

ABSTRACT

The public relations strategy in the company's rebranding process is important, because in rebranding there will be a plan for branding changes that will be conveyed to the public. The research in this study discusses Pelindo Solusi Digital's strategy in the rebranding process in the digital era. The purpose of this research is to find out the strategy carried out by Pelindo Solusi Digital in the company's rebranding process. This research uses a qualitative approach with the case study method, collecting data from this research through interviews, observation, and documentation. This research uses a public relations strategy according to the Cutlip Center and Broom (in Nova 2014), in fact finding, planning, communication, and evaluation. The results of this study stated that Pelindo Solusi Digital carried out a company rebranding process that referred to the Cutlip Center and Broom theory, in fact finding there was a fact where rebranding occurred due to a change in company strategy, planning was carried out to create a strategy that would be used during the rebranding process, then communication becomes the stage for implementing the rebranding process, and evaluation is carried out as a reference to measure the success of the strategy that has been implemented.

Keywords: Pelindo Digital Solution, rebranding, public relations strategy.