

ABSTRACT

This study aims to understand how Pemuda Pancasila utilizes Instagram (@Mpnpemudapancasila) as a rebranding tool to improve the organization's image among the public. The research focuses on the reasons behind the rebranding initiative, the key elements of the external communication strategy, and the management of the Instagram account in supporting this effort. This qualitative study employs a single case study approach. Data were collected through in-depth interviews with Pemuda Pancasila officials and Instagram account managers, analysis of uploaded content, and interviews with the account's audience. Descriptive analysis was conducted to understand the strategies and their impact on the organization's image. The findings indicate that the rebranding initiative was undertaken to counter negative public perceptions caused by past incidents. Key elements of the external communication strategy include creating consistent visual content, promoting social activities aligned with Pancasila values, and engaging directly with the audience through Instagram features such as comments, polls, and direct messages. The Instagram account management proved effective in building audience engagement and raising public awareness, though there remains a need for improved content consistency and audience responsiveness. This study concludes that Instagram has significant potential as a rebranding tool for community organizations like Pemuda Pancasila, provided that communication strategies are implemented consistently and authentically.

Keywords: Rebranding, Instagram, Pemuda Pancasila, Social Media, Organizational Image