



Merajut Asa Kita (Knitting Our Hope): The Role of Rebranding in Developing Binong Jati Tourism Urban Village Brand Image

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Abstract: *Binong Jati is one of the creative tourism urban villages created by the Bandung city administration as part of a program to boost the tourism industry. After 58 years, rebranding was required to alter the image of the Binong Jati knitting industrial center into the Binong Jati creative tourism urban village. This study sought to evaluate the impact of rebranding on brand image through repositioning, renaming, redesigning, and relaunch dimensions. One hundred twenty-nine visitors to the Binong Jati creative tourism urban village were polled online using quantitative research and purposive sampling. Multiple linear regression was used to analyze the data with IBM SPSS Statistics 25. According to the findings, rebranding affected brand image by 60%. The brand image was significantly impacted by repositioning, renaming, and relaunch, with relaunch having the most effect. These results can be used by management to strengthen the rebranding effort and better how the general public perceives the community.*

Keywords: *Brand Image; Binong Jati Creative Tourism; Rebranding; Urban Village*

Introduction

Each local government can manage its regional development autonomously under the State of the Republic of Indonesia Constitution No. 23 Respecting Regional Government, which encourages active community engagement. One component of national development that attempts to promote growth in particular sectors is tourism development (Yatmaja, 2019). According to the Bandung City Mayor Regulation 1454/2018, a development strategy integrating tourism in urban villages is necessary to build tourist attractions that can boost the potential of the local community. A tourism urban village is described as a location with unique features and tourist attractions that are backed by the local population's capacity to develop a mix of tourist attractions and necessary infrastructure to attract tourists.

The Binong Urban Village community is well known for being an area where expert knitters predominate. It has been renowned since 1965 as a manufacturing hub for diverse knitted goods, with 400 artisans working there. Numerous tourists are enthralled by the village's distinctiveness and concentration of knitters eager to observe the knitting production process in person, from yarn to finished goods. Binong Urban Village has

potential in the gastronomic, artistic, and nature tourist sectors and its knitting hubs (Hermawan, 2023). According to the Decree of the Mayor of Bandung Kampung.556/Kep.835-Disbudpar/2021, the Mayor of Bandung named Binong Jati creative tourism urban village as one of the creative tourism urban villages in Bandung City on September 16, 2021, acknowledging its potential.

Given its lengthy history and its solid reputation as the Binong Jati knitting industrial center over about 58 years, the transformation of Binong Urban Village from an industrial center into a creative tourism urban village necessitates a rebranding process. Intense marketing communications are used with rebranding to communicate the new identity (Barbu, 2016). The phrase "Merajut Asa Kita" (Knitting Our Hope) has been adopted to describe the Binong Jati creative tourism urban village. This strategy makes creating the Binong Jati creative tourism urban village possible, which connects well with the locals (Hermawan et al., 2023).

This study is structured around several key research questions that serve as the foundation for investigation, built upon the contextual background provided. Firstly, it delves into the

public perception of the transformation from the Binong Jati knitting industrial center to the Binong Jati creative tourism urban village. Secondly, it explores the repercussions of this rebranding process on the overall brand image of Binong Jati. Lastly, the study aims to dissect the various components of the rebranding initiative to ascertain their respective impacts on the development of the brand image for the Binong Jati creative tourism urban village.

The weakness of this study lies in its narrow scope, as it solely concentrates on the Binong Jati creative tourism urban village and includes respondents who have visited the village. Additionally, the study's hypotheses revolve around the influence of repositioning (H_{a_1}), renaming (H_{a_2}), redesign (H_{a_3}), and relaunch (H_{a_4}) on brand image.

An organization uses rebranding to implement minor and significant changes (Tarnovskaya & Biedenbach, 2018). Changes in name, slogan, symbol, design, or a combination of all these features to establish a different stance in the view of stakeholders and rivals are examples of rebranding (Febrianto et al., 2023). Fajarani & Susilowati (2022) assert that rebranding can occur under specific circumstances, such as the desire to refresh an existing brand image by image deletion or change.

According to research by Ramdana et.al (2022), rebranding may be divided into two categories: incremental (evolutionary) modifications and revolutionary (revolutionary) changes. Repositioning, renaming, redesigning, and relaunching are the four (four) dimensions that makeup rebranding (Chan & Eunike, 2019). The construction of a new position or meaning from an existing one is the focus of repositioning (Mubarok & Mujab, 2022). Because naming represents the product's identity and image, renaming focuses on modifying one's perception of a brand or entity (Batara & Susilo, 2022). The process is redesigning an organization's visual components, such as a logo that embodies its brand (Chan & Eunike, 2019). Relaunching is the act of re-publicizing a new image and is a stage where stakeholders' and consumers' opinions on a product's new look are

ascertained (Batara & Susilo, 2022; Chan & Eunike, 2019).

Consumers build an opinion about a brand based on their experiences and perceptions, known as a brand image (Bernarto et al., 2020). As a result, consumers' views, experiences, and expectations of the brand are reflected in the brand's image (Ratnadewi et al., 2022). When consumers contemplate whether to purchase a product, a strong brand image can foster a favorable impression and give them confidence (Pangestu et al., 2022). Keller explains three aspects of brand image that can be measured in Batara and Susilo (2022), namely: (1) brand favorability, (2) brand distinctiveness, and (3) brand association strength. Building trust and consumer loyalty will result from a strong brand image (Hermawan, 2019).

Method

Rebranding is the independent variable (X), and brand image is the dependent variable (Y) in this explanatory research study that employs quantitative research methods and survey data-gathering techniques. The demographic and samples used in this study were visitors to the urban creative tourism town of Binong Jati. Non-probability sampling with purposive sampling is the sampling method employed. Since it is impossible to precisely identify the population size in this study, a minimum sample size of 96 respondents is necessary. The Rao Purba formula can be used to determine the minimal sample size with a confidence level of 95% and a margin of error of 10% or 0,010.

$$n = \frac{1,96^2}{4(0,10)^2}$$

$$N = 96,04$$

A Google form online questionnaire with a Likert scale was utilized as the research tool in this study to gauge the range of responses from highly positive to very negative (Sugiyono, 2022). Cross-sectional research, which is only conducted once over a specific period, was used for the data collection in this study (Hardani et al., 2020).

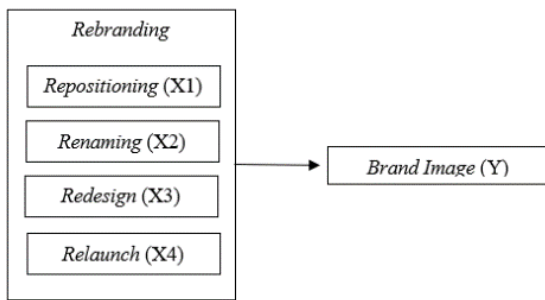


Figure 1. Research Model

The research model used in this study is shown in Figure 1, and it departs from theories about rebranding, brand image, and prior research on the impact of rebranding on brand image. Rebranding, which acts as an independent variable (X), has four dimensions: repositioning, renaming, redesign, and relaunch. This study examines how rebranding affects brand image as the dependent variable (Y), as observed from these four aspects.

Result and Discussion

The total number of respondents in this survey was 129. Women made up 65.89% of the respondents in this study. In comparison, the majority of respondents were aged between 8 and 23 years old (53.49%), lived outside of Bandung (73.64%), were students or college students (48.06%), had bachelor's degrees (51%), had monthly incomes between Rp 2.000.000 and Rp 5.000.000 (38.76%), and had monthly expenses between Rp 1.000.000 and Rp 2.000.000 (41%) as well.

Repositioning (X1), renaming (X2), redesigning (X3), and relaunching (X4) are the four dimensions that the independent variable,

rebranding (X), is broken down into about the dependent variable, brand image.

Tabel 1. Questionnaire Result

Demographic	Majority	Percentage (%)
Gender	Women	65.89
Age	8-23 years	53.49
Domicile	Outside Bandung	73.64
Job	Student/College Student	48.06
Education Level	Bachelor's degree	51
Monthly Income	Rp 2.000.000- Rp 5.000.000	38.76
Monthly Expenses	Rp 1.000.000- Rp 2.000.000	41

The multiple linear analysis regression model in Table 2 below displays the results of the multiple linear analysis:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + e$$

$$Y = 5,718 + 0,584X_1 + 0,364X_2 + 0,214X_3 + 0,991X_4 + e$$

The equation model above elucidates the dynamics between various dimensions of rebranding and the dependent variable, brand image. Initially, the brand image (Y) maintains a constant value of 5.718 when the repositioning (X1), renaming (X2), redesign (X3), and relaunch (X4) dimensions are null or insignificantly impactful. Subsequently, positive regression coefficients are observed for each dimension: repositioning (X1) at 0.584,

Tabel 2. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.718	2.661		2.149	0.034
Repositioning	0.584	0.163	0.246	3.573	0.001
Renaming	0.364	0.150	0.170	2.428	0.017
Redesign	0.214	0.120	0.136	1.777	0.078
Relaunch	0.991	0.189	0.412	5.248	0.000

a. Dependent Variable: Brand Image

renaming (X2) at 0.364, redesign (X3) at 0.214, and relaunch (X4) at 0.991. These coefficients signify those enhancements in each dimension correlate positively with increases in brand image (Y), with respective increments of 0.584, 0.364, 0.214, and 0.991 units, indicating the potential influence of rebranding strategies on brand image.

This experiment aims to determine whether rebranding significantly affects brand perception. The study will examine a number of the hypotheses that the authors present. The hypothesis is an initial response to the problem's formulation that must be tested to determine its veracity (Zaki & Saiman, 2021).

The acceptable error rate or significance level for a two-way test in this study is 5%, or 0.05. The degree of freedom (df) value is 124 in this case ($df = 129 - 4 - 1$). The independent variable significantly affects the dependent variable if the estimated t-count exceeds the t-table and the significant value is less than 0.05. The degree of freedom (df) formula can calculate the t-table value, where n is the number of samples and k is the number of independent variables (Sabrina, 2017).

Based on the t-test result, the influence of repositioning (X1), renaming (X2), redesign (X3), and relaunch (X4) to brand image (Y) is as follows:

a. Testing the effect of the repositioning dimension (X1) on the brand image (Y) resulting in a calculated t-count of $3.573 > 1.9792$ and a significance value of $0.001 < 0.05$, which means H_{a_1} is accepted. Therefore, there is a significant influence between repositioning and brand image.

- b. Testing the effect of the renaming dimension (X2) on the brand image (Y) resulting in a calculated t-count of $2.428 > 1.9792$ and a significance value of $0.017 < 0.05$, which means H_{a_2} is accepted. Therefore, there is a significant influence between renaming and brand image.
- c. Testing the effect of the redesign dimension (X3) on the brand image (Y) resulting in a calculated t-count of $1.777 < 1.9792$ and a significance value of $0.073 < 0.05$, which means H_{a_3} is rejected. Therefore, there is no significant influence between redesign and brand image.
- d. Testing the effect of the relaunch dimension (X4) on the brand image (Y) resulting in a calculated t-count of $5.248 > 1.9792$ and a significance value of $0.000 < 0.05$, which means H_{a_4} is accepted. Therefore, there is a significant influence between relaunch and brand image.

Ferdinand (2014) stated that the F test is conducted to determine whether the variables used in the research model are suitable for use. This test uses a significance level of 0.05 or 5% with a degree of confidence of 95% using SPSS software. Suppose the calculated F-value is greater than the F-table and the significant value is less than 0.05. In that case, the independent variable has a significant effect simultaneously on the dependent variable. The F-table value can be obtained using the degree of freedom (df) formula with the formula $df = \text{total variable} - 1$, $df_2 = n - k - 1$, n is the number of samples. K is the number of independent variables (Susilawati & Mulyana, 2018). The F-table value is obtained using the degree of freedom (df).

Tabel 3. t-Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.718	2.661		2.149	0.034
Repositioning	0.584	0.163	0.246	3.573	0.001
Renaming	0.364	0.150	0.170	2.428	0.017
Redesign	0.214	0.120	0.136	1.777	0.078
Relaunch	0.991	0.189	0.412	5.248	0.000

a. Dependent Variable: Brand Image

Tabel 4. F-Test Result

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1343.191	4	335.798	46.480	0.000 ^b
	Residual	895.847	124	7.225		
	Total	2239.039	128			

a. Dependent Variable: Brand Image

b. Predictors: (Constant), Relaunch, Renaming, Repositioning, Redesign

H_0 : There is no significant influence between the dimensions of repositioning, renaming, redesign, and relaunch on brand image simultaneously.

H_a : There is a significant influence between the dimensions of repositioning, renaming, redesign, and relaunch on brand image simultaneously.

Based on the F-test result in Table 4, the calculated F-value obtained is 46.480, and the sig value 0.000. The calculated F-value exceeds the F-table value (2.44), and the sig. value is smaller than 0.05 so that H_0 is rejected H_a is accepted. Based on these findings, it can be concluded that there is a significant influence between the dimensions of repositioning (X1), renaming (X2), redesign (X3), and relaunch (X4) on brand image (Y).

Determination analysis indicates how much the independent variables (X) simultaneously influence the dependent variable (Y). Based on the coefficient of determination test result, obtained an R Square value of 0.600. The dimensions of the rebranding variable provide an influence of 60%, and the remaining 40% is influenced by other factors not examined in this study.

Tabel 5. Coefficient of Determination Test Result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.775 ^a	0.600	0.587	2.68786

a. Predictors: (Constant), Relaunch, Renaming, Repositioning, Redesign

b. Dependent Variable: Brand Image

Several results were reached based on the data collection outcomes using the questionnaire instruments provided to the respondents. Most respondents know, see, and feel the transition from a Binong Jati knitting

industrial center to a Binong Jati creative tourism urban village, according to the overall average score of respondents' assessments of the indicators. Respondents also think of Binong Urban Village as a tourism urban village rather than a center of the knitting industry. This demonstrates how the branding effort's repositioning process impacts the brand image of Binong Jati creative tourism urban village.

A sizable portion of respondents also strongly concurred that the name change from Binong Jati knitting industrial center to Binong Jati creative tourism urban village accurately captures the new identity that the community seeks to project and its distinctive features. This shows that the renaming process in the rebranding attempt has significantly shaped Binong Jati creative tourism urban village's brand image.

Most responders also concurred that Binong Jati creative tourism urban village's new logo and slogan effectively convey the desired new qualities and image. The test results, however, show that even though it was executed, more than the redesign process in the rebranding attempt was needed to drastically alter the brand image of Binong Jati creative tourism urban village, which was connected with knitting and its derivatives.



Figure 2. Binong Jati Creative Tourism Urban Village Logo

However, the rebranding initiative's relaunch phase has shown to significantly impact the brand image of the Binong Jati creative tourism urban village. This is explained by the fact that most respondents learned about the conversion of Binong Jati from a knitwear manufacturing hub to a creative tourism urban village via social media, news releases, and influencers (Hermawan, 2020).

The extensive exposure of Binong Jati's creative tourism urban village compared to other tourism urban villages can be blamed for the significant influence of the relaunch dimension. The village has frequently been mentioned in the media, which has helped raise public awareness of it. When Binong Jati creative tourism urban village made it into the top 300 tourism villages in the 2023 Anugerah Desa Wisata Indonesia (ADWI) - Indonesian Tourism Village Award, its reputation was further enhanced.

The overall findings of this study show that 60% of the brand image of Binong Jati creative tourism urban village is strongly influenced by rebranding, with the remaining 40% being influenced by other factors. The rebranding includes the dimensions of repositioning, renaming, redesign, and relaunch.

The authors contrast the findings of this study with those of earlier research on the same subject. The name and redesign initiatives for Bank Neo Commerce were only partially successful, according to research by Febrianto et al. (2023). Some respondents said that the new name, Bank Neo Commerce, was more difficult to say than Bank Yudha Bhakti and that the new logo needed to reflect the new brand adequately.

In contrast to Febrianto et al. (2023), Anggriani (2019) discovered that rebranding Lombok Astoria Hotel substantially impacted the hotel's brand image since the new name was thought to have a more robust local association and seemed more familiar. However, the redesign initiatives in this study were deemed insufficient since respondents believed that the font size and color choices did not accurately depict the brand (Hermawan, 2021).

We concluded that the processes involved determine whether any rebranding attempts by a company or entity, regardless of the industry, will be successful based on the disparities in the findings of this research. These procedures involve conducting fresh market research, choosing an acceptable name, creating a fresh logo and other visual components, and successfully reintroducing the new identity. To instill a fresh and positive image in the minds of consumers, each of these procedures needs to be carefully studied (Kurniawan & Hermawan, 2022).

Conclusion and Recommendation

Most people favored the Binong Jati creative tourism urban village's rebranding process (repositioning, renaming, redesign, and relaunch). Because some respondents said the new logo did not accurately reflect the urban village's new image or qualities, the redesign factor received the lowest average score among the other aspects.

According to the study, rebranding is responsible for 60% of the influence on brand image, with other elements not studied contributing to the remaining 40%. The brand image is significantly impacted by repositioning, renaming, redesign, and relaunch, although the redesign dimension has less impact.

Based on these findings, Binong Jati creative tourism urban village's rebranding process is essential to successful marketing activities. The construction of the brand image in the public's perception can be significantly aided by the emergence of fresh meaning or positioning from an already established notion. Establishing the brand image is also supported by renaming the company to reflect the identity shift. Re-publicizing the new image also helps to influence how the general public views the modified brand image.

Overall, a well-executed rebranding initiative can substantially alter public opinion and enhance Binong Jati creative tourism urban village's brand image. According to the study, the relaunch dimension has the most impact than the other dimensions. The audience will be more likely to recognize the

new image formed the more information there is available about these modifications.

Based on this study's findings, several recommendations can be made for managing the Binong Jati creative tourism urban village. First, we advise the management to regularly submit educational and exciting content to their Instagram social media account, which has been dormant for the past six months. Photos or videos of events and details about the Binong Jati creative tourism urban village may be used as this content. It would be regrettable not to take advantage of this chance given the village's high exposure as one of the top 300 Tourism Villages in the 2023 Anugerah Desa Wisata Indonesia (ADWI) - Indonesian Tourism Village Award.

In addition, the redesign dimension received the lowest score from the community compared to other dimensions. As a result, we advise the administration, particularly the marketing division in charge of the logo design, to consider including other pictures or symbols that more accurately reflect the identity and traits of Binong Jati creative tourism urban village.

Implementing these suggestions would have significant consequences. Binong Jati creative tourism urban village can better share information about all activities and update the public by getting back into social media activity. Likewise, modernizing the logo design with better-suited pictures or symbols can give a good impression of the neighborhood and help people remember Binong Jati creative tourism urban village. This will support the village's efforts to change its former perception of itself.

Adequate human resources with the necessary skills and a strong sense of belonging are essential for implementing these recommendations. The management can divide tasks more clearly and distribute duties more fairly if there are enough human resources. For instance, while the design team upgrades the logo, the marketing group can concentrate on social media interaction. Binong Jati creative tourism urban village may successfully implement the suggested adjustments and work to develop a better

brand image by having the required resources in place.

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