

ABSTRACT

Rebranding is an effort taken by the company to completely or partially change the company's brand with the aim of updating the brand image, this is also carried out by the protocol and communication section of the leadership (prokompim), public relations activities in the protocol section and leadership communication before the rebranding of the protocol section serves and facilitates the regent and deputy regent sub-section for the dissemination of information carried out by local journalists and for documentation not all activities are documented. Therefore, the authors are interested in researching the rebranding strategy of public relations protocols and leadership communications. The focus of this research is the rebranding strategy used by the protocol and communication department of the leadership. This research uses a qualitative approach with a case study method to describe all the research data obtained. The purpose of this research is to know the public relations activities in the communication protocol section of the leadership before and after the rebranding and to know what strategies are used in the rebranding process on the prokompim section. The results of this research indicate that the public relations activities carried out such as building and fostering communication, providing services and information, organizing documentation, collecting data and information and the Prokompim section implement the rebranding strategy process including repositioning, renaming, redesign, relaunch.

Keywords: Activities, Public Relations, Prokompim, Rebranding