



## ABSTRACT

*Competition in the education industry, especially in Indonesia, is very tight. Rebranding is one of the strategies carried out by English First Indonesia, namely by changing the logo in 2020 and expanding the target market to special products for children and adolescents aged 3-17 years. After starting to rebrand, in 2020 with a focus on changing the brand image and improving Education services in each center throughout Indonesia. The purpose of this study is to analyze the reasons for English First Indonesia's rebranding and to analyze the rebranding steps and strategies carried out by English First Indonesia. The strategy formulation process begins with an analysis of the rebranding model which consists of three aspects to determine the effectiveness of knowing the rebranding of English First Indonesia.*

*Based on the results of the analysis, namely after carrying out a rebranding strategy, English First Indonesia began to position itself in the Course and Training Institute (LKP) which began with expanding the target market by presenting a variety of more varied products for children aged 3-17 years by increasing various facilities to enhance their experience. learning fun..*

*Keywords: rebranding, competitive strategy, rebranding analysis model.*