

Abstract

The competition in the business world that is increasingly stringent requires companies to continue to make efforts in order to survive in the industry that they do. Radio as one of the popular mass media in Indonesia can not be separated from the high level of competition in the market. Although a product has had a brand known by a wide audience, the point of saturation on the level of maturity in the life cycle of a product often requires companies to make changes in order to have a competitive edge. Changes made for the brand is known as rebranding. One case of rebranding on the radio is rebranding done by Zora Radio. In 2014, Zora Radio did rebranding characterized by changing its segmenting into radio for the youth. This change followed by other changes that can not be separated from the process of determining the strategy in the implementation of the rebranding process. Therefore, the purpose of this study was to determine the rebranding strategy of Zora Radio with a view through three main stages, namely strategic planning phase, implementation phase and evaluation phase. This study used a qualitative method with case study approach. Based on this research, the planning stage rebranding strategy Zora Radio done by setting goals, identifying strengths and weaknesses, identify opportunities and external threats, as well as the determination period of the strategies. The implementation phase is done through four main elements of rebranding, namely repositioning, renaming, redesigning and relaunching. The final stage is an evaluation done by monitoring the feedback from various sources.

Keywords: Strategy, Brand, Rebranding, Radio, Study Case