

DAFTAR PUSTAKA

- Ali, B., Nazam, M., Akash, R. S. I., Hamid, K., Hashim, M., & Baig, S. A. (2019). Investigating the impact of corporate rebranding on customer satisfaction: Empirical evidence from the beverage industry. *International Journal of Advanced and Applied Sciences*, 6(4), 110–122.
<https://doi.org/10.21833/ijaas.2019.04.013>
- Azizo, S. Y. (2019). *The Art of the Rebrand: Utilizing Strategic Communications to Obtain Employee Buy-in During a Rebrand* [Thesis, Baruch College, The City University of New York].
https://academicworks.cuny.edu/cgi/viewcontent.cgi?article=1089&context=bb_e_tds
- Buil, I., Catalán, S., & Martínez, E. (2016). The importance of corporate brand identity in business management. *BRQ Business Research Quarterly*, 19(1), 3–12.
- Chad, P. (2016). Corporate Rebranding: An Employee-Focused Nonprofit Case Study. *Journal of Nonprofit & Public Sector Marketing*, 28(4), 327–350.
<https://doi.org/10.1080/10495142.2016.1237923>
- Cornelissen, J. (2020). *Corporate communication: A guide to theory and practice* (6th edition). SAGE.
- Creswell, J. W., & Creswell, J. D. (2023). *Research Design: Qualitatitve, Quantitatitve, and Mixed Methods Approaches* (Sixth). SAGE Publications Inc.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitatitve Inquiry and Reserach Design: Choosing Among Five Approaches*. SAGE Publications Inc.
- Dinas Perpustakaan dan Kearsipan Provinsi DKI Jakarta. (2021). *Laporan Kinerja Instansi Pemerintah 2021*.
<https://dispusip.jakarta.go.id/dinas/ppid/informasi-berkala>

Dinas Perpustakaan dan Kearsipan Provinsi DKI Jakarta. (2022). *Laporan Kinerja Instansi Pemerintah 2022*.

<https://dispusip.jakarta.go.id/dinas/ppid/informasi-berkala>

Dinas Perpustakaan dan Kearsipan Provinsi DKI Jakarta. (2024). Data Perpustakaan DISPUSIP DKI Jakarta. *DISPUSIP Jakarta*.

<https://dispusip.jakarta.go.id/dinas/information/library-statistics>

EunYoung Yoo-Lee & Kyung-Sun Kim. (2014). *Libraries as media: Redefining a library in the digital age*. IFLA World Library and Information Congress 2013. <https://www.ifla.org/publications/libraries-as-media-redefining-a-library-in-the-digital-age/>

Fajarani, B., & Susilowati, L. (2022). *Effect of Rebranding and Product Quality on Brand Image at Extracurricular PT. One Roof Surabaya*. 18(2).
<https://doi.org/10.26618/jeb.v18i2.9604>

Given, L. M. (2008). *The Sage encyclopedia of qualitative research methods*. Sage.

GoodStat. (2023). Krisis Literasi di Indonesia, Masih Perlu Ditingkatkan Lagi [Website]. *GoodStat*. <https://goodstats.id/article/krisis-literasi-di-indonesia-masih-perlu-ditingkatkan-lagi-j7MHB>

Grønmo, S. (2020). *Social research methods: Qualitative, quantitative and mixed methods approaches*. SAGE.

Hassan, A. R., & Balogun, M. T. (2018). CORPORATE REBRANDING AS A MANAGEMENT STRATEGY FOR BRAND IMAGE IN THE UNIVERSITY. *European Journal of Accounting, Finance & Business*, 6(3).
<https://doi.org/10.4316/EJAFB.2018.635>

Healey, M. (2008). *What is branding?* RotoVision.

Hilda, M., Brighton, N., & Ishumael, V. (2020). CORPORATE REBRANDING STRATEGIES EFFECT ON TELECOMMUNICATIONS

ZIMBABWEAN COMPANY BRAND PERFORMANCE. *International Journal of Economics, Commerce and Management*, 8(1). <http://ijecm.co.uk/>

Jain, S. J., & Anil Kumar, T. (2023). Evolving Role of Instagram as a Digital Marketing Tool in Libraries: In C. Baskaran & S. Dhanavandan (Eds.), *Advances in Information Quality and Management* (pp. 70–77). IGI Global. <https://doi.org/10.4018/978-1-6684-8805-8.ch006>

Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (Fifth edition, global edition). Pearson.

Keputusan Gubernur. (2018). *Keputusan Gubernur Nomor 1018 Tahun 2018 tentang Tim Revitalisasi Pusat Kesenian Jakarta Taman Ismail Marzuki*. DKI Jakarta (Provinsi). <https://jdih.jakarta.go.id/dokumen/detail/4372>

Koridor.co.id. (2022). *Transformasi Perpustakaan Jakarta: Mengikis kesan kuno dan membosankan dengan beragam pembaruan*. <https://koridor.co.id/rehat/transformasi-perpustakaan-jakarta-mencoba-mengikis-kesan-kuno-dan-membosankan-dengan-beragam-pembaruan/>

Kurniasih, N. (2016). *LIBRARIES REBRANDING AND REPOSITIONING: WHAT CAN INDONESIAN LIBRARIANS LEARN FROM THE POPULARITY OF ONLINE MOTORCYCLE TAXI (OJEK)?* (The 2016 International Conference on Media: Mass Media at Crossroads Conference, pp. 481–488).

Linda Dewi, R. I., & Sudiwijaya, E. (2023). The rebranding strategy of Bank Mandiri Taspen pos to become Bank Mandiri Taspen aims at increasing brand awareness in 2018. *Symposium of Literature, Culture, and Communication (SYLECTION) 2022*, 3(1), 39. <https://doi.org/10.12928/sylection.v3i1.13922>

Liu, J. (2024). Research on the Importance of Branding Based on The Case Analysis of L'ORÉAL and Yatsen. *Journal of Education, Humanities and Social Sciences*, 35, 666–671. <https://doi.org/10.54097/nf2qmd03>

- MB Dewi Pancawati. (2023). Optimalnya Peran Perpustakaan untuk Menumbuhkan Literasi. *Kompas.Id*.
https://www.kompas.id/baca/riset/2023/05/18/belum-optimalnya-peran-perpustakaan-menjadi-problem-literasi?status=sukses_login&login=1728637708360&open_from=header_button&loc=header_button
- McCirkindale, T. & Marcia W. DiStaso. (2013). The Power of Social Media and Its Influence on Corporate Reputation. In C. E. Carroll (Ed.), *The Handbook of Communication and Corporate Reputation*. John Wiley & Sons.
- Miller, D. L. (2019). *Building Better Organizational Rebrands: Exploring the Employee Viewpoint* [Dissertation, City University of Seattle].
<https://www.proquest.com/openview/e63d415b7832afd1003bd84cbe08e9f5/1?pq-origsite=gscholar&cbl=18750&diss=y>
- Miller, D., Merrilees, B., & Yakimova, R. (2014). Corporate Rebranding: An Integrative Review of Major Enablers and Barriers to the Rebranding Process. *International Journal of Management Reviews*, 16(3), 265–289.
<https://doi.org/10.1111/ijmr.12020>
- Nana, S., Mamina, R. T.-, Chiloya, N., & Maziriri, E. T. (2019). The impact of corporate rebranding on brand equity and firm performance. *Journal of Business & Retail Management Research*, 13(04).
<https://doi.org/10.24052/JBRMR/V13IS04/ART-08>
- Natalia, V., & Erdiansyah, R. (2020). PENGARUH REBRANDING DAN KUALITAS LAYANAN TERHADAP BRAND IMAGE GOJEK. *Prologia*, 4(1).
- Nedoshytko, I., Bilyus, L., & Vilkova, T. (2023). Social media as an advertising resource of a modern library. *Вісник Книжкової Палати*, 1, 37–42.
[https://doi.org/10.36273/2076-9555.2023.1\(318\).37-42](https://doi.org/10.36273/2076-9555.2023.1(318).37-42)

Nova, F. (2022). The effect of rebranding on brand image and its impact on customer loyalty on Gojek. *JPPI (Jurnal Penelitian Pendidikan Indonesia)*, 8(3), 770. <https://doi.org/10.29210/020221544>

Perpustakaan Jakarta. (2022). *Brandbook*. Dinas Perpustakaan dan Kearsipan DKI Jakarta.

Perpustakaan Nasional RI & Eka Purniawati. (2024). Perpustakaan Jantung Budaya Literasi Masyarakat [Website]. *Perpusnas. Go.Id*. <https://www.perpusnas.go.id/berita/perpustakaan-jantung-budaya-literasi-masyarakat>

Plus Jakarta. (2022). *Pelatihan Strategi Komunikasi Perpustakaan Jakarta (2-3 Juni 2022)*. Plus Jakarta.

Ramadhan, F. V., & Novianti, A. (2023). Nokia Rebranding Strategy to Build Brand Awareness and Brand Images in YouTube. *International Journal of Research and Review*, 10(6), 188–198. <https://doi.org/10.52403/ijrr.20230623>

Ratnadewi, Z. A., Aprilianty, F., Qastharin, A. R., & Hidayanti, N. (2022). The influence of Victoria's Secret new brand image in generating brand trust, brand prestige, brand love, and brand loyalty. *Diponegoro International Journal of Business*, 5(2), 119–134. <https://doi.org/10.14710/dijb.5.2.2022.119-134>

Sääksjärvi, M., & Samiee, S. (2011). Relationships among Brand Identity, Brand Image and Brand Preference: Differences between Cyber and Extension Retail Brands over Time. *Journal of Interactive Marketing*, 25(3), 169–177. <https://doi.org/10.1016/j.intmar.2011.04.002>

Schultz, M., & Hatch, M. J. (2003). The Cycles of Corporate Branding: The Case of the LEGO Company. *California Management Review*, 46(1), 6–26. <https://doi.org/10.2307/41166229>

Statista. (2024). *Social media in Indonesia*. Statista. <https://www.statista.com/study/102492/social-media-in-indonesia/>

Strategi, P., Dan, R., Keunggulan, T., Pada, B., Roughrebel, C. V., Sukabumi, A., Pangestu, G. J., Sunarya, E., Mulia, F., & Sukabumi, U. M. (2022). *The Role of Rebranding Strategy And Brand Image On Competitive Advantage On CV. Roughrebel Abadi Sukabumi* (Management Studies and Entrepreneurship Journal, Vol. 3, Issue 1, pp. 287–295).
<http://journal.yrpipku.com/index.php/msej>

Sukamto, V. P., & Primadini, I. (2023). The rebranding strategy of Azarine Cosmetic. *PRofesi Humas Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 8(1), 102–102. <https://doi.org/10.24198/prh.v8i1.45631>

Swani, K., Milne, G. R., & Miller, E. G. (2021). Social media services branding: The use of corporate brand names. *Journal of Business Research*, 125. <https://doi.org/10.1016/j.jbusres.2019.04.033>

Tench, R., & Waddington, S. (2021). *Exploring public relations and management communication* (Fifth edition). Pearson.

Tracy, S. J. (2020). *Qualitative research methods: Collecting evidence, crafting analysis, communicating impact* (Second edition). Wiley-Blackwell.

Tuškej, U., & Podnar, K. (2018). Consumers' identification with corporate brands: Brand prestige, anthropomorphism and engagement in social media. *Journal of Product and Brand Management*, 27(1). <https://doi.org/10.1108/JPBM-05-2016-1199>

Vasylynyna, O. M., Derevianko, L. I., & Doroshenko, S. M. (2022). Formation of Image Communications of the Library in the Modern Information Space. *University Library at a New Stage of Social Communications Development. Conference Proceedings*, 7, 155–164. https://doi.org/10.15802/unilib/2022_270447

Vukasović, I., Ančić, I., & Starčević, D. (2017). Rebranding as an Elementary Part of Corporate Repositioning and Reputation Management – Addiko Bank Example. *Communication Management Review*, 02(02), 8–28. <https://doi.org/10.22522/cmr20170221>

Yin, R. K. (2018). *Case Study Research and Applications. Sixth Edition* (Sixth). SAGE Publications.

Zhang, Q. (2022). *The Application of Integrated Marketing Communication in the Corporate Rebranding Process*. 203. <https://doi.org/10.2991/assehr.k.211209.002>

Zhuo, Y., & Chen, Y. (2023). How to Get Employees' Buy-in in Corporate Rebranding: The Chain Mediation Effect of Perceived Organizational Support and Psychological Capital. In B. K. Kandel, A. Misra, J. Liao, & C. Valmohammadi (Eds.), *Proceedings of the 2023 3rd International Conference on Business Administration and Data Science (BADS 2023)* (Vol. 19, pp. 434–447). Atlantis Press International BV. https://doi.org/10.2991/978-94-6463-326-9_45

