

ABSTRACT

In running a business, there will always be times when a brand must rebrand for various reasons. It is understood that mergers and building awareness are the two most common reasons. Often, both motives go together. Telkom Indonesia has produced various products to support Indonesia's digital transformation. In early 2022, they established Pijar Camp due to the merger of two Telkom digital education products, Arkademy and Pijar Mahir. The merger, which led to the rebranding of Arkademy, required Pijar Camp to build brand awareness among the public. For this reason, a rebranding strategy must be carried out. Therefore, this research aims to find Pijar Camp's rebranding strategy using a qualitative approach and descriptive case study method. Findings showed that Pijar Camp underwent a rebranding process of analysis, planning, implementation, and evaluation in applying their rebranding strategy. They emphasised their repositioning, renaming, and redesigning in the planning process. They also implemented a special launching event to announce their rebranding. Unfortunately, Pijar Camp is still unable to determine their brand awareness level. However, by analysing their rebranding strategy, it can be concluded that Pijar Camp is still at the brand recognition level. They must continue building their brand awareness to the public regarding their rebranding from Arkademy and the programs they offer. In building their awareness, Pijar Camp has implemented various marketing communication strategies to build awareness, including digital marketing and advertising, direct selling, and social media marketing.

Keywords: rebranding, brand awareness, bootcamp platform.