

Abstract

Rapid developments in the business world and increasingly fierce competition have encouraged many companies to carry out rebranding strategies to strengthen their brand identity. PT Len Industri, a state-owned company also adopted this strategy by changing their company logo. This research discusses the rebranding strategy of PT Len Industri as the parent holding company for Indonesian defense. This research aims to determine PT Len Industri's strategy for carrying out company rebranding. This research uses a qualitative approach with descriptive methods and data collection for this research uses interview, observation, and documentation techniques. This research uses public relations strategies according to the Cutlip Center and Broom (in Cutlip et al., 2009), namely fact-finding, planning, communication, and evaluation. Based on the research results, the fact-finding stage shows the fact that rebranding occurs due to changes in company strategy, planning is realized through four main elements of rebranding, namely repositioning, renaming, redesigning, and relaunching, then communication is the stage of implementing the rebranding process, and evaluation is the benchmark for success. strategies that have been implemented.

Keywords: *Rebranding, public relation strategy, PT Len Industri, company logo.*