

ABSTRAK

Rofa Rofiandi Akbar : Analisis Strategi *Rebranding* Kabupaten Pacitan Melalui Tagline 'Pacitan 70 Miles of Sea Paradise' Dalam Membentuk Identitas Baru Daerah

Kabupaten Pacitan selama lebih dari dua dekade dikenal melalui identitas 'Kota 1001 Goa' dan 'Paradise of Java.' Namun, identitas tersebut dinilai belum sepenuhnya merepresentasikan potensi wisata bahari daerah yang membentang sepanjang garis pantai selatan. Kondisi stagnasi pariwisata pascapandemi dan momentum ungkapan spontan tokoh nasional Susilo Bambang Yudhoyono pada awal 2025 mendorong Pemerintah Kabupaten Pacitan melakukan *rebranding* melalui tagline 'Pacitan 70 Miles of Sea Paradise.' Penelitian ini bertujuan menganalisis strategi *rebranding* Kabupaten Pacitan melalui tagline tersebut dalam membentuk identitas baru daerah. Penelitian menggunakan paradigma konstruktivistik dengan pendekatan kualitatif dan metode studi kasus deskriptif. Data diperoleh melalui wawancara mendalam dengan empat informan, observasi, dan dokumentasi. Analisis dilakukan menggunakan model tujuh tahap *rebranding* Juntunen (2011), yaitu *triggering, analyzing and decision making, planning, preparing, launching, evaluating, dan continuing*. Hasil penelitian menunjukkan bahwa *rebranding* dipicu oleh stagnasi kunjungan wisatawan, kejenuhan terhadap identitas lama, kesenjangan representasi potensi bahari, dan legitimasi kultural tokoh nasional. Proses analisis dan pengambilan keputusan berlangsung cepat melalui instruksi eksekutif dengan orientasi pasar internasional, namun menyisakan kesenjangan partisipasi *stakeholder*. Tahap perencanaan menghasilkan strategi konten digital berupa 70 video Reels dan kebijakan koeksistensi identitas lama, tetapi belum disertai *brandbook* resmi. Kesiapan teknis produksi media dan logistik acara tidak diimbangi oleh kesiapan struktural sektor perhotelan dan restoran. Peluncuran melalui *soft launching* pada Hari Jadi ke-280 dan *grand launching* Ekspedisi Merah Putih berhasil meningkatkan eksposur media nasional, meskipun terdapat perbedaan persepsi dampak antara pemerintah, pedagang lokal, dan industri perhotelan. Evaluasi masih bersifat informal dan belum memiliki instrumen terstandar untuk mengukur konversi eksposur digital terhadap kunjungan wisatawan. Keberlanjutan identitas baru ditopang oleh keunikan geografis dan inisiatif mandiri pedagang kecil, namun belum diperkuat oleh regulasi daerah yang mengikat maupun integrasi ke dalam standar layanan *hospitality*. Penelitian ini menyimpulkan bahwa *rebranding* Kabupaten Pacitan berhasil memperluas representasi identitas daerah dari wisata gua menuju identitas bahari, tetapi proses pembentukan identitas baru tersebut belum sepenuhnya berjalan secara partisipatif, terukur, dan terintegrasi.

Kata kunci: *rebranding* daerah, identitas baru, tagline, komunikasi pariwisata, strategi *rebranding*

ABSTRACT

Rofa Rofiandi Akbar : Analisis Strategi Rebranding Kabupaten Pacitan Melalui Tagline ‘Pacitan 70 Miles of Sea Paradise’ Dalam Membentuk Identitas Baru Daerah

Pacitan Regency has been known for more than two decades through the identities 'City of 1001 Caves' and 'Paradise of Java.' However, these identities were considered insufficient in representing the region's marine tourism potential stretching along the southern coastline. The stagnation of post-pandemic tourism and the spontaneous statement by national figure Susilo Bambang Yudhoyono in early 2025 prompted the Pacitan Regency Government to conduct a rebranding through the tagline 'Pacitan 70 Miles of Sea Paradise.' This study aims to analyze the rebranding strategy of Pacitan Regency through the tagline in forming a new regional identity. The research employs a constructivist paradigm with a qualitative approach and descriptive case study method. Data were collected through in-depth interviews with four informants, observation, and documentation. The analysis applies Juntunen's (2011) seven-stage rebranding model, comprising triggering, analyzing and decision making, planning, preparing, launching, evaluating, and continuing. The findings indicate that the rebranding was triggered by tourism stagnation, saturation with the old identity, a representational gap regarding marine potential, and the cultural legitimacy of a national figure. The analysis and decision-making process proceeded rapidly through executive instruction with an international market orientation, yet left gaps in stakeholder participation. The planning stage produced a digital content strategy consisting of 70 Reels videos and a coexistence policy with the old identity, but lacked an official brandbook. Technical readiness in media production and event logistics was not matched by structural preparedness in the hospitality sector. The launching through a soft launching at the 280th Anniversary and a grand launching via the Red and White Expedition succeeded in increasing national media exposure, although perceptions of its impact differed among the government, local traders, and the hospitality industry. Evaluation remained informal and lacked standardized instruments to measure the conversion of digital exposure into tourist visits. The sustainability of the new identity is supported by geographic uniqueness and the independent initiative of small traders, but has not been reinforced by binding regional regulations or integration into hospitality service standards. This study concludes that the rebranding of Pacitan Regency has succeeded in broadening the representation of regional identity from cave tourism toward a marine identity, yet the process of forming the new identity has not been fully participatory, measurable, and integrated.

Keywords: regional rebranding, new identity, tagline, tourism communication, rebranding strategy