

ABSTRACT

REBRANDING STRATEGY OF BATIK SCARF ON THE DIAN PELANGI BRAND THROUGH INTEGRATED MARKETING COMMUNICATION (IMC)

By

NAME : CHANTIKA QINTARA FATHARANI

NIM : 2601221018

The phenomenon behind this research is the decline in sales of batik pattern hijabs in the Dian Pelangi brand due to a lack of innovation and changes in market trends which prefer instant hijabs. The main problem formulated is how the rebranding strategy can increase sales of batik pattern hijabs for the brand. The theoretical basis of this research is based on the concept of rebranding, especially visual identity, in this case the hijab pattern and marketing strategies through personal contact type IMC. The research method used is a qualitative approach with data collection techniques in the form of interviews, observation and literature study. The research results show that the rebranding strategy through IMC with the type of personal contact, product line extension, and batik hijab pattern design innovation can increase consumer interest and loyalty. The batik pattern hijab is transformed into an instant hijab while still maintaining the characteristic batik pattern that is Dian Pelangi's DNA. By using 2 marketing media, namely product catalogs and PR packages as a form of IMC with the type of personal contact. The benefit of this research is to provide a solution for the Dian Pelangi brand to overcome declining sales and increase competitiveness in the hijab market.

Keywords: *rebranding, batik pattern on hijab, integrated marketing communication*