

## ABSTRACT

*Vespa is one type of legend scooter. Vespa can be regarded as a pioneer of scooter type motorcycle. Since the 1940's Piaggio has produced many variants of Vespa scooter and being an inspiration for other manufacturers. Vespa itself has a long history in Indonesia. Vespa ever reached its golden age at the range of 1970. Vespa 's being a brand that has a fanatical fans. Vespa's community in Indonesia is the second largest community after Vespa own home country is Italy .*

*Vespa had stopped production in Indonesia, before returning in 2011 with a change in the form of a new variant Vespa. It is a rebranding strategy from Vespa in their comeback attempt in the Indonesian automotive market. One of the Vespa's media used to delivering a message of their rebranding are websites. The existence of this rebranding also bring new Vespa's communities, one of them are MoVe community. Relate to this phenomenon, reception research of the message in the media rebranding Vespa website needs to be conducted.*

*This reception research concentrates on reception from MoVe community members about the Vespa's rebranding message in website, about the acceptance and their meaning about message of rebranding in personal. So, each community member will giving their reception uniquely depending on the background and experience of them.*

***Keywords: Reception Analysis, Vespa, Rebranding, Community, website.***