

ABSTRAK

Rangga Alfazril Gunawan: Implementasi *Rebranding* Bandung Giri Gahana (BGG) Golf & Resort Menjadi Jatinangor National Golf & Resort (JNG)

Bandung Giri Gahana Golf & Resort merupakan perusahaan yang bergerak di bidang wisata olahraga golf dan *resort* yang berlokasi di kawasan Jatinangor, Kabupaten Sumedang. Perusahaan ini melakukan *rebranding* menjadi Jatinangor National Golf & Resort sebagai upaya menyesuaikan identitas dengan lokasi geografis, memperkuat citra baru, serta membangun posisi sebagai destinasi golf dan *resort* yang lebih mudah dikenali publik.

Penelitian ini bertujuan untuk mengetahui implementasi *rebranding* Bandung Giri Gahana Golf & Resort menjadi Jatinangor National Golf & Resort melalui teori *rebranding* Muzellec, Doogan, dan Lambkin yang terdiri dari empat tahapan, yaitu *renaming*, *repositioning*, *redesign*, dan *relaunch*. Penelitian ini menggunakan paradigma konstruktivistik dengan pendekatan kualitatif dan metode deskriptif. Data penelitian diperoleh melalui wawancara mendalam, observasi, dan dokumentasi.

Hasil penelitian menunjukkan bahwa implementasi *rebranding* dilakukan melalui empat tahapan, yakni: Pertama, *renaming* dilakukan dengan mengubah nama Bandung Giri Gahana Golf & Resort menjadi Jatinangor National Golf & Resort untuk memperkuat identitas geografis perusahaan. Kedua, *repositioning* dilakukan dengan membangun posisi baru sebagai destinasi golf dan *resort* yang terletak di Jatinangor, modern, nyaman, serta memiliki daya tarik wisata. Ketiga, *redesign* dilakukan melalui pembaruan logo, elemen visual, dan identitas perusahaan yang lebih sesuai dengan citra baru. Keempat, *relaunch* dilakukan melalui kegiatan *launching* pada *anniversary* ke-37, media digital, WhatsApp *Broadcast*, iklan Whoosh, dan komunikasi kepada stakeholder.

Kesimpulan dari penelitian ini adalah *rebranding* Jatinangor National Golf & Resort tidak hanya dilakukan melalui perubahan nama dan logo, tetapi juga menjadi strategi perusahaan dalam membangun identitas baru, memperkuat citra, serta meningkatkan daya tarik sebagai destinasi golf dan *resort* di kawasan Jatinangor.

Kata Kunci: *Rebranding*, Identitas Perusahaan, Citra Perusahaan

ABSTRACT

Rangga Alfazril Gunawan: *The Implementation of Rebranding Bandung Giri Gahana (BGG) Golf & Resort into Jatinangor National Golf & Resort (JNG)*

Bandung Giri Gahana Golf & Resort is a company engaged in golf tourism and resort services located in the Jatinangor area, Sumedang Regency. The company carried out a rebranding into Jatinangor National Golf & Resort as an effort to align its identity with its geographical location, strengthen its new image, and establish its position as a golf and resort destination that is more easily recognized by the public.

This study aims to determine the implementation of the rebranding of Bandung Giri Gahana Golf & Resort into Jatinangor National Golf & Resort through the rebranding theory proposed by Muzellec, Doogan, and Lambkin, which consists of four stages: renaming, repositioning, redesign, and relaunch. This study uses a constructivist paradigm with a qualitative approach and descriptive method. The research data were obtained through in-depth interviews, observation, and documentation

The results of this study show that the implementation of rebranding was carried out through four stages. First, renaming was conducted by changing the name Bandung Giri Gahana Golf & Resort into Jatinangor National Golf & Resort to strengthen the company's geographical identity. Second, repositioning was carried out by establishing a new position as a golf and resort destination located in Jatinangor that is modern, comfortable, and has tourism appeal. Third, redesign was conducted through the renewal of the logo, visual elements, and company identity to better reflect the new image. Fourth, relaunch was carried out through the launching event on the company's 37th anniversary, digital media, WhatsApp Broadcast, Whoosh advertisements, and communication with stakeholders.

The conclusion of this study is that the rebranding of Jatinangor National Golf & Resort was not only carried out through changes in name and logo, but also served as a corporate strategy to build a new identity, strengthen its image, and increase its appeal as a golf and resort destination in the Jatinangor area.

Keywords: *Rebranding, Corporate Identity, Corporate Image.*