



# **HITS CREATED BY THE TIKTOK GENERATION: THE SOCIAL MEDIA POWER OF ASEAN POP**

**JON PINTO**

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# The Rise of the TikTok Generation



**Social media has transformed how music travels and connects cultures across borders.**

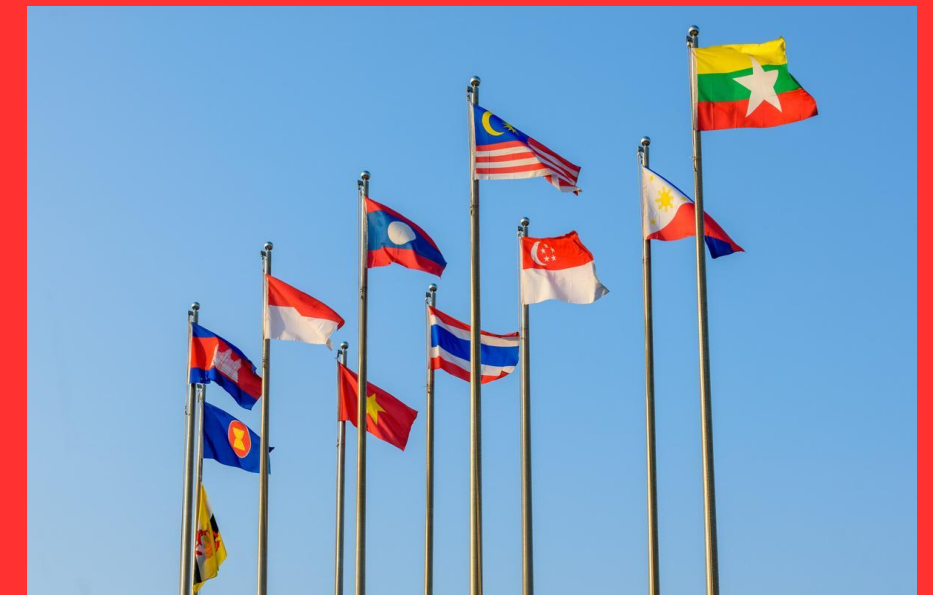


**TikTok has become the global stage where 15 seconds can build an artist's career.**

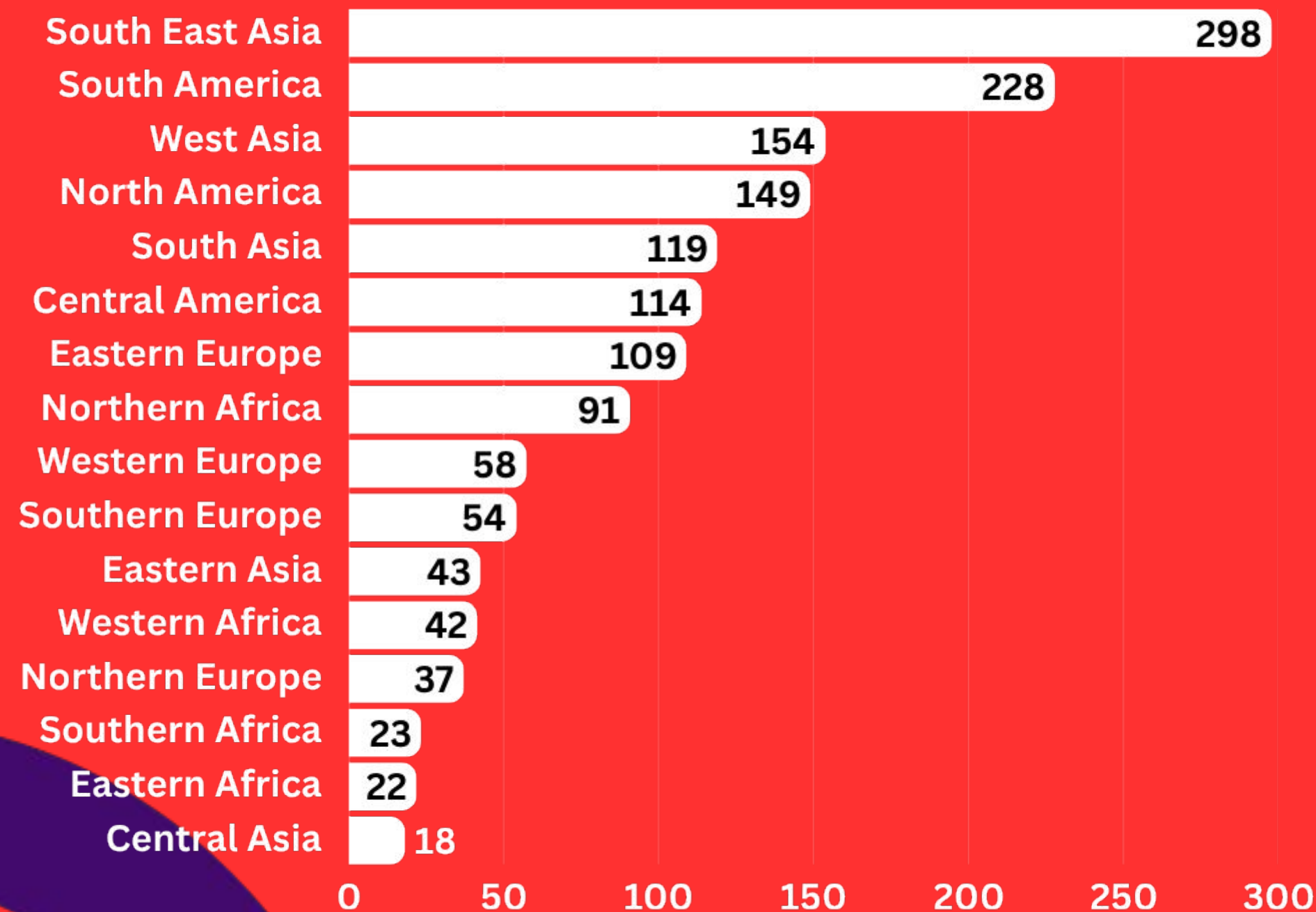
# ASEAN: The Next Pop Frontier



- **Over 680+ Million people**
- **Youngest and most digitally active population in the world**
- **ASEAN collectively represents one of the fastest-growing creative markets in the world.**



# ASEAN'S TIKTOK POWER



Source: Datareportal

**ASEAN leads the regions in the number of TikTok users with over 298M users.**

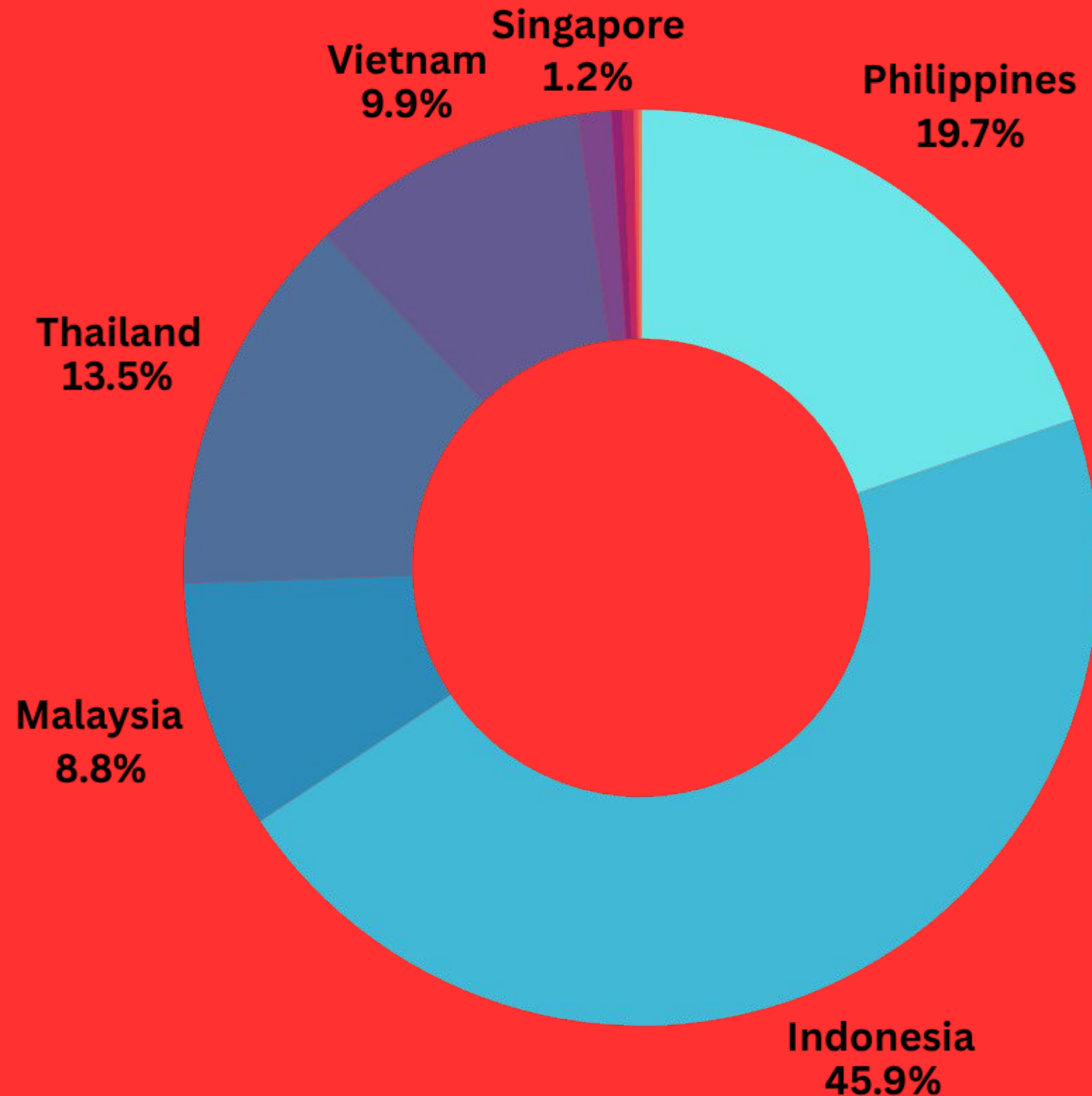
## **Top 5:**

- 1. Indonesia - 127.5M**
- 2. Vietnam - 69.7M**
- 3. Thailand - 53.4M**
- 4. Philippines - 48M**
- 5. Malaysia - 29.1M**

# ASEAN ARTIST LANDSCAPE



Over 110K  
Artists from  
ASEAN



Source: Chartmetric

- *Indonesia* leads with 45.9% or 51.2K of all tracked ASEAN artists.
- The *Philippines* (19.7% or 22K) and *Thailand* (13.5% or 15K) follow as regional creative hubs.
- *Vietnam* (9.9% or 11K) and *Malaysia* (8.8% or 9.8K) maintain strong, growing artist communities.
- *Singapore, Laos, Cambodia, Myanmar, and Brunei* represent developing music landscapes with growing digital participation and

# HOW TIKTOK TURNS INTO HITS



**84% of songs** that 'entered the  
**Billboard Global 200** first went viral on TikTok

1. **User Generated Content**
2. **Algorithmic Amplification**
3. **Cross-border adoption**
4. **Streaming spikes**
5. **Collaborations and Touring**



# THE ASEAN VIRALITY SPECTRUM



Song	Artist	Origin	TikTok Posts	Type of Virality	Global Impact
<b>I Like You The Most (Speed Up)</b>	Ponchet	Thailand	32.3M+	Emotional Relatability	Cross-SEA emotional appeal
<b>See Tình (Cukak Remix)</b>	Hoàng Thùy Linh	Vietnam	3.2M+	Dance-Driven Virality	Trended in Korea & global challenges
<b>GENTO</b>	SB19	Philippines	1.6M+	Performance Excellence	Global choreography challenge
<b>Pantropiko</b>	BINI	Philippines	1.1M+	Cultural/Trend Relatability	Local identity & diaspora reach
<b>To The Bone</b>	Pamungkas	Indonesia	834K+	Emotional Authenticity	Global sleeper hit

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# CASE STUDY: GENTO BY SB19



A P-Pop anthem that crossed borders through choreography and pride.



## Key Facts

- Released in Mar 2023
- Over 1.3M video creations on TikTok
- Over 70M streams on Spotify

## Viral Drivers

- Performance Challenge
- Choreography-Centric
- Cross-Cultural Appeal
- Fan Amplification
- Message Resonance



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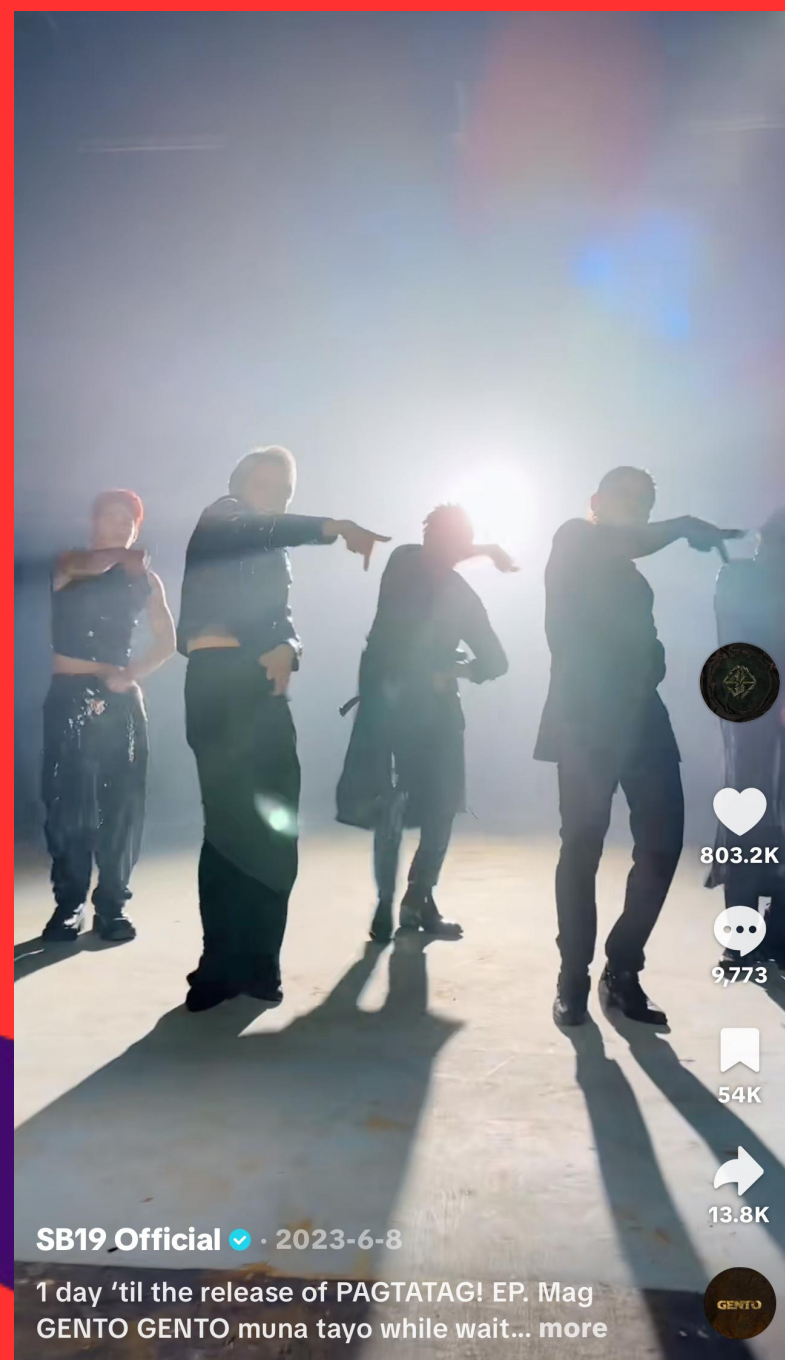




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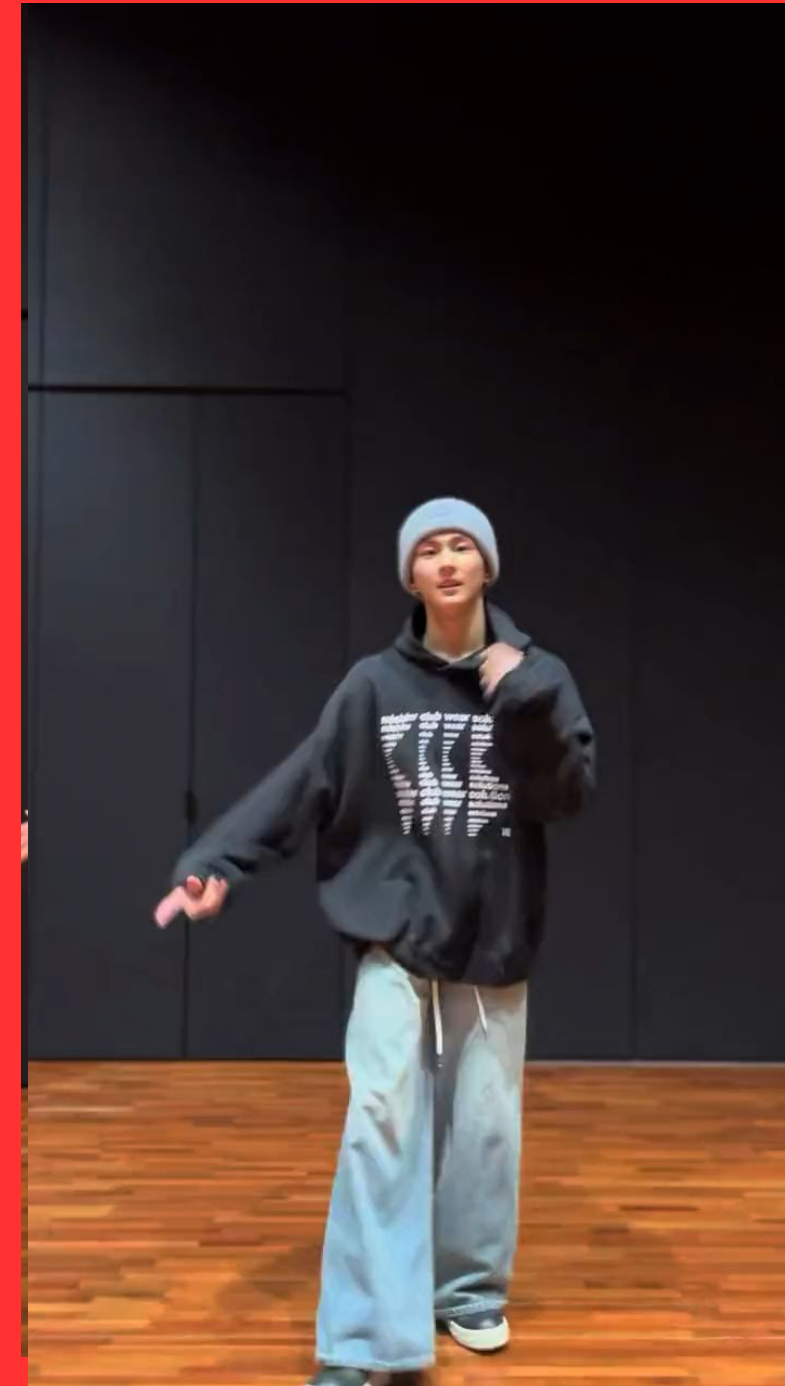
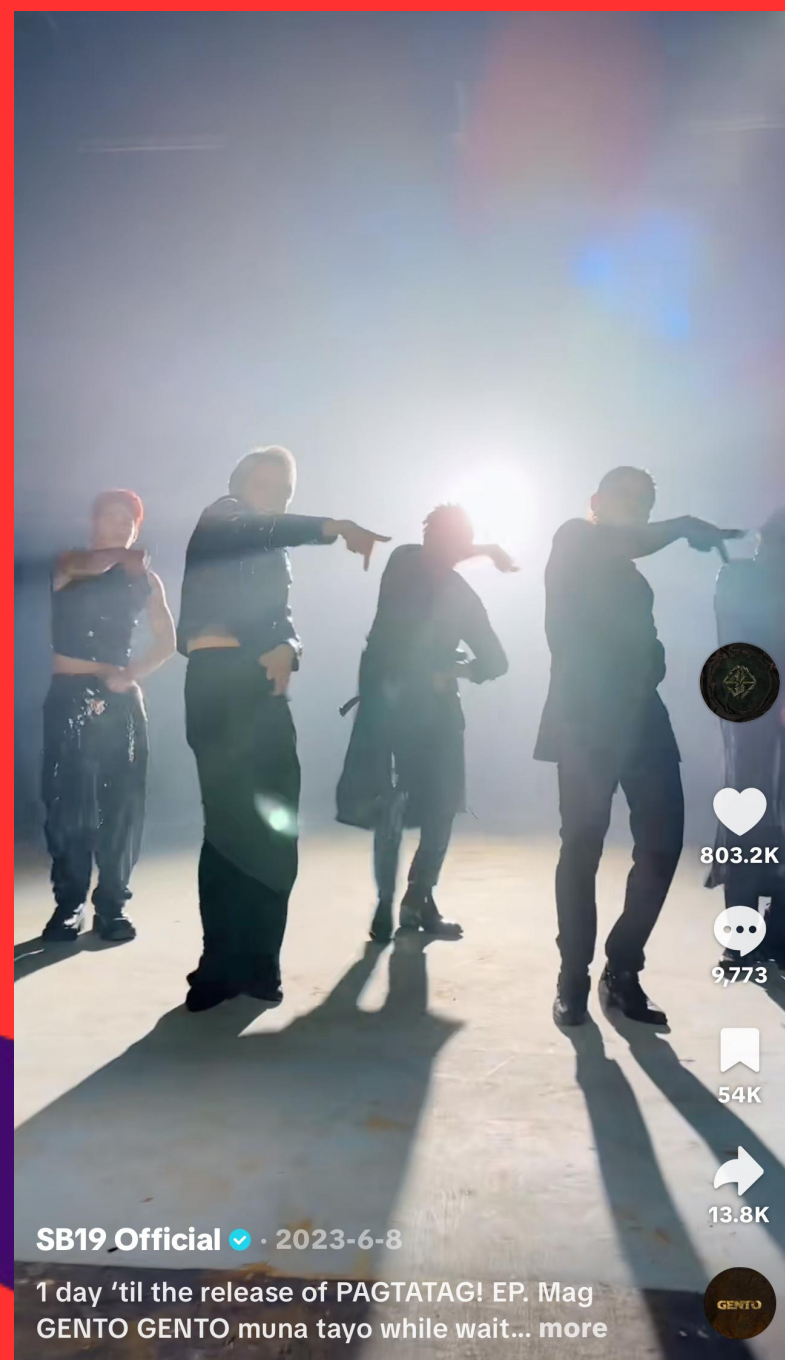




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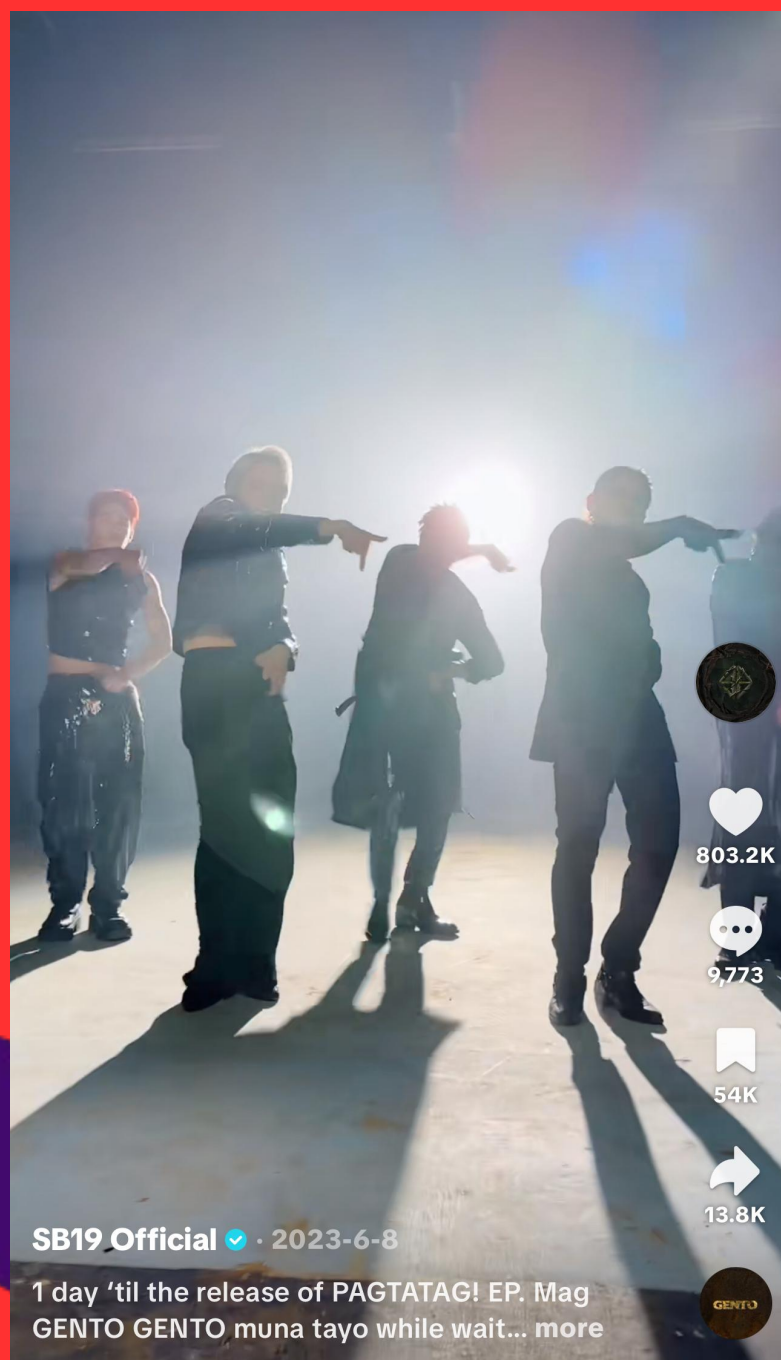




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# TURNING VIRALITY INTO LONGEVITY



- **Virality alone is not sustainability.**
- **Success now depends on strategic storytelling, cross-platform presence, and authenticity.**
- **Fans aren't just followers; they're co-authors of the artist's journey.**



# CROSS-PLATFORM STORYTELLING



- Artists build digital ecosystems
- TikTok → YouTube → Spotify → Live

Events / Touring → Event / Brand

Partnerships

- Each step reinforces visibility, community, and career growth.





# BEYOND VIRALITY - THE CREATIVE ECONOMY OF ATTENTION



## TIKTOK VIRALITY LEADS TO MEASURABLE VALUE:

- Streaming Surge
- Live Events and Brand Deals
- Global Recognition of ASEAN acts



# CULTURAL DIPLOMACY THROUGH POP



- ASEAN pop is now a bridge of culture and identity.
- Every viral song carries emotional DNA from our region.
- Music is soft power - connecting fans from Manila to Jakarta to Seoul





# THE FUTURE OF ASEAN POP



- TikTok is the new amplifier of global music.
- ASEAN pop is powered by authenticity and participation.
- Gen Z and Gen Alpha redefine fandom through gamified engagement, AI remixes, and creative participation.
- ASEAN's digital-native youth will drive the next global cultural wave.

**“The TikTok generation doesn’t follow trends—it creates them.”**



**THANK YOU!**