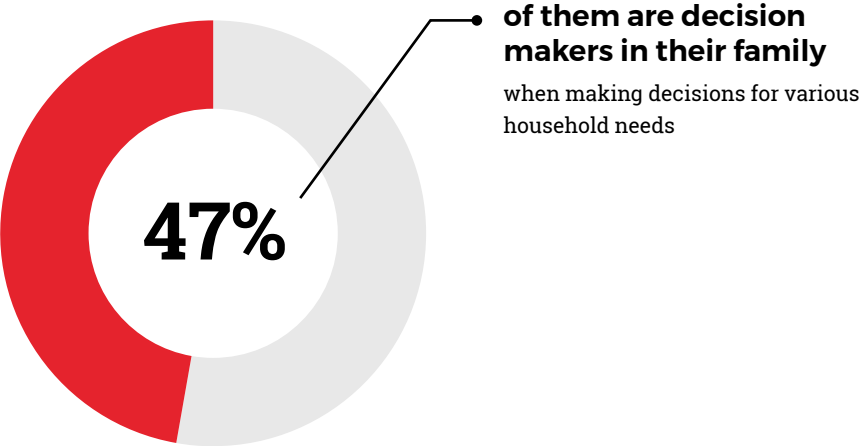


Image 5.3  
Socializers as A Decision-Maker in The Family

47% of them are the decision-makers in the family and they are very updated with the trends - from meme, to news, to fashion. Their family members often consult them on restaurant to go to or dress to wear to. Socializers are popular among their peer group and often considered “*Gak ada lo, gak rame!*” which translates to there will be no fun without you.

### The ‘Bucin’ socializers

When it comes to parenthood and marriage, Socializers are the ‘loveey dovey’ or ‘*budak cinta*’ type of person who practice romanticism. They will show their warmth and love to their life partner through cooking, gifting, until surprising.

Socializers have the highest number of being married and having children compared to other types of millennials. On parenting, Socializers raised their children with values such as harmony, togetherness, and kindness. Their friends tend to remember their childrens’ names as they often bring the children to social gatherings.

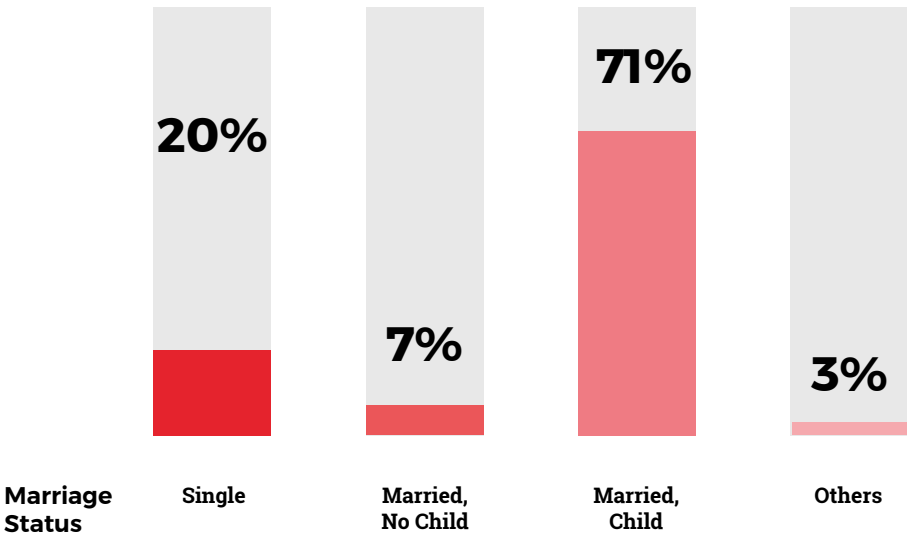
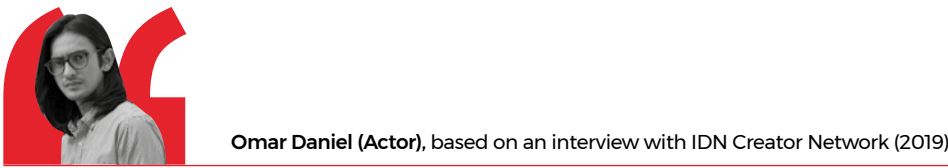


Image 5.4  
Marriage Status of The Socializers

### Socializers as the popular kid in school

In a school setting, Socializers are known for their popularity. Their friendliness and warmness charm their peers. They are very active in *kerja kelompok* and are always very participative - even though they might not be the most contributing.



I think there are three things that we need to do to always have positive vibes. **First, is to be grateful. Second, is to love and respect ourselves. And third, is to always do positive things, big or small.** To give positive vibes to our surroundings is important in helping people with mental health issues. Mental health is important and very dangerous if we are being ignorant towards it.”

# Career Paths & Workplace Habits

## Socializers are known for their great project management skills and excel in companies with clear hierarchies

40% of Socializers work as blue collar workers. Among all professions, Socializers tend to have great project management skills and great team players. They play by the rules, and can excel well in companies with predictable job scope and clear hierarchies. They don’t mind working in a monotonous role and doing a repetitive job as they view it important to keep the company going.

### ‘Musyawarah & Mufakat’

Whenever Socializers are faced with conflict or group decision making, they use ‘*musyawarah dan mufakat*’ which translates to consensus and democracy. They make decisions in the best interest of the whole group or common goal, while maintaining harmony in the group.

Occupation of The Socializers

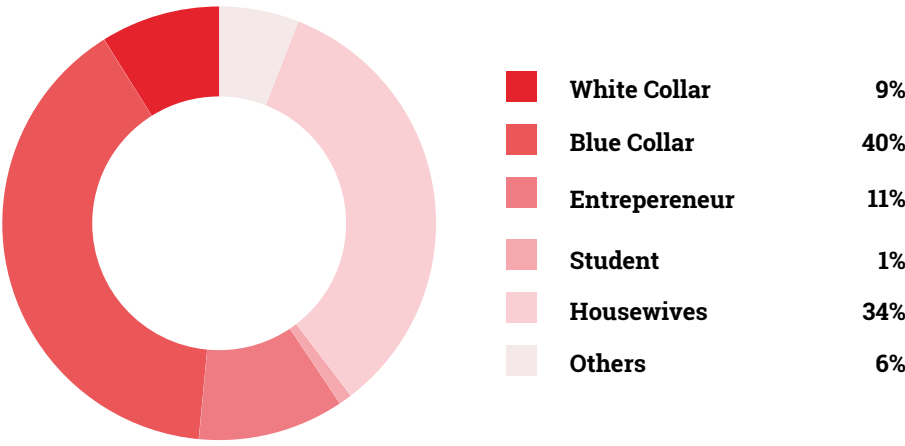


Image 5.5  
Occupation of Socializers

# Media Consumption

Socializers are always up-to-date with current news and trends

Socializers are naturally drawn to popular or viral trends and consume their media by watching TV (96%) and online video (21%). They keep themselves updated with the current celebrity marriage, memes, and soccer scores, and make them as conversation starters.

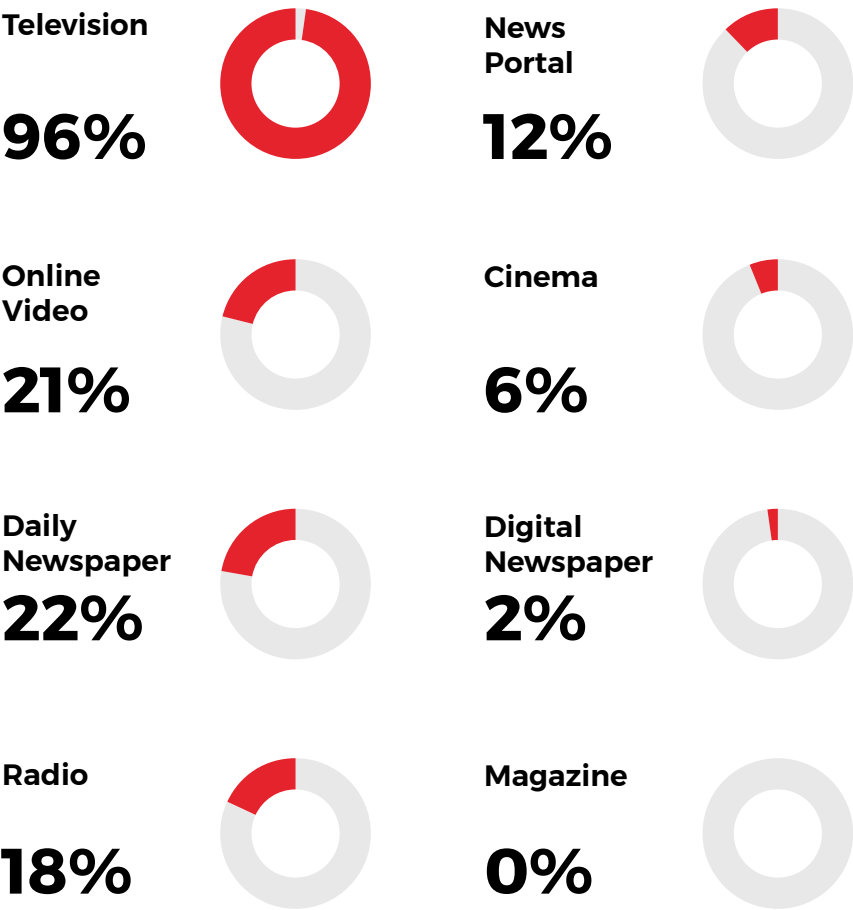


Image 5.6  
Media Consumption for The Socializers

# Internet & Online Behaviors

Socializers as the trend seekers

Socializers spend the least amount online compared to others with only 2.3 hours per day. They also spend the least amount for internet packages with Rp. 77,000 per month. When they are online they often start on social media, discover interesting topics and continue the search journey on multiple websites. This pattern makes general surfing as their go to activities with 88% and social networking with 61%.

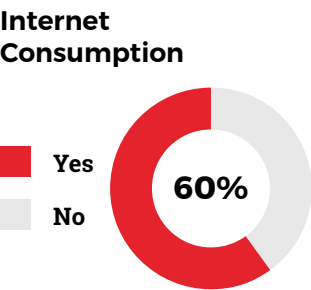


Image 5.7  
The Socializer's Internet Consumption and Monthly Spending for The Internet

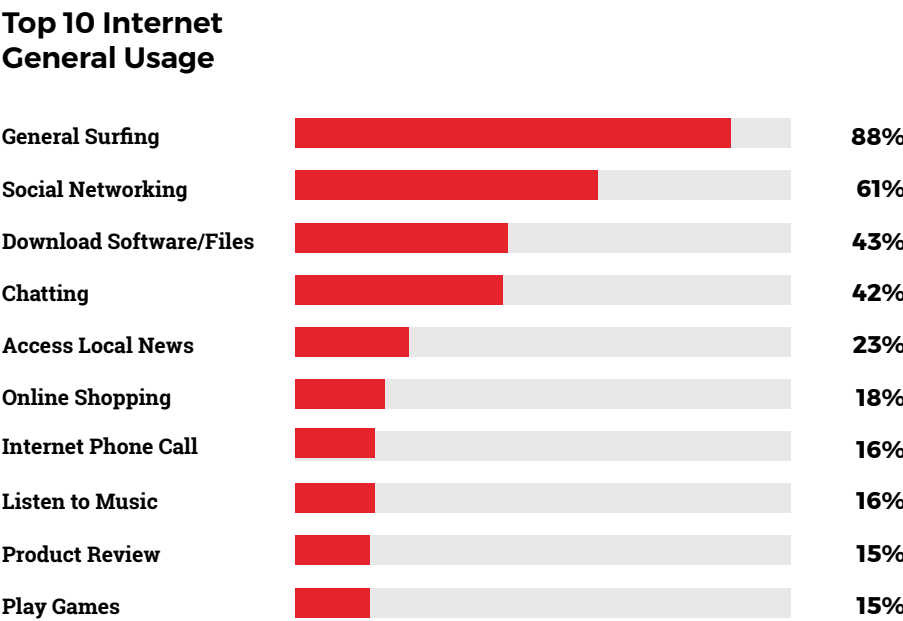
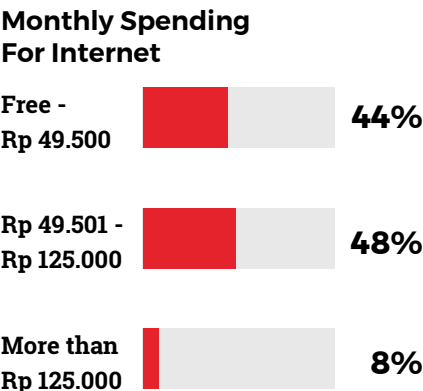
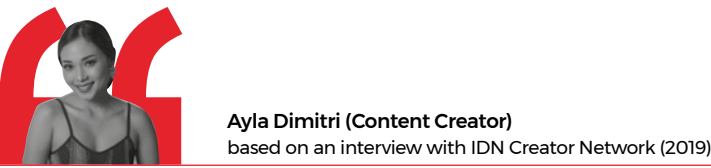


Image 5.8  
The Socializer's Top 10 Internet General Usage



One of the social issues that I'm concerned about is cyberbullying. I think all of us have to always remember that we are all human-beings. All of us have a heart. It's important to be empathetic to others by imagining ourselves to be in other people's shoes. **So, be kind to others because all of us have a battle that we're struggling in and everyone has their own stories.** Don't be too responsive after we hear some bad news. We need to check the fact first, see from many different perspectives, and don't be too judgmental on responding to everything."

Socializers as the positive *netizen*

Socializers like to leave positive comments with emojis on their friends' social media or on YouTube videos. They believe that by doing that, it is showing support and appreciation to the creator. *Netizen Nyinyir*, which translates to cynical negative Netizen is the antithesis of Socializers.



# Entertainment, Hobby & Recreation

Socializer mothers are 'Ibu-ibu Arisan'

For Socializers who are always up to the latest trends, watching TV is their main hobby (47%), followed by doing team sports (26%) and cooking (18%). In social settings, Socializers Moms will spearhead activities such as *arisan*, *buka bersama*, and parents gathering.

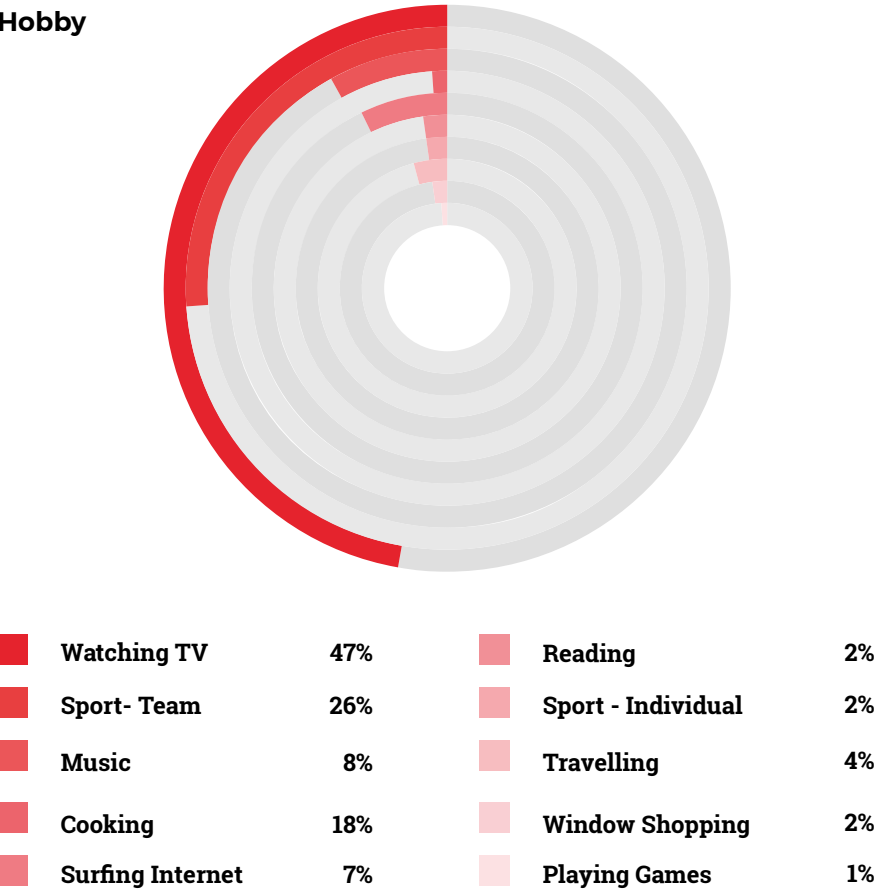


Image 5.9  
The Socializer's Hobby



# Consumption & Shopping Behaviors

## Socializers are avid discount seekers

Socializers gravitate toward products that offer reward (emotional), create nostalgia (emotional), or project social image (social). They will take their time in finding coupons, promos or the best offer, and take pride in doing that. They value more premium items that can project better social image in front of their peers.

When it comes to shopping in a store, Socializers put emphasis on availability of products (61%), price of products (59%) and loyalty program benefit (59%). When it comes to online shopping, Socializers' payment method of choice are cash on delivery (49%) and credit card (2%).

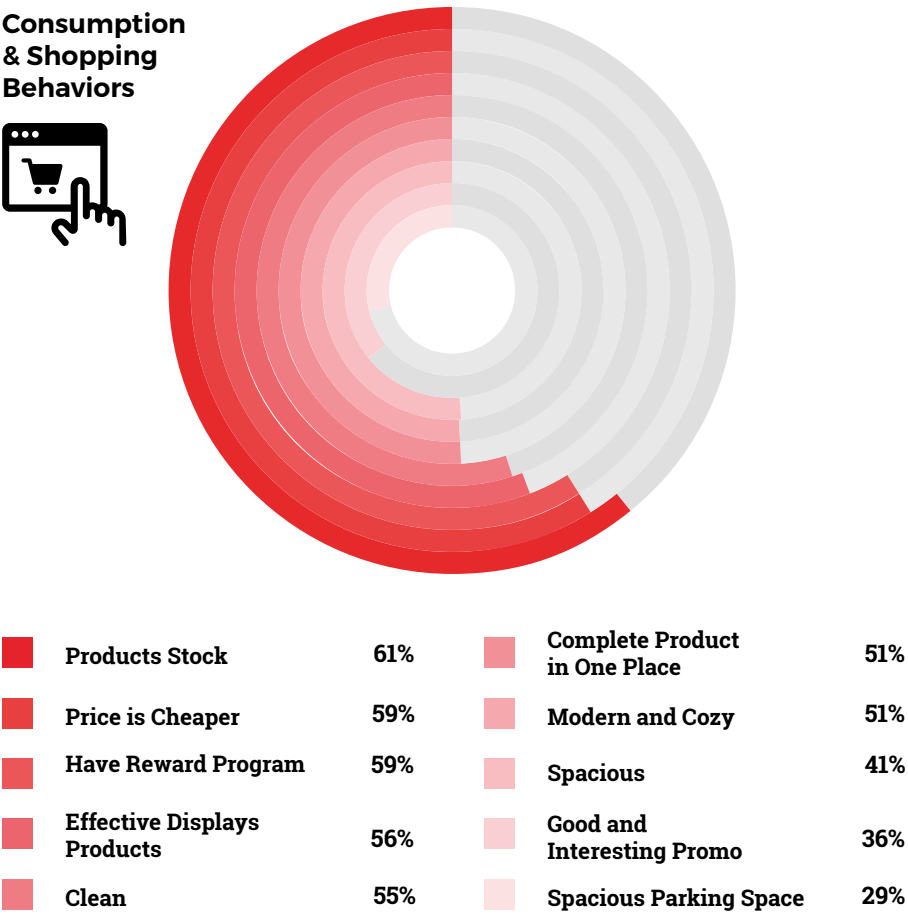
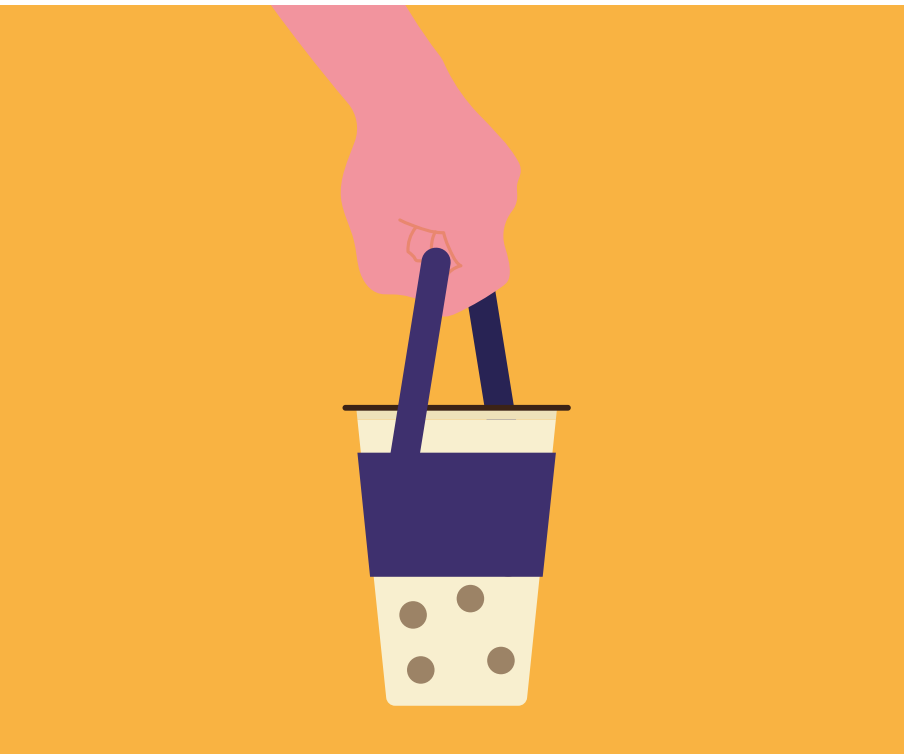


Image 5.10  
The Socializer's Consumption and Shopping Behaviors

## Positive brand perception is a key purchasing factor for socializers

Socializers buy things that are *kekinian* or hype to express themselves. From *boba* to *sneakers* to *hijab*, they want to be the first and they want to be the reference in their peer group. Muslim Socializers gravitate toward products with halal certification as it means safe and appropriate for them, from facial wash to lipstick to milk.



## Attraction Towards Brands

### Most Relevant Factors in Determining Brand Relevance

- Trending Topic

  - “Something that is currently ‘Hyped’, you know, it’s difficult to resist wanting to know that everyone else is talking about”
  - “It’s more curiosity I think, there is nothing wrong with trying many different products/brands. I do not have to stick with just 1 brand right?”
- Safe & Appropriate

  - “You hear often of products that are not safe to use and even more so around children, so I always try to find out more about the safety aspects of the product before anything else”
  - “The first thing for me is that it has to be *Halal*, there is no two ways about it, any product or brand that guarantee Halal is already preferred by me”
- Affordable Image

  - “It’s the opposite of showing-off... Hahaha..., but honestly lots of people also value brands that are affordable but offer reasonable quality. There are just many alternatives these days”
  - “I also feel that is a positive image to have, people often ask me or my advice about what are the affordable options for certain types of products”

Before you turn 30 years old, seek as many experiences and network as much as you possibly can. **Don't focus on money and always give your best on your project or work.** Your work will be your portfolio and it will be worth it for your future.”



# Political Views

## Socializers and their strong principles of *Bhinneka Tunggal Ika*

Socializers are similar to Leaders when it comes to voicing their political views in public, they are tight lipped. They aim to seek harmony and tend to agree with other people's view in order to fit in the groupthink.

Socializers' political value is *Bhinneka Tunggal Ika* which translates to unity in diversity. They vote for candidates who portray those values.

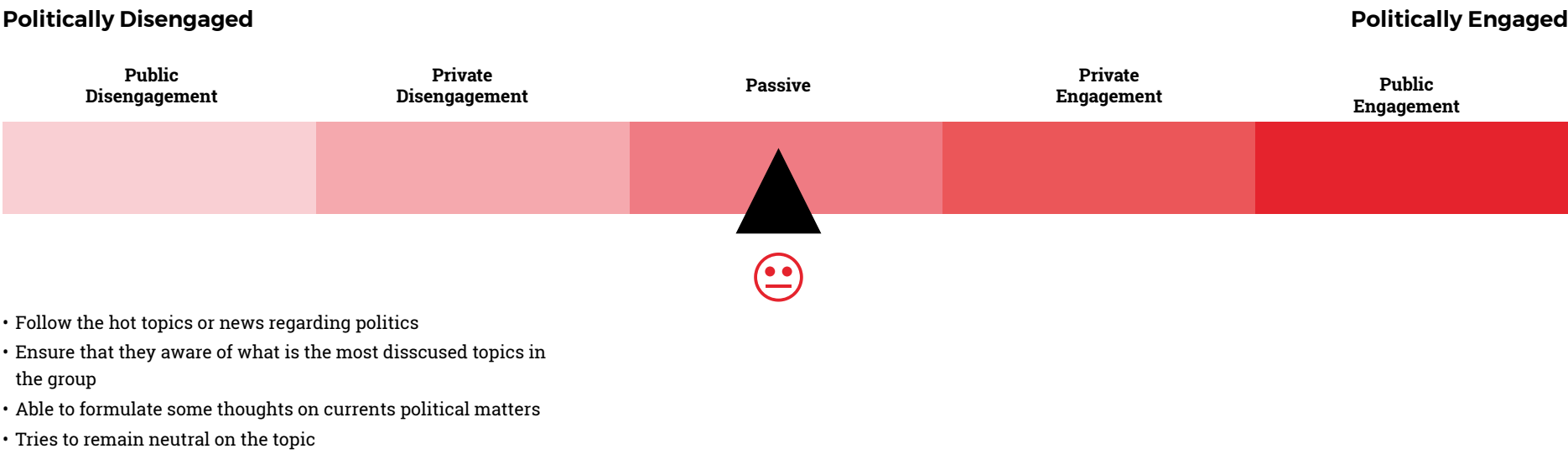


Image 5.12  
The Socializer's Political Engagement







# The Conservative

## Millennial Type 6

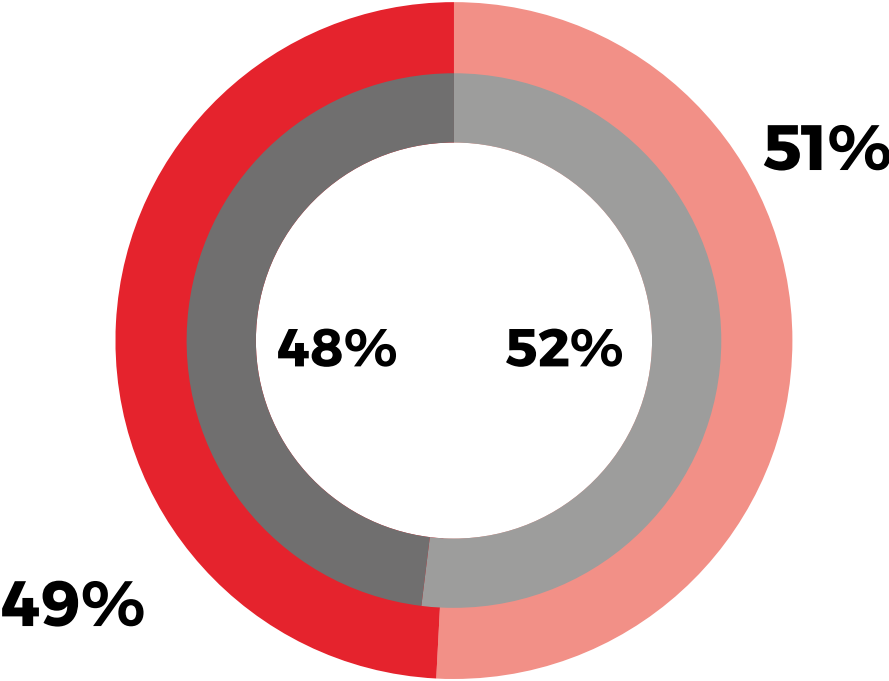


Image 6.1  
Demographics of The Conservative

Male 21-28 years  
Female 29-36 years

“Love only grows by sharing. You can only have more for yourself by giving it away to others.”

- Brian Tracy

## Who Are They?

26% of millennials identified themselves as The Conservative. They are reliable, simple, and low-key - the embodiment of *'alon alon asal kelakon'*. Conservatives' personalities are no-nonsense, and when they've made a decision, they will relay the facts necessary to achieve their goal, expecting others to grasp the situation immediately and take action. They are vocal on political and religious views and they are family oriented. In work settings, they best perform as controllers - human resource, finance, or operations. They consume content from television and social media to keep themselves updated. As consumers, Conservatives put emphasis on products with authenticity and affordability compared to brand image. 52% of Conservatives are senior millennials and 51% are female. Similar to Socializers, Conservatives strive for win-win solutions in any situation to achieve harmony in the community.

## Religions, Values, & Traditions

### Maintaining *'Silaturahmi'* is paramount to conservatives

Silaturahmi or visiting relatives is very important. This can happen on many occasions from Idul Fitri, achievement-related occasions such as work promotion, to monthly catch up. They believe that regular meet up is key to maintaining ties and togetherness. For Conservatives, it's not always about the quantity of acquaintances but the quality and depth of friendship with their acquaintances. They prefer face-to-face and physical interactions rather than using technology to keep in touch with others.

### Conservatives and their beliefs of *'Sopan Santun'*, *'Tata Krama'* and *'Alon-alon Asal Kelakon'*

Conservatives value and practice cultural traditions like *'tata krama'* and *'sopan santun'* which translates to manner, gentleness, kindness, and respect. They apply both *'tata krama'* and *'sopan santun'* in work, family, and social settings. From not talking back to elders, only sit after being invited to sit, until saying *'permisi or punten'* in every beginning of sentence. They don't mind small progression in life and often apply *'alon alon asal kelakon'* mentality, which means good things take time.

### Conservatives as mediators

Conservatives hate confrontations and conflicts as they always seek harmony in their life. When a problem arises, they often act as the mediators by finding a middle ground between each party. Their sense of objectivity, the absence of personal agenda, and the desire to maintain harmony in the society makes them a trustworthy mediator.

### Conservatives: “Do My Best and Let God Do The Rest”

Conservatives believe that their action must act in His image and glorify God. They are active in practicing their religion, such as Friday communal prayer or the weekly Sunday church and they voice out their religious views publicly. They view unfortunate events as lack of prayer and faith in God which encourages them to be more devoted to God.

### Conservatives and their growing preference towards *hijrah*

*Hijrah* is currently a growing trend in Indonesia. While the numbers are still small, many of them are usually the Conservatives. While *Hijrah* is often stereotyped and misunderstood, some noticeable behaviors include making changes in physical appearance (24%) such as wearing hijab or growing their beard, consuming more religious content in social media (21%), and going to religious forums or listening to *dakwah*.

### Hijrah Behaviors

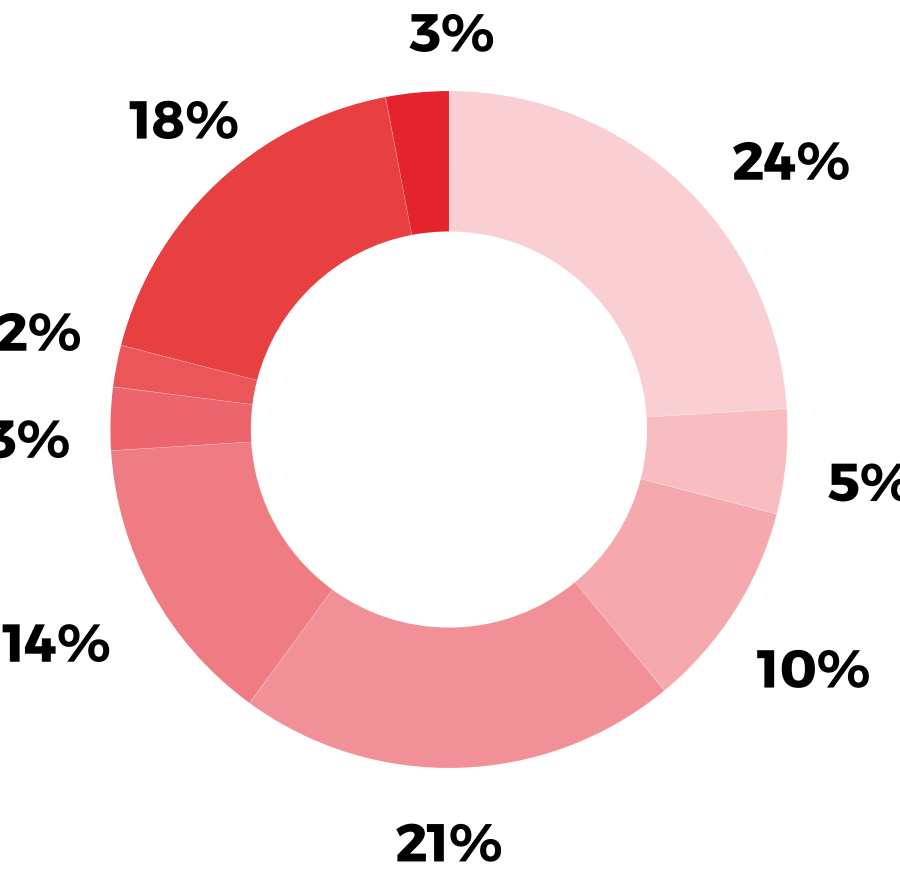


Image 6.2  
Hijrah Behaviors

Deleting their social media accounts  
Following, downloading, liking religious content on social media  
Going to religious forums  
Deleting selfies from social media  
Refusing to do online shopping  
Not listening to musics  
Only having accounts in shariah banks  
Making changes in appearance  
Only consuming certified halal products

# Family Life & Education

## Conservatives: stable families are the bedrock of society

When it comes to their family, Conservatives put a high priority and will do their best to fill their need and make them happy. They find joy in taking care of their family both financially and emotionally. They believe that stable families are the bedrock of society, and it comes from their family first.

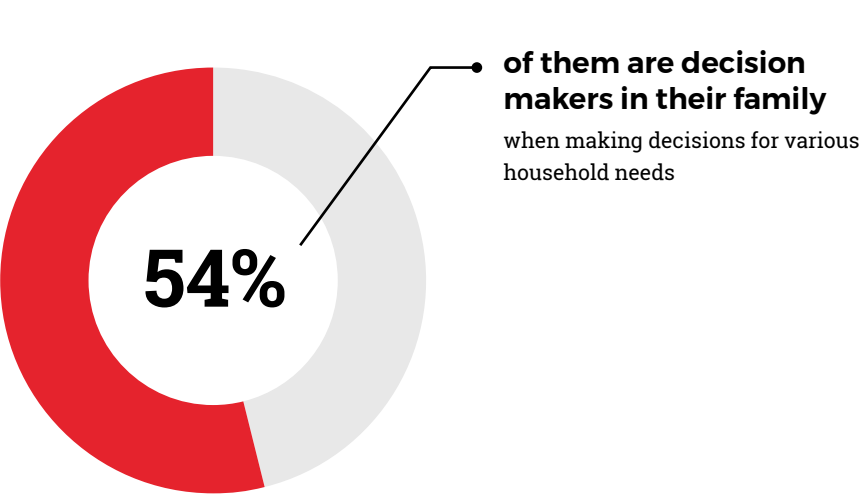


Image 6.3  
Conservatives as A Decision-Maker in The Family

54% of Conservatives are decision-makers in their family. They tend to be the mature and solution-oriented person in the room. It is common to see Conservatives serving their community by becoming *Ketua RT* or *Ketua RW*.

## Conservatives as parents: ‘Momong, Among, Ngemong’

Conservatives’ parenting style is like the Javanese idiom *‘momong, among, ngemong’*. *‘Momong’* means to nurture, *‘among’* means to give example, and *‘ngemong’* means to take care and to protect. In every phase of child development, they tend to raise them by giving them examples, nurturing, taking good care, and protecting, so it is common to see their children as their mirror image.

## Conservatives are friendly and helpful students

As Conservatives have strong desires to help other people, in a classroom setting, they become the teacher’s extended arm and help in collecting exam paper or cleaning the whiteboard. They are also very helpful to other classmates in re-explaining difficult concepts. Conservatives always follow the rules like to build a conducive and friendly school environment.

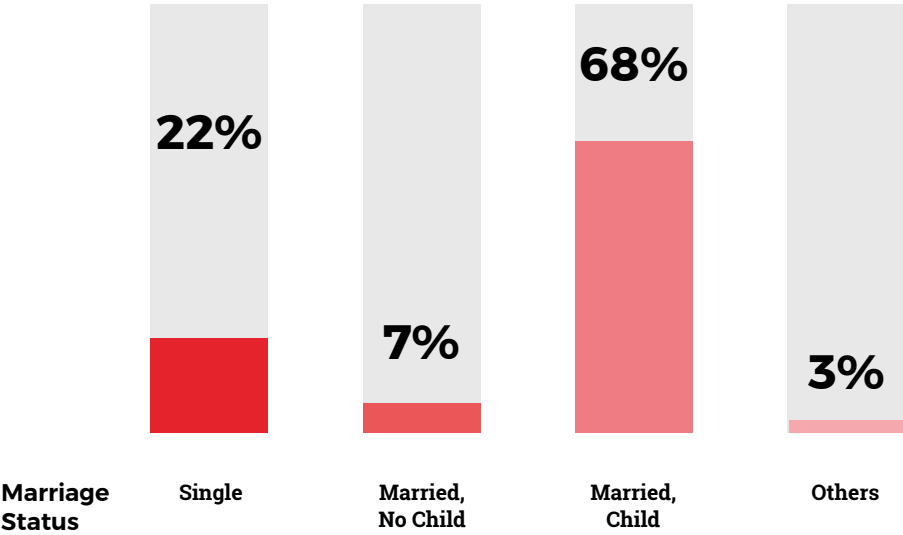
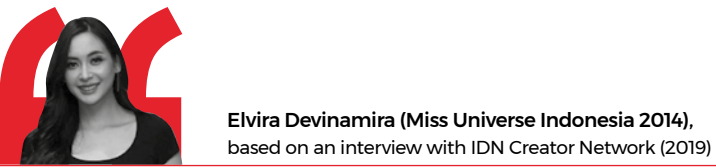


Image 6.4  
Marriage Status of The Conservative

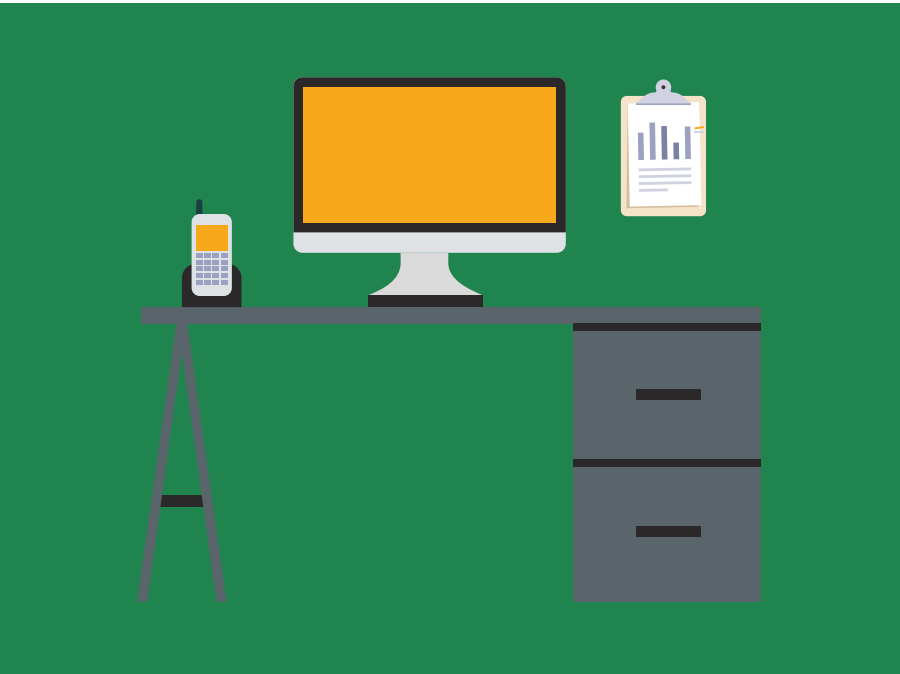


I always try to maintain good communication with my parents who are living in Surabaya. We barely meet as I live in Jakarta, but I always keep them updated and they always know my daily activities. To keep the harmony within our society, I think it’s important to compromise with others regarding our differences. Everyone has their own story, experience, and different traits. **We need to have a sense of tolerance and respect for each other.”**

# Career Paths & Workplace Habits

## Conservatives excel in business functions that require substantial amount of control

Conservatives are hardworking, structured, and painstaking. In the corporate setting, this type usually excels well in controller-type functions like finance, operations or human resources. They take order well from the superior and execute it, and sometimes might innovate along the way. 11% work as white collar workers, 32% as blue collar workers, and 33% as housewives.



## Occupation of The Conservatives

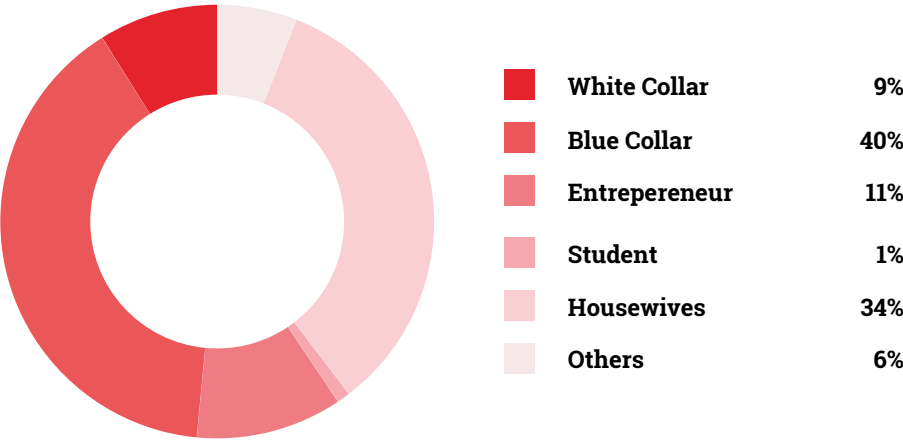


Image 6.5  
Occupation of Conservatives



Conservatives: ‘Anti Drama Drama Club’

Conservatives are lowkey and they don’t like to be in the spotlight. Therefore, it is rare to see them as dramatic people craving attention. If they are situated in an unnecessary conflict, they will succumb and will not play the game. They are also unlikely to do ‘panjat sosial (pansos) or social climbing. Conservatives are generally not obsessed with corporate hierarchy and focus on the role and impact towards the company. They will play by the rules, do things the traditional way, and believe that God already made the best plan for them.



Media Consumption

Conservatives share practical information with others and exercise positive online behavior

Conservatives consume media mostly through TV, digital media, and social media. They keep themselves updated, very observant and will put the information they get into practical use such as ice breaker or trivia during dinner. They apply ‘*sopan santun*’, which means manner and politeness, in their digital life and rarely make comments on social media, let alone negative comments.

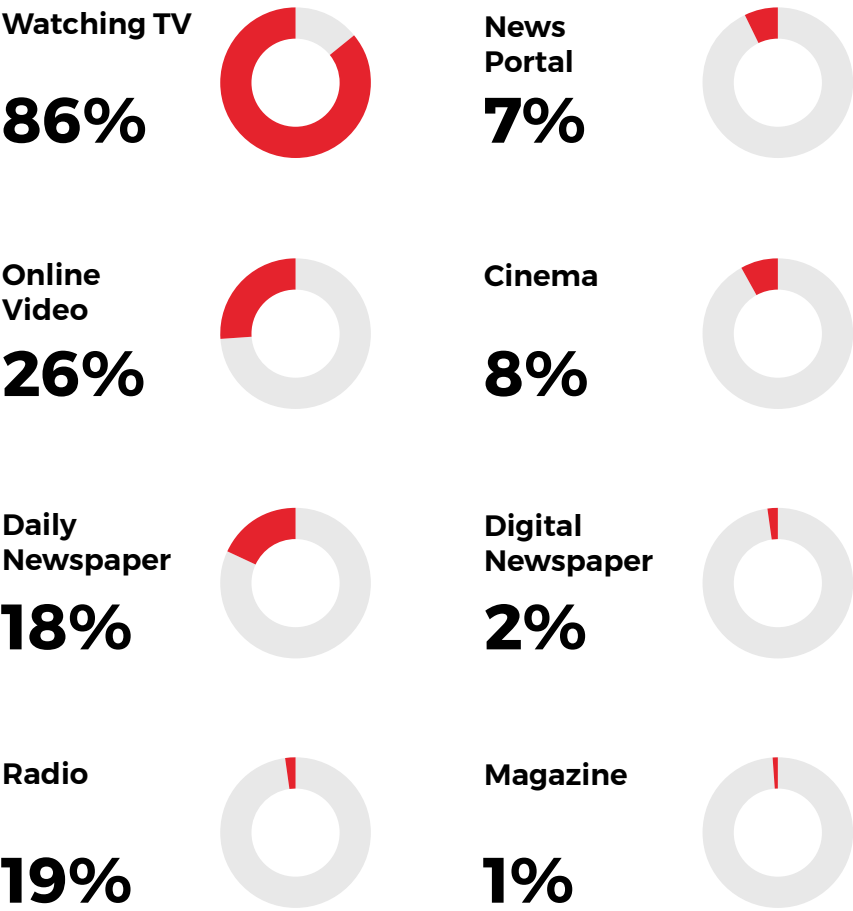


Image 6.6  
Media Consumption for The Conservative



Kyra Nayda (Content Creator),  
based on an interview with IDN Creator Network (2019)

There are many hate speeches or comments on social media and to keep the harmony, we can’t be too involved in other people’s business. **Just focus on ourselves and don’t be too FOMO (Fear of Missing Out). Not everything needs to be commented on. We need to know what to say and when to hold back.”**

Internet & Online Behaviors

Conservatives enjoy ‘Arisan’ and ‘Nongkrong Bareng’

Conservatives love to do ‘*arisan*’ or ‘*nongkrong bareng*’, which means gathering. It is common for them to be involved in more than 20+ WhatsApp groups, from high-school friends group, ex-workplace friends group, ‘*arisan*’ friends group, children’s school friends group, and many more other groups. They are very active in the WhatsApp group and often become the organizer in offline gathering. They use the internet mostly to connect and communicate with friends and acquaintances. They value ‘*silaturahmi*’, which means visiting relatives, very much.

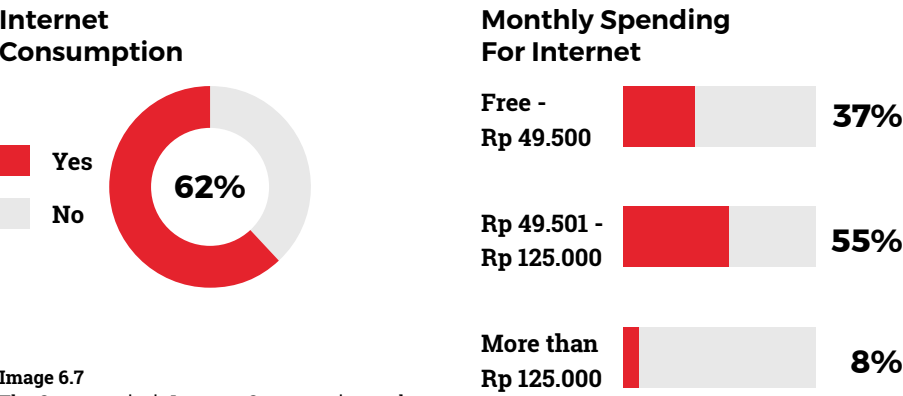


Image 6.7  
The Conservative's Internet Consumption and Monthly Spending for The Internet

Conservatives are very active in social networking (86%), general surfing (76%) and listening to music (43%). They spend around 3.2 hours per day online and spend Rp 78.000,- per month for internet packages.

Top 10 Internet General Usage

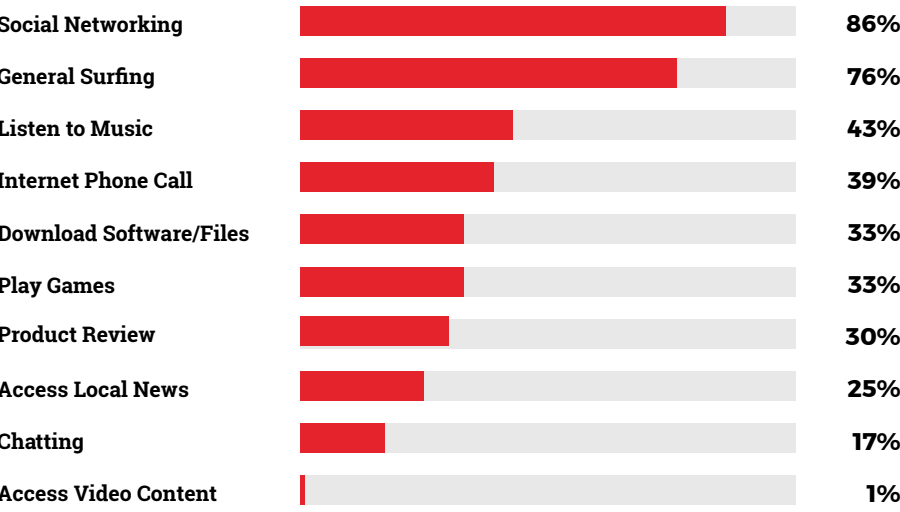
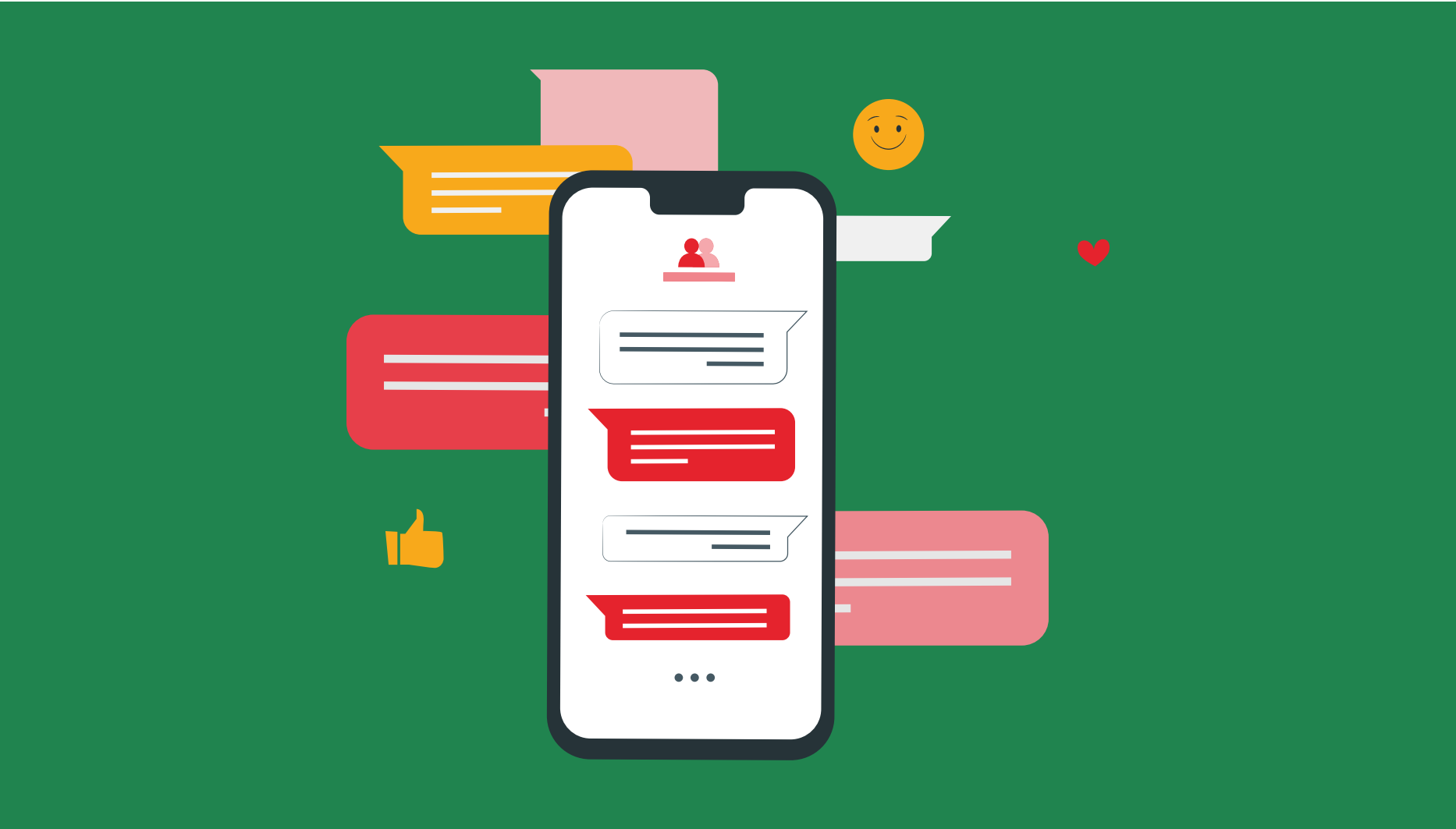


Image 6.8  
The Conservative's Top 10 Internet General Usage



# Entertainment, Hobby & Recreation

## Conservatives as the ‘Santuy’ millennials

Conservatives value their ‘me-time’ a lot and they will spend their free time on self-improvement things, such as reading (20%) and doing individual sport (11%). In a group setting, they are often called ‘*santuy*’, which means chill and calm, and often cook for their family (33%) and do team sports (34%). They do these activities on the weekend to recharge their energy after their typical hectic weekdays.

Conservatives travel (13%) mostly to do their annual ‘*silaturahmi*’ on moments such as Idul Fitri or other religious moments, and occasionally for leisure.

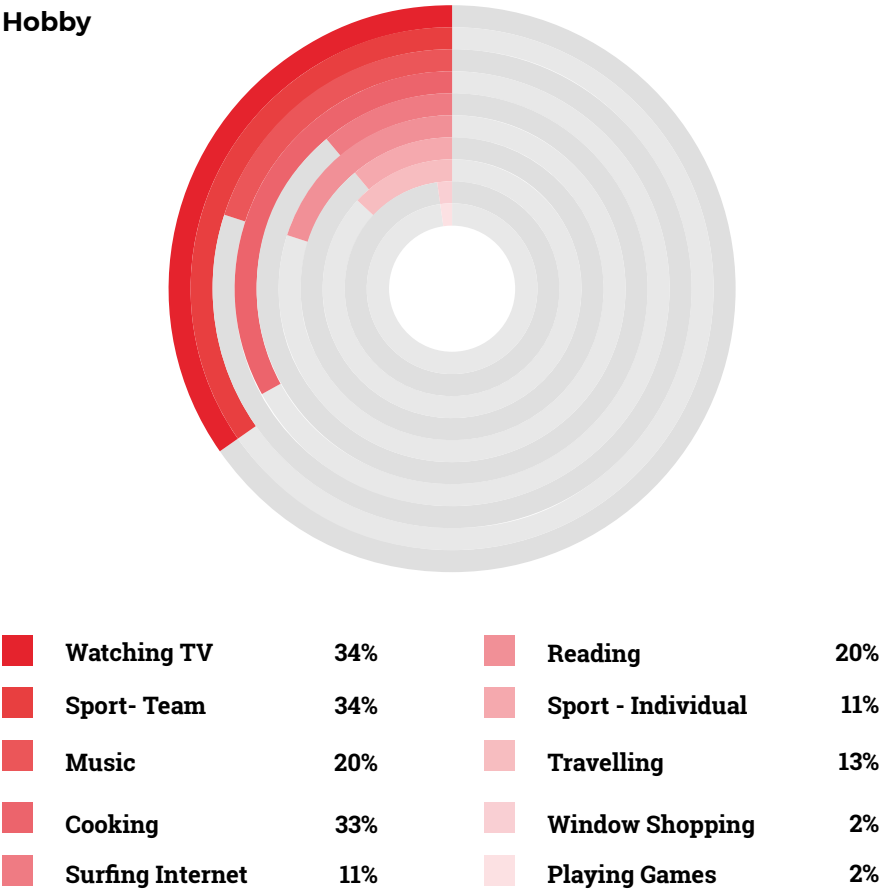


Image 6.9  
The Conservative's Hobby

## Conservatives don’t buy products, they buy authenticity

Conservatives value the originality and authenticity of products. They don't mind doing repeat orders and become loyal consumers toward certain products if they fit the function and price criteria. Conservatives see products as something practical that provide them pleasure or alleviate pain instead of something as image building. They often become voluntary brand ambassadors and spread positive reviews on products that they love to their family and friends.

### Attraction Towards Brands

#### Most Relevant Factors in Determining Brand Relevance





- **Authentic Image**
  - “I appreciate stuff that are well-made and with a real story behind it - like it was mad specifically for a particular purpose”
  - “I don't want to appear fake, using things that I actually don't need or care about”
- **Affordable Alternative**
  - “Why spend so much for something that can be affordable? For example, I don't need the latest most expensive smarthpone or what I need to do. It just seems wasteful for me.”
  - “There are many things more important than spending on unnecessary products”
- **Reliable for a Long time**
  - “I prefer something that has good quality - you know, something that I know will not break easily””
  - “Something that is durable and lasts a long time is important, so you get the most value for it”
- **Popular wth Friends and Family**
  - “If a lot family and friends have used it, it just shows that it is trusted for its quality”
  - Especially for Apps, if more people use it, it is just easier to connect with them.. like moving from a Messenger that used to be popular to something that is currently popular”

Image 6.10 The Conservative's Attraction Towards Brands

# Consumption & Shopping Behaviors

## Conservatives are conscious consumers

Conservatives are simple consumers as they put emphasis on products with authenticity and affordability compared to brand image. They also value price, promo and discounts, but only to the items that they need. They don’t keep a wishlist and they see shopping as a chore instead of a fun activity. They are conscious consumers that can differentiate what they need and what they want.

In offline shopping experience, Conservatives consider stores’s strategic location (63%), product variant and availability (59%), and promo (52%). When it comes to online shopping, Conservatives prefer to pay with their credit or debit card as they value practicality the most, and cash on delivery (COD) for those who don’t own cards.

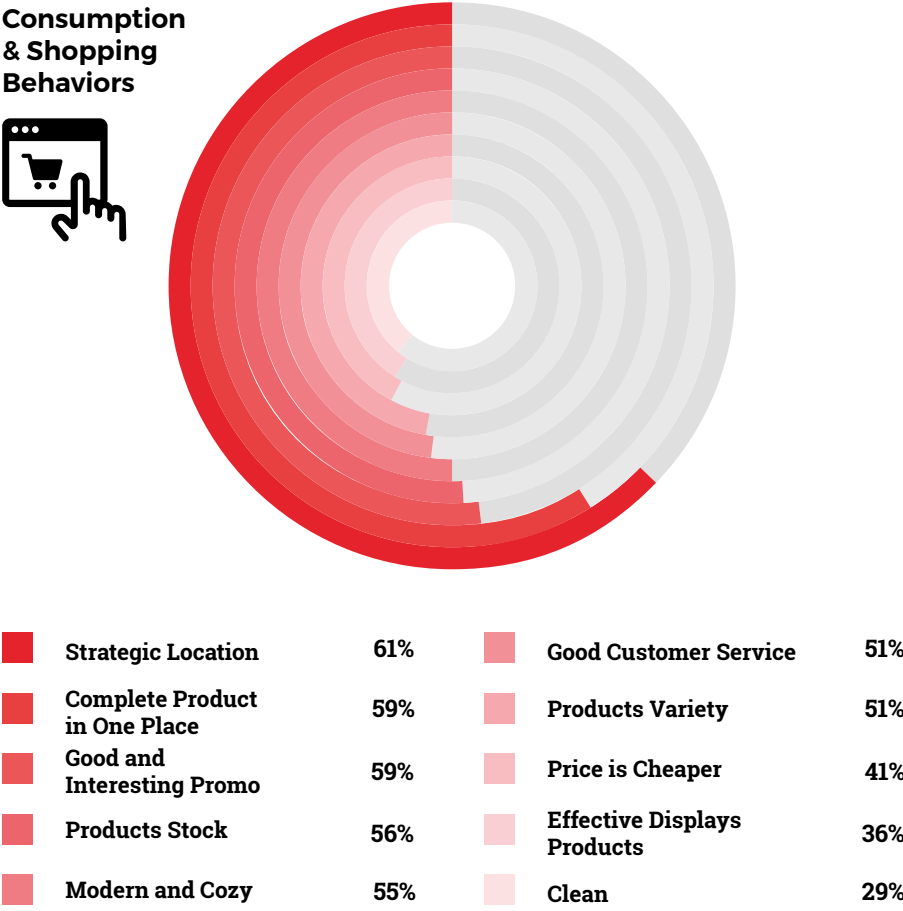


Image 6.10  
The Conservative's Consumption and Shopping Behaviors

# Political Views

## Conservatives are peacekeepers

Conservatives don't mind sharing their political opinions publicly. They are highly engaged with political news and they want to be involved in giving their point of view towards it. Their public engagement towards politics is to keep the society peaceful and for the country’s progression. They are the ones who invite friends and family back to the WhatsApp group after the division during presidential election.



### Politically Disengaged

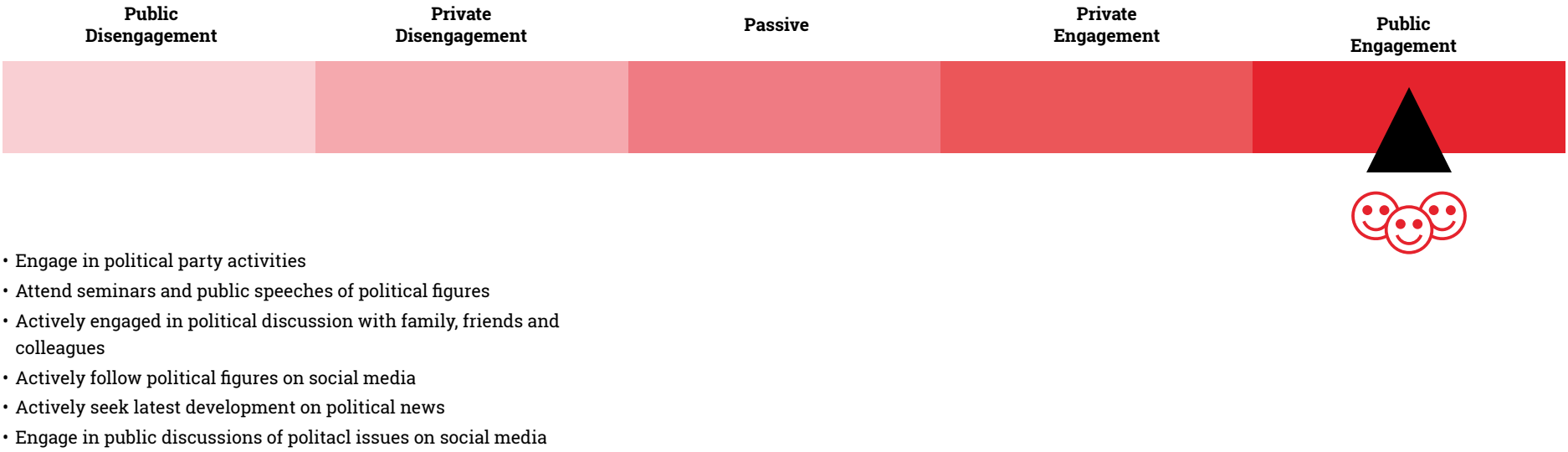


Image 6.12  
The Conservative's Political Engagement



Millennial Type 7



# The Collaborator

## Millennial Type 7

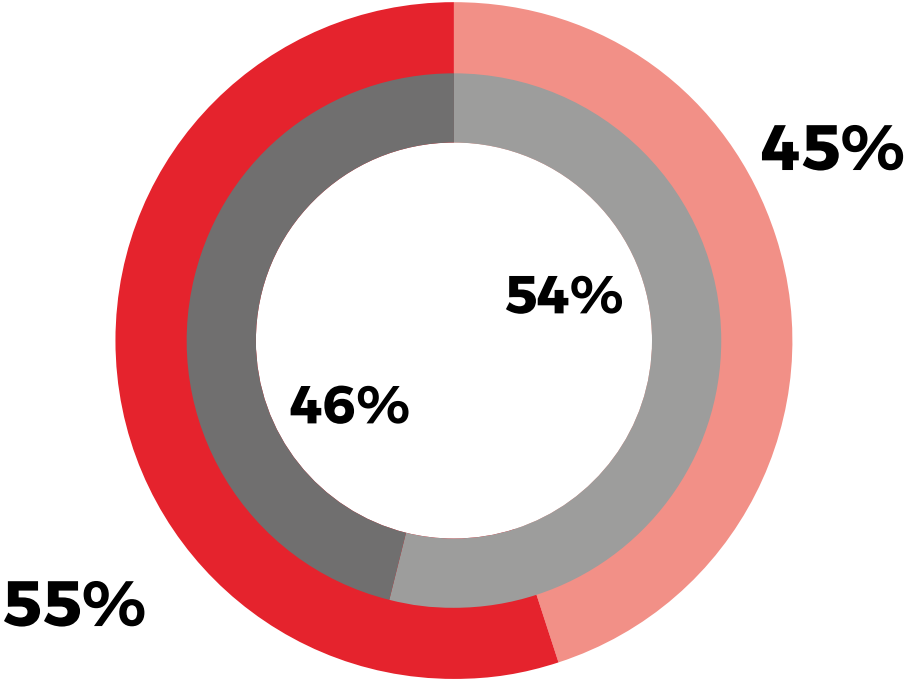


Image 7.1  
Demographics of The Collaborator

Male 21-28 years  
Female 29-36 years

“If you want to go fast, go alone. If you want to go far, go together.”  
- African Proverb

## Who Are They?

Highly tolerant, full of ideas, and love to create a great teamwork within the society. Collaborators will act with creativity, imagination, conviction, and sensitivity to empower and to create balance - the embodiment of ‘tut wuri handayani’. Though soft-spoken, they have very strong opinions and will fight tirelessly for an idea they believe in. They are always up-to-date with the current news and trends, but rarely share their views about politics and religion publicly. Collaborators consume content through social media, digital media, and radio. As consumers, Collaborators buy products to project social image (social), create belonging or affiliation (social), and increase access (functional). 19% of millennials identified themselves as The Collaborator type; of which 55% of them are male and 54% of them are senior millennials.

## Religions, Values, & Traditions

### Collaborators promote religious diversity through harmony

Collaborators actively engage in religious activities such as Friday communal prayer or Sunday Church. They are tolerant and can appreciate diversity in the society. When it comes to issues related to religion, Collaborators tend to have strong opinions towards it, but like to keep it to themselves. They always try to avoid arguments and conflicts, and prefer to promote diversity through harmony.

### Collaborators and their habit of ‘Join Bareng’

Collaborators like to hang out with friends and family. They can easily blend in with everyone and they will make time to do it. They like to ‘JB’ or ‘join bareng’, which means doing things together, from school project, ad-hoc work project, until *kerja bakti* or community services. This is driven by their ability to feel a sense of belonging and acceptance in the community.

### Collaborators and their principles of “Urip Rukun, Aja Gawe Pati Lan Larane Liyan”

Collaborators tend to avoid conflicts and heated arguments with others both in professional life and personal life. They live their lives based on an Javanese proverb, “*Urip Rukun, Aja Gawe Pati Lan Larane Liyan*” which means our lives have to be in harmony with others without giving anyone burden and pain. However, don’t mistake their love of harmony as inaction. They do a lot of other things to contribute to society.

Collaborators have a high sense of tolerance from thought tolerance (28%), social tolerance (26%), religious tolerance (18%), gender tolerance (14%) to racial tolerance (14%). They will judge people based on their merit instead of their differences.

### Most Familiar Types of Tolerance



Thought Tolerance  
28%



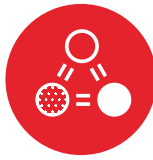
Social Tolerance  
26%



Religious Tolerance  
18%



Gender Tolerance  
14%



Racial Tolerance  
14%

Image 7.2  
Most Familiar Types of Tolerance Among Millennials

### Collaborators’ personal values are a combination of those believed by socializers and visionaries

Collaborators want to belong and to be accepted in their community and they want to contribute and have a positive impact on society. Thus, their personal values and desires are actually a combination of The Socializer and The Visionary type. Collaborators follow popular choices and trends. They keep themselves up-to-date with the latest products and brands. They also have a strong desire and aspiration to have a clear and attainable career progression.





# Family Life & Education

## Collaborators are optimists

The family members will describe Collaborators as optimistic and creative. Collaborators value their family very much and put them at a very high priority. They will allocate and prioritize time with their family from having family dinner, weekly gathering, to doing chores.

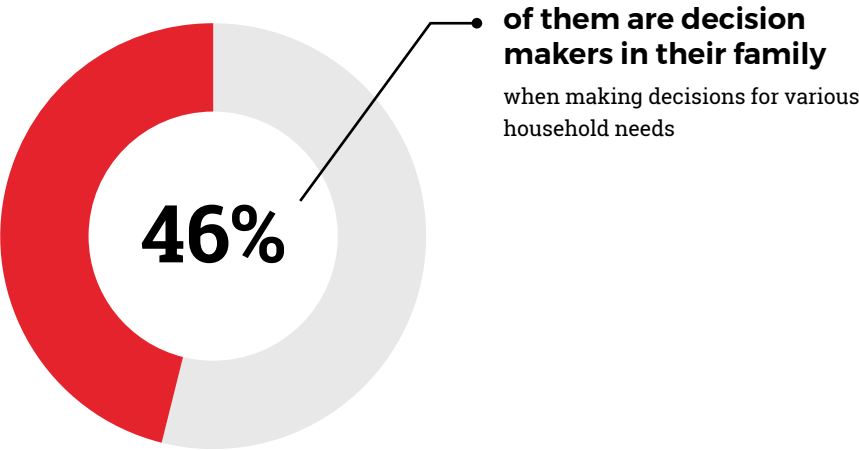


Image 7.3  
Collaborator as A Decision-Maker in The Family

46% of Collaborators are decision-makers in their family from buying household items, selecting children’s school, to deciding on the next travel destination.

## Collaborators as parents: ‘Tut Wuri Handayani’

Collaborators’ principle on parenting is ‘Tut Wuri Handayani’, which means, to empower their children with creativity, imagination, conviction, and sensitivity to create balance. They will provide tough love from being very disciplined in school and extracurricular activities to providing words of affirmation. They are very active in helping their children’s homework to push them to join school competitions. Collaborators push their children towards achieving goals while also extending a helping hand to them along the way.

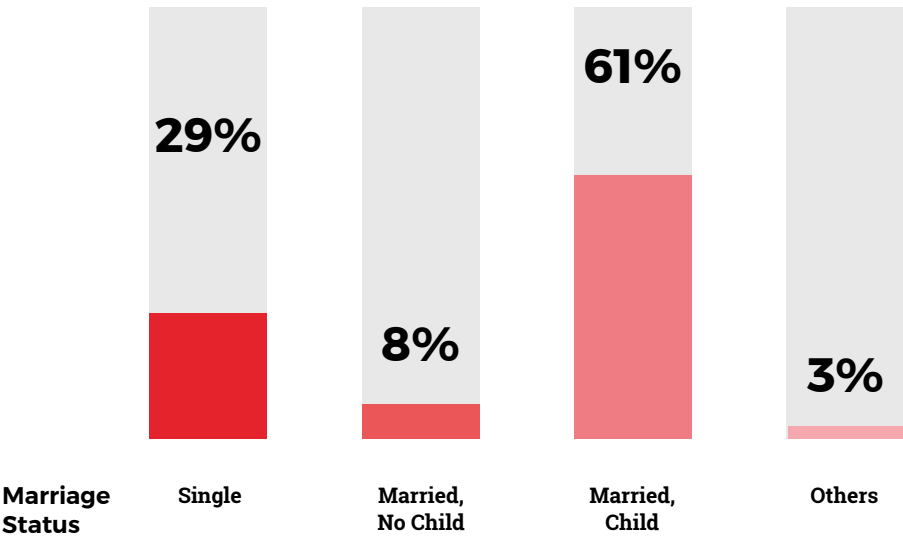


Image 7.4  
Marriage Status of The Collaborator

## Collaborators and their active involvement in ‘Pensi’ and ‘Ospek’

During school or college, Collaborators are often students who are highly active in school organizations that are in charge of organizing ‘Pensi’ and ‘Ospek’. ‘Pensi’ is the annual school festival that involves musical, theatrical, and other performances. ‘Ospek’ is the orientation of new students. They assume roles such as head of committee, head of sponsorship, or head of content. They work well with other students in different roles and are very committed towards the success of a particular project once they decide to be involved in it.



# Career Paths & Workplace Habits

## Collaborators need to find purpose in their chosen career

31% Collaborators work as blue collar workers, 18% as white collar workers, and 15% as entrepreneurs. In any role, Collaborators will find ways to find the bigger purpose in their work. Purpose can vary from moving the nation forward, lifting people out of poverty, or simply becoming the breadwinner in their family. They do this to keep themselves motivated to sustain their careers and achieve their long-term goals. In a white collar industry, they like roles that require them to work collaboratively with others such as sales, marketing, or operations.

## Collaborators are office clowns mostly loved by their co-workers

In the white collar industry, Collaborators tend to be the office clowns. They do this to win people’s hearts and create harmony. They throw jokes during intense discussion, reach out to new people with humor, and all around fun. They don’t take criticism personally and expect others to do the same. While some others might find them rude, most find them funny and entertaining, bringing a much-needed burst of refreshing energy in a mundane work day.

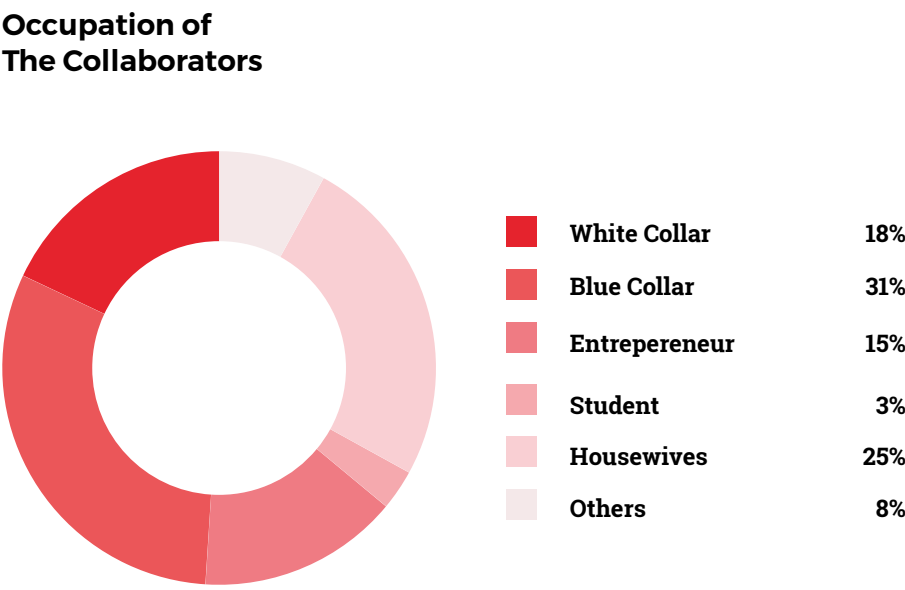
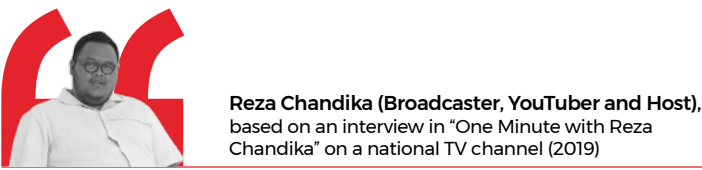


Image 7.5  
Occupation of Collaborators



Reza Chandika (Broadcaster, YouTuber and Host), based on an interview in “One Minute with Reza Chandika” on a national TV channel (2019)

“My experience in collaboration was in my podcast ‘Rapot’. All four of us met from our days working in radio, and we already understand each other’s personality and role. From choosing the topic, making the segments, and drafting the punchline. **It started as a reunion, and thankfully it ended up as a podcast..”**

# Media Consumption

Collaborators are news junkies to be able to connect with different communities

Collaborators keep themselves updated with news and entertainment through digital media (46%), daily newspaper (41%), and television (90%). They have to have the most updated news at their fingertips for practical use such as conversing with a diverse set of friends, for work-related matters, or for personal enjoyment. Aside from the traditional medium, Collaborators also use news aggregators such as LINE Today or Babe app. They have little loyalty to specific media channels, and do not mind getting news from multiple sources as long as it is relevant and fast.

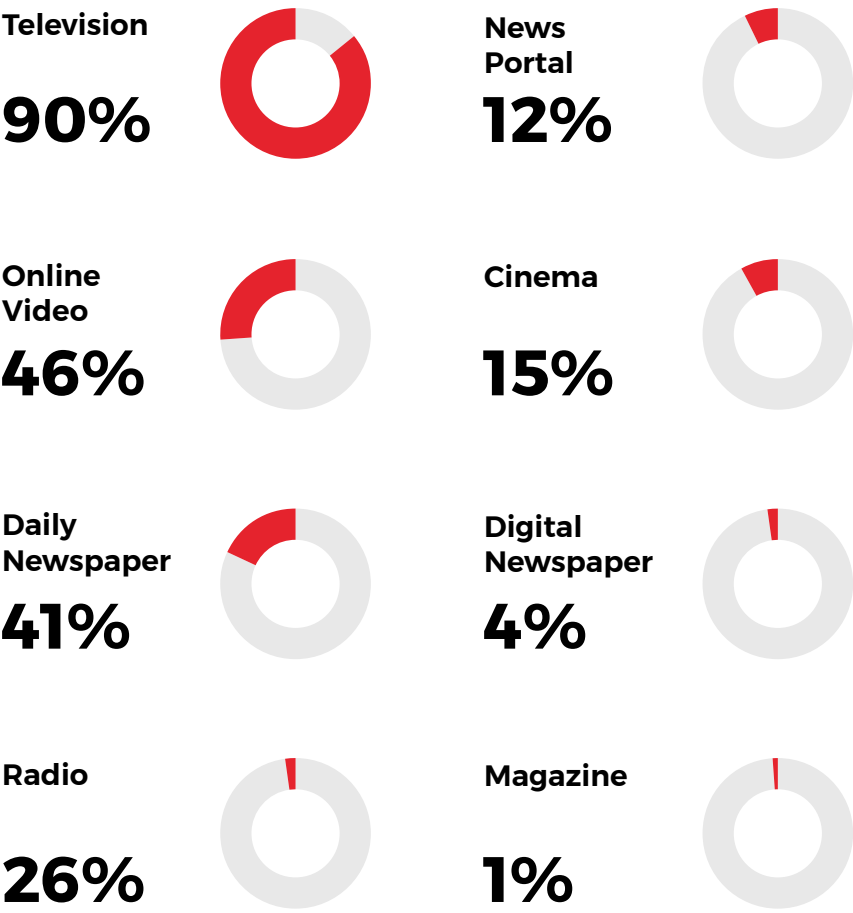


Image 7.6  
Media Consumption for The Collaborator



I think the people who are ideals to collaborate with are the people whose values and visions are similar to us. **However, we should not close the opportunity to collaborate with those who are different from us. The most important thing is not to be too judgmental with others.** Just listen to other people’s opinions first before we make comments on that. See how their perspectives can also build up and improve our own ideas.”

# Internet & Online Behaviors

Collaborators are constant communicators

Collaborators spend around 3 hours per day to use the internet and spend around Rp 79.000,- for their internet package per month. They spend these 3 hours mostly to read news and get information (88%), connect with friends using social media (74%), and listen to music (40%). Not just consuming, Collaborators are often active in creating content in forums such as Kaskus or nicher forums such as Popbela Forum and Female Daily Forum. They also often write in IDN Times Community or Kompasiana on top of their personal blog.

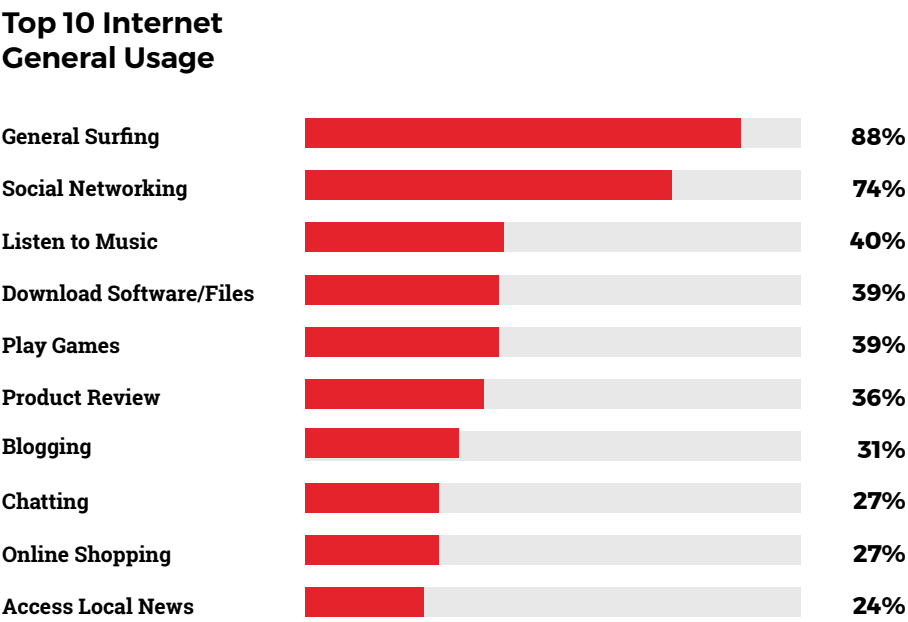


Image 7.8  
The Collaborator's Top 10 Internet General Usage

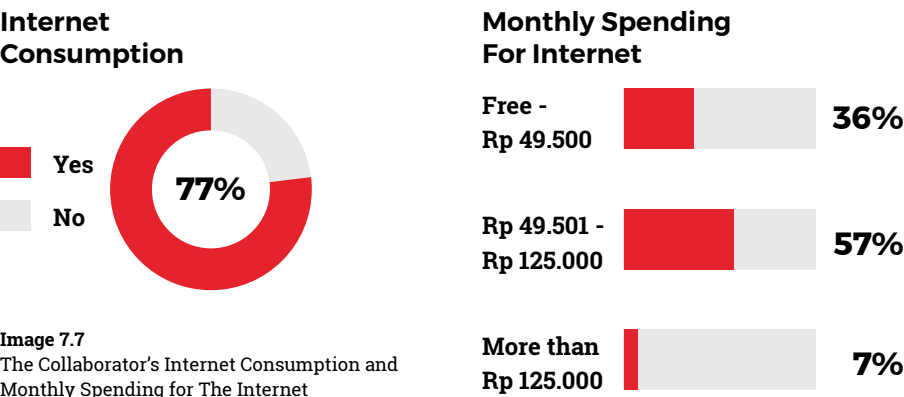


Image 7.7  
The Collaborator's Internet Consumption and Monthly Spending for The Internet

Collaborators and their tendency to ‘Sambil Menyelam Minum Air’

‘Sambil menyelam minum air’, which means doing two things at once, is the principal they apply to their life. Collaborators love to multitask such as playing Mobile Legends while putting their baby to sleep or selling items on Instagram while making friends. At the end of the day, they believe that efficiency is key to progress in life.

# Entertainment, Hobby & Recreation

Collaborators are active members of the ‘Social Social Club’

Collaborators like to make friends and do social activities. In *arisan* groups, they often become the leader who drives the group's activity. They don't mind doing the extra work of organizing and getting the neverending WhatsApp notifications on their phones due to their involvement in many groups. They are the antithesis of the ‘Anti Social Social Club’, as they are true members of the ‘Social Social Club’.

In their leisure time, Collaborators spend a lot of time doing team sports (43%), cooking (20%), and playing or listening to music (35%). They only travel (5%) when it is mandatory and shop (5%) only if it is required.

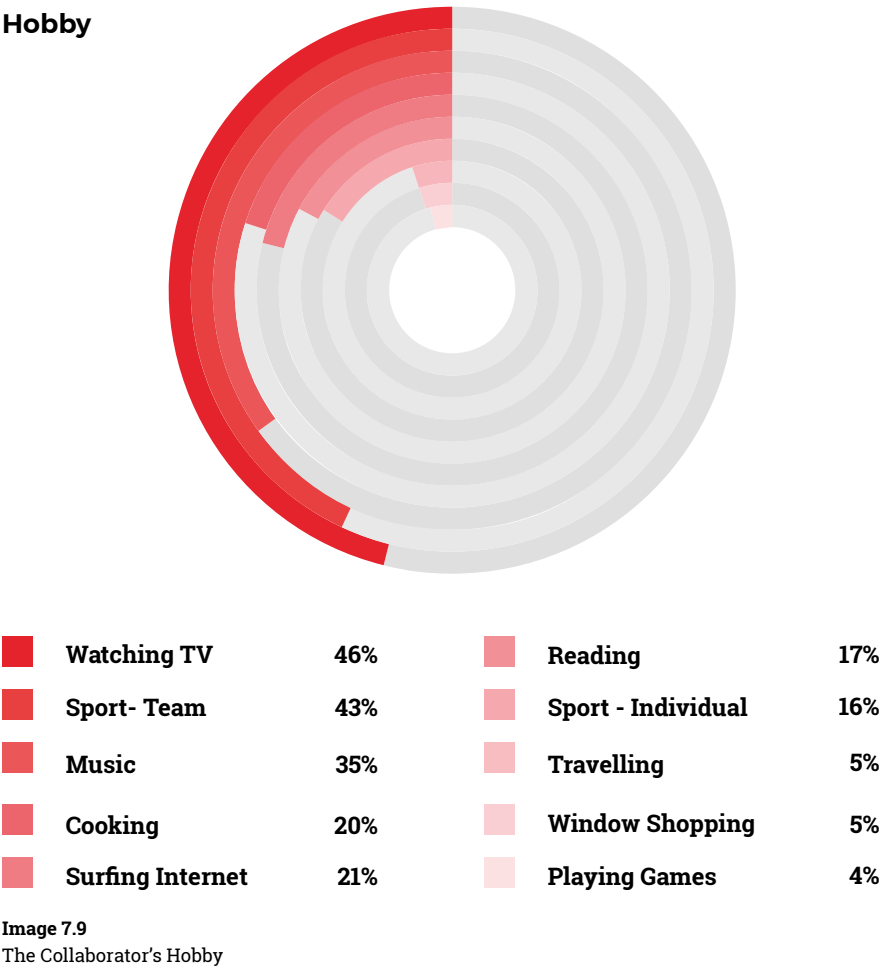


Image 7.9  
The Collaborator's Hobby





Fathia Izzati (Musician and Content Creator), based on an interview with IDN Creator Network (2019)

I think building a network is important because you’ll often need other people’s help, and vice versa. **You can’t do everything alone. By building networks with others, it will not only improve our work life, but it will also improve our social life.”**

## Consumption & Shopping Behaviors

Collaborators always know the latest places to go, *‘Warung Kopi’*, *‘Warmindo’*, and *‘Warteg’*

Collaborators like to find cozy places from the neighborhood *warung kopi* (coffee shop), the newest *warmindo - warung makan indomie* (instant noodle restaurant), the nicest *warteg - warung tegal* (small restaurant), to weekend travel destination. They often use the place as a gathering venue or simply just to compile it as a list of places to share with their friends. Even

Consumption & Shopping Behaviors

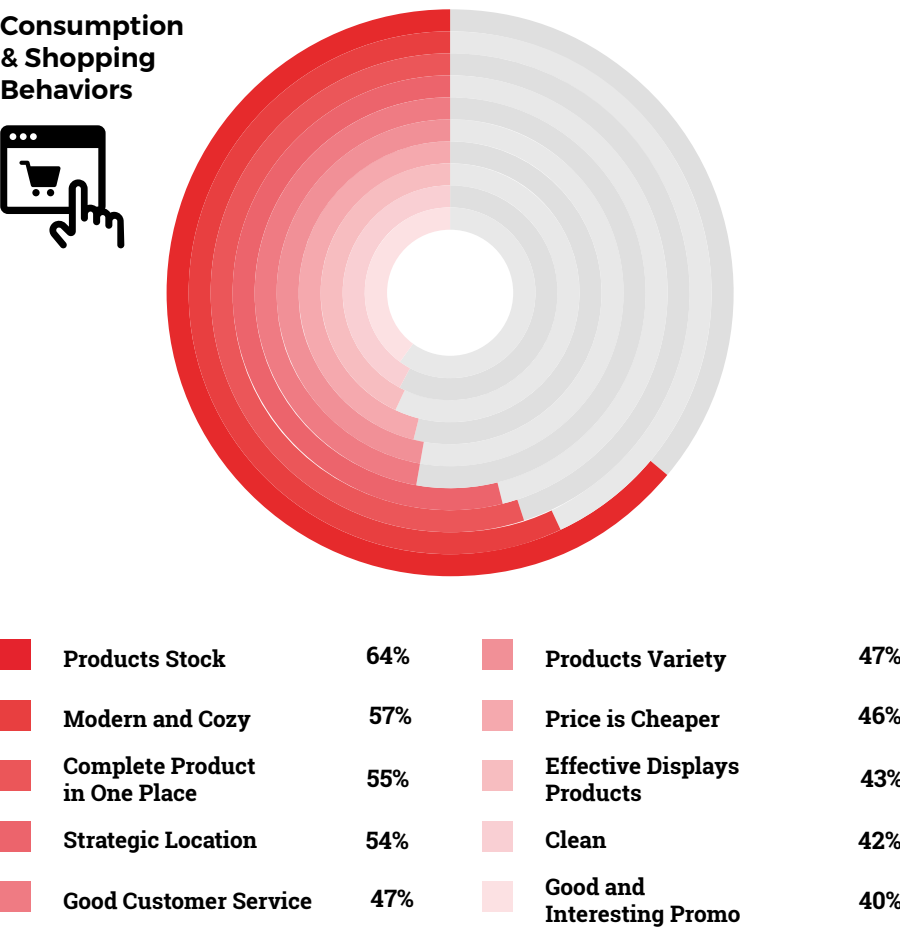


Image 7.10  
The Collaborator's Consumption and Shopping Behaviors

though they have a comfort food restaurant that they always go to, they feel that a new place can bring a new positive vibe to the group. For them, cozy places don't have to be fancy or expensive, it just has to be fresh and easily accessible.

### Collaborators don't buy products, they buy the social image

Collaborators buy products to project social image (social), create belonging or affiliation (social), and increase access (functional). For Collaborators, the popularity of the products means their desirability of the products. The more people buy and use it, the more they think they have to buy and use the product. For them, using the same products as their peers will make them fit in the group and ultimately create a sense of belonging and acceptance, even when it cost them some fortune. They also like to buy things that are *'kekinian'* or hype as they feel that it will project a positive social image on them. When they shop on retail, they put emphasis on modern and cozy ambience (57%) and product availability (64%).

## Attraction Towards Brands

### Most Relevant Factors in Determining Brand Relevance

- ★

**Popular Choice**

  - "Popularity guarantee quality"
  - "The bottom line is that i don't want to feel weird or awkward and having things or brands that are popular helps me avoid those things"
- 💰

**Affordable Premium**

  - "The reality is, I can't afford all those expensive things, especially when it comes to the gadgets that I own , But at last, there are always alternatives that are well-priced and look premium as well"
  - "As long as it does not feel like I am buying something cheap"
- 👤

**Youthful Stylish**

  - "Being stylish or looking youthful is not uncommon anymore, it is the common. Everyone is stylish and everyone is youthful"
  - It helps to feel like you belong to this generation, it is such a well-talked about generation so of course I want to be part of it"
- 🎯

**Understated**

  - "I think simplicity is very important, having someone too extravagant will also distance other people"
  - "I also want to feel approachable, like, I don't want to intimidate otehr people"

Image 7.11 The Collaborator's Attraction Towards Brands



## Political Views

### Collaborators: “Keep calm and carry on”

Collaborators are somewhat politically disengaged. Even though they follow the current and viral news about politics, they don't share their personal view publicly. Collaborators tend to avoid heated arguments related to politics, follow the general opinion in the group and respect differences with others. They participate in giving votes in national and regional elections as they think it is a mandatory thing to do.



### Politically Disengaged



- Ensure to keep up with viral news - do not want to be excluded from discussions surrounding the topic
- Follow the news through various media
- Tends to avoid conflict and follow the general opinion in the group
- Stay away from heated discussions/debates

Image 7.12  
The Collaborator's Political Engagement

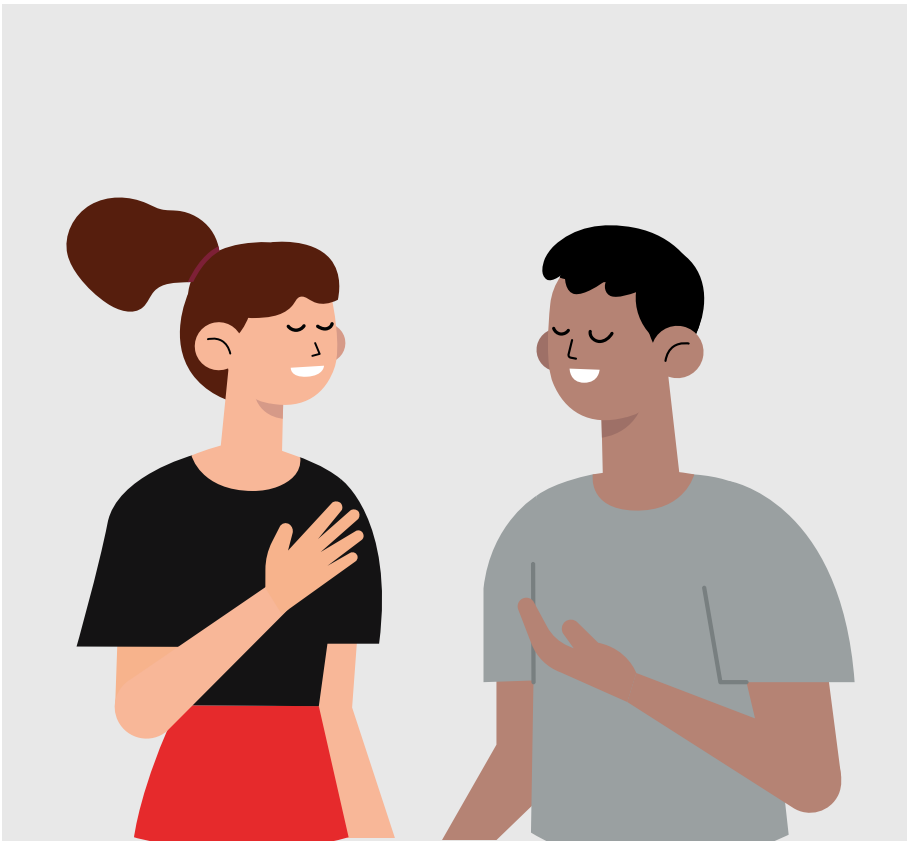






# Millennials' Key Distinctions

What makes them different from one another?



## Age Group

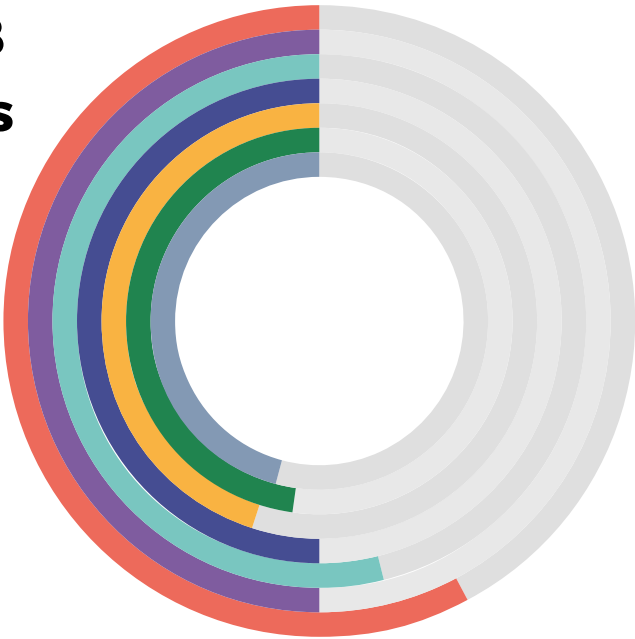
While all 7 types do not carry significant differences between junior millennials and senior millennials, The Adventurer type tends to have more junior millennials (21-28 years old) comprising 58% of the group and The Socializer type tends to have more senior millennials (29-36 years old) comprising 55% of the group.

### Total



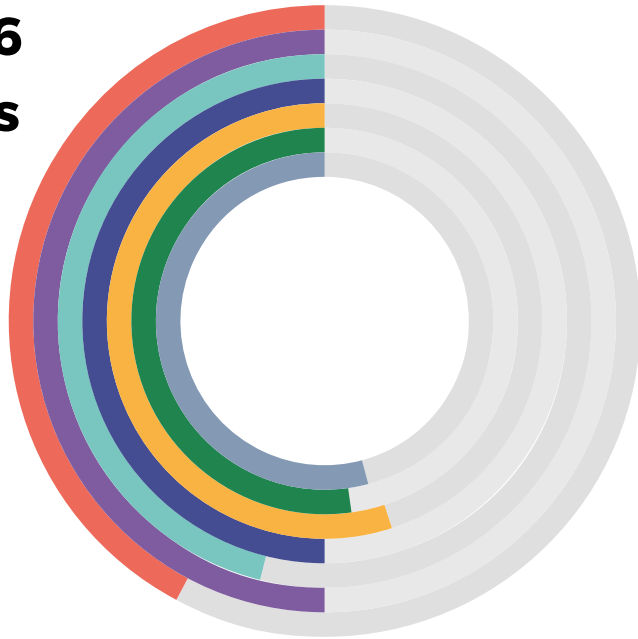
21-28 Years	51%
29-36 Years	49%

### 21-28 Years



The Adventurer	58%	The Socializer	45%
The Visionary	50%	The Conservative	48%
The Artist	54%	The Collaborator	46%
The Leader	50%		

### 29-36 Years



The Adventurer	42%	The Socializer	55%
The Visionary	50%	The Conservative	52%
The Artist	54%	The Collaborator	54%
The Leader	50%		

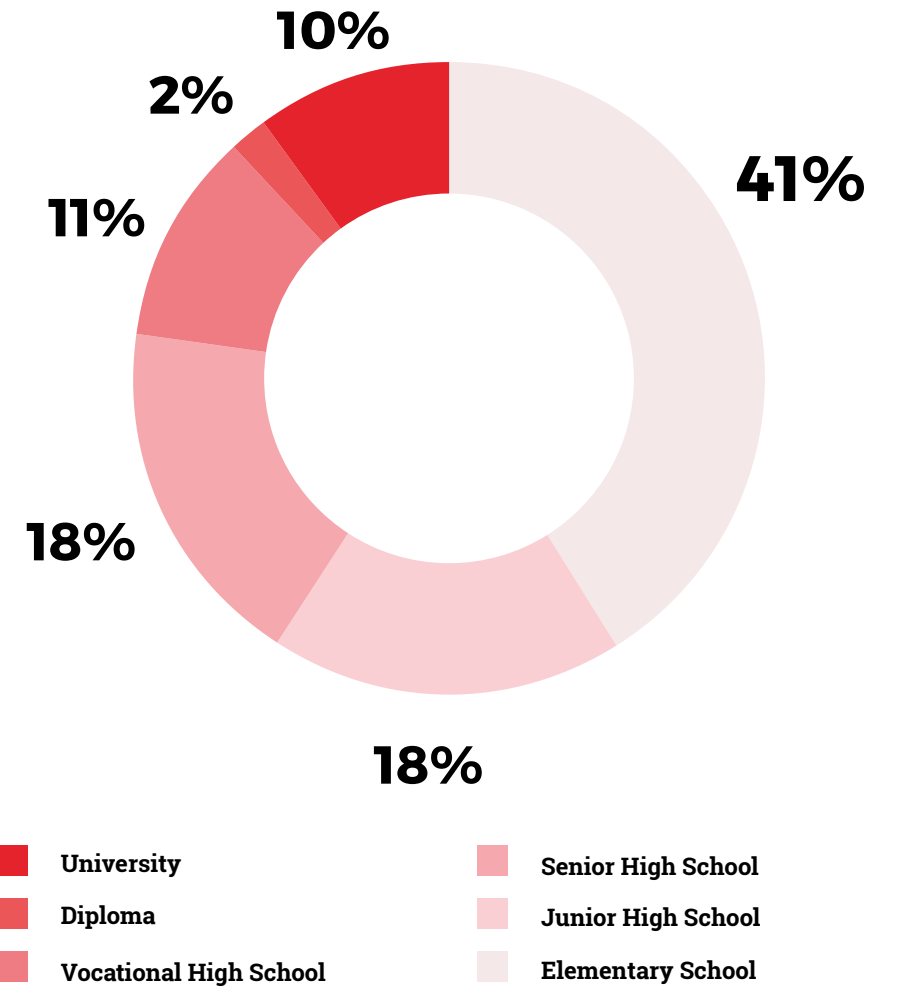
Image 8.1  
Millennials Age For Each Type

# Marriage Status and Education Level

Majority of all 7 types are mostly married with children, which is not surprising as Indonesia's average age of marriage is 22 for women and 25 for men. However, the types that have the most Singles are The Adventurer (37%), The Visionary (31%), and The Leader (30%). On the other hand, the types that are mostly married with children are The Socializer (71%), The Artist (69%) and The Conservative (68%)

According to the Central Bureau of Statistics, from the 129,3 million Indonesian workers, 40.51% (52,37 million) are elementary school graduates, 17.75% (22,95 million) are junior high school graduates, 29% (37,49 million) are high school graduates or equivalent, and only 10% (12.9 million) are university graduates. If we prorate the numbers with 35.4% millennials representation, they comprise up to 45.8 million Indonesian workers. The Adventurer and The Visionary tend to have the highest education with diploma or above with 19% and 15%, respectively. On the other hand, The Conservative and The Socializer tend to have the lowest education graduating from junior high school or below with 52% and 57% respectively.

## Indonesian Workers Education Level



## Marriage Status

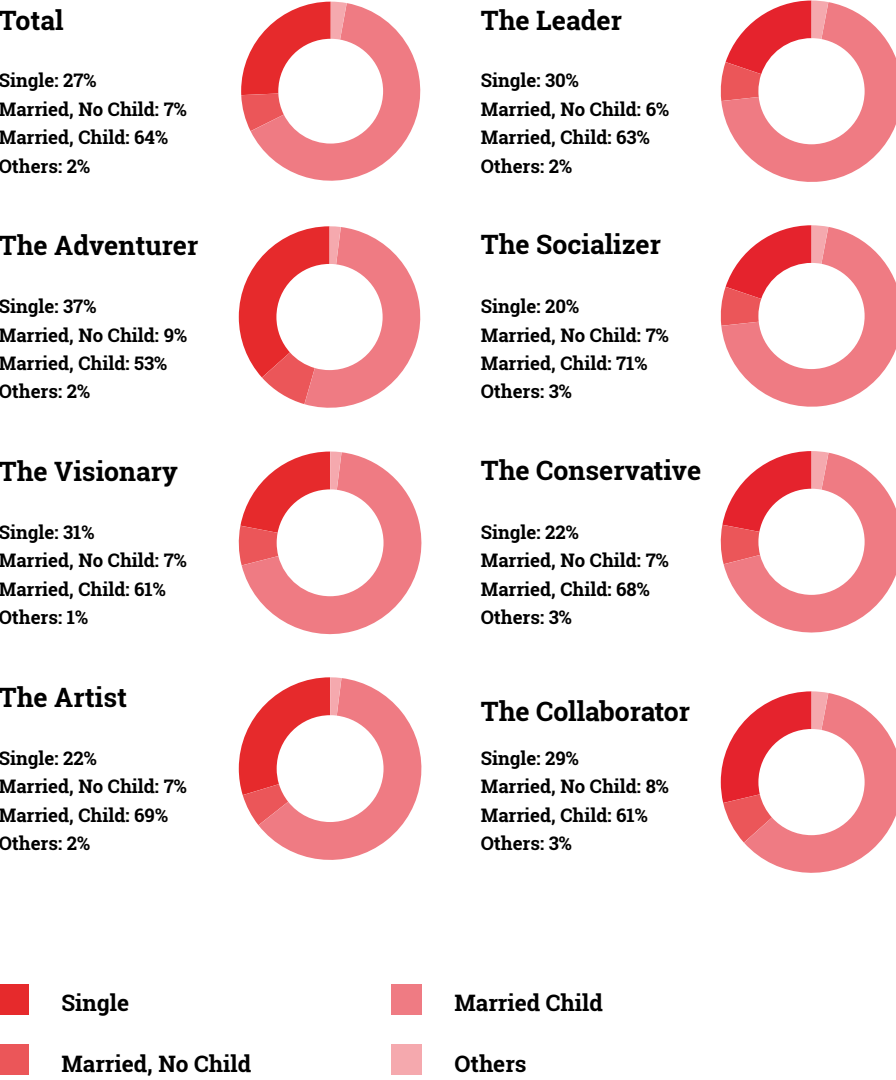
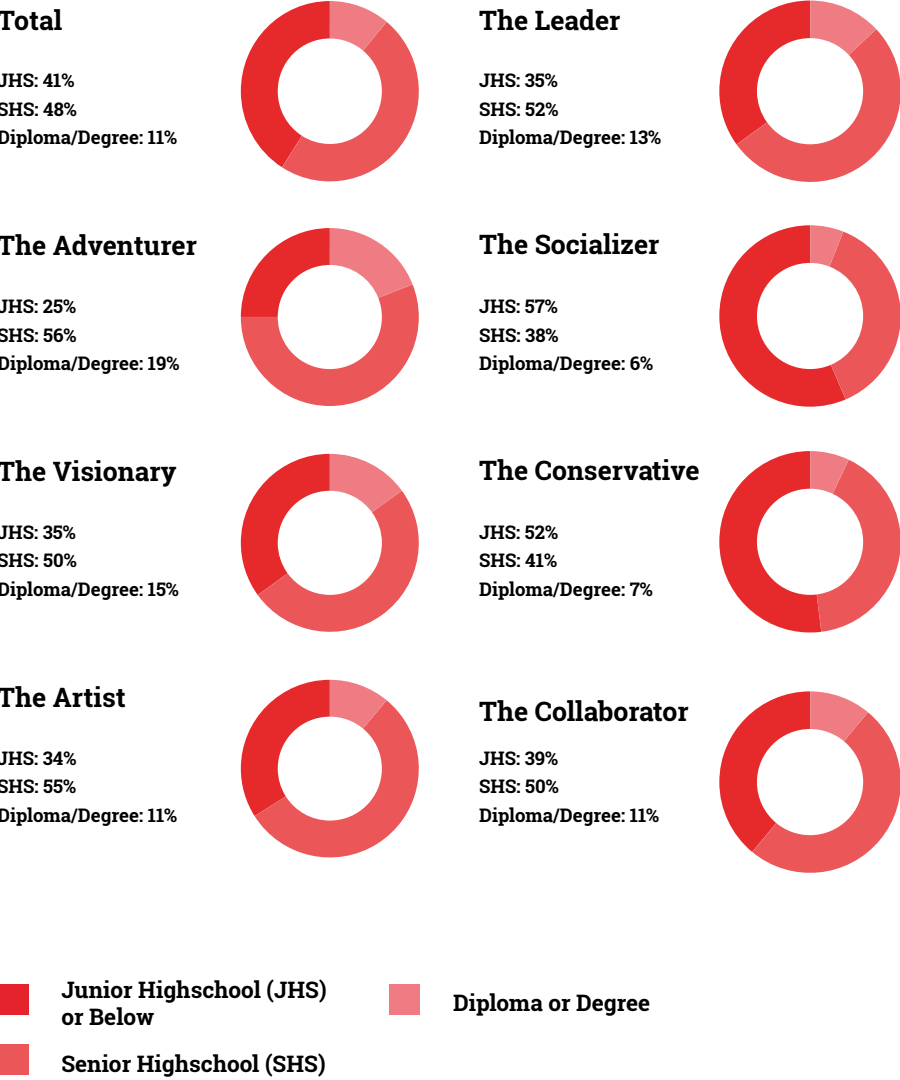


Image 8.2  
Marriage Status and Latest Education for Each Type

## Latest Education



# Occupation

Number of Indonesians working in the formal industry has grown steadily from four years ago to today with 55.2 million (42.7%) Indonesian formal workers compared to 74.1 million (57.3%) Indonesian informal workers. If we prorate the numbers with 35.4% millennials representation, they comprise up to 19.5 million Indonesian millennial formal workers compared to 26.2 million Indonesia millennial informal workers. While the majority of Indonesian millennials are employed in the blue collar industry or as housewives, The Leader tends to generate the most managers in the white collar industry, and The Visionary tends to generate the most entrepreneurs.

Indonesian Worker Based on Sector (2015 - February 2019)

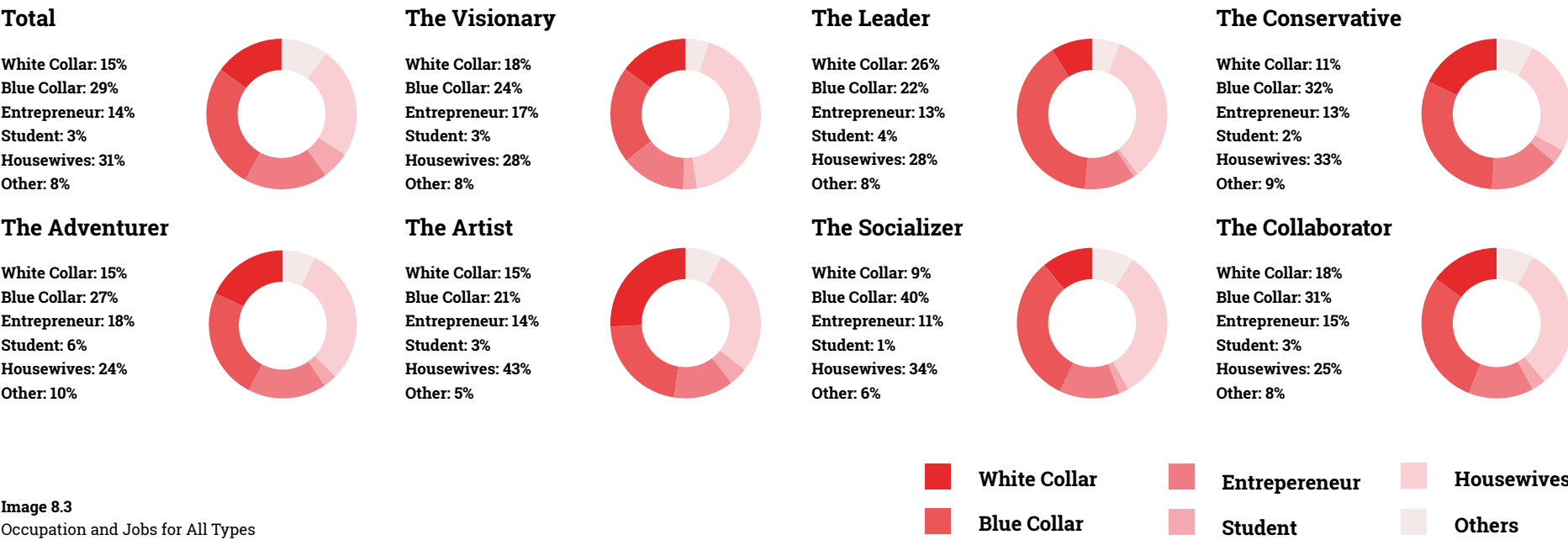
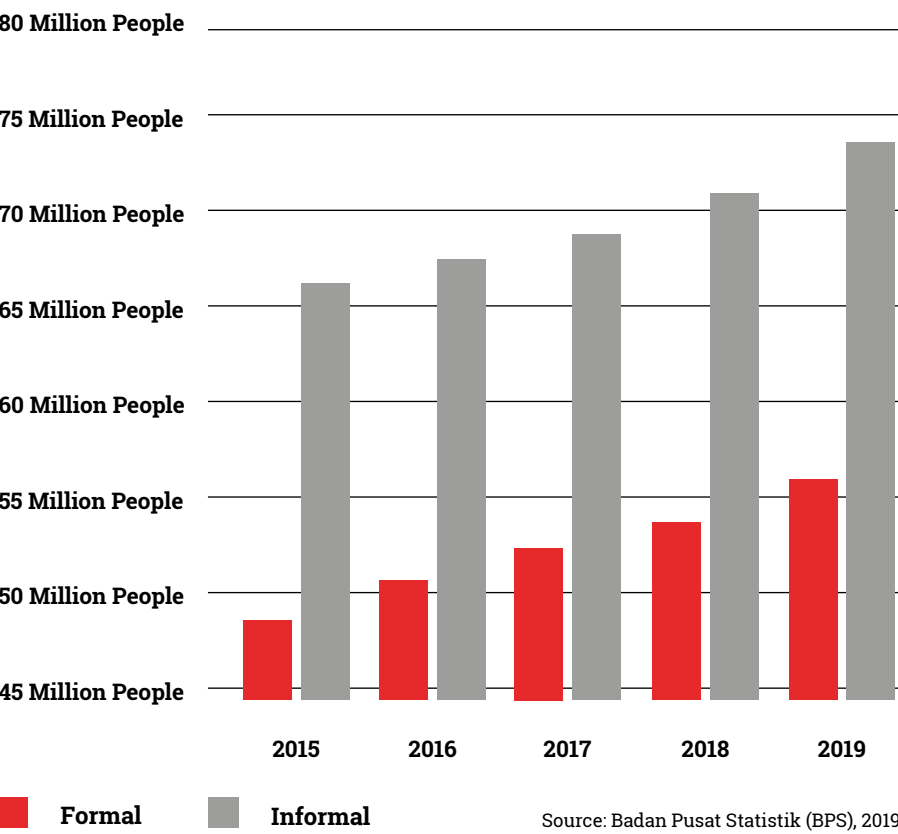
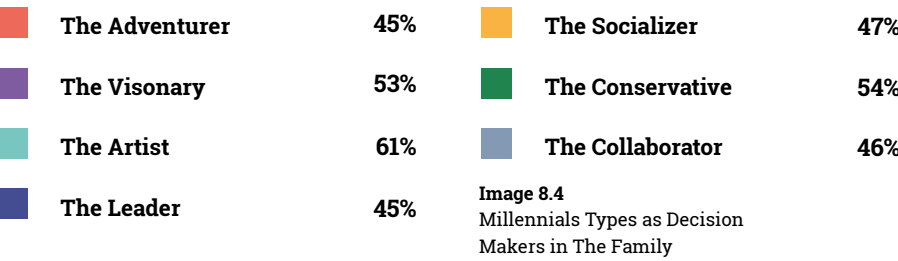


Image 8.3  
Occupation and Jobs for All Types

# Family Decision Maker

All types of millennials show significant power of decision-making in their family. However, The Artist (61%), The Conservative (54%) and The Visionary (53%) on average have more influence due to their strong-willed nature and adept negotiation skills. On the other hand The Adventurer (45%) and The Leader (45%) have weaker influence due to their compromising nature and affinity towards harmony.

## Who Are the Decision Makers In The Family?



# Media Consumption

Millennials consume news and information in strikingly different ways than previous generations, and their paths to discovery are more nuanced and varied than some may have imagined. Most of them receive news and information through combined channels of television, YouTube, Instagram, digital media, newspaper, radio, and others. Virtually all millennials are consuming a mix of hard news and lifestyle news, with the majority of interest on relevant local news. Most content discoveries happen during activities such as scrolling social media feed, watching the television, or group-chatting with friends. If a specific content sparks their interest, Indonesian millennials will go to Google to search the topic and will more likely choose the pop-up search link that is sourced from reputable digital media channels. Occasionally, once a month there would be a national-level ‘viral news’, where a certain topic gets simultaneous public attention on Twitter or Instagram, quickly spread across group chats, often becomes a topic of interest on television and newspaper, and ends back on Instagram or Twitter. Topics can vary from Garuda Indonesia’s Harley Davidson scandal, Aries ‘Spiderwoman’ Rahayu’s world record in wall climbing to Gempì’s surprise act at HONNE’s Jakarta concert.



Consumption	Total	The Adventurer	The Visionary	The Artist	The Leader	The Socializer	The Conservative	The Collaborator
Television	89%	83%	89%	97%	92%	96%	86%	90%
Online Video	46%	60%	67%	76%	44%	21%	46%	46%
Daily Newspaper	27%	39%	23%	27%	27%	22%	18%	41%
Radio	24%	32%	27%	25%	26%	18%	19%	26%
News Portal	7%	27%	28%	22%	13%	12%	7%	12%
Cinema	8%	24%	27%	22%	19%	6%	8%	15%
Digital Newspaper	2%	3%	2%	0%	2%	2%	2%	4%
Magazine	1%	2%	1%	1%	1%	0%	1%	1%

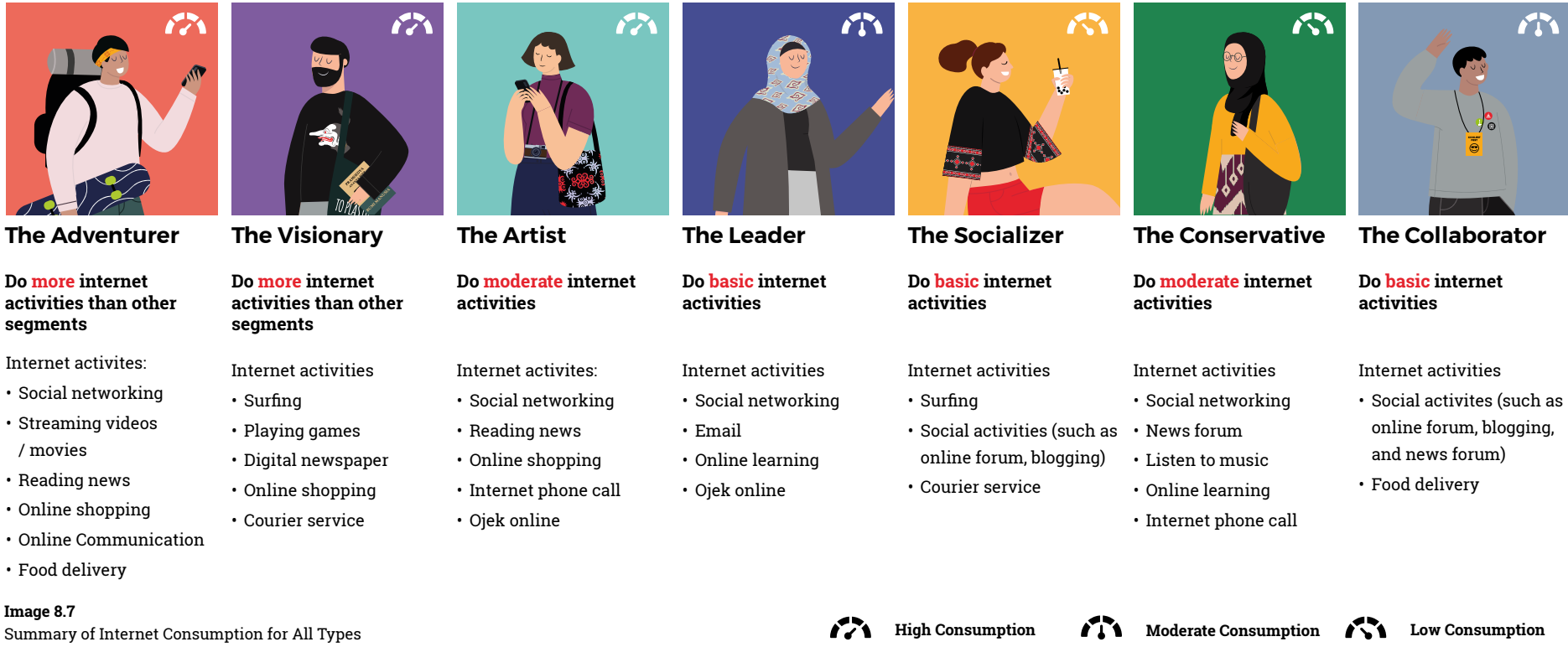
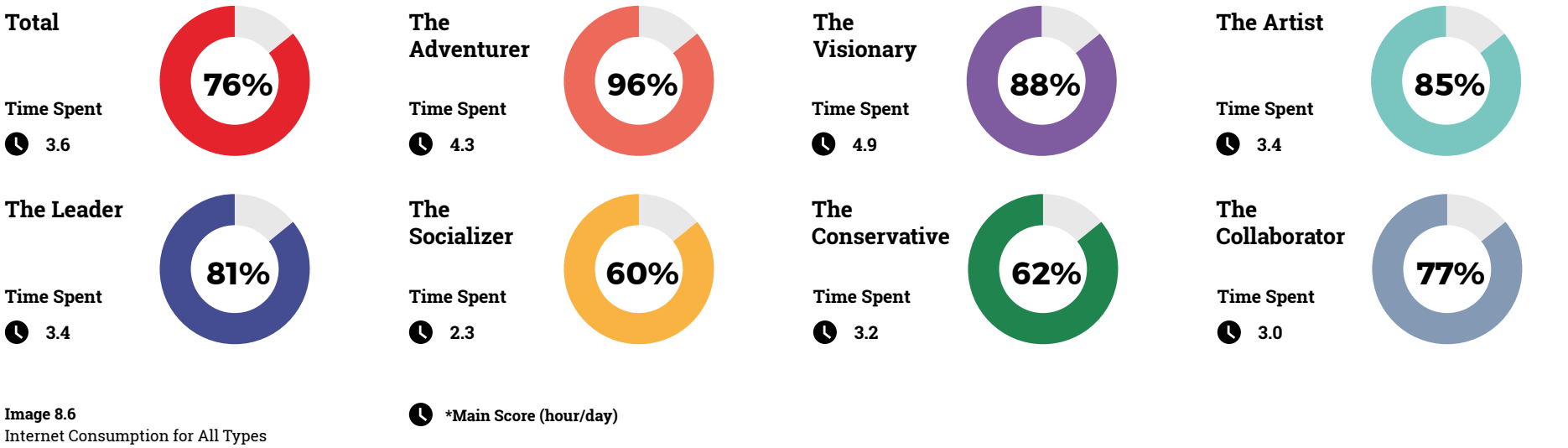
Image 8.5  
Media Consumption for All Types



# Internet Consumption

WhatsApp, Instagram, Facebook, and YouTube have become nearly ubiquitous in millennials’ digital life. As YouTube partners with all five telecommunication providers, more and more Indonesians in rural areas are accessing online video through bundled internet packages. With the incoming massive amount of rural viewers, this sparks a major change within the YouTube Leaderboard landscape which was used to be dominated by SkinnyIndonesian24, Edho Zell and Chandra Liow, and now shifting to Atta Halilintar, Dedy Corbuzier and Ria Ricis. For urban millennials, Facebook has become more of a utility than a platform they enjoy. Instagram has risen as the go-to social media platform for almost all millennials from

all socio-economic levels, as people conduct various activities from buying/selling, chatting to keeping up with social updates. More niche platforms such as IDN, LINE, Yummy, Tiktok, Bigo, and Hago have their own set of loyal communities served by the platforms. Most millennials (76%) spend 2-4 hours online everyday, with The Visionary (4.9 hours) and The Adventurer (4.3 hours) being the most active and with The Socializer (2.3 hours) and The Collaborator (3.0 hours) being the least active.



# Payment Method in Online Shopping

Cash on delivery (COD) and bank transfer are still the top two online payment methods used for online shopping in e-commerce. However, the introduction of digital payment in offline channels such as malls and convenience stores brings life to the top 3 players: GoPay, OVO, and Dana. Cashback is the most effective incentive to lure consumers to use the digital payment platform with the hope of making them sticky to the platform in the long run.

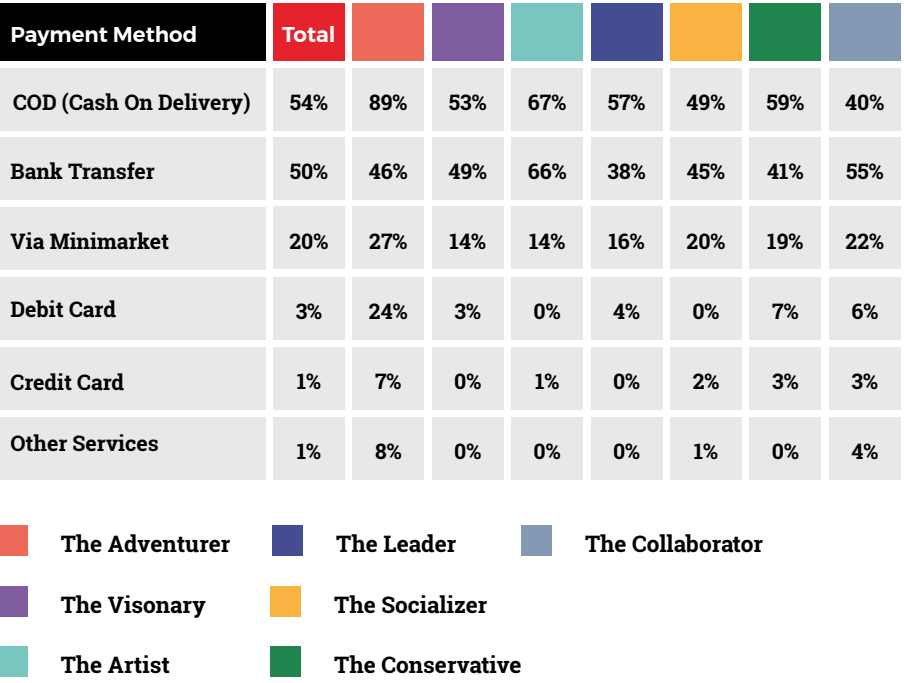


Image 8.8  
Payment Method Preferences for All Types



# What's next?

## For the Public Sector

### Identifying root causes and key drivers to create targeted programs that empowers the quality of human resources

The Indonesian Government does not need to reinvent the wheel as most public institutions already know the root cause of the country's problems. Hence, they should focus on the key drivers of these issues and execute targeted solutions that will result in significant positive outputs. Each government institution should have a north star metric that they aim for and create an OKR (objective & key result) system where all initiatives must contribute to the main north star metric. Rather than making programs using a top-down approach from budget-to-program, government institutions can be

better off by doing a bottoms-up approach of key-result-relative-to-the-budget. Localizing successful programs from abroad (South Korea, China, India, Chile, Brazil and others) can also be valuable sources of inspiration.

### Bridging digital gaps and strengthen social inclusion

Citizens have to have the skills they need to navigate this new digital world. This will require a great emphasis on providing levelled access to the internet to the internet and technical training throughout the nation. Government cannot leave their citizens to adjust on their own. The benefits of technology tend to flow disproportionately to early adopters and growth is often confined to small sectors of the economy, which usually comprises of the middle-to-high income population. Without careful planning, many Indonesians might confront job losses from rising automation, growing inequality, social exclusion and poverty.

### Create products and services that answer millennials' needs and wants

Since millennials represent a large proportion of the overall consumer market, tailoring products and services to fit the 7 types will serve businesses well. At the core, products or services must satisfy the needs and wants of this generation by being either functional, emotional, and/or social. Below criterias are not mutually exclusive, and the more criterias fulfilled, the more chances companies or brands have in promoting sticky consumption behaviour.

Functional products/services must either reduce hassle (*ojek* online that provides convenient transportation such as Gojek & Grab and e-commerce that provide convenient shopping such as Tokopedia & Lazada), provide information (news portal that provide relevant and useful information such as IDN Times & Detik or social media such as Instagram & Facebook) or open access (online music streaming such as Spotify & Joox or online video streaming such as YouTube & Viu or online learning platform such as RuangGuru).

Emotional product/service must create nostalgia (instant noodles that create warm feeling during a rainy afternoon such as Indomie & Mie Sedaap or coffee that create a fresh start on a sunny morning such Kapal Api & Torabika), entertain (comedy or concert such as HodgePodge Superfest & Djakarta Warehouse Project), or increase wellness (personal care products such as Rexona & Wardah or healthy consumables such as Bear Brand & Tolak Angin).

While social products/services must create belonging or affiliation (social media or arisan), project social image (luxury alternative of any items), or provide opportunity to give back (donation platform such as Kitabisa or petition platform such as Change.org).

## For the Private Sector

### Create an inclusive & purpose-driven culture with strong self-development programs

What millennials value the most in the workplace are meaningful work, autonomy, recognition, feedback and personal development opportunities. While it may be easy to attract them to work for your company, managing and retaining talent is difficult. This research has identified some ways to help manage and retain best millennial talent across both white collar and blue collar industries:

1. Be accessible and approachable (conduct regular 1:1, have an open-door policy, and be transparent about strategic decisions)
2. Give them resources to thrive (provide training and tools, conduct regular workshops, and match them with a mentor)
3. Help them improve on the job (arrange for job-shadowing, give feedback on specific pieces of work, share relevant content with them, and trust them with extra duties occasionally)

4. Provide for them (praise your team for a job well done, help push for salary adjustment, be fair to all, and combat your unconscious biases)
5. Support their future and purpose (internal promotions can retain top talent and internal mobility to help them realize their aspirations)



## For Civil Society

### Invest in young leaders

Academia, activist group, foundation, non-governmental organization, political party, and religious organization play a huge role in the society, and millennials are part of it. Each of these different organizations should invest in young leaders promoting their growth and unlocking their potential. This can be propelled by engaging young leaders as experts in both mainstream and industry-specific dialogue. In addition to that, creating formal, capitalized structures for young people to innovate and lead within existing organizations will also be powerful. Integration of young people into key strategic leadership roles is essential for sustainable economic development of Indonesia.

### Promote diversity and inclusion

In line with Indonesia's grounding principle of *bhinneka tunggal ika* or diversity is beautiful, existing leaders in academia, activist group, foundation, non-governmental organization, political party, and religious organization must promote diversity and inclusion. This can be achieved by a mutual effort among different organizations within the nation

to start conversations (breaking down bias and connecting on a deeper level), create a sense of belonging (welcoming new people), reconsider stereotypes (valuing everyone equally beyond the oversimplified images or ideas about social identity groups), and represent those voices that are not heard.









# Methodology

## Quantitative Method

**Source of Data:** Nielsen Consumer and Media View  
**Interview Method:** Face to Face Interview, Computer Assisted Personal Interviews, Door to Door Interview  
**Sampling Method:** Random sampling residential area  
**Total Sample:** 5,500 respondents  
**Margin of error:** 1.32%  
**Research Area:** 11 cities in Indonesia covering +- 53,300,000 Indonesians. Medan, Palembang, Greater Jakarta Area, Greater Bandung Area, Greater Semarang Area, Greater Yogyakarta Area, Solo, Greater Surabaya Area, Greater Denpasar Area, Banjarmasin, Makassar  
**Fieldwork Period:** July 2018 - June 2019, rolling 12 months data

## Qualitative Method

**In-Depth Interview:** 300+ interviews by IDN Times, IDN Creator Network, Popbela, Popmama, Yummy  
**Digital Diary:** 8 groups of one-week online diary which consisted of conversations and postings of daily lifestyle  
**Home Immersion:** 8 home immersions

# Author

**Main Writer:** William Putra Utomo, Rayi Noormega  
**Contributing Writer:** Uni Z. Lubis, Amelia Rosary, Cornelia Patsy Budiman, Sylvia A. Sudradjat, Winston Putra Utomo, Rona Permatasari, Tasya Syandriana, Farah Noorisya Ainy  
**Researcher:** Taufik Sose, Stephen Chan, Willy Limans, Emir Ibnurizal Malik, Devina Chairunnisa, Dhanendra Martifauzi  
**Art Direction & Design:** Simpul Group  
**Stock Photography & Illustration:** Freepik

## IDN Research Institute

IDN Research Institute is an independent think-tank that informs the public about issues, attitudes and trends shaping Indonesian Millennials and Gen Z through our research reports and advocacy events. We conduct public opinion polling, demographic research, content analysis and other data-driven social science research. We generate a foundation of facts that enriches public dialogue and supports sound decision-making. We are committed to meeting the highest methodological standards and exploring the newest frontiers of research. We are led by a team that combines the observational and storytelling skills of journalists with the analytical rigor of social scientists.

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