

ABSTRAK

Pandemi COVID-19 yang hadir sejak 2020 membuat banyak perusahaan gulung tikar, termasuk Batik Rorodjonggrang. Dampaknya, perusahaan membuka anak cabang yaitu Batik Indah Jogja. Zaman yang terus berkembang membuat Batik Indah Jogja harus mampu mengikuti *trend* bisnis yang ada. Artikel ini bertujuan untuk mengetahui konsep *rebranding* Batik Indah Jogja untuk meningkatkan *brand awareness*. Jenis penelitian yang digunakan adalah penelitian deskriptif kualitatif. Data penelitian diperoleh dari wawancara mendalam yang dilakukan kepada lima (5) informan, yaitu *owner*, manager operasional, administrasi, marketing *online*, dan marketing offline. Hasil penelitian menunjukkan bahwa faktor *rebranding* yang dilakukan Batik Indah Jogja karena ada perubahan manajemen dan strategi perusahaan. Sedangkan tujuan *rebranding* adalah meningkatkan *brand awareness stakeholder*, baik internal maupun eksternal. Konsep *rebranding* melalui tiga (3) proses, yaitu analisis berdasarkan potensi dan peluang, perencanaan target, dan evaluasi yang dilakukan secara rutin. *Brand awareness* dapat dilihat dari jumlah konsumen yang terus melakukan *repeat order* (pembelian kembali) dan pengunjung *google my business* yang dikunjungi 2000 sampai 3000 orang setiap bulan.

Kata Kunci: *Batik Indah Jogja, Brand Awareness, Rebranding*

ABSTRACT

The COVID-19 pandemic that has been present since 2020 has brought many companies out of business, including Batik Rorodjonggrang. As a result, the company opened a subsidiary, namely Batik Indah Jogja. The era that continues to develop makes Batik Indah Jogja must be able to follow the existing business trends. This study aims to determine the concept of rebranding Batik Indah Jogja to increase brand awareness. The type of research used is descriptive qualitative. The research data was obtained through in-depth interviews with five (5) informants the owner, operational manager, administration, online marketing, and offline marketing. The results showed that the rebranding factor carried out by Batik Indah Jogja was due to changes in management and company strategy. Meanwhile, rebranding aims to increase stakeholders' brand awareness, both internally and externally. The concept of rebranding goes through three (3) processes, namely analysis based on potential and opportunities, planning targets, and evaluating regularly. The rebranding refers to good product quality at affordable prices. Brand awareness can be seen from the number of consumers who continue to make repeat orders (purchases) and visitors to Google My Business who are visited by 2000 to 3000 people every month.

Keywords: *Batik Indah Jogja, Brand Awareness, Rebranding*