

ABSTRAK

Nida Syafa'atul Uzma : Implementasi Proses *Rebranding* Pada Janjian Coffee Housepoint.

Persaingan industri kopi yang semakin kompetitif mendorong pelaku usaha untuk terus beradaptasi melalui strategi penguatan identitas merek. Salah satu upaya yang dilakukan adalah *rebranding*, yaitu proses pembaruan identitas merek guna membangun citra yang lebih relevan dengan perkembangan pasar.

Penelitian ini bertujuan untuk menganalisis implementasi proses *rebranding* pada Janjian Coffee Housepoint melalui tahapan *rebranding* yang dikemukakan oleh Muzellec dan Lambkin, yaitu *renaming*, *repositioning*, *redesigning*, dan *relaunching*.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif deskriptif. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi terhadap pihak yang terlibat dalam proses *rebranding*.

Hasil penelitian menunjukkan bahwa Janjian Coffee melakukan *rebranding* melalui penambahan unsur “Housepoint” sebagai bentuk *renaming* tanpa menghilangkan identitas merek yang telah dikenal sebelumnya. Pada tahap *repositioning*, perusahaan membangun citra baru sebagai coffee shop yang lebih modern, profesional, dan berorientasi pada pengalaman pelanggan. Tahap *redesigning* diwujudkan melalui perubahan logo, identitas visual, desain interior, dan elemen pendukung merek lainnya. Sementara itu, tahap *relaunching* dilakukan melalui pemanfaatan media sosial, promosi, dan komunikasi pemasaran untuk memperkenalkan identitas baru kepada konsumen. Penelitian ini menyimpulkan bahwa implementasi *rebranding* pada Janjian Coffee Housepoint telah dilaksanakan secara terencana dan mampu memperkuat identitas merek serta meningkatkan relevansi perusahaan di tengah persaingan industri kopi.

Kata Kunci : *Rebranding*, Janjian Coffee Housepoint, Identitas Merek, Coffee Shop.

ABSTRACT

Nida Syafa'atul Uzma : Implementation of the *Rebranding* Process at Janjian Coffee Housepoint.

The increasingly competitive coffee shop industry encourages businesses to strengthen their brand identity in order to remain relevant to consumers. One strategy employed is *rebranding*. This study aims to analyze the implementation of the *Rebranding* process at Janjian Coffee Housepoint based on Muzellec and Lambkin's *rebranding* framework, which consists of *renaming*, *repositioning*, *redesigning*, and *relaunching*.

This research adopted a constructivist paradigm with a descriptive qualitative approach. Data were collected through in-depth interviews, observations, and documentation involving internal parties directly engaged in the *Rebranding* process.

The findings reveal that the *renaming* stage was carried out by emphasizing the term "Housepoint" as the primary identity while maintaining the brand equity of Janjian Coffee. In the *repositioning* stage, the company reconstructed its brand positioning by highlighting warmth, emotional closeness with customers, and its role as a collaborative space for creative communities. The *redesigning* stage involved changes to the logo, visual identity, interior design, and other supporting brand elements that reflect the concepts of a home and a meeting point. Meanwhile, the *relaunching* stage was conducted through digital communication strategies, promotional activities, and community-based events to introduce the new identity to the public. The study concludes that the *rebranding* implementation at Janjian Coffee Housepoint was systematically executed and successfully strengthened the brand identity while enhancing its relevance within the competitive coffee industry.

Keywords : *Rebranding*, Janjian Coffee Housepoint, Brand Identity, Coffee Shop