

REFERENCES

- Aaker, D. A. (1991). *Managing Brand: Equity Capitalizing on the Value of a Brand Name*. THE FREE PRESS.
- Adryamarthanino, V. (2022, December 27). Sejarah PT Telkom Indonesia. Retrieved March 1, 2023, from <https://www.kompas.com/stori/read/2022/12/27/140000079/sejarah-pt-telkom-indonesia?page=all>
- Ahonen, M. (2008). Corporate Re-Branding Process: A Preliminary Theoretical Framework. *Proceedings of the Conference on Corporate Communication*, 31–38. <https://www oulu.fi/cobra/papers/Artikkelit%20konferensseissa/Corporate%20Re-Branding%20Process.%20A%20Preliminary%20Theoretical%20Framework.pdf>
- Amanaturrosyidah, O. (2020, May 27). Telkom Gandeng Jababeka & Co untuk Tingkatkan Kompetensi SDM Indonesia. Retrieved March 4, 2023, from <https://kumparan.com/kumparannews/telkom-gandeng-jababeka-and-co-untuk-tingkatkan-kompetensi-sdm-indonesia-1tUtFXcR8bE/full>
- Angelia, D. (2022, September 30). Simak Daftar Startup Decacorn dan Unicorn di Indonesia 2022. Retrieved February 23, 2023, from [https://goodstats.id/article/simak-daftar-startup-decacorn-dan-unicorn-di-indonesia-2022-weIed#:~:text=Adapun%20deretan%20startup%20unicorn%20di,Tiket.com%20\(1%20miliar%20dolar](https://goodstats.id/article/simak-daftar-startup-decacorn-dan-unicorn-di-indonesia-2022-weIed#:~:text=Adapun%20deretan%20startup%20unicorn%20di,Tiket.com%20(1%20miliar%20dolar)
- Annur, C. M. (2022, March 23). Ada 204,7 Juta Pengguna Internet di Indonesia Awal 2022: Databoks. Retrieved October 3, 2022, from <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022>
- Annur, C., M. (2022, April 13). Hebat, Jumlah Startup Indonesia Terbanyak ke-5 di Dunia. Retrieved February 15, 2023, from <https://databoks.katadata.co.id/datapublish/2022/04/13/hebat-jumlah-startup-indonesia-terbanyak-ke-5-di-dunia>
- Baihaqi, F. (2022, July 21). 13 Startup Edtech “Bootcamp” yang Menyediakan Layanan Pembelajaran Intensif. Retrieved October 4, 2022, from <https://dailysocial.id/post/startup-bootcamp-indonesia>



- Bantilan, D. S. I., Wulan, R. R., & Pamungkas, I. N. A. (2017). STRATEGI REBRANDING ZORA RADIO. *PROfesi Humas: Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 2(1), 1–12. <http://jurnal.unpad.ac.id/profesi-humas>
- Barbu, C. M. (2016). ALIGNING THE BRAND IDENTITY AND BRAND IMAGE AFTER REBRANDING. *Management & Marketing*, 14(2), 180–187. http://mnmk.ro/documents/2016_02/3.pdf
- Bednár, I. R., & Tarišková, I. N. (2017). INDICATORS OF STARTUP FAILURE. *INTERNATIONAL SCIENTIFIC JOURNAL “INDUSTRY 4.0,”* 2(5), 238–240. <http://www.eban.org/about-angel-investment/early-stage-investing->
- Biantong, J. S., & Krisnadi, I. (2022). *Pengaruh IT Bootcamp dalam mencetak Tech Talent di Era Industri 4.0 di Indonesia*. https://www.academia.edu/43281603/Pengaruh_IT_Bootcamp_dalam_mencetak_Tech_Talent_di_Era_Industri_4.0_di_Indonesia
- Blazquez, M., Mattich, K., Henninger, C. E., & Helberger, E. (2019). The effects of rebranding on customer-based brand equity. *International Journal of Business and Globalisation*, 22(1), 91–109. <https://doi.org/10.1504/IJBG.2019.097391>
- Burke, Q., & Bailey, C. S. (2019). Camp or college? Student perspectives from college computer science departments & coding boot camps on skills learned. *SIGCSE 2019 - Proceedings of the 50th ACM Technical Symposium on Computer Science Education*, 345–350. <https://doi.org/10.1145/3287324.3287373>
- Centeno, E., Hart, S., & Dinnie, K. (2013). The five phases of SME brand-building. *Journal of Brand Management*, 20(6), 445–457. <https://doi.org/10.1057/bm.2012.49>
- Chanin, R., Khanna, D., Kemell, K.-K., Wang, X., Sales, A., Prikladnicki, R., & Abrahamsson, P. (2018). Software Startup Education Around the World: A Preliminary Analysis. In S. Hyrynsalmi, A. Suominen, C. Jud, J. B. Wang, & J. Munch (Eds.), *Proceedings of the First International Workshop on Software-intensive Business: Start-ups, Ecosystems and Platforms* (pp. 219–229). <http://rightsstatements.org/page/InC/1.0/?language=en><http://ceur-ws.org/Vol-2305/paper17.pdf>2018



- Cullinan, J. A., Abratt, R., & Mingione, M. (2021). Challenges of corporate brand building and management in a state owned enterprise. *Journal of Product and Brand Management*, 30(2), 293–305. <https://doi.org/10.1108/JPBM-08-2019-2522>
- DailySocial, & DSResearch. (2020). *Transforming Education: Edtech Report 2020*. <https://dailysocial.id/research/edtech-report-2020>
- Daly, A., & Moloney, D. (2004). MANAGING CORPORATE REBRANDING. *Irish Marketing Review*, 17(2), 30–36. <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.112.1096&rep=rep1&type=pdf#page=32>
- Darmansyah. (2018). *INOVASI PEMBELAJARAN DI ERA REVOLUSI INDUSTRI 4.0**. http://repository.unp.ac.id/37139/1/Darmansyah_Inovasi_Teknologi_Pembelajaran%20_di_Era_Revolusi_Industri_4_0.pdf
- Daymon, C., & Holloway, I. (2011). Case Studies. In C. Daymon & C. Daymon (Eds.), *Qualitative Research Methods in Public Relations and Marketing Communications* (2nd edition, pp. 115–119). Routledge.
- Dewi, I. R. (2022, October 3). Jokowi Ungkap Banyak Startup RI Gagal Total, Ini Penyebabnya. Retrieved February 20, 2023, from <https://www.cnbcindonesia.com/tech/20221003085102-37-376659/jokowi-ungkap-banyak-startup-ri-gagal-total-ini-penyebabnya>
- Dewi, Z. (2021, July 27). Arkademy, Kontribusi Telkom dalam Menyediakan Pelatihan dan Penyaluran Kerja di Bidang Teknologi. Retrieved March 3, 2023, from <https://digitalbisa.id/artikel/arkademy-kontribusi-telkom-dalam-menyediakan-pelatihan-dan-penyaluran-kerja-di-bidang-teknologi-OTDMR>
- Dinner, I., Knowles, J., Mizik, N., & Pavlov, E. (2019). *Branding a Merger: Implications for Merger Valuation and Future Performance*. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1756368
- Dubey, J., & George, B. P. (2011). Rebranding Strategies. *Asian Management Review*, 47–51. <https://doi.org/10.13140/RG.2.2.19886.51521>
- Duksaitė, E., & Tamošiūnienė, R. (2011). Why Companies Decide to Participate in Mergers and Acquisition Transactions. *Mokslas - Lietuvos Ateitis*, 1(3), 21–25. <https://doi.org/10.3846/145>



- Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2015). Social media marketing and advertising. *The Marketing Review*, 15(3), 289–309. <https://doi.org/10.1362/146934715x14441363377999>
- Flick, U. (2018). Triangulation. In N. K. Denzin & Y. S. Lincoln (Eds.), *The SAGE Handbook of Qualitative Research: Fifth Edition* (pp. 777-799). Thousand Oaks, CA: SAGE Publications, Inc.
- Franedy, R. (2020, August 4). Gaji RP 66 juta, Ini Daftar Lowongan Kerja IT paling Dicari. Retrieved September 4, 2022, from <https://www.cnbcindonesia.com/tech/20200804111123-37-177281/gaji-rp-66-juta-ini-daftar-lowongan-kerja-it-paling-dicari>
- Gaffar, M. R., Pramono, T. D., & Hardiyanto, N. (2022). Modified Technology Acceptance Model For Measuring Online Training Adoption in Indonesia. *Journal of Business and Management Review*, 3(10), 705–716. <https://doi.org/10.47153/jbmr310.4912022>
- Gandhi, G. (2023, January 31). Kominfo Buka Program Digital Talent Scholarship Mulai Februari, Apa Saja Programnya?. Retrieved March 2, 2023, from <https://bisnis.tempo.co/read/1686026/kominfo-buka-program-digital-talent-scholarship-mulai-februari-apa-saja-programnya>
- Goi, C.-L., & Goi, M.-T. (2011). Review on Models and Reasons of Rebranding. *International Conference on Social Science and Humanity*, 5(2), 445–449. <http://ipedr.com/vol5/no2/99-H10243.pdf>
- Heitman, S. (2022, May 4). 11 Key Metrics & Methods to Measure Brand Awareness. Retrieved March 28, 2023, from <https://localiq.com/blog/how-to-measure-brand-awareness/>
- Hidayattuloh, M., & Fauzan, A. R. (2019). Digital Brand Building of PT Kereta Api Indonesia Indonesia Through Instagram Account @ KAI121. *6th Bandung Creative Movement International Conference in Creative Industries 2019 (6th BCM 2019)*, 6, 402–408. <https://www.neliti.com/publications/293377/digital-brand-building-of-pt-kereta-api-indonesia-indonesia-through-instagram-ac>
- Hignasari, L. V. (2021). ANALISIS PENINGKATAN INDUSTRI START UP DI BIDANG PENDIDIKAN SELAMA MASA PANDEMI COVID-19. *VASTUWIDYA*, 4(1), 50–58. <https://doi.org/https://doi.org/10.47532/jiv.v4i1.251>
- Hogan, S., Almquist, E., & Glynn, S. E. (2005). Brand-building: Finding the touchpoints that count. *Journal of Business Strategy*, 26(2), 11–18. <https://doi.org/10.1108/02756660510586292>



- Jabat, D. E. B., & Saragih, V. (2021). PERKEMBANGAN STARTUP TEKNOLOGI PENDIDIKAN (EdTech) DI MASA PANDEMI COVID-19. *SKYLANDSEA PROFESIONAL Jurnal Ekonomi, Bisnis Dan Teknologi*, 1(2), 75–81.
<https://jurnal.yappsu.org/index.php/skylandsea/article/view/20/24>
- Jesemann, I. (2020). Support of startup innovation towards development of new industries. *Procedia CIRP*, 88, 3–8. <https://doi.org/10.1016/j.procir.2020.05.001>
- Joseph, A., Gupta, S., Wang, Y. C., & Schoefer, K. (2021). Corporate Rebranding: An Internal Perspective. *Journal of Business Research*, 130, 709–723.
<https://doi.org/10.1016/j.jbusres.2020.04.020>
- Kaikati, J. G. (2003). Lessons from Accenture's 3Rs: Rebranding, restructuring and repositioning. *Journal of Product & Brand Management*, 12(7), 477–490.
<https://doi.org/10.1108/10610420310506038>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Source: Journal of Marketing*, 57(1), 1–22.
<https://doi.org/https://doi.org/10.1177/002224299305700101>
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th edition). Pearson Education Limited.
- Kerubo Nyamwaya, M., & Muchunku, G. (2021). The Effect of Brand Awareness Campaigns due to Identity Rebranding of Multimedia University of Kenya. *American Journal of Humanities and Social Sciences Research*, 5(8), 208–215. www.ajhssr.com
- Kohler, T. (2016). Corporate accelerators: Building bridges between corporations and startups. *Business Horizons*, 59(3), 347–357. <https://doi.org/10.1016/j.bushor.2016.01.008>
- Krisprimandoyo, A. D. (2015). CORPORATE REBRANDING: A LITERATURE REVIEW. *Proceeding The 2nd International Conference on Entrepreneurship (ICOEN)*, 152–165.
- Kumar Singh, A., Tripathi, V., & Yadav, P. (2013). Rebranding and Organisational Performance- Some Issues of Relevance. *American Journal of Sociological Research*, 2(5), 90–97.
<https://doi.org/10.5923/j.sociology.20120205.01>
- Lambkin, M., & Muzellec, L. (2008). Rebranding in the banking industry following mergers and acquisitions. *International Journal of Bank Marketing*, 26(5), 328–352.
<https://doi.org/10.1108/02652320810894398>



- MacHado, J. C., De Lencastre, P., De Carvalho, L. V., & Costa, P. (2012). Rebranding mergers: How attitudes influence consumer choices. *Journal of Brand Management*, 19(6), 513–524. <https://doi.org/10.1057/bm.2011.58>
- Mahdi, M., I. (2022, April 12). Startup Indonesia Paling Banyak di Asia Tenggara. Retrieved February 15, 2023, from <https://dataindonesia.id/digital/detail/startup-indonesia-paling-banyak-di-asia-tenggara>
- Mingione, M., & Abratt, R. (2020). Building a corporate brand in the digital age: imperatives for transforming born-digital startups into successful corporate brands. *Journal of Marketing Management*, 36(11–12), 981–1008. <https://doi.org/10.1080/0267257X.2020.1750453>
- Mubarok, A. Y. (2021). *STARTUP TOUTIAO: DEFINITION AND IMPACT ON INDUSTRY 4.0 IN INDONESIA*. <https://ssrn.com/abstract=3824749>
- Musyaffi, A. M., Zahra, S. F., Yusuf, M., & Rachmadania, R. F. (2021). RESEARCH BOOTCAMP: PENINGKATAN KUALITAS DASAR RISET. *JMM (Jurnal Masyarakat Mandiri)*, 5(6), 3400–3409. <https://doi.org/https://doi.org/10.31764/jmm.v5i6.4867>
- Mutia, A. (2022, September 21). Mengapa Banyak Bisnis Startup Gagal? Ini Penyebabnya: Databoks. Retrieved February 20, 2023, from <https://databoks.katadata.co.id/datapublish/2022/09/21/mengapa-banyak-bisnis-startup-gagal-ini-penyebabnya>
- Muzellec, L., Doogan, M., & Lambkin, M. (2003). Corporate Rebranding – An Exploratory Review. *Irish Marketing Review*, 16(2), 31–40. <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.133.5491&rep=rep1&type=pdf#page=33>
- Muzellec, L., & Lambkin, M. (2006). Corporate rebranding: Destroying, transferring or creating brand equity? In *European Journal of Marketing* (Vol. 40, Issues 7–8, pp. 803–824). <https://doi.org/10.1108/03090560610670007>
- Naurah, N. (2023, February 14). Daftar Platform Media Sosial yang Paling Banyak Digunakan 2023, Facebook Juaranya. Retrieved March 27, 2023, from <https://goodstats.id/article/daftar-platform-media-sosial-yang-paling-banyak-digunakan-2023-facebook-juaranya-BHY8q>



- Noble, H., & Heale, R. (2019). Triangulation in research, with examples. In *Evidence-Based Nursing* (Vol. 22, Issue 3, pp. 67–68). BMJ Publishing Group. <https://doi.org/10.1136/ebnurs-2019-103145>
- Passaro, R., Quinto, I., Rippa, P., & Thomas, A. (2020). Evolution of collaborative networks supporting startup sustainability: Evidences from digital firms. *Sustainability (Switzerland)*, 12(22), 1–20. <https://doi.org/10.3390/su12229437>
- Price, R., & Dunagan, A. A. (2019). *BETTING ON BOOTCAMPs: How short-course training programs could change the landscape of higher ed.* <https://files.eric.ed.gov/fulltext/ED603104.pdf>
- Putri, F. A., Sumartias, S., & Sjoraida, D. F. (2018). Proses Rebranding Mal Grand Indonesia Oleh Departemen Marketing Communication PT Grand Indonesia. *PROfesi Humas: Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 2(2), 102–118. <http://jurnal.unpad.ac.id/profesi-humas/article/view/9063>
- Ramdhani, G. (2022, April 28). Kupas Tuntas Pentingnya Talenta Digital dan Digital Talent Scholarship. Retrieved March 2, 2023, from <https://www.liputan6.com/tekno/read/4951053/kupas-tuntas-pentingnya-talenta-digital-dan-digital-talent-scholarship>
- Ravichandran, K., & Niranjana, D. (2017). Effective Brand Building. *International Journal of Management (IJM)*, 8(1), 160–167. www.jifactor.comhttp://iaeme.com
- Retnawati, E. (2019). EFFORTS TO SUPPORT AND EXPAND THE USE OF EDUCATIONAL TECHNOLOGY AS A MEANS OF DELIVERING LEARNING. *IJIET (International Journal of Indonesian Education and Teaching)*, 3(1), 128–137. <https://doi.org/10.24071/ijiet.v3i1.1725>
- Rohmah, H. F., & Fajri, C. (2021a). Rebranding strategy PT. Indonesia Building Solutions Plant Cilacap in forming brand awareness. *COMMICAST*, 3(1), 121–134. <https://doi.org/10.12928/commicast.v3i1.3773>
- Rohmah, H. F., & Fajri, C. (2021b). Rebranding strategy PT. Indonesia Building Solutions Plant Cilacap in forming brand awareness. *COMMICAST*, 3(1), 121–134. <https://doi.org/10.12928/commicast.v3i1.3773>



- Romaniuk, J., Wight, S., & Faulkner, M. (2017). Brand awareness: revisiting an old metric for a new world. *Journal of Product and Brand Management*, 26(5), 469–476. <https://doi.org/10.1108/JPBM-06-2016-1242>
- Salamzadeh, A., & Kesim, H. K. (2015). Startup Companies: Life Cycle and Challenges. *Proceedings of the 4th International Conference on Employment, Education and Entrepreneurship (EEE)*. <https://ssrn.com/abstract=2628861>
- Savey, L., Daradkeh, Y. I., & Gouveia, L. B. (2020). The Success of Startups Through Digital Transformation. *International Journal of Open Information Technologies*, 8(5), 53–56. <https://cyberleninka.ru/article/n/the-success-of-startups-through-digital-transformation>
- Seftiandy, S., & Sunaryo, R. (2018). Strategi Rebranding E-Commerce Blanja.com Meningkatkan Brand Awareness melalui Iklan Televisi. *Jurnal ISIP: Jurnal Ilmu Sosial Dan Ilmu Politik*, 15(1), 29–43. https://d1wqtxts1xzle7.cloudfront.net/66594661/3-libre.pdf?1619278144=&response-content-disposition=inline%3B+filename%3DStrategi_Rebranding_E_Commerce_Blanja_co.pdf&Expires=1680718678&Signature=GyK173c7vDjELrycwt3sasm7OTVUk8lQDxcWBWvEK8VLdMvMiFZvH9jDn-vZBdftVoXP9GTz4Y790NdWwEf2ifjrjLEt5x~s8wSsZzfBlElNCXGZPy-AfKT-k8fM-S8UTkC0-j0fJu3W6O44PLVnhRA9AQ-qVkumo3UqaiTwrrDqjmspC1Y2uLcvZ7bmibmROFdrMPQqjuMzfWprAu2moeqBdq~cjA3bjct~SsRk5ITFQj2UOAKK~PwkOWp8k7v482v2SDxISncHyEWwVPUhC2IJeN3CGnnygTU-LxX50amm1qKa~CrQTklCR~5-KyiE8612E9AlN1ey4GRWo3St1IA__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA
- Skarderud, H., & Kubberod, E. (2016). Brand building during the start-up phase: driven by goals or available means? *Magma*, 8, 50–58. <https://www.researchgate.net/publication/329443854>
- Stuart, H. (2012). Living the corporate rebrand: The employee perspective. *Corporate Reputation Review*, 15(3), 158–168. <https://doi.org/10.1057/crr.2012.9>
- Stuart, H., & Muzellec, L. (2004). Corporate makeovers: Can a hyena be rebranded? *Journal of Brand Management*, 11(6), 472–482. <https://doi.org/10.1057/palgrave.bm.2540193>
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF DAN KUALITATIF DAN R&D* (19th ed.). ALFABETA, CV.



- Szarek, J., & Piecuch, J. (2018). The importance of startups for construction of innovative economies. *5th AIB-CEE Chapter Annual Conference Proceedings*, 389–398. <https://pdfs.semanticscholar.org/dbf4/e55e6d8e0eb112b048d145a907426a901147.pdf>
- Tamosiuniene, R., & Duksaite, E. (2009). The Importance of Mergers and Acquisitions in Today's Economy. *KSI Transactions on Knowledge Society*, 2(4), 11–15. <http://tksi.org/JOURNAL-KSI/PAPER-PDF-2009/2009-4-03.pdf>
- Tanha, M. A. (2018). AN INTRODUCTION TO BRAND BUILDING VIA SOCIAL MEDIA. *International Journal of Management Research & Review*, 8(1), 1–12. <https://www.researchgate.net/publication/334706484>
- Tarnovskaya, V., & Biedenbach, G. (2018). Corporate rebranding failure and brand meanings in the digital environment. *Marketing Intelligence and Planning*, 36(4), 455–469. <https://doi.org/10.1108/MIP-09-2017-0192>
- Telkom. Leap-Telkom Digital Luncurkan Program Beasiswa Pijar Camp. (2022, January 30). Retrieved October 13, 2022, from https://www.telkom.co.id/sites/enterprise/id_ID/news/persiapkan-talenta-digital-indonesia,-leap-telkom-digital-luncurkan-program-beasiswa-pijar-camp-1555
- Thaariq, Z. Z. A., & Surahman, E. (2021). How does educational technology answer challenges? Empirical theoretical studies and public perspectives. *Journal of Education and Learning (EduLearn)*, 15(3), 474–482. <https://doi.org/10.11591/edulearn.v15i3.19598>
- Todor, R.-D. (2014). THE IMPORTANCE OF BRANDING AND REBRANDING FOR STRATEGIC MARKETING. *Bulletin of the Transilvania University of Braşov Series V: Economic Sciences*, 7(56). http://rs.unitbv.ro/BU2014/Series%20V/BULETIN%20V/I-08_TODOR%20Raluca.pdf
- Tsai, Y. L., Dev, C. s., & Chintagunta, P. (2015). What's in a Brand Name? Assessing the Impact of Rebranding in the Hospitality Industry. *Journal of Marketing Research*, 52(6), 865–878. <https://doi.org/10.1509/jmr.13.0221>
- Tu, Y. C., Dobbie, G., Warren, I., & Meads, A. (2018). An experience report on a boot-Camp style programming course. *SIGCSE 2018 - Proceedings of the 49th ACM Technical Symposium on Computer Science Education*, 2018-January, 509–514. <https://doi.org/10.1145/3159450.3159541>



UNICEF. (2021). Situational Analysis on Digital Learning Landscape in Indonesia. Retrieved from UNICEF database:
<https://www.unicef.org/indonesia/media/8766/file/Digital%20Learning%20Landscape%20in%20Indonesia.pdf>

Wahyuni, A. I., & Noviaristanti, S. (2022). Startup Characteristics and The Role of Business Incubators in Indonesia. *Indonesian Journal of Business and Entrepreneurship*.
<https://doi.org/10.17358/ijbe.8.2.251>

Wantiknas. (2020). *MEMPERSIAPKAN TALENTA DIGITAL INDONESIA*.
http://www.wantiknas.go.id/wantiknas-storage/file/img/ebuletin/20200813_e-Buletin%20Wantiknas%20Mempersiapkan%20Talenta%20Digital%20Indonesia%20Edisi%202007.pdf

Widi, S. (2023, February 3). Pengguna Media Sosial di Indonesia Sebanyak 167 Juta pada 2023. Retrieved March 26, 2023, from <https://dataindonesia.id/digital/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023>

Wilson, G. A. (2018, April). Could a Coding Bootcamp Experience Prepare You for Industry? *IEEE Computer Society*, 83–87. www.computer.org/itpro

World Bank Group. (2020). *EdTech in Indonesia – Ready For Take-off?*. Retrieved from <https://openknowledge.worldbank.org/handle/10986/33762>

World Economic Forum. (2020). *The Future of Jobs Report*. <https://www.weforum.org/reports/the-future-of-jobs-report-2020/>

Yesidora, A. (2022, June 29). Membedakan Startup Unicorn, Decacorn, dan Hectocorn Menurut Nilai. Retrieved February 17, 2023, from <https://katadata.co.id/intannirmala/ekonopedia/62bbe1b257c6d/membedakan-startup-unicorn-decacorn-dan-hectocorn-menurut-nilai>

Yin, R. K. (2012). *Applications of Case Study Research*. Thousand Oaks: CA. SAGE Inc.

Yin, R. K. (2018). *Case Study Research and Applications: Design & Method*. Thousand Oaks: CA. SAGE Inc.

Yuvaraj, S., & Professor, A. (2018). INFLUENCE OF DIGITAL MARKETING ON BRAND BUILDING. *International Journal of Mechanical Engineering and Technology (IJMET)*, 9(7), 235–243.



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/>

UNIVERSITAS
GADJAH MADA

<http://www.iaeme.com/ijmet/issues.asp?JType=IJMET&VType=9&IType=7>
<http://www.iaeme.com/IJMET/issues.asp?JType=IJMET&VType=9&IType=7>