

ABSTRAK

REBRANDING SHERATON LAMPUNG HOTEL (STUDI KASUS MELALUI *INTEGRATED MARKETING COMMUNICATION* (IMC))

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Perubahan nama Sheraton Lampung Hotel menjadi Akar Hotels and Resorts dilakukan setelah berakhirnya kontrak waralaba dengan Marriott International. Keputusan ini membawa tantangan besar dalam menjaga *brand equity* dan membangun persepsi baru di benak konsumen. Oleh karena itu, penelitian ini bertujuan untuk menganalisis kampanye *rebranding* yang dilakukan oleh Akar Hotels and Resorts, menganalisis tantangan dan peluang dalam proses tersebut, serta mengkaji strategi komunikasi pemasaran terpadu atau *Integrated Marketing Communication* (IMC) yang digunakan dalam proses transformasi merek.

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi. Dua teori utama yang menjadi landasan adalah Teori *Brand Equity* dari David A. Aaker yang menekankan pentingnya kesadaran merek, persepsi kualitas, asosiasi merek, dan loyalitas pelanggan; serta Teori *Rebranding* dari Muzellec & Lambkin yang mencakup tahapan *repositioning*, *renaming*, *redesign*, dan *relaunch brand*.

Hasil penelitian menunjukkan bahwa *rebranding* dilakukan melalui tiga strategi utama: *rebranding personality*, *rebranding positioning*, dan *rebranding identity*. Strategi IMC yang diterapkan mencakup periklanan, hubungan masyarakat, promosi penjualan, pemasaran langsung, dan penjualan personal yang dilakukan oleh seluruh manajemen Akar Hotels & Resorts. Penelitian ini menegaskan pentingnya konsistensi pesan, pendekatan komunikasi yang terintegrasi, serta pemahaman karakteristik pasar dalam menjamin keberhasilan proses *rebranding* di industri perhotelan.

Kata kunci: *Brand Equity*, Akar Hotels and Resorts, IMC, *Rebranding*

ABSTRACT

A CASE STUDY ON THE REBRANDING OF SHERATON LAMPUNG HOTEL THROUGH INTEGRATED MARKETING COMMUNICATION (IMC)

By

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The renaming of Sheraton Lampung Hotel to Akar Hotels and Resorts was initiated following the termination of the franchise agreement with Marriott International. This decision presented significant challenges in maintaining brand equity and establishing a new brand perception in the minds of consumers. Therefore, this study aims to analyze the rebranding campaign carried out by Akar Hotels and Resorts, examine the challenges and opportunities encountered during the process, and explore the Integrated Marketing Communication (IMC) strategies employed in the brand transformation.

This research adopts a qualitative method using a case study approach. Data collection techniques include in-depth interviews, observation, and documentation. The study is grounded in two main theoretical frameworks: David A. Aaker's Brand Equity Theory, which emphasizes the importance of brand awareness, perceived quality, brand associations, and customer loyalty; and the Rebranding Theory proposed by Muzellec and Lambkin, which outlines the stages of repositioning, renaming, redesigning, and relaunching a brand.

The findings indicate that the rebranding process was carried out through three main strategies: rebranding personality, rebranding positioning, and rebranding identity. The IMC strategies implemented included advertising, public relations, sales promotions, direct marketing, and personal selling—executed by the entire management team of Akar Hotels and Resorts. This study underscores the importance of message consistency, integrated communication approaches, and a deep understanding of market characteristics to ensure the success of the rebranding process within the hospitality industry.

Keywords: Brand Equity, Akar Hotels and Resorts, IMC, Rebranding