

Indonesia's Music Festival Ecosystem: **Diversity**, **Creativity** and **Growth**





Indonesia

285M people

17,000 islands

3 time zones

718 regional languages

... a haven for cultural diversity



300 distinct ethnic groups



Diversity

Rich Brian



Pamungkas



Nowela



Lesti Kejora



A couple in traditional Minangkabau wedding attire (Baralek) standing in front of a decorative backdrop. The man on the left wears a red and gold patterned jacket and a traditional woven hat. The woman on the right wears a red and gold patterned dress with a white headscarf and a large, ornate gold headpiece. The background is a colorful, beaded curtain. The text "Lagu Baralek" and "Urang Minang" is overlaid in white script.

Lagu Baralek Urang Minang

03. Baralek Gadang

Audience Growth

We The Fest

2016: 26,000

Current: 50,000+

12% foreign visitors

PESTAPORA

2022: 75,000 (174 lineups)

2025: 120,000 (280 lineups)

Synchronize Fest

2016: 23,000

Post covid: 70,000+

700,000 in 10 years







Thank You

감사합니다.