

## **ABSTRACT**

*The identity change made by Garuda Bandung became Prawira Bandung. One of the things that Prawira Bandung Public Relations does is rebranding through Prawira Bandung's Instagram social media. The rebranding was carried out through Instagram social media to provide information to the public regarding the changes that occurred due to the acquisition by PT Persib Bermartabat. This study uses descriptive-qualitative method to explain how the rebranding process carried out by Prawira Bandung in the form of narrative. The purpose of this study is to find out how the process of forming Prawira Bandung's rebranding message is carried out through Instagram @prawirabandung social media. In this study, researchers conducted interviews with Prawira Bandung Public Relations, Prawira Bandung social media specialists and Prawira Bandung Instagram followers, and made observations on Instagram @prawirabandung. The results of this study explain that the rebranding carried out by PR Prawira Bandung can be said to be successful, because the information conveyed to the public can be conveyed properly.*

*Keywords: Instagram, Public Relations, Rebranding*