ABSTRACT

Introduction. This research is mainly about brand rejuvenation study with PT. Toko Gunung Agung, Tbk. as the case study. PT. Toko Gunung Agung, Tbk. has recently implemented brand rejuvenation strategy, which have been implemented toward one of its branch, the Senayan City branch. The rejuvenation strategy in other branches of the store will be carried out in phases.

Problem. This research is conducted to find out whether the brand rejuvenation strategy implemented by PT. Toko Gunung Agung, Tbk. is effective, and whether it would negatively effect loyal customers. Aside from that, the research is also conducted to find out factors that are important in order to perform brand rejuvenation strategy.

Methodology. The research was done by reviewing literatures from text books to electronic journals and articles. In order to get more insight onto the company's brand, the writer conducted an interview session with representative from PT. Toko Gunung Agung; Mr. Ekamulya - General Manager of Marketing, Operational and Merchandise. And afterwards, a survey to the customers of Toko Gunung Agung is distributed to assess customers' response. Findings. After conducting the research, it is found that the strategy implemented by PT. Toko Gunung Agung, Tbk. is effective, and it does not effect its loyal customers negatively as the loyal customers too, feel that a change is in order. And that the factor that is important in performing brand rejuvenation strategy is relevance; whether the brand is still relevant with its consumers.