

ABSTRAK

Siti Khodijah : *Rebranding Coffee Shop* dalam Pembentukan Citra Brand (Studi Kualitatif Deskriptif pada Nuesara Coffee & Habitual di Kota Bandung)

Rebranding menjadi strategi yang dilakukan perusahaan untuk menyesuaikan identitas merek dengan perkembangan bisnis, kebutuhan konsumen, dan persaingan industri. Strategi ini dilakukan untuk membangun identitas yang lebih relevan serta memperkuat citra *brand* di mata masyarakat. Nuesara Coffee & Habitual melakukan *rebranding* dari Garden Coffee sebagai upaya menghadirkan karakter merek baru yang sesuai dengan konsep perusahaan di Kota Bandung.

Penelitian ini bertujuan untuk mengetahui proses *repositioning*, *renaming*, *redesign*, dan *relaunching* yang dilakukan Nuesara Coffee & Habitual dalam pembentukan citra *brand* baru. Keempat fokus tersebut dianalisis untuk memperoleh gambaran mengenai proses *rebranding* yang dilakukan pada Nuesara Coffee & Habitual.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dan metode deskriptif. Data diperoleh melalui wawancara mendalam, observasi partisipasi pasif, dan dokumentasi, kemudian dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan. Penelitian ini menggunakan konsep *rebranding* menurut Muzellec dan Lambkin (2006) yang meliputi *repositioning*, *renaming*, *redesign*, dan *relaunching* untuk menganalisis proses pembentukan citra *brand* baru pada Nuesara Coffee & Habitual.

Hasil penelitian menunjukkan bahwa proses *repositioning* dilakukan melalui penyesuaian target pasar dan penguatan diferensiasi merek. Proses *renaming* dilakukan melalui perubahan nama Garden Coffee menjadi Nuesara Coffee & Habitual yang mencerminkan konsep, visi, dan misi perusahaan. Proses *redesign* dilakukan melalui pembaruan logo, skema warna, serta elemen desain yang disesuaikan dengan kebutuhan target pasar. Proses *relaunching* dilaksanakan melalui grand opening, media sosial, serta kolaborasi dengan Key Opinion Leader (KOL) untuk memperkenalkan identitas merek baru kepada publik. Keempat tahapan tersebut membentuk identitas merek yang konsisten sehingga menghasilkan citra *brand* baru yang sesuai dengan karakter, konsep, dan arah pengembangan Nuesara Coffee & Habitual.

Kata Kunci: *Rebranding, Repositioning, Renaming, Redesign, Relaunching.*

ABSTRACT

Siti Khodijah : *Coffee Shop Rebranding in Building a New Brand Image (A Descriptive Qualitative Study of Nuesara Coffee & Habitual in Bandung City)*

Rebranding has become a strategic approach adopted by companies to adapt their brand identity to business developments, changing consumer needs, and increasing industry competition. This strategy aims to establish a more relevant brand identity while strengthening the company's brand image. Nuesara Coffee & Habitual underwent a rebranding process from its former identity, Garden Coffee, to develop a new brand character that reflects the company's concept in Bandung.

The purpose of this study was to examine how the processes of repositioning, renaming, redesign, and relaunching were implemented by Nuesara Coffee & Habitual in building its new brand image. These four dimensions were explored to provide a comprehensive understanding of the company's rebranding strategy.

This study employed a constructivist paradigm with a qualitative descriptive method. Data were collected through in-depth interviews, passive participant observation, and documentation, and were analyzed using data reduction, data display, and conclusion drawing. The study adopted the rebranding concept proposed by Muzellec and Lambkin (2006), which consists of four stages: repositioning, renaming, redesign, and relaunching, to analyze the process of establishing a new brand image at Nuesara Coffee & Habitual.

The findings results show that the repositioning process was carried out through adjusting the target market and strengthening brand differentiation. The renaming process was carried out by changing the name of Garden Coffee to Nuesara Coffee & Habitual, which reflects the company's concept, vision, and mission. The redesign process was carried out by updating the logo, color scheme, and design elements adapted to the needs of the target market. The relaunch process was carried out through a grand opening, social media, and collaboration with Key Opinion Leaders (KOL) to introduce the new brand identity to the public. These four stages formed a consistent brand identity, resulting in a new brand image that is in accordance with the character, concept, and development direction of Nuesara Coffee & Habitual.

Keywords: *Rebranding, Repositioning, Renaming, Redesign, Relaunching.*