



Private Brand Development Strategy in the Jakarta Retail Sector in 2025: Digital Adaptation and Sustainability Amidst the Global Recession

Rijalul Fikri Oktrainal^{1*}, Nafiah Ariyani²

^{1,2}Universitas Sahid

Email: Oktrainal@gmail.com

Abstract

This study aims to examine the strategy for developing personal brands in the retail sector in Jakarta in 2025, implemented amidst a global economic recession that impacts consumer behavior and market dynamics. Adopting a mixed methods approach, the study analyzes quantitative data from the Central Bureau of Statistics (BPS) and consumer survey results, combining these with qualitative analysis from case studies and related literature. The results indicate that successful personal brand development depends on the ability to authentically integrate digital adaptations and transparently implement sustainability values. The use of social media, live shopping, and collaboration with micro-influencers significantly contribute to building emotional connections and increasing consumer engagement. Meanwhile, sustainability practices and supply chain transparency are becoming competitive advantages that attract increasingly socially and environmentally conscious consumers. An emphasis on value-based marketing, which emphasizes product quality and social impact, has been shown to increase customer loyalty and drive adaptive and sustainable business growth in challenging economic conditions.

Keywords: Personal Brand, Digital Adaptation, Sustainability, Economic Recession, Retail Sector, Jakarta, Micro Influencers, Live Shopping, Customer Loyalty

Introduction

The retail sector in Jakarta will enter a crucial phase in 2025 due to the impact of the global recession, which has slowed economic growth and reduced purchasing power. Official data from the Central Statistics Agency (BPS) shows that household consumption growth fell to 4.87% in the first quarter of 2025, significantly lower than the same period the previous year. This situation has triggered adjustments in the retail business, as evidenced by the closure of several outlets and the streamlining of operational activities, including at large companies such as GS The Fresh and Lulu Hypermarket. The challenges are not only macroeconomic but also stem from changes in consumer behavior, which are shifting to more selective and economical shopping patterns. The emergence of digital platforms and e-commerce also presents new opportunities and threats for brick-and-mortar retail businesses. In this situation, personal branding, namely the image and reputation attached to a business owner or retail business entity, becomes a crucial instrument that plays a role in building customer trust and fostering long-term loyalty.



Based on modern marketing literature (Chernev, 2023; Kotler & Keller, 2023), this study emphasizes the importance of using digital adaptation and sustainability strategies as the main pillars of developing personal brands that are effective and relevant to current market needs and economic contexts.

Method

This study employed a mixed-methods approach, utilizing secondary data from the Statistics Indonesia (BPS), including household consumption statistics and survey data on consumer spending behavior in Jakarta post-pandemic and amid the economic recession. This data provides an objective picture of demand trends and consumer purchasing power.

Through an in-depth literature study on personal branding, digital marketing, and sustainability from various academic and practical sources, as well as case studies of two successful local brands. "Aura Senja" and "Kala Kopi & Kriya." Direct observation and interviews with micro-entrepreneurs and influencers enriched the qualitative data, providing a comprehensive understanding of the adaptation and innovation practices being implemented.

This mixed method approach combines the power of statistical data to understand market trends and qualitative insights that describe the context of personal brand strategy implementation in concrete terms, resulting in holistic and applicable results.

Results and Discussion

The Impact of Recession and Changes in Consumer Behavior

Data shows that the global recession has had a significant impact on the retail sector, with declining household consumption growth a key indicator. Declining purchasing power is forcing consumers to shop more carefully and prioritize the value of each purchase. This has led to a shift in consumer behavior from large monthly purchases to smaller, more frequent purchases, with an increasing emphasis on efficiency and product utility.

The closure of several large stores and the downsizing of retail businesses highlight the need for innovation and adaptation of business models to survive. While e-commerce plays a significant role in expanding market reach, the decline of brick-and-mortar retail is largely driven by changing consumption patterns that demand flexibility and added value from brands.

Digital Adaptation as a Key Pillar of Personal Brand Development

The development of digital technology has brought about a major transformation in the marketing and operational methods of personal brands. By 2025, social media platforms like TikTok and Instagram Reels will become more than just advertising platforms, but also arenas for authentic narratives that enable businesses to build real engagement with their audiences.

- **Short Video Content:**

"Aura Senja" utilizes this platform to showcase the creative process of batik-making, the cultural stories behind the products, and consumer testimonials, fostering an emotional connection. This type of content effectively builds brand awareness at a relatively low cost and reaches a large audience.



- **Live Shopping:**

The concept of live shopping has evolved from a promotional function to a personal and dynamic two-way interaction. Businesses can showcase product benefits, communicate directly with potential buyers, and address concerns through real-time Q&A sessions. This increases purchase conversion rates and builds consumer trust.

- **Collaboration with Micro and Nano Influencers:**

Collaborating with influencers with between 1,000 and 50,000 followers provides added value in the form of credibility and personal connection that larger influencers struggle to achieve. Besides being more affordable and efficient, micro-influencers also boast high engagement rates, making marketing messages more credible to their target audience.

This digitalization of marketing strategies provides a strong foundation for personal brands to survive and thrive amidst uncertain economic conditions.

Sustainability as a Strategic Brand Value

Consumer awareness of social and environmental issues is growing, making sustainability no longer an option but a necessity for modern businesses. Private brands that can convey a tangible commitment to sustainable practices are gaining a competitive edge in the marketplace.

- a. **Locally Based and Eco-Friendly Products:**

For example, "Kala Kopi & Kriya" focuses on coffee and handicraft products that use local ingredients and support the well-being of artisan communities. This approach promotes ethical and social values that are highly valued by environmentally conscious consumers.

- b. **Supply Chain Transparency:**

Customers want clear information about the origin, production process, and social and environmental value of the products they purchase. Showcasing supply chain data through digital media builds trust and boosts brand credibility.

- c. **Building a Loyal Community:**

Brands that successfully build customer communities by hosting workshops, tasting sessions, and other interactive activities can strengthen customers' sense of belonging to the brand. This fosters long-term loyalty and turns customers into brand ambassadors. Sustainability isn't just a trend; it's a core value that differentiates brands and creates deeper connections with consumers.

Value-Based Marketing in a Recession Era

Recessions are often associated with price wars and steep discounts, but this approach risks damaging brand positioning and reducing profit margins. Case studies demonstrate that a value-based marketing approach is far more effective:

- a. **Focus on Product Quality and Durability:**



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"Aura Senja" emphasizes the durability of its batik and the uniqueness of local culture as its main selling points. It's not just about the low price, but also about product sustainability, which can save consumers money in the long run.

b. Social Impact Advantages:

"Kala Kopi & Kriya" products promote social values with a positive impact on local artisan communities. Consumers who support these values are willing to pay more because they feel they are contributing to positive social change.

c. Building Loyalty:

Exclusive membership programs and premium content provided to the customer community strengthen emotional engagement, which drives repeat purchases and word-of-mouth recommendations. This kind of strategy strengthens the position of private brands to be able to adapt without having to submit to detrimental price competition.

Kategori	Sub-Strategi	Contoh Implementasi	Manfaat dalam Situasi Resesi
Adaptasi Digital	Konten Video Pendek	Aura Senja menunjukkan proses pembuatan batik di TikTok dan Reels Instagram	Meningkatkan engagement dan awareness dengan biaya minimal
	Live Shopping	Sesi live shopping rutin Aura Senja yang interaktif	Mempercepat keputusan beli dan membangun kepercayaan
	Influencer Mikro & Nano	Kolaborasi dengan Amira (@amira.style), influencer mikro	Efisiensi biaya dan pesan lebih dipercaya oleh audiens
Keberlanjutan	Produk Berkelanjutan	Kala Kopi & Kriya menjual kopi dan kerajinan ramah lingkungan	Menarik konsumen sadar sosial dan lingkungan
	Transparansi Rantai Pasok	Pengungkapan sumber bahan dan praktik produksi oleh Kala Kopi & Kriya	Membangun kepercayaan yang mendalam
	Pembangunan Komunitas	Workshop dan coffee tasting yang dipandu oleh pemilik Kala Kopi & Kriya	Memperkuat loyalitas dan rasa kepemilikan
Strategi Resesi	Pemasaran Berbasis Nilai	Menonjolkan kualitas, durabilitas, dan dampak sosial produk	Melindungi margin dan menjaga loyalitas pelanggan



Conclusion

Developing private brands in Jakarta's retail sector in 2025 requires a strategy that aligns digital technology and sustainability as essential elements of modern business. Integrating authentic digital content through short videos and live shopping, coupled with partnerships with micro-influencers, creates a strong emotional connection with consumers.

Sustainability values and supply chain transparency contribute to brand differentiation, building consumer trust and loyalty. An emphasis on value-based marketing rather than simply low prices enables businesses to survive and grow despite economic pressures. This combined quantitative and qualitative study confirms that successful personal brand development relies on adaptability, innovation, and brand integrity in the face of challenging market conditions.

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