ABSTRACT

In 2023, Twitter rebranded to X, a strategic move to refresh its brand image and attract new users. The rebranding involved significant changes to the logo, colors, slogan, and name, all of which were designed to be more modern and in line with the company's new vision and mission, which is to transform X (Twitter) into a platform that is bigger than social media. The purpose of this study is to determine the effect of rebranding on Twitter's brand image using a positivist approach, an approach that combines deductive logic confirmation of cause-and-effect relationships with activities carried out by humans in general. The method used in this study is quantitative descriptive analysis using the Structural Equation Modeling (SEM) method. SEM is a statistical analysis technique that allows researchers to test the relationship between several variables simultaneously. In this study, SEM is used to evaluate the impact of rebranding on Twitter's brand image. The analysis was conducted with the help of SmartPLS and SPSS 26 software. The results showed that rebranding had a significant positive effect on Twitter brand image, with a path coefficient value of 0.649, a t-statistic of 8.509, and a p-value of 0.000. These values indicate that the effect of rebranding on brand image is statistically significant, meaning that there is a strong relationship between rebranding and improving Twitter brand image.

Keywords: Brand Image, Marketing Communications, Rebranding, X (Twitter)