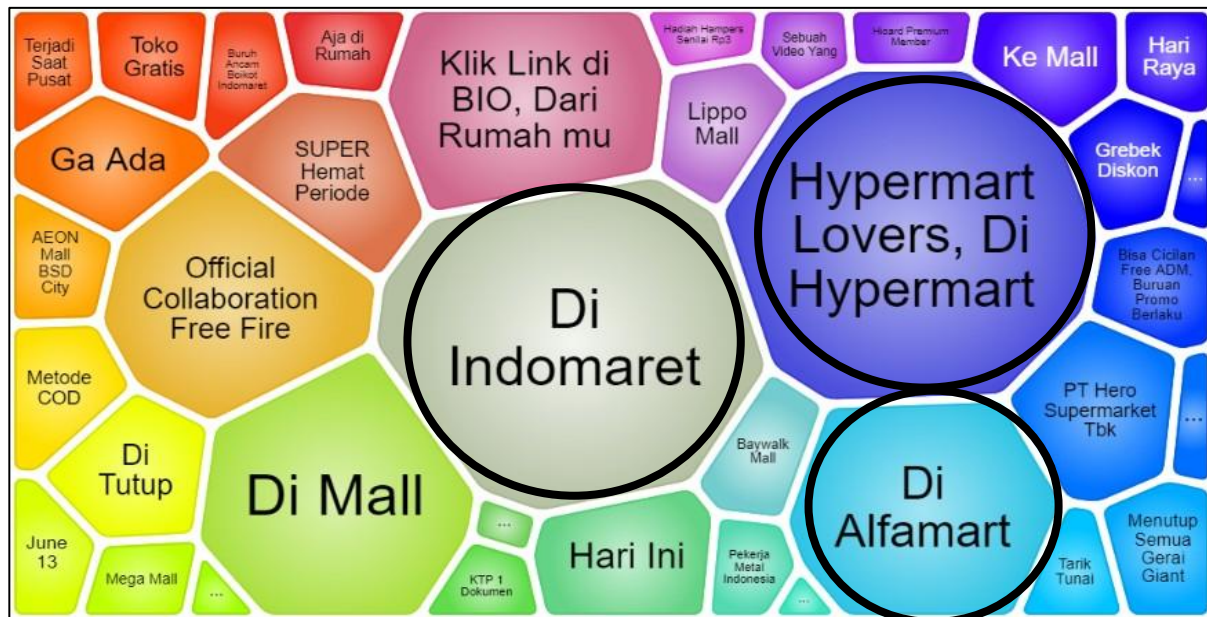




# **SEA TRENDSPOTTING REPORT: Brand Impact in the Retail Industry and COVID-19 Essentials in Indonesia**

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# Shopping Spree Hot Spots



Indomaret, Hypermart and Alfamart are the top retail players that were often mentioned on various social media platforms. Their popularity on social media could potentially be in line with the sales in their offline stores.

The conversations about Hypermart supermarket were dominated by promotional posts, such as special deals and discounts for certain products. The promotions were mostly posted by Hypermart on its social media accounts, particularly Facebook. Meanwhile, the conversations on mini markets like Indomaret and Alfamart were more varied.

Beside promotions, there were also giveaway posts and buzz about the call to boycott Indomaret due to a lawsuit on Religious Holiday Allowance (THR) payment.

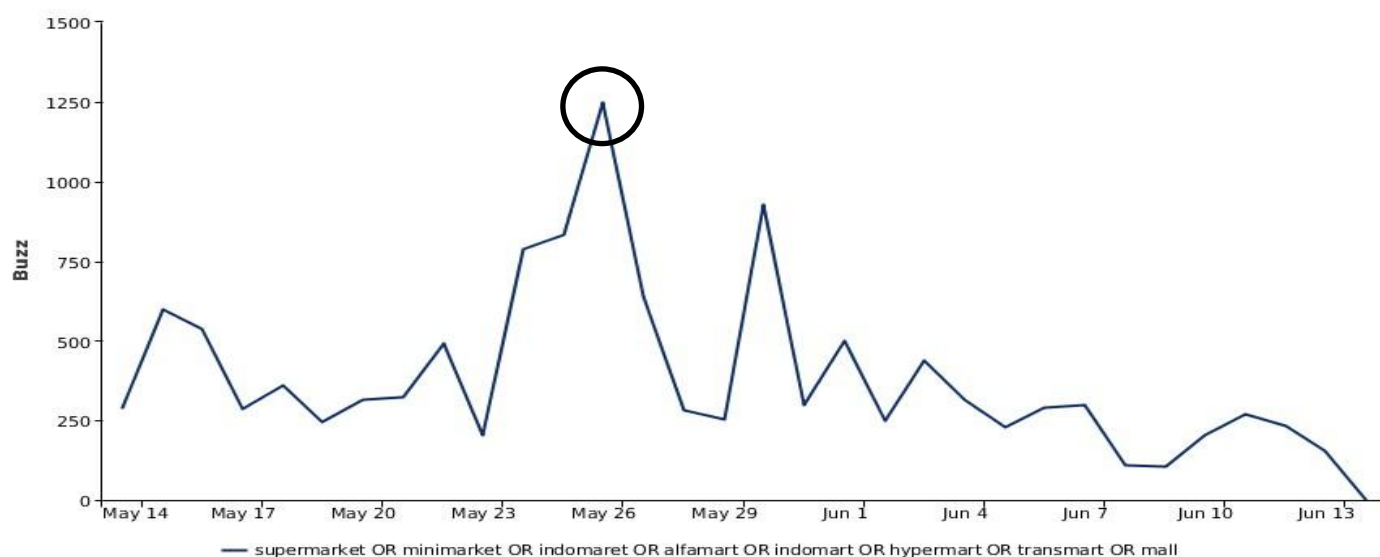


# What's On Our Shopping List?



The conversations about retail reached the peak on May 26, with around 1,200 buzz. On top of our shopping list is Giant supermarket, which drove the conversation peak with its plan to permanently close down all of its outlets by the end of July 2021.

Giant supermarkets alongside the Centro Department Store, which has been declared bankrupt, are the 'victims' of the COVID-19 pandemic which has hit hard the modern retail industry since last year. The conversations on social media showed people's responses to the closure of both big names.



# Artsy Mall: Game on the Wall

Free Fire, a multiplayer battle royale mobile game developed and published by Garena, collaborated with the newly-opened mall in Jakarta, Hublife. Dubbed as Garena Free Fire's first collaboration with a shopping mall in Indonesia, the partnership presented Free Fire-themed murals on the mall's walls.

The collaboration did not end with the murals, both parties also gave customers the chance to win special in-game items by posting their photos with the murals on their social media. Besides, customers could also get Free Fire merchandise with a minimum spend of IDR 300,000 in the mall's participating tenants.

Looking at the high engagement gathered by Garena Free Fire's announcement post of the collaboration, the strategy would likely boost Hublife mall's visitors and the benefits offered would also encourage spending. In other words, understanding the popular trends can be helpful to escalate brand awareness.





# BTS Army Ignites the Flame: Unrivaed Ripple Effect

It is widely well known that South Korean boy group, BTS, have powerful influence over different industries. This time, BTS pulled Jakarta's Kuningan City Mall into the spotlight. The ARMY, loyal fans of BTS, had a project to celebrate the boy group's 8th anniversary. For their idols, ARMY would place 10 LED billboard ads right in front of Kuningan City Mall. They shared the schedule of the ads showing on social media and thus, triggered the mention of Kuningan City Mall.

With fans as many as the stars, big names like BTS have the power to affect brand awareness. Therefore, instead of having the screens placed in front of the mall, why not put them INSIDE the mall?

Just like Garena Free Fire's collaboration with Hublife, putting attractive 'screens' as unique photo spots in the mall is a good marketing and can bolster the brand's popularity on social media platforms.



# Extra Penny for Me



There would be no more parking fee in minimarkets like Alfamart and Indomaret. The extra penny can go to the shopping budget as the local government in Bengkulu would take firm action against illegal parking attendants in minimarkets. The decision on free parking is also in accordance to the Law on Regional Taxes and Levies.

Regarding the matter, Alfamart's Corporate Affairs Director said that free parking is an additional service from the minimarket for the customers. According to him, parking fee is a burden for the customers of minimarket because sometimes, they only buy cheap stuff like a bottle of mineral water.

Despite all that, the policy was being highlighted. Parking levy should not be implemented because minimarkets as Alfamart and Indomaret do not collect parking fees from customers.



# Is Free Parking Good or Bad?



The free parking policy in minimarkets implemented by Bengkulu Government apparently stirred mixed sentiments. Not everybody agreed with free parking in minimarkets.

Although many netizens criticized that most parking attendants only appeared to collect parking fee when the customers were leaving, but there were also many other netizens who emphasized the needs of parking attendants, mostly for the security of the parked vehicles.

Amidst the pros and cons of the existence of parking attendant in minimarkets, there was a netizen who claimed that based on his own survey, minimarket with free parking attracted more visitors than one which collects parking fee.

# Just Add to Cart

Big retail players, supermarket and minimarket alike, created their own application for easier and more comfortable shopping experience. Hypermart has Hypermart Online app, Alfamart has Alfagift app and Indomaret has Indomaret Poinku app. Each of them also diligently promoted their apps on social media, alongside products promotions.

Not just a mere app, the apps also offered various benefits, from promo info to lucky draw and delivery service. Some apps even have membership program which comes with added values like reward point or special deals to attract customers and make them loyal.

While all those are not new for the retail industry, but incorporating them into an app certainly has its own perks, especially in this era where shopping from home has become a new lifestyle.





# To Infinity and Beyond



Among the big retail players, Hypermart seemed to be one step ahead. The supermarket does not only have Hypermart Online app, but also WhatsApp Delivery Chat & Shop service, Park & Pick service, as well as online stores in various marketplaces.

Hypermart developed its app into Hypermart Online Xpress and Hypermart Online Next Day to tailor to different customers' needs. Besides, its WhatsApp Delivery Chat & Shop service can accommodate customers who are not too 'tech savvy' as they can shop via the messaging app Whatsapp. Hypermart is also available in popular marketplaces like Shopee, Tokopedia, Blibli.com, JD.ID and GrabMart.

With the limitless digital innovations in the retail industry, customers get all their needs in the palm of their hand.

# The Super Power of Minimarkets

Nowadays, minimarket has evolved into a “super market”. It is no longer just a place for shopping, but also a payment hub. Indomaret, a leading minimarket chain, serves bill payment for various businesses. Customers can go to Indomaret to pay for e-commerce bill, internet and cable TV bill, hotel and flight booking, insurance bill, electricity bill, education bill, vehicle tax and even to top up e-wallet credit, phone credit, or game credit.

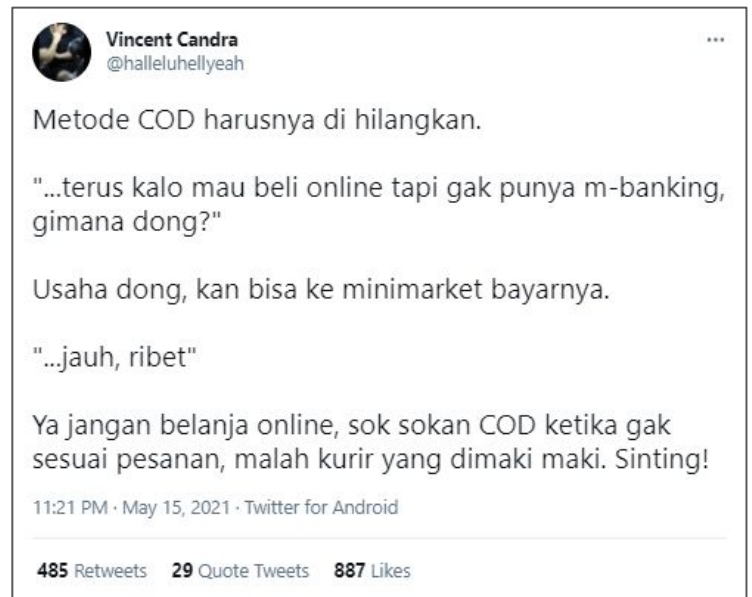
The bill payment service in Indomaret comes with benefits. The minimarket often combined the service with shopping promo. Indomaret actively posted the promo for bill payment service on its social media account. By cooperating with other businesses for the payment service, Indomaret’s presence on social media was also boosted as its business partners also made efforts to promote the payment service.





# Recognising the Kryptonite

There was a viral post from netizen who criticised Cash-On-Delivery (COD) payment system for the minimarket. The netizen said COD should be abolished to avoid irresponsible buyers, and online buyers could make payment via the minimarket. While there were other netizens who agreed, but there were also those who complained that payment via minimarket like Alfamart and Indomaret charged them with administration fee.



On the other hand, there was also another viral post regarding game credit top-up. A minimarket's cashier recorded a child's request to top up his game credit worth IDR 800 thousand. The cashier made the recording to avoid being rammed by the child's parent because similar case had happened in the past. Netizens praised the minimarket's cashier for being witty. However, it seems that the ease of transactions offered by minimarkets is yet to be problem-free. So, can online payment be the most appropriate payment option in the future?

# Listen To The Blabs For The Right Collabs

FREE FIRE

POP  
ART  
WALL



Due to the COVID-19 pandemic, the retail industry players are struggling with the decreasing visitors as well as spending. Those who were not able to adapt faced the harsh consequences, including bankruptcy. Those who survive needs to come up with fresh ideas, like collaboration with the right 'face' or brand. Referring to Garena Free Fire's collaboration with Hublife and the billboard ads of BTS' ARMY, visual aspect is an important feature while game and idol are the 'hot' stuffs.

Isentia's can help the retail industry players in identifying the current trend, which will help brands or companies to evaluate potential collaboration. By noticing what the customers (in this case, netizens) are interested in at the moment, brands or companies can drive the customers' interest and convert it into effective marketing plan.



# Understanding Customers' Preferences

Free parking sounds like a good idea, as it can give an added-value for retail shops, such as minimarket. Likewise, being a payment hub like accepting bill payment and credit top up also sounds good for minimarket to expand their services. However, both ideas turned out to have the good and the bad side. Thus, deep understanding on what the customers say about certain matters is important for retail industry players to provide satisfying services.

At Isentia, we capture the buzz on what the netizens say about a brand or a specific issue. We then analyze the buzz and classify what the netizens like or dislike. Isentia's media monitoring report can help the retail industry players to get relevant feedbacks from their customers and make an effective evaluation of their services.



# Take Your Chances

The dawn of the digital era has come to the retail industry. Modern retail players, including supermarket and minimarket, are promoting their own shopping application, providing online services and even opening stores in various e-commerce. Those digital services provide more benefits, easier shopping experience as well as safer and more comfortable transaction during Covid-19 pandemic. Looking at what Hypermart has done, it seems that the digital innovation still has many doors that can be explored.

## What Isentia Can Do To Help?

Isentia can assist companies or brands to 'eavesdrop' on the conversations within certain industry and across industries. Learning what is happening in different industries, or even in different countries, will help retail industry players to develop ideas that can help them level up their game among the competitors.





# What Our Insights Leaders in Indonesia Say



**Yudha Prawira**, Insights Manager, Indonesia

"COVID-19 has had a very bad impact on the Retail Industry which resulted in the closure of a number of well-known shopping malls. However, it is hoped that this will spur players in the industry to continue to be innovative in developing their business and increasing the occupancy rate. The online store is one of the most efficient and appropriate options in the midst of a pandemic."

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**Rendy Ezra Mangara**, Research Manager, Indonesia

"Shopping centers are one of the vital activities of the community who are currently most affected by the current COVID-19 pandemic. The government is considered to be the key to being able to revive the Retail Industry to its former glory."



# What Our Insights Leaders in Indonesia Say

**Christian P. Valencio**, Senior Insights Analyst,  
Indonesia

“The massive disruption due to the COVID-19 pandemic has triggered digitalization in various industries, including the retail industry. The industry need to up their online business game to keep them afloat as currently they are still far behind the top names of the online marketplaces in the country. They also need to really enforce strict health protocols on site as long as the pandemic is still going strong.”



**Jessica Aditya**, Senior Insights Analyst, Indonesia


“In retail industry, some big players have already faced the bitter consequences of the pandemic and tight competition. Meanwhile, others need to rack their brains to keep surviving. Here is where media intelligence plays an important role. It provides insights for retail industry players to keep the innovation going amidst the digital disruption.”






Please do not hesitate to get in touch with us for more information on this whitepaper.

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