

TABLE OF CONTENTS

LEMBAR PENGESAHAN	i
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	viii
CHAPTER I	1
INTRODUCTION	1
A. Background	1
B. Research Question	6
C. Research Objective	6
D. Research Significances	6
E. Theoretical Framework.....	7
1. Information Technology (IT) “Bootcamp” in Education Technology	7
2. Rebranding	8
3. Brand Awareness.....	12
F. Conceptual Framework.....	14
G. Methodology.....	16
1. Research Method.....	16
2. Research Object.....	17
3. Data Collection Technique.....	17
4. Data Analysis Technique	19
H. Research Limitation	20
CHAPTER II	21
EDUCATIONAL TECHNOLOGY (EDTECH) STARTUPS IN INDONESIA AND THE BRAND BUILDING	21

A.	Development of Educational Technology (Edtech) Startups in Indonesia	21
B.	Bootcamp Platforms in Indonesia	24
C.	Brand Building of Educational Technology (Edtech) Platforms	27
CHAPTER III		33
TELKOM INDONESIA’S IT BOOTCAMP PLATFORM PROFILE: PIJAR CAMP.		33
A.	History and Profile of Pijar Camp as Indonesia’s Bootcamp Platform	33
B.	Features and Services of Pijar Camp	40
C.	Informants’ Profiles	42
1.	Marketing Lead of Pijar	42
2.	Digital Marketing Staff of Pijar	43
3.	Business Development Lead of Pijar Camp.....	43
CHAPTER IV.....		44
REBRANDING STRATEGY BY PIJAR CAMP TO BUILD BRAND AWARENESS.		44
A.	Rebranding Process of Pijar Camp	44
1.	Analysis.....	44
2.	Planning.....	47
3.	Implementation.....	50
4.	Evaluation.....	60
B.	Rebranding Stages of Pijar Camp	62
1.	Repositioning	63
2.	Renaming	64
3.	Redesigning.....	65
4.	Relaunching.....	66
C.	Brand Awareness Level of Pijar Camp.....	67
D.	Analysis of Rebranding Strategy in Bootcamp Platform.....	70
CHAPTER V		88
CLOSING		88



UNIVERSITAS
GADJAH MADA

Rebranding Strategy in IT Bootcamp Platform (Case Study of Rebranding Strategy in Pijar Camp to Build Brand Awareness)

Nadira Izza Rania Putri, Syaifa Tania, S.I.P., M.A.

Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>

A. Conclusion	88
B. Suggestion.....	90
REFERENCES.....	92
APPENDIX.....	103