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ABC University Rebranding Strategy in Order to Build A New Image to Attract The Interest of Prospective Students

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Abstract: This study examines the rebranding strategy implemented by ABC University as part of a strategic transformation to enhance competitiveness and attract prospective students. Using SWOT analysis and the STP (Segmenting, Targeting, Positioning) approach, the research identifies the university's strengths in its continuously updated curriculum, industry partnerships, and integrated learning technology. However, challenges arise from pricing competition, inconsistent social media image, and suboptimal market segmentation. The findings indicate that a focused STP strategy can strengthen the university's image and increase its appeal in the higher education market. By leveraging technological trends and international partnerships, Universitas ABC is expected to build a more relevant and competitive new identity.

Keywords: Brand Awareness, Brand Communication, Higher Education, Rebranding, STP Strategy.

INTRODUCTION

The change in status from a college to a university is a strategic step taken by ABC University to adapt to the increasingly competitive development of higher education. This transformation involves not only a name change but also a broader rebranding effort to strengthen the image, credibility, and attractiveness of the university in the eyes of prospective students. As a higher education institution, ABC University needs to create a new identity that is more modern and relevant to the demands of the ever-growing education market.

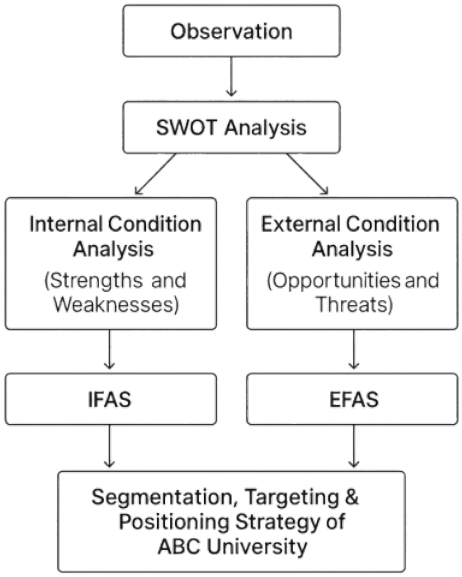
This rebranding focuses on improving the quality of education, developing more diverse study programs, and providing facilities that support quality teaching and research. Moreover, the change in status opens opportunities to introduce innovations, strengthen relations with the industrial world, and expand international cooperation. An effective rebranding strategy is expected to enhance ABC University's competitiveness, attract more prospective students, and strengthen its position as a leading educational institution at the national and global levels.

By carrying out a comprehensive rebranding, ABC University aims to build a more positive image and convince prospective students that this university can provide quality education and produce graduates who are ready to compete in the global market. This

rebranding is also expected to expand academic and professional collaboration networks, as well as open up opportunities for the development of the institution in the future.

METHOD

This study employs SWOT analysis integrated with the STP (Segmentation, Targeting, Positioning) framework. In terms of strengths, ABC University has diverse study programs (Segmenting), a wide alumni network (Targeting), and a fairly well-known academic image regionally (Positioning). Weaknesses include unspecific market segmentation, suboptimal digital media use, and inconsistent brand image perception among the public. Opportunities arise from the increasing need for education from professionals (Segmenting), the potential use of social media for marketing (Targeting), and the opportunity to build an image as an innovative campus (Positioning). Meanwhile, threats come from competitors targeting similar segments, intense digital competition, and the emergence of other institutions that have already rebranded with strong positioning.



Source: Research Results

Figure 1. Research Framework

RESULTS AND DISCUSSION

Rebranding is a process carried out by organizations to change brand image and consumer perception. This process often involves modifying visual elements such as logos, colors, and brand identity components, and can include profound changes in brand values and goals. The main goal of rebranding is to update the brand image to align with market needs and contemporary trends, and to attract new consumers without neglecting loyal customers.

In this context, Organizations must understand that corporate image encompasses reputation, recognition, closeness, and brand loyalty dimensions, which are considered positive, thus showing the role of brand elements in shaping consumer perceptions (Handy Bugiman, Nunung Ayu Sofiati, Yoyo Sudaryo, Mochammad Mukti Ali, Dadan Abdul Aziz Mubarok, Gurawan Dayona, Riyandi Nur Sumawidjaya., 2025).

The main driving factors for rebranding include changes in consumer preferences, increasing competition, and technological developments. Rebranding is conducted to enhance competitiveness and strengthen market positioning. Market share price significantly moderates the relationship between cash flow and profitability, indicating that market The perception of a company's financial performance greatly influences its public image and appeal to investors

(Pratiwi, Sipahutar, Sudaryo, & Sofiati, 2024). However, the rebranding process presents several challenges. A major risk involves potential consumer confusion toward the brand's new identity, which can disrupt the transition. Therefore, overcoming these challenges requires strong leadership commitment, clear communication, and consistent strategies to build awareness and inclusivity (Hendriawanto, Ismail, Ali, Sofiati, & Sudaryo, 2025). Leadership plays a vital role, as the right leadership style can create a supportive work environment that facilitates effective communication between leaders and employees in achieving organizational goals (Anggraeni, Ismail, Ali, Sofiati, & Sudaryo, 2025). Furthermore, post-rebranding evaluation is essential to determine the effectiveness of the strategy. Key indicators such as sales performance, customer loyalty, and brand image should be assessed. In this context, the Total Quality Management (TQM) approach is relevant, as it emphasizes the involvement of all employees in continuous efforts to improve the quality of products and services, with a primary focus on customer needs and satisfaction (Anggraeni et al., 2025).

Brand awareness is the level of consumer recognition of a brand in the market. This awareness is important to create purchasing opportunities, especially in the midst of intense competition. Empirically, this shows that the E-Marketing Mix which includes product, price, place, promotion, people, process, and physical evidence has an effect on Corporate Image, meaning that an effective marketing strategy can strengthen brand awareness (Handy Bugiman, Nunung Ayu Sofiati, Yoyo Sudaryo, Mochammad Mukti Ali, Dadan Abdul Aziz Mubarok, Gurawan Dayona, Riyandi Nur Sumawidjaya., 2025).

One way to build brand awareness is through creative and relevant promotions. Promotions can expand market reach, strengthen brand image, and increase sales if done in an attractive and creative manner (Fitria Ariyani, Rona Tumiur Mauli Carolin Simorangkir, Mochammad Subagio, Nunung Ayu Sofiati, Indra Sani., 2024). An effective promotional campaign can build emotional connections with consumers, thereby strengthening awareness of the tourist destinations offered (Fitria Ariyani, Rona Tumiur Mauli Carolin Simorangkir, Mochammad Subagio, Nunung Ayu Sofiati, Indra Sani., 2024).

High brand awareness is also an important foundation in building brand loyalty. With ongoing communication strategies and brand exposure, consumers will be more familiar and trust the brand in question.

Brand communication is a deliberate strategy to convey brand messages, values, and identity to consumers through various media platforms. Its primary objective is to build emotional engagement and enhance brand loyalty. To achieve effective communication, consistency across all channels is crucial. Internally, a supportive organizational climate is equally important. Transformational leadership plays a key role in fostering open communication and empowering individuals, allowing values such as transparency, innovation, and mutual respect to become embedded in daily workplace culture (Hendriawanto, Ismail, Ali, Sofiati, & Sudaryo, 2025).

Beyond a strong communication strategy, financial stability reinforces the effectiveness of brand messaging. Effective cash flow and working capital management are vital components of success, particularly in the highly competitive food and beverage industry, where profit margins are often narrow (Pratiwi, Sipahutar, Sudaryo, & Sofiati, 2024). A brand message is more credible when backed by strong financial performance. In today's digital landscape, brand communication should also embrace two-way interaction and leverage social media to deepen customer relationships. This approach enhances brand equity and contributes to sustained customer loyalty over the long term.

In this study, ABC University's rebranding strategy aims to build a new image to attract prospective students amid intense higher education competition. ABC University faces challenges in strengthening its brand and creating greater appeal for prospective students who are increasingly selective in choosing a place to continue their studies. For this reason, a comprehensive analysis approach is used through two main methods, namely SWOT Analysis

and STP (Segmentation, Targeting, and Positioning). SWOT analysis aims to identify internal and external factors that influence the university's position, while STP is used to map the right market segment, determine the target audience, and formulate a positioning strategy that can highlight the university's competitive advantages. The following is an internal analysis of ABC University.

Table 1. Internal Analysis (IFE) of ABC University

No.	Internal Factor Strategy	WEIGHT	RATING	TOTAL SCORE (Weight x Rating)
	Strengths			
	Curriculum that is constantly updated according to industry needs.	0,15	4	0,6
	A campus environment that supports collaboration between students.	0,09	4	0,36
	Well-integrated learning technology.	0,12	4	0,48
	Partnerships with international companies and educational institutions.	0,07	3	0,21
	Career and internship services that help students enter the job market.	0,10	3	0,3
	A strong digital marketing system	0,13	3	0,39
Total Strengths				**2,34**
	Weaknesses			
	Price competition with more affordable private universities.	0,13	3	0,39
	Underlying image of the university on social media.	0,08	3	0,24
	Reliance on stable student numbers for funding.	0,05	2	0,1
	Inadequate infrastructure for non-academic activities.	0,08	3	0,24
Total Weaknesses				**0,97**
Total Internal		**1**		**3,31**

Source: Research data

Based the table above, analysis of internal strategy factors shows that the main strengths of the university lie in the curriculum that is continuously updated according to industry needs (with a weight of 0.15 and a rating of 4), a campus environment that supports collaboration between students (weight of 0.09, rating of 4), and well-integrated learning technology (weight of 0.12, rating of 4). Partnerships with international companies and educational institutions, career and internship services, and digital marketing systems are also supporting factors with lower but still significant values. On the weakness side, price competition with more affordable private universities (weight of 0.13, rating of 3) and the university's weak image on social media (weight of 0.08, rating of 3) are the main challenges. In addition, dependence on a stable number of students for funding and inadequate infrastructure for non-academic activities also add to the burden. The total internal score reached 3.31, indicating good potential but still requiring attention to several aspects of weakness.

Table 2. External Analysis (EFE) of ABC University

No.	External Factor Strategy	WEIGHT	RATING	TOTAL SCORE (Weight x Rating)
	Opportunities			
	Increasing demand for technology and digital-based study programs.	0,25	4	1

Partnerships with industry and international institutions to improve the quality of education.	0,12	4	0,48
Global trends toward distance and online education.	0,13	3	0,39
Government policies that support higher education.	0,09	4	0,36
Growing interest in internships and work experience programs among students.	0,10	3	0,3
Total Opportunities			**2,53**
Threats			
Strong competition with other universities that already have strong brands.	0,07	4	0,28
Changes in government policies that affect university funding.	0,10	3	0,3
Fluctuations in the number of applicants influenced by economic conditions.	0,07	2	0,14
Increasing number of private educational institutions offering more competitive prices.	0,07	3	0,21
Total Threats			**0,93**
Total External	**1**		**3,46**

Source: Research data

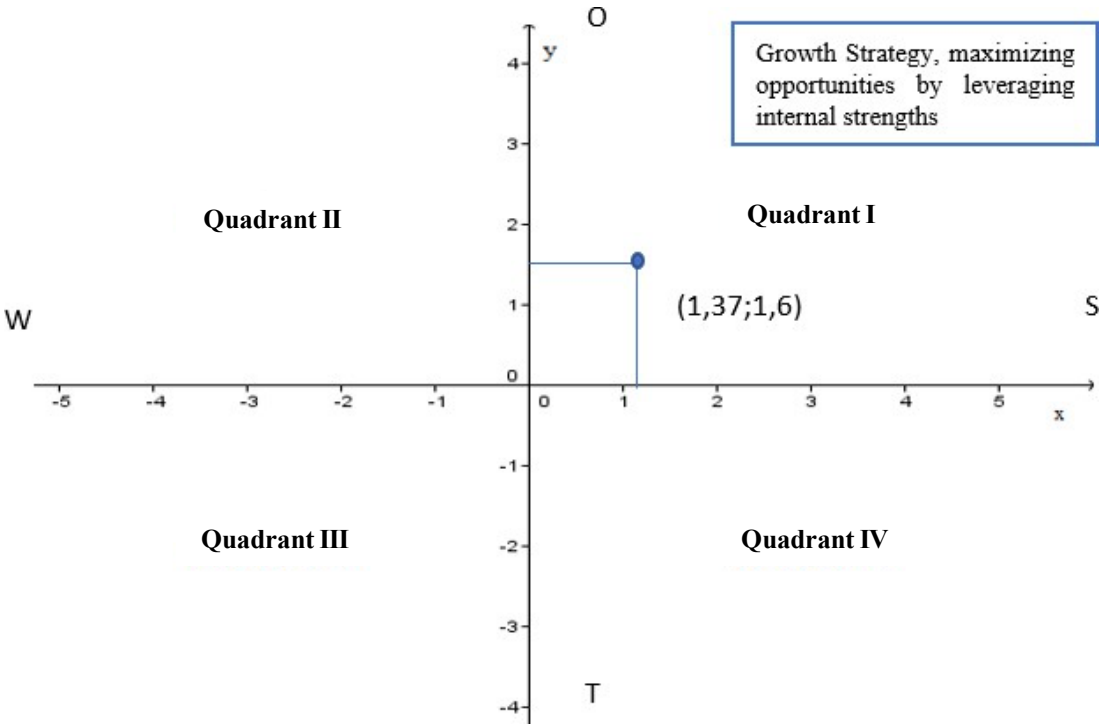
Based on the external factor analysis table, there are various opportunities and threats that affect university strategies. Some opportunities that can be utilized include the increasing demand for technology and digital-based study programs, which received the highest score (1), providing an opportunity for universities to develop curricula that are relevant to industrial developments. Partnerships with industry and international institutions are also a great opportunity to improve the quality of education and competitiveness (score 0.48). In addition, the global trend towards distance and online education (score 0.39) provides space for universities to expand the accessibility of education. Government policies that support higher education (score 0.36) are also opportunities for further development. However, on the other hand, the threat of tight competition with other universities that have stronger brands (score 0.28) must be considered. In addition, changes in government policies that can affect university funding (score 0.3) and fluctuations in the number of applicants influenced by economic conditions (score 0.14) are also challenges that must be faced. The increasing number of private educational institutions with more competitive prices (score 0.21) adds to the tight competition. Overall, with a total external score of 3.46. the university has the opportunity to take advantage of technological trends and international partnerships, but also has to face the challenges of increasingly fierce competition and uncertain economic factors. Based on the tables of both IFE and EFE, then when mapped into the IFAS and EFAS tables, it will look like this:

Table 3. ABC University IFAS and EFAS Total Mapping

IFAS		EFAS	
Category	Total	Category	Total
Strengths	2,34	Opportunities	2,53
Weaknesses	0,97	Threats	0,93
Total	1,37	Total	1,6

Source: Research data

Based on the table above, it can be seen that the IFAS score is 1.37 and the EFAS score is 1.6. The following are the SWOT matrix quadrants based on the results of the IFAS and EFAS scores.



Source: Research Results

Figure 2. SWOT Matrix Quadrants

Based on the strategic position in the growth category, several strategies that can be implemented by ABC University related to the STP (Segmentation, Targeting, and Positioning) approach are as follows:

1. Segmentation:
   ABC University needs to identify and divide the prospective student market based on relevant characteristics, such as demographics, interests, and educational needs. For example, market segments that are more interested in technology-based study programs or majors with higher internship opportunities, such as engineering and management study programs. This will help the university focus on the right and more specific audience.
2. Targeting:
   The university must choose the most potential and profitable market segment. One segment that can be targeted is students looking for education with a technology-based curriculum that is integrated with the industry. By developing programs that are relevant to the needs of the digital industry, universities can attract prospective students who are interested in good career opportunities after graduation.
3. Positioning:
   ABC University needs to establish a strong position in the higher education market by emphasizing its various advantages. Some key factors that can strengthen the university's positioning include strategic partnerships with international companies, allowing students to gain access to global industry experience and wider employment opportunities. In addition, the curriculum that is always updated in line with industry developments ensures that students acquire relevant and up-to-date skills, making them better prepared to face challenges in the world of work. The systematically designed internship program is also an added value, as it provides practical experience that supports students' work readiness from an early age. By highlighting these advantages, ABC University can build an image as a leading educational institution that is not only

academically oriented but also focuses on students' career readiness. This positioning will help the university to stand out from its competitors and increase its appeal to prospective students seeking quality education and strong industry connections.

Table 4. ABC University STP Table

STP Steps	Strategy	Target Audience	Goals
Segmentation	Market segmentation based on prospective students' interest in technology and digital-based study programs.	Prospective students with interests in technology, digital, and management.	Adapting the programs offered to market interests and needs.
Targeting	Focus on the student segment who want quality education with good internship and career opportunities.	Students who want to enter the digital and technology industry.	Increasing attractiveness by offering relevant curriculum.
Positioning	Establish ABC University as a leading university in technology and innovation-based education.	Prospective students who prioritize technology and job opportunities.	Improving the image as a leading educational institution in the field of technology.

Source: Research data

By implementing this STP strategy, ABC University can focus more on reaching the right prospective students, increasing competitiveness, and building a stronger and more relevant image in the higher education market. A careful segmentation approach allows the university to identify various market segments based on the interests and demographic characteristics of prospective students. This helps the university to design offerings that are more in line with their needs and desires, such as technology-based, digitalization-based, or management-based study programs that are highly relevant in today's industrial world.

Through more precise targeting, ABC University can choose market segments that have high growth potential and are more interested in innovative curricula, many internship opportunities, and promising career prospects after graduation. Thus, the university can improve the quality of new student enrollment and target an audience that is not only looking for a degree, but also real and adequate career opportunities.

In addition, a clear and targeted positioning strategy can help ABC University to highlight its advantages that differentiate it from other competitors, such as partnerships with leading companies, integration of technology in the learning process, and facilities that support student readiness in facing the professional world. This position also allows the university to build an image as a leading educational institution in education that is relevant to the needs of the market and the industrial world, making it the main choice for prospective students who want quality education.

CONCLUSION

Based on the findings, ABC University's rebranding strategy shows strong potential to increase attractiveness among prospective students. The SWOT analysis shows that the university has advantages in academic quality and partnerships with industry, but still faces challenges in price competition and digital branding. Meanwhile, the STP approach shows that

the right segmentation strategy can help universities reach prospective students who are in line with the institution's vision and mission. By implementing a clear and targeted positioning strategy, ABC University can strengthen its image as a leading educational institution in the digital era.

ABC University needs to improve its digital branding by strengthening its social media presence and implementing more aggressive marketing strategies to attract prospective students. In addition, improving the quality of services and facilities, including technology-based infrastructure and wider internship opportunities, can strengthen the university's competitiveness. More competitive pricing strategies, such as scholarship programs or flexible financing schemes, are also needed to make the university more attractive to prospective students who consider the cost aspect. To ensure the effectiveness of the rebranding, regular evaluation and monitoring must be carried out so that the strategies implemented remain relevant to market dynamics and student needs. With these steps, ABC University can strengthen its position as an innovative and competitive higher education institution in the digital era.

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