

PROFICIENT Community Service

The Use of Social Media to Increase the Income of the Indonesian People

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ABSTRACT

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Social media, marketing, revenue

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Indonesia is one of the largest countries in the Southeast Asian region, with a land area of up to 1,904,569 km². At the beginning of 2024, the population will reach 278.7 million people. In 2023 to 2024, it will increase by 2.3 million people. The majority of the population lives in urban areas, or 58.9% of the total population, and the remaining 41.1% live in rural areas. The number of Internet users in Indonesia is 185.3 million people or 66.5% of the total population. It is estimated that there are 93.49 million people who are still not connected to the internet in Indonesia. From Reportal and BPS data, in 2024, TikTok will have 127 million or 45.5% of users. Youtube has 139 million or 75% of users. Instagram which has 101 million or 55% of users. LinkedIn, a social media for business people, has 26 million or 9.3% of users and X (Twitter) has 25 million or 8.9% of users in Indonesia. Social media users have an effect on GDP per capita and industrial employment rates. The use of the internet by individuals is a factor that contributes to the growth of GDP per capita which can contribute to the growth of a country's output while increasing the level of employment in industry, especially in countries with large populations, in line with the increase in digital economic activity.

I. INTRODUCTION

Social media has become an integral part of everyday life. The rapid development of the times is accompanied by the increasing number of new social media that have emerged. Dependence on social media has become increasingly prevalent for the Indonesian people, a lot of free time is spent just surfing on social media. In this era of seamless connectivity, a deep understanding of how Indonesian people interact with the digital world is increasingly crucial. The "Digital 2025: Indonesia" report comes as a compass that guides us through a maze of important data, trends, and insights regarding the use of digital devices, online platforms, and connected services in Indonesia. GDP per capita is USD 1.42 trillion and national GDP is USD 4.39 trillion. The number of Internet users in Indonesia is 185.3 million people, which is 66.5% of the total population. There will be an increase of 1.8 million (+0.8%) in 2024. Indonesian people spend an average of 7 hours and 38 minutes on the internet every day. When compared to the time spent watching TV and listening to the radio, which are only 2 hours 41 minutes and 32 minutes respectively, then it is clear that the internet has become one of the favorite entertainment and sources of information for the Indonesian people.

For the Indonesian people, social media is a medium where they can find new products and brands. The survey found that 36.2% of people find new products/brands in social media ads. Therefore, using social media for marketing activities is still very important. Social media users in Indonesia also use social media to search for detailed product information. Some people actively share information on review sites, questions and answers, and forums, where the information obtained from these sites is more accurate and up-to-date than searching through search engines.

II. METHODS

The research uses qualitative methods. The data collection techniques carried out in this qualitative research, through observations/observations, interviews, document studies are carried out through literature or previous research. The data analysis techniques used in this study adhere to qualitative research in general, the researchers take the cues developed by qualitative rese

III. RESULTS AND DISCUSSION

In times of crisis, boosting the number of internet users, the demand for digital applications, digital skills, and digital platforms are required to be able to actively participate in the digital economy. With a large number of internet users, Indonesia's digital economy is relatively strong, the largest among neighboring countries which reached IDR 980 trillion (5.7% of GDP) in 2021. By 2030, Indonesia's GDP is expected to reach Rp 24,000 trillion, and Indonesia's digital economy is projected to contribute 18% of GDP, or around Rp 4,531 trillion. Indonesia's economic growth and several E-commerce indicators show a positive trend. Indonesia's digital economy is largely driven by E-commerce transactions, which are expected to reach a value of \$53 billion in 2021 and are projected to grow at a rate of 18%, reaching \$104 billion by 2025. The decline in the unemployment rate in Indonesia occurred because most Indonesians have realized that work is not focused on specific agencies and companies. However, Indonesian people have been able to take advantage of the development of digital technology as capital to create their own jobs.

Table 1. Indonesia's Economic Growth in 2020-2024

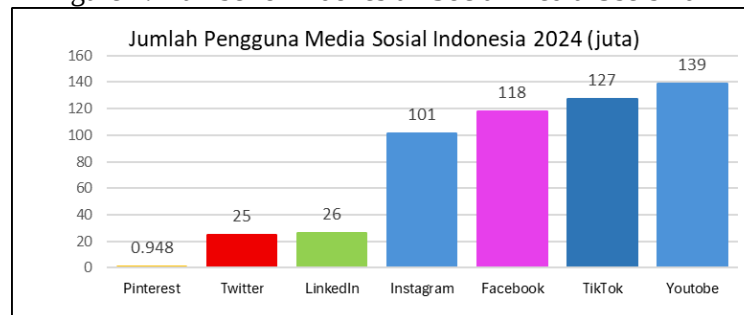
	2020	2021	2022	2023	2024
Nominal GDP (\$ billion)	1.060	1.190	1.290	1.350	1.420
Nominal GDP (IDR billion)	15.438.000	16.970.800	18.534.900	20.892.400	21.998.600
GDP Per Capita (\$)	3.923	4.357	4.691	4.920	5.109
GDP Per Capita (Rp)	57.134.692	62.335.657	67.434.007	74.946.701	79.148.296
Economic Growth Rate (%)	- 2,07	3,69	5,31	5,05	5,16
Inflation Rate (%)	2,98	1,38	2,06	5,47	2,75
Unemployment Rate (%)	5,24	6,49	6,00	5,32	5,20

Source : DataReportal, BI, BPS

Indonesian Social Media Users 2024

In 2024, there will be 139 million social media users in Indonesia. The average usage time per day is 3 hours and 11 minutes, which accounts for almost half of the time of Internet use.

Figure 1. Number of Indonesian Social Media Users 2024



Source : DataReportal/Statcounter

Table 2. Social Media Users, Older And Gender

Social Media	Users	Usage Time	Male (%)	Female (%)
Pinterest	948.000	1 hours 26 minutes	-	-
X (Twitter)	25.000.000	6 hours 26 minutes	-	-
LinkedIn	26.000.000	-	-	-
Instagram	101.000.000	16 hours 10 minutes	54,50	45,50
Facebook	118.000.000	12 hours 56 minutes	41,90	58,10
TikTok	127.000.000	38 hours 26 minutes	53,50	46,50
Anda	139.000.000	31 hours 28 minutes	46,90	53,10

Source : DataReportal/Statcounter

TikTok

In 2024, TikTok has 127 million users in the country, and is ranked second as the most popular social media among Indonesian social media users after YouTube, reaching 45.5% of adults of the total Indonesian population. If it is limited to internet users only, the percentage reaches 68.5%. In the past year, TikTok has become increasingly popular among men. This is evident from the male users who are already dominating this platform. 53.5% of TikTok users are male, while 46.5% are female. TikTok's role in digital marketing in Indonesia is becoming increasingly important.

Youtube

Youtube has 139 million users in Indonesia, larger than TikTok. Its reach reaches 50% of Indonesia's total population, making it an effective social media to attract many groups. And 75% of internet users in Indonesia, play an important role in internet use in the country. There are more female users than men, the percentage is 46.90% male users and 53.10% female users.

Facebook

Facebook, which is synonymous with the most popular social media in the world, has one of the largest users in Indonesia. The number of Facebook users reached 118 million. By early 2024, Facebook's reach has reached 42.2% of the total population, and is known as an effective advertising medium in the country, its reach has increased to 63.5%. This platform is also more dominated by women, with a percentage of 41.90% male users and 58.10% female users.

Instagram

Instagram, which has a relatively young demographic, has 101 million users in Indonesia. The reach of Instagram advertising reaches 36.2% of the total population, and 54.5% of the total internet users. In addition, although in Indonesia, around 55% of internet users are men, Instagram is dominated by women, with a percentage of 54.5% women and 45.5% men.

LinkedIn

LinkedIn, a social media for business people, has 26 million users in Indonesia. Where LinkedIn advertising has reached 9.3% of the Indonesian people and 14% of the number of internet users alone. Although this number is nothing compared to YouTube and TikTok, considering that LinkedIn is a social media that is specifically for business people and job seekers only, this figure can be said to be reasonable.

Twitter

The number of X (Twitter) users in Indonesia reaches 25 million, a considerable number. Twitter advertising has reached 8.9% of the public and 13.3% of Internet users throughout Indonesia, which can be said to be quite a lot. This is not a fantastic number, so a mature strategy is needed to target digital marketing on this platform.

Table 3. Social Media Usage Data in 2024

Number of Users		
Total Users	191 million users	73,7% of the population
Pengguna Aktif	167 million users	64,3% of the population
Penetrasi Internet	242 million users	93,4% of the population
Most Popular Social Media Platforms		
Youtube	139 million users	53,8% of the population
Instagram	122 million users	47,3% of the population
Facebook	118 million users	45,9% of the population
Whatsapp	116 million users	45,2% of the population
Tiktok	89 million users	34,7% of the population

Source : DataReportal/Statcounter

Meanwhile, in terms of age itself, social media users are dominated by 18-34 years old (54.1%), with female gender (51.3%) and male (48.7%). The frequency of use of Indonesian people spends an average of 3 hours and 14 minutes per day and 81% access it every day. The activities that are often carried out also vary from sharing photos/videos (81%), communication (79%), news/information (73%), entertainment (68%), online shopping (61%).

At the beginning of 2025, Indonesia will show a dynamic and growing digital portrait, here is the picture:

Mobile Connection

An interesting phenomenon occurs in the realm of mobile connectivity. The number of active connections reached 356 million, surpassing the total population of Indonesia and equivalent to 125%. This figure indicates that many individuals have more than one mobile connection, both for personal and professional purposes.

Internet Users

The number of individuals connected to the internet in Indonesia reached 212 million people, with an internet penetration rate of 74.6%. The growth of internet users shows that digital adoption is increasingly widespread in various levels of society. However, it also hints that there is still great room for growth, with around 25.4% of the population still unreachable by the internet.

Social Media Users

Social media continues to be an inseparable part of the digital life of the Indonesian people. A total of 143 million social media user identities were recorded as of January 2025, covering 50.2% of the total population. This figure confirms the popularity of social media as the main communication, information, and entertainment platform in Indonesia.

Indonesia's Digital Population and Demographics

Understanding population demographics is key to interpreting digital data appropriately. By January 2025, Indonesia's population will reach 285 million people, with an annual growth of 0.8%. The population distribution shows that 59.5% live in urban areas and 40.5% in rural areas, reflecting the increasing rate of urbanization. The gender composition is relatively balanced, with 49.8% female and 50.2% male.

Mobile Connectivity in Indonesia: Beyond Population

Mobile connectivity in Indonesia is showing an interesting trend. With 356 million active connections, the connection ratio per population stands at 125%. This phenomenon not only reflects the dual ownership of mobile devices, but also indicates the importance of mobility and flexibility in the digital lives of Indonesian people. Mobile broadband technologies, including 3G, 4G, and 5G, are increasingly dominating, with 96.4% of mobile connections classified as broadband.

Indonesian Internet Users: Growth and Penetration

The growth of internet users in Indonesia continues to show a positive trend. In January 2025, there will be 212 million internet users, with a penetration rate of 74.6%. Annual growth reached 8.7%, adding 17 million new users in the past year. Despite this encouraging growth, there are still 72.2 million Indonesians who are not connected to the internet.

Internet Speed: Mobile and Fixed Broadband

The quality of the internet connection is also a crucial factor in the digital experience. The median download speed for mobile internet reached 29.06 Mbps, an increase of 18.5% compared to the previous year. Meanwhile, the median download speed for fixed broadband reached 32.05 Mbps, growing 13.1%.

Social media is the heart of digital interaction in Indonesia. With 143 million active users, social media platforms are becoming a crowded and dynamic virtual public space. Let's further examine the usage trends of some of the major social media platforms:

YouTube in Indonesia: The King of Online Video

YouTube remains the number one online video platform in Indonesia, with 143 million users. The reach of YouTube ads is equivalent to 50.2% of the Indonesian population and 67.3% of the total internet users. YouTube's dominance as a source of video entertainment and information is unwavering, making it a very important platform for marketers and content creators.

Facebook: Staying Relevant in the Digital Age

Despite the ever-changing social media landscape, Facebook has maintained its position as a significant social media platform in Indonesia, with 122 million users. Facebook's ad reach reaches 43% of the population and 57.6% of internet users. Facebook continues to be an essential platform for social interaction, online community, and digital marketing.

Instagram: Digital Visuals and Lifestyle

Instagram, with a focus on visual content, has 103 million users in Indonesia. Instagram ad reach reaches 36.3% of the population and 48.7% of internet users. Instagram is the platform of choice for sharing visual moments, lifestyle trends, and influencer marketing.

TikTok: The Power of Short Video

Content TikTok, a phenomenal short video platform, 50.7% of internet users. TikTok has transformed the way digital content is consumed and produced, becoming a new force in entertainment and digital marketing.

LinkedIn: Online Professional Networking

LinkedIn, a professional networking platform, has 33 million members in Indonesia. LinkedIn's ad reach reaches 11.6% of the population and 15.5% of internet users. LinkedIn is an important platform for building professional connections, finding jobs, and developing careers in the digital age.

Messenger: Instant Messaging App

Messenger, an instant messaging app from Facebook, has 25.6 million users in Indonesia. The reach of Messenger ads reaches 9% of the population and 12% of internet users. Messenger remains a popular instant messaging app for personal and business communication.

Snapchat: A Niche of Young Users

Snapchat, with a focus on ephemeral content and visual interactions, has 1.69 million users in Indonesia. Despite having a smaller market share than other platforms, Snapchat remains relevant among young users and has a unique niche.

X (Twitter): News and Public Conversation

X (Twitter), a microblogging platform, has 25.2 million users in Indonesia. The reach of X ads reaches 8.8% of the population and 11.8% of internet users. X remains an essential platform for real-time news, public conversation, and public opinion.

IV. CONCLUSION

From the description above, it can be concluded that as many as 49.9 percent or around 139 million of the total Indonesian population are active in using social media as of January 2024. The age group that accesses social media the most is people aged 25-34 years, with a proportion of men at 20 percent and 17.7 percent women. On average, they spend up to 7 hours and 38 minutes per day browsing the internet. The reasons why Indonesians tend to be active on social media are to spend free time (58.9 percent), interact with friends and family (57.1 percent), and see and read trending content on the internet (48.8 percent). From these three reasons, it can be known what types of social media are widely used by the Indonesian people. Social media has an important role to play in driving economic growth and increasing GDP through a variety of ways, including supporting the creative economy, MSMEs, and online commerce. Therefore, it is important for the government and related parties to support the optimal use of social media to achieve sustainable economic growth.

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