

ABSTRAK

Perkembangan teknologi mendukung bagaimana dunia bisnis menjadi semakin dinamis untuk menjawab apa yang menjadi kebutuhan konsumen, salah satunya adalah perusahaan berbasis *sharing economy*. Dalam konteks GO-JEK sebagai perusahaan *ride-hailing* berbasis *sharing-economy*, perusahaan dan mitra bekerja sama dalam sebuah proses penyediaan jasa bagi para konsumen. Namun GO-JEK melihat mitra lebih dari sekedar *supplier* atas jasa yang mereka tawarkan, melainkan juga sebagai aspek yang perlu diperhitungkan dalam pembentukan identitas merek GO-JEK. Oleh sebab itu, peneliti tertarik untuk mempelajari peran mitra dalam pembentukan identitas merek, melalui penelitian yang berjudul “Eksplorasi Peran Mitra dalam Proses Rebranding GO-JEK”.

Dalam penelitian ini, peneliti hendak mengeksplorasi keterlibatan mitra GO-JEK dalam proses *rebranding* GO-JEK pada Juli 2019 silam. Peneliti menggunakan pendekatan *case research* dengan teknik pengambilan data *semi-structured in-depth interview* guna memahami proses dari *rebranding*, alasan *rebranding* tersebut dilakukan, serta mengidentifikasi pihak yang terlibat di dalam proses *rebranding* tersebut. Temuan peneliti diharapkan dapat bermanfaat secara teoritis, yaitu melalui penciptaan framework terkait dengan proses *rebranding* GOJEK, serta secara praktis yaitu sebagai landasan bagi perusahaan yang berada di dalam ekosistem bisnis berbasis *sharing economy* untuk lebih melibatkan mitra dalam proses pembentukan brand identity.

Kata kunci: *Sharing economy, rebranding, mitra*

ABSTRACT

The growth of technology has promoted the dynamics amongst businesses in responding to the customer's demand upon ease in accessing products and services, one of which is sharing economy. In the context of GO-JEK, one of the ride-hailing companies who adapts to the sharing economy, company and partners (mitra) work hand in hand in providing services for the customers. However, GO-JEK doesn't merely see their partners as the suppliers of their services, but also as one of the aspects considered in the process of shaping their brand identity. Therefore, researchers are keen to discover more on the role of the partners in the development of GO-JEK's brand identity, through a research titled "The Exploration of Partner's Role in a Rebranding Process: The Case of GO-JEK".

In this study, researchers aim to explore the involvement of GO-JEK's partners in the GO-JEK's rebranding process that happened in July 2019. Researchers utilize the case research approach, with a semi-structured in-depth interview technique to collect data, that aims to understand the process of rebranding, the reasons for co-creation in the rebranding, and to identify the parties involved in the rebranding process through the co-creation. The researchers' findings are expected to be theoretically useful through framework creation related to GO-JEK's co-creation process, as well as practically, as a foundation for companies that are in the sharing economy-based business ecosystem to better engage with partners in the process of forming brand identity.

Keywords: Sharing economy, rebranding, partners