

ABSTRACT

Rebranding is an effort made by a company or institution to completely change or renew an existing brand in order to be better, by not ignoring the company's original goals. PT Asuransi Jiwasraya (Persero) rebranding the company by replacing the logo and choosing Manchester City as the endorser brand. The goal is to make people more familiar with corporate identity and also expected more and more consumers who use Jiwasraya insurance, with the research title is "Rebranding Activities on PT.Asurasni Jiwasraya Insurance product(Study at PT.Asuransi Jiwasraya Bandung Regional Office in 2017)".

This research writer use descriptive method, purpose of this research is to know rebranding conducted by Jiwasraya and to know the effectiveness of rebranding to increasing number of Jiwasraya customer. Techniques of collecting research data using interview techniques where the interview is done with Top Manager of the company that is Head of Operations and Sales, as well as literature study to compare the results of interviews with the theoretical basis used by the author on the topic of research. Data processing techniques used in this study is data reduction, data display, and data verification.

Rebranding Jiwasraya is done by changing the logo and choose to cooperate with Manchester City as a brand endorser. The rebranding activities of PT Jiwasraya are also aided by promotional activities as the introduction of their new brand, by organizing a nasioanl event, cooperating as an event sponsor, providing lucky draws for its customers as well as free assurance programs for travelers during Lebaran. Implementation of rebranding in PT Asuransi Jiwasraya can be said to be effective because the objective of rebranding is right on target where the level of sales from year to year has shown significant results marked by increased productivity policies sold after rebranding where the implementation of promotions via tv and radio is very helpful for agents to do marketing. As well as the community more familiar Jiwasraya insurance which impacts increase public confidence to use products that are offered Jiwasraya, in 2016 PT Jiwasraya has reached or got the best insurance predicate.

Keywords: Marketing Management, Brand Management, Rebranding.