

THE SURGE OF JAVANESE MUSIC ON TIKTOK

Javanese music has surged in popularity on social media platforms, particularly on TikTok.

Javanese viral TikTok songs
185.5M Posts

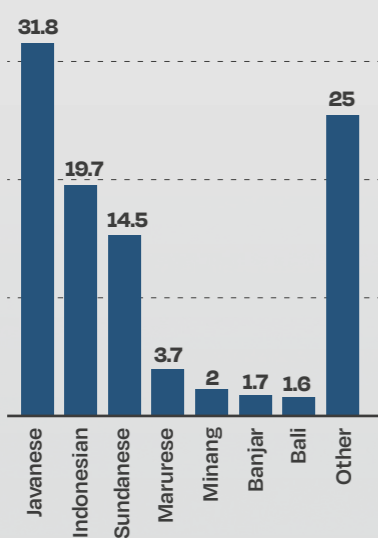
Viral Sundanese TikTok songs
65.7M Posts

OVER 94% of the population speak Bahasa Indonesia (*Indonesian*)

OVER 30% of the population speak Javanese (*Jawa*), the most prevalent primary language

but, it's the first language for only about 20%

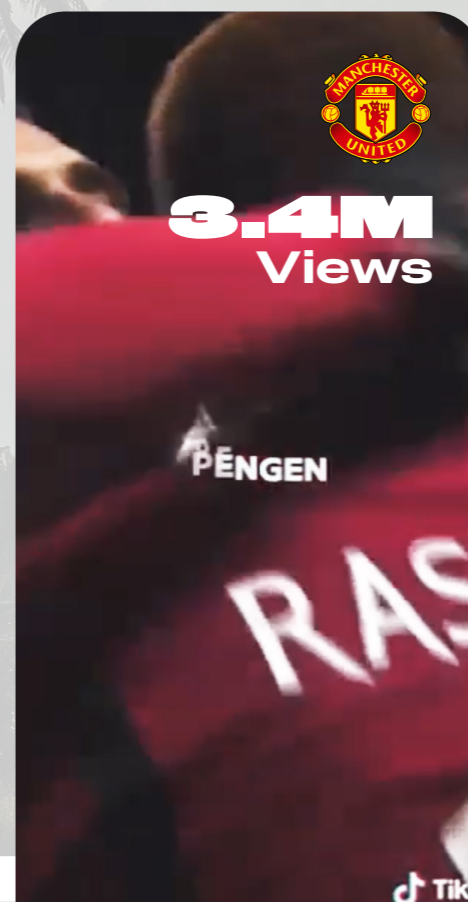
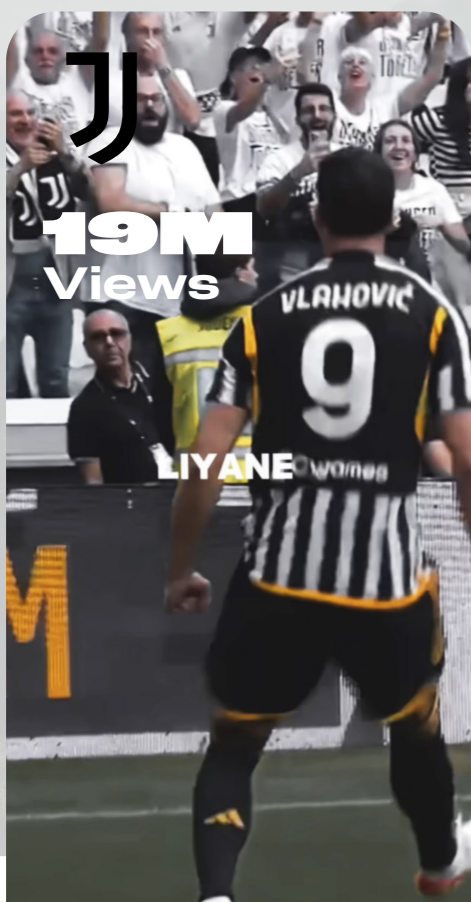
Most common primary languages spoken in Indonesia (% of population)



Language distribution across Indonesia



European Clubs and TikTok



The viral Javanese song "Dumes" has gained traction, with European clubs joining in.

With the ongoing growth in social media usage, the popularity of Javanese songs on platforms like TikTok is expected to continue rising.