

A Day in a Life: The Single Young Adults

"I am enjoying my Financial Independence"

Earning their own money, the singles are enjoying their Financial Independence

The freedom to buy the things they want while at the same time being able to help their parents with some financial expenses at home is the major theme which defines this lifestage.

Food Lovers

Like regular city goers, hanging-out with friends is a common activity in Bandung. Weekdays are considered work days and weekends are definitely hang-out time. Nonetheless, compared to their Jakarta counterparts they seem to be more laidback meeting-up with their friends even after work.

- **Weekends:** Hanging Out with Friends at Favorite Café's. They definitely love places where they can just lounge around and chill-out.
 - Rumah Nenek
 - The Cellar
 - Kongkow
 - Six Sense

- **Weekdays:** Cheap eats with friends

- CiWalk
- Hawker Stalls



CiWalk because I love the landscape which is expose to nature and the air is cool. So we can hang-out under the tree so it's just like having a recreation. – Single Female



Hometown in my Heart

Bandung young adults have a sense of pride in their hometown. They have varied activities which keep them in touch with nature, taking time to enjoy their hometown's scenic beauty. This is reflective of their hobbies/interests ...

- **Landscape photography**

I like photography especially the landscapes here in Bandung. It's wonderful. – Single Males

- **Getting fit while enjoying nature**

I jog a lot especially on weekends. It's so refreshing to just run and see the greens around, it's calming – Single Females

We want Cafes which do not only have good Food with affordable price but also live music Especially on Fridays and Weekends. – Single Females

'I love nature it makes me feel peaceful and calm.' – Single Female

What's the Content?

- How does their lifestyle go?
- What is the Psyche of Young Adults in Bandung?
- How do they spend their money?
- Other Trends as shared by Young Adults in Bandung; What's HOT?

Methodology:

- Four (4) Full groups were conducted in Bandung specifically:
 - * Single Young Adults (25 – 35 y.o.), Females
 - * Single Young Adults (25 – 35 y.o.), Males
 - * Married Young Adults (25 – 35 y.o.), Females
 - * Married Young Adults (25 – 35 y.o.), Males

Psyche: Unveiling their minds ...

Making a positive Impression ...

Getting ready for the Married Life

Short-term goal for both is to get married and settle down; It is their aspiration at this stage. Hence, for the single young adults in Bandung it's also about "Looking Good: Making an Impression" particularly to the opposite sex.

Motivation to work amongst males is to attain Financial Stability ...

For the males, motivation for working hard is for Financial Stability in preparation for the married life. *It is required for males to be the providers in the family. – Single Males*

Looking their Best

For females, keeping fit and beautiful are valued at this stage *We have an expiry date so this is important ... We're not getting any younger. It's not good for a woman to get married too late (30's beyond) it's difficult to bear kids at that stage. – Single Females*



PRIORITIES/ VALUES:

SELF-BUILDING → still enjoy life with friends BUT seek more financial gains in preparation for the married life

Interests/ Hobbies ...

Females

Keeping beautiful is valued by female singles in Bandung. Hence, they are on the look-out for fashion trends as well as keeping fit.

- Though shopping is patronized it is only but a part of their repertoire of activities/hobbies. The presence of factory outlets made females love to shop for branded fashion pieces especially bags. (e.g. LV bags) . Having branded items especially bags reflect Status-Quo. This makes them feel more confident as well.

- They love to keep fit by jogging, bicycling in nature . This also gives them time to enjoy nature.



Males

Futsal is popularly practiced and loved in the area but more than that Bandung male adults are also into ...

- Photography
- 'Landscaping'
- 'Pitbull Fighting'

New Gadgets especially branded ones are likewise aspired e.g. BB Phone, Ninja Kawasaki Motorbike

Single males have imagery needs. Owning such make them feel "Cool and Modern" This psyche makes them feel more attractive to their female counterparts.



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