

ABSTRACT

PT Pelabuhan Indonesia has officially merged since October 1, 2021. With the merger, PT Pelabuhan Indonesia needs to rebrand to reintroduce its merged company. This is what makes researchers want to know about the rebranding strategy of PT Pelabuhan Indonesia after the merger. Therefore, this study aims to determine the post-merger rebranding strategy of PT Pelabuhan Indonesia. This study uses Muzellec's rebranding strategy theory with four indicators, namely repositioning, renaming, redesigning, and relaunching. The method used is qualitative with a descriptive approach through observation data collection techniques, interviews with two informants, and documentation. The results of this study indicate that PT Pelabuhan Indonesia implemented several post-merger rebranding strategies such as changes in company position, name changes, logo changes, and notification of information regarding mergers through several internal and external platforms.

Keywords: *Post-merger, PT Pelabuhan Indonesia, Qualitative, Rebranding Strategy*