

## INTEGRATED MARKETING COMMUNICATION (IMC)-BASED REBRANDING STRATEGY FOR BUILDING BRAND AWARENESS: A CASE STUDY OF SMARTONE SOLO

**Dani Setiawan**

Master of Communication Science, University of Lampung  
[2226031018@students.unila.ac.id](mailto:2226031018@students.unila.ac.id)

**Tina Kartika**

Master of Communication Science, University of Lampung  
[tina.kartika@fisip.unila.ac.id](mailto:tina.kartika@fisip.unila.ac.id)

### **Abstract**

*This study aims to analyze the rebranding communication strategy implemented by SmartOne Solo branch following the change of ownership from Printex Solo. The rebranding was driven by differences in vision and mission between the two owners after two years of operation, which ultimately led to a full acquisition by SmartOne and a change in brand identity. This research employs a qualitative approach with a case study method and a constructivist paradigm to understand the process of constructing new meaning through communication between the company and the public. Data collection techniques include observation, interviews, and documentation. The results of the study indicate that the rebranding communication strategy was carried out through systematic stages, including internal alignment, identity transformation, external communication, IMC implementation, and brand reinforcement. This communication integration reflects the application of Integrated Marketing Communication (IMC), which emphasizes message consistency and coordination across communication channels. The communication strategy has proven to effectively increase public brand awareness of SmartOne Solo, as indicated by the growing recognition and use of the brand name in daily interactions. This study confirms that the success of rebranding is not solely determined by changes in visual identity, but also by the effectiveness of an integrated, consistent, and sustainable communication strategy.*

**Keywords:** brand awareness, communication strategy, IMC, marketing communication, rebranding

### **INTRODUCTION**

The development of technology and globalization has driven significant changes in the dynamics of business competition, particularly in how companies build and maintain relationships with consumers. In this context, companies are required to develop effective marketing communication strategies to convey their value, identity, and competitive advantages to target markets. Essentially, a marketing communication strategy is a planned effort to select and utilize various communication channels to influence consumers' perceptions, attitudes, and behaviors toward a brand (Santoso & Ardiyansyah, 2023).