

ABSTRACT

PT Pos Indonesia officially underwent a brand identity change on November 16, 2023, becoming PosIND. PosIND undertook this rebranding effort to reintroduce the company, which has experienced a transformation in its identity. This prompted the researcher to explore the rebranding strategy employed by PosIND. The study uses Muzellec's theory of rebranding strategies, which encompasses four dimensions: repositioning, renaming, redesign, and relaunching. The research method employs a descriptive qualitative approach with a case study type, providing a comprehensive and complex view through detailed observations using data collection techniques such as observation, interviews, and documentation. Observations were conducted via Instagram, TikTok, Twitter, and the PosIND website. The researcher interviewed three informants and conducted documentation. The findings indicate that there has been a shift in the company's scale towards becoming a logistics enterprise, changes in employee skill competencies, and alterations in name, tagline, logo, symbol, and color. PosIND also communicated the brand identity change through various internal platforms such as Wahana Pos Indonesia and conducted focus group discussions (FGD), as well as through external company platforms like mass media, corporate social media, corporate events, and corporate social responsibility (CSR) activities.

Keywords: Brand Identity, PosIND, PT Pos Indonesia, Rebranding