

ABSTRAK

Wiwin Nurliani : Strategi *Rebranding* RSUD Sumedang Menjadi RSUD Umar Wirahadikusumah Dalam Meningkatkan Citra Lembaga.

Rebranding merupakan proses pembaharuan identitas dalam meningkatkan citra lembaga. *Rebranding* RSUD Sumedang dilakukan melalui perubahan nama dan logo sebagai upaya memperkuat identitas serta meningkatkan citra rumah sakit. RSUD Sumedang dipilih sebagai objek penelitian karena melakukan kegiatan *rebranding* dalam meningkatkan citra lembaga. *Rebranding* menjadi strategi yang efektif dalam membangun kembali kepercayaan masyarakat.

Penelitian ini bertujuan untuk mengetahui bagaimana Strategi *Rebranding* RSUD Sumedang Menjadi RSUD Umar Wirahadikusumah Dalam Meningkatkan Citra Lembaga dengan menggunakan Teori *Corporate Rebranding* yang dikemukakan oleh Muzellec, Doogan dan Lambkin (2003) yang meliputi *Repositioning*, *Renaming*, *Redesign* dan *Relaunch*.

Penelitian ini menggunakan paradigma konstruktivistik dengan pendekatan deskriptif kualitatif. Pengumpulan data dilakukan melalui wawancara mendalam dan dokumentasi. Analisis data mengacu pada teknik yang dikemukakan oleh Sugiyono dan Lestari (2024), yang meliputi pengumpulan data, deskripsi data mentah, reduksi data, kategorisasi, serta mengonstruksi hubungan kategorisasi.

Hasil penelitian menunjukkan bahwa *rebranding* RSUD Sumedang menjadi RSUD Umar Wirahadikusumah ketika dianalisis menggunakan Teori *Corporate Rebranding* menghasilkan: (1) *Repositioning* dilakukan melalui tahapan riset *brand* yang meliputi survei dan evaluasi, serta implementasi *repositioning* dengan membuat berbagai program. (2) *Renaming* dilakukan sebagai upaya dalam melakukan perubahan nama melalui dua tahapan yaitu identifikasi pemilihan nama dan proses lobi penggunaan nama. (3) *Redesign* dilakukan melalui tahap perumusan konsep logo, kolaborasi dengan pihak eksternal, penetapan logo baru serta penerapan logo yang diaplikasikan pada seluruh elemen rumah sakit. (4) *Relaunch* dilakukan melalui beberapa tahapan. Pertama, perencanaan dilakukan dengan koordinasi bersama Pemerintah Kabupaten Sumedang. Kedua, pelaksanaan dilakukan melalui proses *relaunching offline* dan *online*. *Relaunching offline* dilaksanakan melalui *relaunching formal* dan sosialisasi, sedangkan *relaunching online* dilaksanakan melalui media sosial instagram. Ketiga, evaluasi dilakukan melalui Survei Kepuasan Masyarakat (SKM) dan *monitoring* melalui *Google Review*. *Rebranding* RSUD Umar Wirahadikusumah dilaksanakan melalui tahapan *repositioning*, *renaming*, *redesign*, dan *relaunch* dalam membangun identitas serta meningkatkan citra positif rumah sakit.

Kata Kunci : *Rebranding, Corporate rebranding, Citra*

ABSTRACT

Wiwin Nurliani: *The Rebranding Strategy of Sumedang Regional Hospital to Become Umar Wirahadikusumah Regional Hospital to Improve Institutional Image.*

Rebranding is the process of renewing an identity to improve an institution's image. The rebranding of Sumedang Regional Hospital was carried out through a name and logo change as an effort to strengthen the identity and improve the hospital's image. Sumedang Regional Hospital was chosen as the research object because it implemented rebranding activities to improve the institution's image. Rebranding is an effective strategy in rebuilding public trust.

This study aims to determine how the rebranding strategy of Sumedang Regional Hospital to become Umar Wirahadikusumah Regional Hospital improves the institution's image using the Corporate Rebranding Theory proposed by Muzellec, Doogan, and Lambkin (2003), which includes repositioning, renaming, redesign, and relaunch.

This study uses a constructivist paradigm with a qualitative descriptive approach. Data collection was conducted through in-depth interviews and documentation. Data analysis refers to the techniques proposed by Sugiyono and Lestari (2024), which include data collection, raw data description, data reduction, categorization, and constructing categorization relationships.

The results of the study indicate that the rebranding of Sumedang Regional General Hospital to Umar Wirahadikusumah Regional General Hospital, when analyzed using Corporate Rebranding Theory, resulted in: (1) Repositioning was carried out through brand research stages, including surveys and evaluations, and repositioning implementation through various programs. (2) Renaming was carried out as an effort to change the name through two stages: identifying the name selection and lobbying for the use of the name. (3) Redesign was carried out through the stages of formulating the logo concept, collaborating with external parties, determining the new logo, and implementing the logo, which was applied to all elements of the hospital. (4) Relaunching was carried out through several stages. First, planning was carried out in coordination with the Sumedang Regency Government. Second, implementation was carried out through offline and online relaunching processes. Offline relaunching was carried out through formal relaunching and socialization, while online relaunching was carried out through Instagram social media. Third, the evaluation was conducted through a Public Satisfaction Survey (SKM) and monitoring via Google Reviews. The rebranding of Umar Wirahadikusumah Regional Hospital (RSUD Umar Wirahadikusumah) involved repositioning, renaming, redesigning, and relaunching to build the hospital's identity and enhance its positive image.

Keywords: *Rebranding, Corporate Rebranding, Image*