

ABSTRAK

Nabila Nur Safitri: *Rebranding* Rumah Sakit dari Rumah Sakit Khusus Ibu dan Anak (RSKIA) Kota Bandung Menjadi Rumah Sakit Umum Daerah (RSUD) Bandung Kiwari

Perkembangan industri kesehatan yang pesat meningkatkan persaingan antar rumah sakit dan mendorong setiap institusi untuk memperkuat kualitas layanan melalui strategi *rebranding*. RSUD Bandung Kiwari, yang sebelumnya bernama RSKIA Kota Bandung, melakukan *rebranding* sebagai upaya memperluas layanan dan membangun citra baru yang lebih modern dan kompetitif. Transformasi ini juga merepresentasi strategi Pemerintah Kota Bandung dalam meningkatkan mutu pelayanan kesehatan masyarakat.

Penelitian ini bertujuan untuk mendeskripsikan proses *rebranding* yang dilakukan RSUD Bandung Kiwari melalui *Corporate Rebranding Framework* yang dikemukakan oleh Daly dan Moloney (2004), yang mencakup tiga tahapan utama yaitu, analisis, perencanaan, dan evaluasi.

Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi. Data dianalisis melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan secara sistematis.

Hasil penelitian menunjukkan bahwa *rebranding* RSUD Bandung Kiwari berjalan sesuai *Corporate Rebranding Framework* melalui tiga tahapan utama. Pada tahap analisis, perubahan didorong oleh perpindahan gedung, perluasan layanan, serta kebijakan pemerintah dan kebutuhan masyarakat. Tahap perencanaan melibatkan identifikasi *audiens* komunikasi dan strategi komunikasi internal dan eksternal melalui sosialisasi, pelatihan, publikasi, dan kegiatan publik. Tahap evaluasi dilakukan dengan memantau *branding* digital, survei kepuasan, kunjungan pasien, dan performa media sosial. Secara keseluruhan, *rebranding* ini tidak hanya bersifat simbolik, melainkan transformasi strategis yang memperluas layanan, memperkuat citra, dan meningkatkan mutu pelayanan kesehatan di Kota Bandung.

Kata Kunci: *Rebranding*, RSUD Bandung Kiwari, *Corporate Rebranding Framework*

ABSTRACT

Nabila Nur Safitri: *Hospital Rebranding from the Special Hospital for Mothers and Children Bandung to the Regional General Hospital Bandung Kiwari*

The rapid development of the healthcare industry has intensified competition among hospitals and encouraged each institution to enhance service quality through rebranding strategies. RSUD Bandung Kiwari, formerly known as RSKIA Bandung, conducted rebranding as an effort to expand services and build a more modern and competitive image. This transformation also reflects the Bandung City Government's strategy to improve the quality of public healthcare services.

This study aims to describe the rebranding process of RSUD Bandung Kiwari using the Corporate Rebranding Framework proposed by Daly and Moloney (2004), which consists of three main stages: analysis, planning, and evaluation.

This research employs a qualitative descriptive approach. Data were collected through direct observation, interviews with relevant stakeholders, and official documentation. The data were then analyzed systematically through data reduction, data presentation, and conclusion drawing to gain a comprehensive understanding of the rebranding process at RSUD Bandung Kiwari.

The results indicate that the rebranding of RSUD Bandung Kiwari was carried out in accordance with the Corporate Rebranding Framework across the three main stages. In the analysis stage, changes were driven by relocation to a new building, service expansion, and government policies as well as public needs. The planning stage involved audience identification and communication strategies for both internal and external stakeholders through socialization, training, publications, and public activities. Evaluation was conducted by monitoring digital branding, satisfaction surveys, patient visits, and social media performance. Overall, the rebranding was not merely symbolic, but a strategic transformation that expanded services, strengthened the hospital's image, and improved the quality of healthcare services in Bandung City.

Keywords: *Rebranding, RSUD Bandung Kiwari, Corporate Rebranding Framework*