

ABSTRAK

Reilla Dheyulia Syifa: Strategi *Rebranding* Metro Jabar Trans Sebagai Upaya Transformasi Layanan Transportasi Publik (Studi Kasus pada Dinas Perhubungan Provinsi Jawa Barat)

Peralihan pengelolaan layanan Trans Metro Pasundan dari Kementerian Perhubungan Republik Indonesia kepada Pemerintah Provinsi Jawa Barat menjadi momentum dilaksanakannya *rebranding* Metro Jabar Trans. *Rebranding* tersebut dilakukan sebagai upaya membangun identitas baru yang merepresentasikan Jawa Barat serta mendukung transformasi layanan transportasi publik yang lebih terintegrasi dan modern.

Penelitian ini bertujuan untuk mengetahui strategi *rebranding* Metro Jabar Trans sebagai upaya transformasi layanan transportasi publik. Penelitian menggunakan teori *Corporate Rebranding* yang dikemukakan oleh Muzellec, Doogan dan Lambkin (2003) yang terdiri dari empat elemen, yaitu *repositioning*, *renaming*, *redesign*, dan *relaunching*.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dan metode studi kasus. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi partisipatif pasif, dan dokumentasi.

Hasil penelitian menunjukkan bahwa strategi *rebranding* Metro Jabar Trans yang dianalisis menggunakan teori *Corporate Rebranding* menghasilkan: (1) *Repositioning* dilakukan dengan membangun identitas transportasi publik yang merepresentasikan Jawa Barat sebagai momentum peralihan pengelolaan kepada Pemerintah Provinsi Jawa Barat, sekaligus menekankan nilai layanan yang terintegrasi. (2) *Renaming* dilakukan melalui diskusi internal, *stakeholder*, dan partisipasi publik dalam merancang hingga menetapkan nama Metro Jabar Trans sebagai identitas baru layanan transportasi publik. (3) *Redesign* dilakukan melalui perancangan dan evaluasi bersama tenaga ahli serta pihak internal untuk memperbarui identitas visual dan fisik, meliputi logo, warna, tipografi, armada, seragam pramudi, dan maskot yang diterapkan secara konsisten pada media komunikasi maupun operasional layanan. (4) *Relaunching* dilakukan melalui *soft launching*, *grand launching*, *media relations*, media luar ruang, *stand mini booth*, dan kolaborasi dengan komunitas transportasi untuk memperkenalkan identitas baru Metro Jabar Trans kepada masyarakat. Strategi *rebranding* Metro Jabar Trans dilakukan sebagai upaya transformasi layanan transportasi publik yang lebih terintegrasi, inklusif, dan merepresentasikan Jawa Barat.

Kata Kunci: Strategi *Rebranding*, Metro Jabar Trans, Transportasi Publik

ABSTRACT

Reilla Dheyulia Syifa: *Metro Jabar Trans' Rebranding Strategy as an Effort to Transform Public Transportation Services (Case Study of the West Java Provincial Transportation Agency)*

The transfer of management of the Trans Metro Pasundan service from the Ministry of Transportation of the Republic of Indonesia to the West Java Provincial Government became the impetus for the rebranding of Metro Jabar Trans. This rebranding was carried out as an effort to build a new identity that represents West Java and supports the transformation of more integrated and modern public transportation services.

This study aims to determine the Metro Jabar Trans' rebranding strategy as an effort to transform public transportation services. The study uses the Corporate Rebranding theory proposed by Muzellec, Doogan, and Lambkin (2003), which consists of four elements: repositioning, renaming, redesign, and relaunching.

This study uses a constructivist paradigm with a qualitative approach and case study method. Data collection techniques were conducted through in-depth interviews, passive participant observation, and documentation.

The results of the study show that the Metro Jabar Trans rebranding strategy analyzed using the Corporate Rebranding theory resulted in: (1) Repositioning was carried out by building a public transportation identity that represents West Java as a momentum for the transfer of management to the West Java Provincial Government, while emphasizing the value of integrated services. (2) Renaming was carried out through internal discussions, stakeholders, and public participation in designing and determining the name Metro Jabar Trans as the new identity of public transportation services. (3) Redesign was carried out through design and evaluation with experts and internal parties to update the visual and physical identity, including the logo, colors, typography, fleet, driver uniforms, and mascots that were applied consistently to communication media and service operations. (4) Relaunching was carried out through soft launching, grand launching, media relations, outdoor media, mini booth stands, and collaboration with the transportation community to introduce the new identity of Metro Jabar Trans to the public. The Metro Jabar Trans rebranding strategy was carried out as an effort to transform public transportation services to be more integrated, inclusive, and represent West Java.

Keywords: *Rebranding Strategy, Metro Jabar Trans, Public Transportation*