

## **Company and Brand Rebranding: A Study on the Electronic Retail Industry**

### **Rebranding Perusahaan dan Merek: Studi tentang Industri Ritel Elektronik**

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#### **Abstract**

This study analyzes the rebranding process in the case of a brand change from White Brown Electronics to Informa Electronics. The method used is a descriptive method with a qualitative approach. Sources of data are obtained through library research and field studies in the form of observations and interviews. The data is analyzed through the data reduction or data sorting stage, then the data is presented or displayed, and finally concluded according to the research problem. The results show that Informa Electronics has succeeded in making people and customers believe and continue to shop at Informa Electronics. The conclusions obtained from the research are: Informa Electronics in the process of rebranding a brand involves various aspects, namely, benefit description, association, distinction, awareness or brand identity, brand image and create trust. Informa Electronics also uses various promotional media, both online and offline promotional media, to improve its marketing communication strategies. These various things were carried out to increase the knowledge of the public and customers about Informa Electronics to generate feedback, namely by buying electronic products at Informa Electronics. Informa Electronics also uses various promotional media, both online and offline promotional media, to improve its marketing communication strategies. These various things were carried out to increase the knowledge of the public and customers about Informa Electronics to generate feedback, namely by buying electronic products at Informa Electronics. Informa Electronics also uses various promotional media, both online and offline promotional media, to improve its marketing communication strategies. These various things were carried out to increase the knowledge of the public and customers about Informa Electronics to generate feedback, namely by buying electronic products at Informa Electronics.

**Keywords:** Brand; Communications; Informa Electronics; Marketing; Rebranding

### **Abstrak**

Penelitian ini menganalisis proses rebranding pada kasus perubahan merek dari White Brown Electronics menjadi Informa Electronics. Metode yang digunakan adalah metode deskriptif dengan pendekatan kualitatif. Sumber data diperoleh melalui studi pustaka dan studi lapangan berupa observasi dan wawancara. Data dianalisis melalui tahap reduksi data atau pemilahan data, kemudian data disajikan atau ditampilkan, dan terakhir disimpulkan sesuai dengan masalah penelitian. Hasil penelitian menunjukkan bahwa Informa Electronics telah berhasil membuat masyarakat dan pelanggan percaya dan terus berbelanja di Informa Electronics. Informa Electronics dalam proses rebranding suatu merek melibatkan berbagai aspek yaitu, deskripsi manfaat, asosiasi, pembedaan, kesadaran atau identitas merek, citra merek dan menciptakan kepercayaan. Informa Electronics juga menggunakan berbagai media promosi, baik media promosi online maupun offline, untuk meningkatkan strategi komunikasi pemasarannya. Berbagai hal tersebut dilakukan untuk meningkatkan pengetahuan masyarakat dan pelanggan tentang Informa Electronics untuk menghasilkan feedback yaitu dengan membeli produk elektronik di Informa Electronics. Informa Electronics juga menggunakan berbagai media promosi, baik media promosi online maupun offline, untuk meningkatkan strategi komunikasi pemasarannya. Berbagai hal tersebut dilakukan untuk meningkatkan pengetahuan masyarakat dan pelanggan tentang Informa Electronics untuk menghasilkan feedback yaitu dengan membeli produk elektronik di Informa Electronics. Informa Electronics juga menggunakan berbagai media promosi, baik media promosi online maupun offline, untuk meningkatkan strategi komunikasi pemasarannya. Berbagai hal tersebut dilakukan untuk menambah pengetahuan masyarakat dan pelanggan tentang Informa Electronics

**Kata kunci:** Informa Electronics; Komunikasi; Merek; Pemasaran; Rebranding

### **1. Introduction**

The increasingly competitive business development has encouraged companies to understand their customers better because customers are the main focus of the company's existence. The more understanding the customer, the stronger the company is to compete with its competitors. One of the main keys to understanding the company's customers is effective communication so that the message that the company wants to convey to its customers can be intact and well understood by customers (Priansa, 2017).

Tangerang City is an industrial city with various types of industrial activities such as property, factories, offices, warehousing, retail, and so on. Tangerang City itself has many

growing retail industries such as Informa, Ace Hardware, Indomaret, Alfamart, and so on. The number of industries in Tangerang City itself has made the level of economic activity in Tangerang City grow rapidly. This increase in the level of the economy makes the need for a retail increase. Along with the increase in investment in the property sector, the retail business is increasingly mushrooming according to the increasing needs of the community. The many needs in the field of furniture and electronics to meet the demands of consumers who have invested in the property sector have made me interested in researching the extent to which Informa Electronics can compete with other competitors. PT. Home Center Indonesia or also known as Informa is one of the largest

and most comprehensive furniture companies in Indonesia.

Providing more than 60,000 quality products with a pleasant shopping atmosphere. With the concept of one-stop shopping for all furniture products, Informa provides various quality collections for residential, office, accessories, to commercial spaces. Along with the rapid need for various kinds of furniture needs in Indonesia, now Informa realizes that the need for electronic equipment is also increasing. The existence of this kind of awareness made Informa under Kawan Lama Group create a new brand called White Brown Electronics. White Brown Electronics itself was established in 2013. The first unit was opened at Plaza IBCC Bandung. Then after experiencing evolution, it has now changed to Informa Electronics. Now Informa provides two types of retail sales, namely furniture, and electronics. Informa's biggest hope with the existence of this new type of business is to become one-stop shopping not only for furniture products but also for electronic products. Tangerang City itself currently has various retail companies that are developing, especially in the electronics sector, including Electronic Solution, Electronics City,

The number of competitors who sell existing and increasingly competitive furniture and electronic products makes PT. Home Center Indonesia takes the initiative and strives to continuously improve the quality of service. After the introduction of Informa Furnishing, which was founded in 1996, previously known as Index

Furnishing, it changed its name in 2004. Then continued with the manufacture of a new type of electronic product in 2013 called White Brown Electronics. The change in branding from White Brown Electronics to Informa Electronics is part of a positioning carried out by PT. Home Center Indonesia to increase the identity in the minds of the public and customers that Informa is now not only selling furniture but also selling electronic products to meet customer needs and improve customer service. The author tries to analyze how the form of marketing communication carried out by Informa in the process of developing Informa Electronics. The author realizes that in a company's seriousness in creating a new type of business it is necessary to have good marketing communication to create good branding.

## **2. Literature Review**

The words rebrand and rebranding will also have the same meaning and purpose, except that these two words are prefixed with re-, which according to Merriam Webster's Pocket Dictionary (in Tjiptono, 2005) the word re is a prefix (prefix or prefix) which means as follows: first, again or new (again or new); second, back or backward (back or back). For this reason, the author mixes up the use of the term rebranding in the introduction to this theoretical study. To understand more deeply about rebranding, the following is the definition of rebrand according to Muzellec and Lambkin (2006), namely that the word "rebrand" is a new word formation, which consists of two well-defined terminologies: re

and brand. Re is a prefix for a verb, which can mean "again" or "new", which implies that the action was performed at another time. Therefore, according to Muzellec and Lambkin (2006), the proper definition of rebranding is to create a new name, term, symbol, design, or a combination of all of them for one undeniable brand to develop a differentiated (new) position in the marketplace. in the minds of stakeholders and competitors.

*Rebranding* is more than just changing the brand name. Rebranding requires a lot of research and money, it is the same as doing a lot of hard work, nor will it revive a dying product and rebranding only for really urgent needs, because rebranding can result in very dangerous conditions, more dangerous than losing only a few clients. According to Argenti (2010), there are three main requirements for rebranding, which are not just to cover up product defects, bad scandals that occurred in the company, and a negative image. In changing the brand, research and in-depth analysis must be carried out, the replacement brand must be better than before, and the name launched must be short, clear, and easy to pronounce and remember.

Muzellec and Lambkin (2006: 39-54) illustrate the two basic dimensions of rebranding as depicted in Figure 1 below:

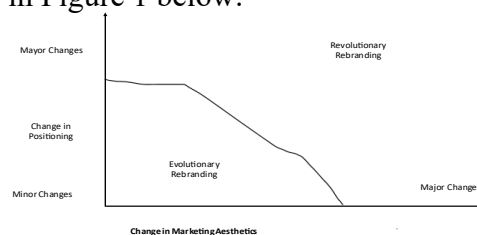


Figure 1. *Rebranding as a Continuum*  
Source: Muzellec and Lambkin (2006)

*Rebranding* is described according to the degree of change in marketing aesthetics and change in brand positioning. In this model, rebranding can be classified as evolutionary and revolutionary. Evolutionary rebranding describes a fairly minor development in the company's positioning and marketing aesthetics that is gradually becoming more visible to outside observers. All companies experience this process over time through a series of cumulative adjustments and innovations in a way that is not easily sensitive to learning. Revolutionary rebranding describes a major change, which can be identified with changes in positioning and marketing aesthetics which mean a back company. This change is usually denoted by a name change.

### 3. Findings and Discussion

#### 3.1. Rebranding Process

The beginning formation of this company was initiated by PT. Home Center Indonesia in providing the best service to the community by creating new types of businesses in the electronics sector as a complement to furniture needs. Informa Electronics then tried to expand to various cities throughout Indonesia so that in the end the name Informa Electronics became increasingly attached to the ears of the Indonesian people as The Best Electronics Appliances in Indonesia. Before it was named Informa Electronics, it was called White Brown Electronics. White Brown Electronics was founded in 2013 at Plaza IBCC Bandung. Together with Informa Furnishings at that time, it was hoped that it would become one of the best electronic

retail companies in Indonesia. Then over time, the expected branding from White Brown Electronics is getting eroded. The main factor that is the reason behind this rebranding process is that many people do not know about White Brown Electronics. The branding process of White Brown Electronics for 6 years did not reach the number expected to make the company officials from PT. Home Center Indonesia then took the initiative to change the brand from White Brown Electronics to Informa Electronics.

Informa Electronics then developed the brand to build a conducive market, especially for the electronics market and they hope to increase the selling power of Informa Electronics in Indonesia. More hope from Informa Electronics is that with this brand change, it is hoped that people will know more than Informa does not only sell furniture products but also sells electronic products. Before it was named Informa Electronics, it was called White Brown Electronics. In a rebranding process, there are several components, one of which is selecting a name and a symbol (select a name and symbol). In choosing a name and symbol several components must be considered as follows: (1). *Benefits Description*. In rebranding, there is a process where the transfer of a brand from one brand to another requires an analysis of market prospects that is right on target so that it provides benefits for the company. The initial goal of the rebranding process at Informa Electronics Living World Alam Sutera was to create a new name as a form of a new identity for the community. This is in line with

what was expressed by Muzellec and Lambkin (2006) who stated that the proper understanding of rebranding is to create a new name, term, symbol, design, or a combination of all of them for one undeniable brand to develop differentiation. (new) position in the minds of stakeholders and competitors. From the research results obtained by researchers

(2) *Association*. Then the researcher asked about the strength of a brand in the rebranding process. Mr. Rengga said that: "The community will know more and have more confidence by changing its name to Informa Electronics because it has a name." Then the researcher interviewed again to Mr. Wandha (Suwandha) about the existence of this brand association. He said: "The strength of this brand is getting stronger because it is already associated with the big name Informa. So people feel more comfortable just buying here. Because we want customers who buy here to be comfortable and come back and shop again. I hope so. *"From the results of interviews between researchers and informants, it can be concluded that the initial purpose of the creation of White Brown Electronics was to complement the needs of the community apart from furniture products"*. Argenti (2010) argues that the company's initial goal was to rebrand, one of which was a prospective market analysis. Brand Association (Brand Association) is everything related to the memory of the brand. The association not only exists but also has a degree of power. The connection to a brand will be stronger if it is based on many experiences or appearances to

communicate it. Various associations that are remembered by consumers can be assembled to form an image of the brand or brand image in the minds of consumers.

(3) *Distinction (Difference)* In a brand, when there is a rebranding process, of course, there will be differences between the previous brand and the brand that has now changed. The rebranding process makes a difference to both the logo and the brand name itself. Management is certainly thinking about how to create a new brand that is binding and so strong in the community that Informa Electronics is formed. The distinction is a differentiator or characteristic that will be awakened by the community about a brand well so that it becomes a reminder for the community.

(4) *Pronouncing Ability (Ease of pronunciation)*. A good brand must be easy to pronounce. Moreover, the rebranding process of Informa Electronics, demands that the new brand is easier to pronounce. The rebranding process contains an element of ease of pronouncing the brand so that customers will always remember it that it creates the impression of trust in all electronic products at Informa Electronics. Create awareness or brand identity In making a brand there needs to be a brand identity called brand awareness or brand identity. Brand awareness is the ability of consumers to recognize or remember a brand, including names, images, logos, and also certain slogans that have been used by the brand in promoting their products. The ability of consumers to recognize and remember brands plays a major role in someone's decision to buy

goods. Brand awareness is very important for any business because it not only invites consumers to buy from a business for the first time, but brand awareness also keeps consumers buying.

People will be more likely to buy goods or use services from a name that they trust and is easily recognizable, for example from a business logo and tagline, a brand is the first thing that will appear in consumers' minds when they are about to buy something. In addition, if they are satisfied with the brand, they are more likely to tell others about the brand which of course will be very helpful. Brand awareness is very important for any business because it not only invites consumers to buy from a business for the first time, but brand awareness also keeps consumers buying. People will be more likely to buy goods or use services from a name that they trust and is easily recognizable, for example from a business logo and tagline, a brand is the first thing that will appear in consumers' minds when they are about to buy something. In addition, if they are satisfied with the brand, they are more likely to tell others about the brand which of course will be very helpful.

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In addition, if they are satisfied with the brand, they are more likely to tell others about the brand which of course will be very helpful. People are starting to become aware of the existence of electronic products at Informa Electronics. Brand awareness or brand identity used at Informa Electronics in the rebranding process makes people aware of the existence of electronic products at Informa which were previously called White Brown Electronics which are not yet well known in the community. Informa Electronics is not only now known by the public but also a trusted shopping destination. With the addition of the word "Informa" in Informa Electronics, people are more enthusiastic to buy at Informa Electronics because it provides complete facilities and the best quality. Brand identity in building public awareness of Informa Electronics is interconnected

### **3.2. Brand Position**

A brand must pay attention to the position of the brand. Rebranding does not only change the name, logo, symbols, and other aspects but also must pay attention to how the prospects are positioned in the minds of customers or the public. Brand Positioning is the position of the brand in the minds of customers. What goes through their minds when they think of our brand? The result of positioning is success in creating focus in the minds of consumers and strong reasons why consumers should buy the product. The researcher obtained information from the results of this interview that it turned out that from the key informant's point of view, the positioning of Informa Electronics had not increased because it was in Tangerang Raya. Positioning in the Informa Electronics brand is still focused on Informa Furnishings. However,

*Create a brand image.* Brand image is an important key so that a company's business can survive in a competitive business environment. Competitors will easily and not hesitate to grab the attention of customers if a company creates a weak brand image. Informa Electronics targets customers who do have high purchasing power with their current premium class products. Customers are directed to always buy electronic products that are expensive but have the benefits of quality goods and friendly service. In addition, the brand image of Informa Electronics is also equipped with various attractive promos ranging from the use of cashback and shopping points to building its image as an electronic retailer in Indonesia.

*Create Trust*, in the rebranding process, when the brand has been formed, there needs to be a sense of trust from the wider community about what brand to build and create. The public needs to know that this rebranding innovation will have a very significant impact on the company's progress so that the company will continue to grow and advance. The sense of trust that arises will lead to a sense of loyalty from customers to a brand. Then the feedback that arises is a sense of trust in the Informa Electronics brand to always buy quality electronic products and have excellent service.

From the results of empirical data, it can be analyzed that the rebranding process of White Brown Electronics from Informa Electronics in electronic products is going very well. The selection of the right name, symbol, and logo becomes a market analysis where people now know that Informa does not only sell furniture products but also quality electronic products. The public then realized the existence of Informa in the Indonesian retail world and increasingly believed in the existence of complementary furniture products, namely electronic products. This point is then put to good use by Informa Electronics by providing good service from their internal company through good customer service. The next problem is the level of the positioning of Informa Electronics in Indonesia, especially in Tangerang Raya. Informa Electronics has just started the rebranding process from White Brown Electronics to Informa Electronics. Naturally, it is still lagging when compared to other competitors, but it does not block the

way to becoming no. 1 in Indonesia shifting the position of other competitors.

### **3.3. Marketing Communication Strategy**

Marketing communication becomes an important aspect after the rebranding process. Marketing communication includes a combination of marketing aspects through promotional media. Researchers found something quite important regarding aspects of marketing communication strategy through this rebranding. The website used is not fully owned by Informa Electronics itself. The website used is part of Informa Furnishings, which for its promotion is still mixed with the promotion of furniture items. Then the researcher asked about the role of a Markom in helping the process of rebranding Informa Electronics. Mr. Wandha (Suwandha) then replied: "From the point of view of Markom, Markom's role has been very active in carrying out the marketing process through various promotional media. Both online and offline. But most of it is through offline media. Because retail is always synonymous with brochures. Now we are trying to use this Marketing 4.0 technique."

Researchers found information that the role of Markom at Informa Electronics still relies on the concept of marketing through offline media. With these findings, it can be concluded that the marketing communication strategy through the rebranding process of Informa Electronics is quite good with the support of very strong facilities capable of making people in



Indonesia, especially in Tangerang Raya aware and familiar with Informa products, which in addition to selling various furniture products, also sells various electronic products. . With the promotion of media as a tool to promote Informa Electronics, it has now become one of the largest electronics retailers in Indonesia. After finding some of the desired data, both from the results of observational research, interviews, and documentation, the researcher will analyze the existing findings and modify the existing theory then build a new theory and explain the implications of the research results on marketing communication strategies through the rebranding process from Informa Electronics.

As explained in the data analysis technique in the study, the researcher used descriptive qualitative analysis (exposure), and the data was obtained by the researcher either through observation, interviews, and documentation from parties who knew about the data needed by the researcher. The data are as follows: As explained in the data analysis technique in the study, the researcher used descriptive qualitative analysis (exposure), and the data obtained by the researcher either through observation, interviews, and documentation from parties who knew about the data needed by the researcher. The data are as follows: As explained in the data analysis technique in the study, the researcher used descriptive qualitative analysis (exposure), and the data obtained by the researcher either through observation, interviews, and documentation from parties who knew about the data

needed by the researcher. The data are as follows: (1) *Rebranding Process*. Based on the results of interviews, observations, and related other data, it can be concluded that Informa Electronics carried out a rebranding process from White Brown Electronics. The researcher found that the process involved the selection of names, symbols, logos, and so on. The White Brown logo, which was previously dominant in brown and white, which is identical to AUVi (Audio Visual) and Home Appliances products, has now changed to the Informa Electronics Logo with the addition of the Informa Logo at the top and the words Electronics in white and brown. From the results obtained by researchers through various data, it can be concluded that there are several components in the rebranding process as follows: (a) *Benefits Description*. When researchers conducted observations and interviews, researchers found a description of the benefits of the rebranding process from Informa Electronics. This can be seen from several changes in the structure of the logo and name within the brand. This rebranding process then made people know that Informa not only sells furniture products but also sells various electronic products. This causes customers to have no more difficulties in shopping when shopping for furniture at Informa because of the role of electronics as a complementary product for furniture items. With the change of name from White Brown Electronics to Informa Electronics, now many customers do not just buy at Informa Electronics but become subscriptions at Informa Electronics.

From the results of the data that the researchers obtained, the researchers saw that it was now easier for customers to change the brand. The new brand that is built is not only showing the type of electronic retail but also seeing market opportunities with products

(b) *Association*. From the information that the researcher obtained, the researcher saw that the association of the use of this new brand was quite strong. This can be seen from several customers who say that Informa Electronics has just been established. Whereas Informa Electronics is the result of a rebranding of White Brown Electronics. From the observations, it was found that there was a relationship between Informa Furnishings and Informa Electronics which encouraged the strength of the brand so that a sense of comfort for customers emerged by continuing to buy products from Informa Electronics.

Brand Association is everything related to the memory of the brand. The association not only exists but also has a degree of power. The connection to a brand will be stronger if it is based on many experiences or appearances to communicate it. Various associations that are remembered by consumers can be assembled to form an image of the brand or brand image in the minds of consumers.

(c) *Distinction*. From the information that the researcher obtained, the researcher found that there was a difference in people's views on seeing a brand. Informa Electronics is considered a new brand by the public and shoppers and

creates the impression that Informa Electronics is different from White Brown Electronics.

From the observations, the researchers then found a new understanding in society that the Informa Electronics brand is very different in terms of branding, giving rise to a new perception that Informa Electronics is a new electronics retailer.

(e) *Pronouncing Ability*. From the results of interviews and research, the researchers found that the change in the brand made Informa Electronics increasingly known and trusted by the public because it was very easy to pronounce by everyone, including customers and the public. The brand that is created due to the analysis of market prospects reviewed by the management of Informa Electronics can attract customers.

(2) *Awareness or Brand Identity*. In this section, the researcher finds that there is pride from customers in shopping at Informa Electronics. Many of the findings of the researchers found that there was a sense of trust and comfort in shopping at Informa Electronics. So that in the next section the customer is then satisfied with the presence of Informa Electronics. In addition, customers also find that with Informa Electronics, customers are not only happy because shopping for needs is easier but also customers are more satisfied because, with the presence of electronic products, Informa is more complete and reliable.

(3) *Position the brand*. From the research results obtained later in the rebranding process, the researchers found that Informa Electronics' positioning was not so

strong because from the findings of the researchers there were still many customers who thought that other competitors were bigger than Informa Electronics. Several other competitors are electronic retailers who have been in the world of electronic retail for a long time and are still remembered by the public and customers. However, this still needs to be understood because, considering the rebranding process of Informa Electronics, which is still relatively new, there is a need for additional promotions in marketing Informa Electronics.

(4) *Brand Image*. From the results of research, interviews, and observations, the researchers then discussed brand image. In this study, researchers found that Informa Electronics is targeting customers with high purchasing power for the upper middle class because they want to create an image that the products being sold are premium class products and not random products. The purpose of this strategy is because Informa Electronics wants to be seen as one of the largest electronics retailers in Indonesia, especially in Tangerang Raya. So that Informa Electronics can compete with competitors in terms of service and guaranteed quality of goods that can make customers continue shopping at Informa Electronics.

(5) *Create Trust*. From the results of the research through interviews and observations, the researchers found that there was a sense of trust that arose from customers with the rebranding process. Customers become more confident to shop at Informa Electronics because not only good

customer care services but also the existence of Informa Furnishings helps Informa Electronics get feedback from customers who are increasingly loyal to shopping at Informa Electronics.

(6) *Marketing Communication Strategy*. In this section, the researcher finds that the marketing communication process does not only use online media but also uses offline media as promotional media in promoting the new brand of Informa Electronics. The brand changes made by Informa Electronics were then shown up through the mass media to attract customers to shop at Informa Electronics. Not only for shopping but also for being a loyal loyal customer of Informa Electronics. Markom's role in promoting Informa Electronics is still focused on distributing brochures, and flyers, making banners and not being too focused on online media. The website as a promotional medium has not been fully maximized and the use of social media such as Instagram is also very rarely used.

Marketing communication strategy carried out by Informa Electronics through a rebranding process using various aspects of communication ranging from the interpersonal, intrapersonal, group, and organizational. The rebranding process does not only involve a handful of parties but also involves everyone, including each of the management ranks of Informa Electronics. Mass communication involves various aspects ranging from the human aspect and the media aspect to exaggerating an event or the main event of each incident. to a scattered, heterogeneous audience

and gives rise to electronic media so that the same message can be interpreted simultaneously and momentarily.

Based on the findings of researchers in the field, in conveying information, Informa Electronics uses the media as their promotional tool that they have carried out a rebranding process at the company. In addition to carrying out the rebranding process, Informa Electronics also carries out promotional activities through various media, both offline media, and online media so that customers and the public can know the existence of Informa Electronics, which has changed its name. One of the functions of mass communication according to Werner J. Severin and James W. Tankard (2011) is to explain the benefits of mass communication used by society. In some ways, seeing the benefits of mass communication by society is more meaningful than seeing its effects. This approach recognizes a more active role in the communication audience. At least two factors combine to place greater emphasis on audience activity and use of mass communication than on influence. One of the factors is the field of cognitive psychology and information processing.

Another factor is the change in communication technology moving towards less centralized technology, more user choice, greater diversity of content, and more active engagement with communication content by individual users. Informa Electronics is a business unit consisting of a single unit PT. Home Center Indonesia realizes that the electronics

retail business in Indonesia needs to be improved. This company strives to always increase the purchasing power of customers by offering a variety of household products, ranging from furniture and electronics. Seeing the potential of the Indonesian people who have a fairly high purchasing power coupled with the ongoing development of industrial zones in Indonesia, especially in Tangerang Raya, makes Informa Electronics always offer their products with good quality and good service. Thus, Informa Electronics seeks to develop the most complete electronic products in Indonesia.

Informa Electronics strives to make its positioning in Indonesia, especially in Tangerang Raya, better known to the public and customers. Because, Informa Electronics feels the need to take further steps in promoting their new brand so that it is better known by the public and customers, especially in Tangerang Raya. Based on the information obtained by the researchers, the business began with a marketing communication strategy using a variety of promotional media, complete and good products, competitive prices, friendly and pleasant service, and a comfortable place. Also supported by media such as websites as promotional tools, as well as various kinds of offline media such as flyers, brochures, and banners as promotional media in promoting Informa Electronic.

From the discussion above, it can be concluded that the rebranding process of Informa Electronics received good feedback with the increase in customers because of the trust in the brand. The benefits of this

brand change make people not hesitate to shop at Informa Electronics because the big name link between Informa Furnishings and Informa Electronics makes people believe that they will then shop for furniture products as well as shop for electronics. The public and customers now know about Informa Electronics as one of the electronics retailers in Indonesia, especially in Tangerang Raya. The problem that often arises is that there are still some customers who do not know about Informa Electronics. However, this problem can be solved with an increase in promotional media.

#### **4. Conclusion**

Based on the results of qualitative research with observation, interviews, and documentation techniques carried out on the marketing communication strategy through the rebranding process at Informa Electronics, several conclusions can be drawn. The conclusion is presented as follows. To the data obtained by researchers, the background of the rebranding process from White Brown Electronics to Informa Electronics is because, during the 6 years of the establishment of White Brown Electronics, many people and customers know that White Brown Electronics is part of Informa Furnishings, in this case, PT Home Center Indonesia. In this case, the brand change is carried out as a form of an analysis of market prospects where in society and customers in Indonesia, especially in Tangerang Raya, the need for furniture and electronic products is very high. So in this case, Informa saw an opportunity to immediately take the role and

business opportunity. In this case, Informa Electronics uses several promotional media as one of the marketing communication strategies in the hope of attracting the entire community and customers to shop. Various promotional media ranging from online media to offline media are used by Informa Electronics in introducing Informa Electronics so that it can be known throughout Indonesia, especially in Tangerang Raya. In this case, Informa Electronics performs several steps of the rebranding process such as changing names, symbols, and logos to change their old identity. The benefits obtained are that with this change, many people and customers know and shop at Informa Electronics. There are even some from the public and customers who just found out that Informa Electronics only changed brands.

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