

ABSTRACT

The N219 aircraft was the first aircraft made by the children of the nation without any outside interference made by PT. Dirgantara Indonesia. This aircraft is the beginning of the rise of PT. Dirgantara Indonesia after being declared bankrupt in 2007 and having been vacuum in making new aircraft for several years. Through N219 aircraft PT. Dirgantara Indonesia rebranding with the aim to build trust in the government that PT. Dirgantara is still able to produce or make a completely new aircraft. The purpose of this study is to determine the marketing communication strategy and to know the rebranding barriers of PT. Dirgantara Indonesia in rebranding the company via N219 aircraft. This study uses a qualitative method using in-depth interviews (In Depth Interview) for the data collection process. Based on the results of the study, PT. Dirgantara Indonesia uses its marketing communication strategy in rebranding using social media through the use of hashtags that can increase employee and government pride in all products from PT. Dirgantara Indonesia, which initially started using N219 aircraft. The barriers to rebranding carried out by PT. Dirgantara Indonesia is the inconsistency and lack of commitment from management to its employees and the loss of a figure that can be used as an example for all employees of PT. Dirgantara Indonesia.

Keyword : Strategy, Marketing Communication, Rebranding