



## The Personal Branding Element in the Development of a Start-up Company in South Jakarta

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### Abstract

Start-up companies in the digital era are growing rapidly, especially in South Jakarta. In facing competition, start-ups have challenges in developing brand positioning to attract consumers and increase sales. This study aimed to analyze the role of personal branding in the development of start-ups in South Jakarta. Qualitative was used as the method in this research, and data collection through literature review documents, as well as searches of start-up company websites in South Jakarta. This research showed that personal branding plays an important role in building a positive and professional image for start-up founders and teams. This increases public trust in the brand, attracts investors, and helps establish the start-up as a thought leader in its field. Developing effective Personal branding can help start-ups stand out from competitors and strengthen their position in a competitive market.

**Keywords:** Personal Branding, Start-up Company, South Jakarta

## Introduction

Currently, businesses are growing rapidly in the digital era. Jakarta has become the leading city in business start-up development. This is evident from the emergence of new companies opening up various business sectors, particularly in South Jakarta. These start-ups range from the culinary field to e-commerce, transportation, and more. Facing competition from rivals presents a unique challenge for the start-up world, as many businesses race to build brand positioning to attract consumers and increase sales.

In the business world, marketing strategy planning is an effort to spread promotions, whether in the form of services or goods, and can influence consumers' decisions in choosing those products. In the growth of start-ups, every company strives to build, maintain, and maximize its brand and product advantages

(Hammam Alwi Mahfudz & O Hasbiansyah, 2023) as well as to build a solid community within its business scope.

In the rapidly evolving start-up landscape, personal branding has emerged as a crucial factor in distinguishing new ventures and driving their success. As start-up companies seek to carve out their niche and build a strong market presence, effective personal branding strategies have become essential for creating a memorable and impactful brand identity. This research focuses on the role of personal branding in the development of start-up companies, examining how these emerging businesses utilize personal and corporate branding techniques to connect with their target audiences, enhance brand recognition, and achieve competitive advantage. By investigating various approaches to personal branding, this

study aims to uncover the ways in which start-ups leverage their unique identities to foster growth and establish a lasting impression in their respective markets.

In the dynamic landscape of South Jakarta's burgeoning start-up ecosystem, personal branding has emerged as a pivotal element in shaping the success and recognition of new ventures. As start-ups strive to establish their presence and differentiate themselves in a highly competitive market, the strategic use of personal branding techniques has become indispensable. This research delves into how personal branding influences the development and growth of start-ups in South Jakarta, highlighting how these companies leverage personal and corporate identities to build a compelling brand image and connect with their target audiences.

The study explores various approaches to personal branding adopted by start-ups in the region, including collaborations with influencers and celebrities, digital platform utilization, and partnerships with government entities. By examining case studies of prominent start-ups such as Lazada, Sh\*pee, Brod\*, Br\*de St\*ry, Al\*dokter, Hal\*doc, and others, this research aims to provide a comprehensive understanding of how personal branding strategies contribute to the establishment and enhancement of brand identity. Through this investigation, the research seeks to offer valuable insights into the effectiveness of personal branding in driving consumer engagement, fostering brand loyalty, and ultimately achieving business success in South Jakarta's competitive start-up environment.

Personal branding is the act where individuals or groups actively showcase their identity, either consciously or unconsciously. Through the integration of social media and data, which is then presented into an information exchange system, online media users can create and consume the identities shared (Jacobson, 2020). Personal branding has become an important part of business development, especially for increasing public awareness of the goods or services offered. In the increasingly advanced digital era, this can help build a positive and professional image for the founder and the start-up team. Thus, personal branding can help enhance public trust

in the brand being developed. For start-up companies, personal branding for the founders and their teams plays a crucial role in attracting investors, building consumer trust, and positioning the start-up as a thought leader in its field.

Effective personal branding can help start-ups build a good reputation in the public eye and spark consumer curiosity about the company's dashboard. By developing effective personal branding, companies can create differentiation and strengthen their position in a competitive market. In South Jakarta, many start-ups are beginning to build personal branding to enhance their company's value, create consumer positioning, and influence short-term or long-term purchasing decisions. Additionally, personal branding also aids in collaborating with supporting partners, building consumer trust, and positioning the start-up as a leader in their industry. Therefore, start-ups need to develop effective and creative branding to achieve collective goals more easily and succeed in market competition.

## Method

This research used a qualitative method to review how the role of personal branding in the development of start-up companies, especially in South Jakarta. Data were collected through previous document research, literature review from various relevant sources, and website searches on start-up companies in South Jakarta. The data was processed to identify patterns and trends in personal brand development and its impact on start-ups. Data was collected through in-depth interviews with key stakeholders, including founders, marketing managers, and branding experts from various start-ups. Additionally, content analysis will be conducted on digital media platforms such as Instagram and TikTok, examining the branding strategies employed by these companies. Case studies of selected start-ups will be developed to illustrate the practical application and impact of personal branding techniques. This method allows for a nuanced understanding of how personal branding influences start-up success and provides rich, contextual insights into the strategic choices made by these emerging businesses.

## Results and Discussion

The role of Personal Branding in start-ups, where companies more easily connect with their audience, build brand value and identity that is easily remembered by consumers. Personal branding also helps companies get qualified partners and employees and build loyalty to consumers, especially for start-ups that are new to the business world. For start-ups to develop strong personal branding requires continuous effort and consistency. Start-up founders need to proactively build a digital presence, engage with industry communities, and consistently promote their expertise and innovation. Therefore, personal branding can be an opportunity and competitive advantage for start-ups in South Jakarta to achieve company goals.

**Table 1. Start-up Company in South Jakarta**

Start-Up Company	Company Location
Travel*ka	Kebayoran Baru, Kota Jakarta Selatan
B*O	Pasar Minggu, Kota Jakarta Selatan
Brod*	Pasar Minggu, Kota Jakarta Selatan
Al*dokter	Kebayoran Baru, Kota Jakarta Selatan
Hal*doc	Setiabudi, Kota Jakarta Selatan
Sh*pee	Setiabudi, Kota Jakarta Selatan
Lazad*	Kota Jakarta Selatan
Mok*	Kebayoran Baru, Kota Jakarta Selatan
Br*de St*ry	Kebayoran Baru, Kota Jakarta Selatan
Skintif*c	Setiabudi, Kota Jakarta Selatan

Based on Table 1, the aforementioned start-up companies have employed personal branding to develop their products and brands as a means of achieving their business objectives. The founders and teams of these start-ups utilize personal branding techniques, either through individual efforts or collaborations with influencers, to position their brands in the minds of consumers. As a result, their products attract interest and encourage trials. For example, Br\*de St\*ry utilizes personal branding in its business development by creating a website and executing large-scale campaign events. To build a strong brand, Br\*de St\*ry uses Instagram as its primary platform, posting daily content. This includes regular posts and periodic brand campaign content. Br\*de St\*ry aims to project an active image on social media and to realize the

dream wedding aspirations of its audience (Putri, 2020). This strategy is similar to that of Skintif\*c, which leverages TikTok for advertising to demonstrate the success of its digital marketing efforts. The choice of TikTok as an advertising platform addresses Skintif\*c's challenges in selecting social media for its marketing activities. Influencers and content creators significantly contribute to Skintif\*c's success on TikTok, utilizing their creativity to make engaging and informative videos. Moreover, TikTok's features, such as paid advertisements, play a crucial role in supporting the effectiveness of Skintif\*c's marketing. The platform's popularity among Skintif\*c's target audience, due to its user-friendly nature and the convenience of its yellow shopping cart feature, further enhances its effectiveness.

Collaborating with celebrities who have large followings can enhance brand sales and increase brand value. For instance, Sh\*pee has utilized personal branding by partnering with Blackpink as its Brand Ambassador. The association with Blackpink motivates consumers and makes them more inclined to purchase Sh\*pee's products. A Brand Ambassador with an appealing and persuasive presence can boost sales and create a desire for the brand's products (Rebecca et al., 2022). Consumers often evaluate a brand's image based on its representative, in this case, the Brand Ambassador. The Brand Ambassador must have an attractive appearance and be capable of capturing public attention (Eriksson & Stenius, 2020). Additionally, the collaboration with Blackpink strengthens Sh\*pee's position as an innovative and trendy e-commerce platform. Consumers view Sh\*pee as a brand that keeps up with the times and adapts to current trends, which is vital for maintaining brand relevance in the highly competitive e-commerce industry. In the long term, working with a brand ambassador like Blackpink can help consumers feel more connected to a brand that aligns with their tastes and preferences, thereby enhancing loyalty. Therefore, the role of a Brand Ambassador extends beyond improving brand image; it also involves building a strong emotional bond between the brand and its consumers.

Similarly, Laz\*da engages in marketing by collaborating with celebrities for endorsements to attract consumers. Celebrity endorsements

influence purchasing decisions through trust, and endorsements by individuals with compelling and attractive performances can enhance consumer loyalty and sales. The use of credible celebrity endorsements can provide consumers with a sense of security regarding the products offered, and selecting the right endorsers can help improve sales quality (Mandasari et al., 2023).

Brod\* is an Indonesian footwear brand established in 2010. Brod\* has successfully captured attention through digital and creative strategies for brand building, initially using platforms like Facebook and Kaskus. This helped Brod\* gain public recognition. Additionally, Brod\* creates fashion content on TikTok to target millennials and Gen Z by keeping up with current trends (Digital Marketing Shoes and Care, 2021). Brod\* collaborates with influencers and content creators in the fashion industry, especially in footwear, to promote the idea that its shoes are versatile for everyday use. Personal branding is crucial for how individuals wish to be perceived, which is especially important for content creators representing products. Strong personal branding allows the audience to get to know someone better, including their personality, style, language, and more (Al Biruni, 2021). Beyond footwear, Brod\* also offers accessories such as masks, underwear, and perfumes to diversify its product range. The company offers a variety of shoes tailored to different uses, materials, and also designs shoes specifically for women.

Collaboration is not limited to influencers or content creators. The government can also play a role in creating strong personal branding, particularly in areas such as health. Al\*dokter has partnered with the Indonesian Ministry of Health to enhance healthcare services, improve access to health, and elevate service quality for the public (Rokom, 2024). With advanced health technology, Al\*dokter connects with supportive tools, and diagnostic data is easily utilized by general practitioners and specialists for analysis. This presents an opportunity for Al\*dokter to strengthen its personal branding by supporting government programs, creating job opportunities for doctors, and attracting domestic investors to provide the best services to the community. In contrast, Hal\*doc offers

health services through smartphones, promoting engaging products and assisting customers. The strategy focuses on continuous innovation, vigilance against competitors, and maintaining quality service while improving application features to stay ahead (Nathanael K & Dwi Susanti, 2022). This approach is vital for Hal\*doc to sustain its market position and enhance customer satisfaction.

The start-up Mok\* aids SMEs (Small and Medium Enterprises) in updating their systems using digital technology. Mok\* provides digital solutions to help SMEs manage their businesses more efficiently and effectively, enabling them to be more active and competitive in the market. Mok\* aims to reduce the burden on founders managing SMEs so they can focus on core business activities, such as serving customers and developing their brands. Mok\* has developed a payment application that can be downloaded on smartphones with a dashboard for real-time sales reporting. As part of the G\*jek company, Mok\* supports online and offline sales activities, offering a comprehensive solution for growth and development (Santia, 2020). The role of start-ups in advancing SMEs should not be underestimated; start-ups with technology have the potential to revolutionize the market, and collaboration between start-ups and SMEs is considered a game changer. Innovation is crucial at every stage, from procurement and labor to manufacturing and digital marketing (Sharma, 2020).

To address the evolving needs of the technology and information era, Bizgital Indonesia Jaya offers innovations in event management to simplify entertainment activities. Bizgital Indonesia Jaya introduces the B\*O mobile application to enhance the effectiveness and efficiency of event execution (Team BBO, 2020). The app streamlines various administrative processes, including digital scheduling, participant access card registration, and ticket sales with personal identification. B\*O focuses on organizing music concerts and facilitating payments through its website and collaborates with music artists like Tulus and Feby Putri to promote its festivals. This contrasts with Travel\*ka, which sells travel, hospitality, and other products using digital marketing strategies like its website. Many new customers

are drawn to Travel\*ka on Instagram due to its appealing design and presentation, demonstrating an effective digital marketing strategy (Agustin & Febriana, 2023). With the advent of the internet, marketing has entered a new phase known as digital marketing.

The research underscores the significant role personal branding plays in the development of start-up companies in South Jakarta, revealing that effective branding strategies are instrumental in establishing a strong market presence and fostering growth. Start-ups like Lazada and Sh\*pee exemplify the power of high-profile collaborations with influencers and celebrities, which not only enhance brand visibility but also build consumer trust and emotional connections. These partnerships are particularly effective in creating a memorable brand image that resonates with the target audience, thereby driving consumer engagement and loyalty. On the other hand, companies such as Brod\* and Br\*de St\*ry demonstrate the efficacy of leveraging digital platforms like Instagram and TikTok for continuous and interactive product promotion. Their use of these platforms to regularly update content and engage with users highlights how digital media can be harnessed to maintain brand relevance and appeal in a competitive environment.

Furthermore, the study highlights how personal branding strategies impact various aspects of business development, from consumer perception to market competitiveness. For instance, Al\*dokter's collaboration with the government not only enhances its brand image through association with public service but also opens doors for investment and expansion. Similarly, Hal\*doc's digital marketing efforts and promotions effectively attract and retain consumers, illustrating how personal branding can drive user adoption and engagement. The case of Mok\* showcases the role of personal branding in supporting SMEs, demonstrating how tailored digital solutions can streamline business operations and improve market positioning. The contrasting approaches of B\*O and Travel\*ka further illustrate that even within similar market segments, distinct personal branding strategies can effectively differentiate a company's offerings and create unique value propositions. Overall, these findings emphasize

the critical role of personal branding in shaping start-up success and navigating the competitive landscape of South Jakarta.

The research findings reveal that personal branding plays a pivotal role in the growth and success of start-ups in South Jakarta, with varied strategies employed to build and enhance brand identity. Key strategies identified include partnerships with influencers and celebrities, extensive use of digital platforms like Instagram and TikTok, and collaborations with government entities. Start-ups such as Lazada and Sh\*pee have effectively used influencer and celebrity collaborations to strengthen their brand image and ensure high consumer recall. This approach not only helps in establishing a strong brand presence but also in creating an emotional connection with the target audience. In contrast, companies like Brod\* and Br\*de St\*ry have leveraged digital platforms for continuous and engaging product promotion, illustrating how digital media can be used to maintain brand visibility and relevance in a competitive market.

The discussion further highlights that personal branding strategies significantly impact consumer perception and loyalty. For instance, Al\*dokter's collaboration with the government to enhance healthcare services has not only improved its brand image but also opened new investment opportunities. Similarly, Hal\*doc's use of smartphone promotions and attractive offers has successfully engaged consumers and driven user adoption. Additionally, Mok\*'s digital solutions for SMEs underscore how personal branding can help small businesses streamline operations and boost market competitiveness. The comparative analysis of B\*O and Travel\*ka illustrates how even similar platforms can differentiate themselves through distinct offerings, such as concert tickets versus travel services. Overall, these insights emphasize the importance of tailored personal branding strategies in achieving business success and navigating the competitive start-up landscape in South Jakarta.

In-depth, this research highlights the critical role of personal branding in the development and success of start-up companies in South Jakarta. The qualitative approach, including in-depth interviews and content analysis, reveals that effective personal branding strategies—such

as collaborations with influencers, strategic digital platform use, and partnerships with government entities—are instrumental in establishing a strong brand identity and enhancing market presence. By employing these techniques, start-ups can significantly improve consumer engagement, build brand loyalty, and differentiate themselves in a competitive landscape. The findings underscore the importance of tailored personal branding efforts in achieving business objectives and navigating the dynamic start-up environment in South Jakarta.

## Conclusions

Personal branding has become important in the development of start-up companies in South Jakarta. Each start-up has a similar and different way of branding from each company, such as Lazada and Sh\*pee using collaboration techniques with influencers and celebrities to build a strong brand image that consumers can remember easily because of the collaboration. Brod\* and Br\*de St\*ry utilize digital platforms such as Instagram and TikTok to promote their products. Al\*dokter collaborates with the government, improves health services, and opens investment opportunities, while Hal\*doc promotes through digital smartphones and provides attractive promos for consumers or potential consumers. Mok\* helps SMEs with digital solutions, makes business management easier, and strengthens competitiveness in competitive markets. B\*o and Travel\*ka are similar websites through Instagram content but, what the two companies offer is different. B\*o offers concert tickets, jobs, and transactions. While Travel\*ka offers tourism, hospitality, and transport tickets.

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