

The meaning of Ancol's new logo: semiotic analysis of Charles Sanders Peirce

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Abstract In the first half of 2022, Ancol is rebranding by releasing a new logo. This study uses a qualitative descriptive method with Charles Sanders Peirce's Semiotic Analysis, specifically applying Peirce's Second Trichotomy Theory of Triangle Meaning. Data collection techniques through documentation, literature study, and face-to-face and online interviews via Zoom. The results of this study indicate that the meaning of the message that Ancol wants to convey through its new logo from the visualisation displayed is a depiction of the Ancol parent brand, which presents beach tourism as its main tour and various educational, entertainment and recreational tours with underwater themes as Ancol's sub-brand tourism. The use of ocean blue in the logo represents the tourism identity that Ancol's parent brand presents, namely navy blue for Ancol beach tourism. The "Ancol" typography on the new logo is made with the MVB grenadine font which represents Ancol's vision, especially the letters "C" and "O" which became an integrated unit like Ancol's vision- to evolve into the most expansive and integrated property development company in Southeast Asia.

Keywords: Ancol logo; meaning; rebranding; semiotics studies

INTRODUCTION

In the current era of technological revolution, advertising has become a popular communication medium for promotions. Advertising is persuasive, which aims to persuade or convince the audience with various attractive offers (Siska Udilawaty & Apsari Dj.Hasan, 2022). This persuasive message not only motivates purchases, but also builds public awareness of the products a brand offers (Hereyah & Andriani, 2020) (Becker-Olsen et al., 2006; Deng et al., 2024).

A brand is a very valuable asset for a business because it allows the company to be known by the public. A brand's success depends on its ability to build a strong identity and close relationships with consumers (Anwar et al., 2018; Voyer et al., 2017). One key factor in building a brand is brand excellence, which is reflected in the company's visual identity, especially through the logo (Raimondo et al., 2022; Wheeler, 2017).

The logo, as a visual symbol of the company and has a crucial role in branding. The message conveyed through the logo is the core of corporate identity communication (Hashim et al., 2022; Rustan, 2013). The presence of a logo can also influence consumer decisions because it can trigger recognition, interest, and ultimately purchase of products or services (D'Ascenzo et al., 2022). Logos are also considered symbolic communication media that contain meaning, creating perceptions about the company (Kladou et al., 2017; Nadya & Saputra, 2018a).

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It is important to consider that the impact of logos on consumer perception is not always positive. While logos are often seen as valuable assets that can enhance a brand's image, research suggests they can also elicit negative responses or controversies among consumers (Bigné et al., 2023). This could be due to negative associations linked to a specific logo or because a logo change might unsettle loyal customers. Therefore, understanding how logos can influence consumers' perceptions more comprehensively, including the emotional responses and associations they evoke, is necessary (Wang et al., 2024).

As the primary face of a brand, a logo plays a vital role in strengthening a company's image. In visual communication, a logo symbolises the company's identity through various elements such as symbols, letters, and colours (Foroudi et al., 2017; Said, 2019). In semiotics, a logo is used as a sign to convey the company's identity message, employing images, text, and colours that carry specific meanings (Gretzel & Collier de Mendonça, 2019; Hanindharputri & Pradnyanita, 2018). The selection of logo colours should be carefully considered to align with the company's objectives and philosophy (Hereyah & Andriani, 2020). When consumers receive advertising messages, they undergo a process of decoding, interpreting, and understanding the message conveyed by advertisers. This process is influenced by various factors, including past experiences, cultural values, and individual perceptions of the brand and industry (Thapa et al., 2024).

Phenomena such as personalised advertising, micro-targeting, interactivity, influencer influence, and increased competition have become characteristic of the digital marketing era (Yesiloglu & Costello, 2020). Companies can leverage consumer data to create more personalised and relevant advertisements and target their audiences with unprecedented specificity. Additionally, digital media enables direct interaction between brands and consumers through social media platforms, allowing consumers to actively participate in the marketing process (Ruiz Gómez, 2019).

Rapid technological developments in the digital era have brought significant business changes, especially in the tourism sector in Indonesia. Competition between companies is getting tighter, with many companies trying to continue to exist amidst the dynamics of the times (Hereyah & Andriani, 2020). Data from the Central Statistics Agency (BPS) shows that the number of commercial tourist attraction companies in Indonesia continues to increase, reaching 2,552 companies in 2020, divided into various tourist attraction categories (Muhamad, 2023).

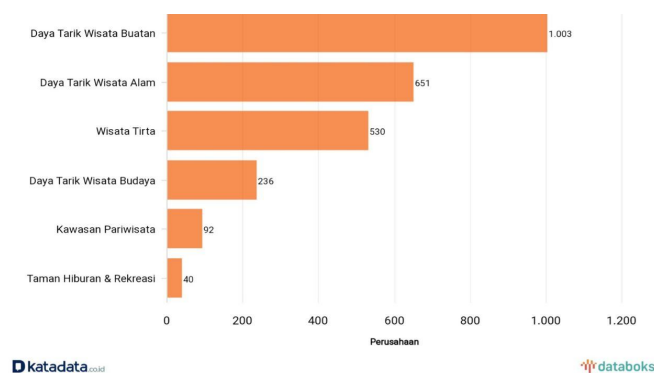


Figure 1. Central Statistics Agency (BPS) data chart in 2020
(Source: databoks.katadata.co.id)

Based on data from the Central Statistics Agency (BPS) at Figure 1, commercial tourism in Indonesia shows variations in the number of companies in 2020. The type of artificial tourist attraction is the most numerous, with the number of companies reaching 1,003. Followed by types of natural tourist attractions with 651 companies, then water tourism objects with 530 companies. Furthermore, cultural tourism includes 236 companies, tourism areas 92 companies, and amusement and recreation parks 40 companies (Muhamad, 2023). A strategy is needed for every company in the tourism sector to face competition, both at the national and international levels. One approach that can be taken is through rebranding.

Rebranding is an integrated and planned activity that aims to change a brand's position internally and externally. The goal is to improve the brand image and formulate a new company strategy (Basit et al., 2021; Borodulina, 2022). The rebranding process can include changes to

the name, logo, tagline, image and brand position. A company's identity reflects its vision, mission and values, which are reflected in its logo (Jin et al., 2019; Mindrut et al., 2015). Therefore, logo rebranding is a marketing strategy that can help a company maintain its existence in the eyes of consumers.

In mid-2022, Ancol, one of the business companies in Indonesia's artificial tourism sector, will rebrand by introducing a new logo, name and tagline. Ancol is in second place as the largest and best artificial tourism destination in Indonesia, after Taman Mini Indonesia Indah (Pustakasari, 2015). Through rebranding, Ancol hopes to strengthen its identity. The logo is the first visual aspect seen by the public and has great potential to create a strong impression in increasing consumer interest in interacting with the company (Siska Udilawaty & Apsari Dj.Hasan, 2022; Wong et al., 2022).



Figure 2 . Old and New Ancol Logo Display
(Source: logos.fandom.com)

Ancol has undergone logo rebranding three times, with striking visual changes compared to the previous logo. The previous logo was bright, with the dolphin as the icon. However, Ancol's new logo features a simpler design with a navy blue base colour and a starfish as its icon (Wibawana, 2022). This rebranding was carried out by PT. Jaya Ancol development aims to refresh the brand image, introduce a new identity, and highlight Ancol as a parent brand with a focus on beach tourism. This was done after going through a brand halcheck process which showed that the Ancol sub brand, especially Dufan, was more popular and known to the public than its parent brand. Therefore, the new logo visualisation emphasises the identity of the Ancol parent brand.

Apart from refreshing its brand image, Ancol is also rebranding to increase business attractiveness after the COVID-19 pandemic. Ancol's President Director, Teuku Sahir, explained that Ancol's new logo was a sign that the company had succeeded in getting through the difficult times of the pandemic. Ancol experienced a significant decline in revenue during the pandemic, with the number of visitors dropping drastically. An efficient cash flow management strategy is carried out by Ancol management with a focus on visitor safety. This business transformation allows Ancol to become "The World Class Brand of Indonesia" through public satisfaction and happiness, which is then manifested in changes to the brand identity, including the logo, name and tagline (Khotimah & Kn, 2023; Kompas, 2022).

In the context of rebranding, it is important to understand the meaning contained in the company logo. A logo is an important element of a brand image, and if its meaning does not match the brand's values or goals, it can give rise to negative perceptions in consumers (Chandra & Mutiara, 2022; Kaur & Kaur, 2019). Therefore, through semiotic analysis, this research explores the meaning of visualisation, colour and typography in the new Ancol logo. Semiotics refers to the study of how signs work in logos, guiding the public to understand the messages (Sohn, 2022; Song & Jeon, 2018). Semiotic analysis uses Peirce's Trichotomy Theory, which divides signs into icons, indices and symbols. This theory was chosen because it is able to provide a clear picture of the signs and meanings contained in the new Ancol logo (Sobur, 2006).

METHODOLOGY

In this research, the method employed is a descriptive qualitative research method used to understand and analyse the meaning contained in the new Ancol logo, with a focus on visualisation, colour and typography. The description of the data to be studied will be explained in depth. The subject of this research is the new Ancol logo designed by PT. Jaya Ancol Development is the result of the Ancol rebranding process after 17 years. The object of this research is the meaning of Ancol's new logo, which is analysed in terms of visualisation, colour and typography, which refers to the Trichotomy Theory of Peirce's second triangle of meaning with Charles Sanders Peirce's Semiotic Analysis. To collect the necessary data, researchers used

a data collection approach based on primary data, which was obtained from two key informants, namely the head of brand activation at PT. Pembangunan Jaya Ancol, an academic and practitioner, and four informants, namely graphic designers, and visitors to Ancol (See Table 1).

Table 1. Table of Key Informants and Informants

No.	Name	Identity
1.	Pultri Indiarti	Department Head Brand Activation di PT. Pembangunan Jaya Ancol
2.	Andrian, S.Sn	Academician Ulniversitas Bina Nulsantara
3.	Albertuls Bimo Widyatmoko	(Graphic Designer di PT. Mega Harapan Mullia 'kelas.com')
4.	Maulana	(Graphic Designer di PT.Wirdamae Group Indonesia)
5.	Arya	Ancol' Visitor
6.	Hana	Ancol' Visitor


Source: Data Processed by Author (2024)

Researchers also used a data collection approach based on secondary data obtained from documentation and literature studies. This research uses an interactive model of data analysis based on the Miles and Huberman concept, which consists of data reduction, data presentation, and drawing conclusions.

RESULTS AND DISCUSSION

The researcher aims to reveal the meaning in Ancol's new logo using Charles Sanders Peirce's Semiotic Analysis with the concept of a meaning triangle. This analysis will delve deeper into Peirce's trichotomy as an analytical framework, which divides signs based on their objects into icons, indexes and symbols and describes objects and interpretants. Using Peirce's triangle of meaning is the basic framework for revealing the meaning of the new Ancol logo, especially in visualisation, colour and typography in the logo design.

Table 1. Analysis Results Based on Type of Starfish Icon Sign

Icon	
	The shape of an ocean star
Object	The sea star visualisation is the main element in Ancol 's new logo
Interpretant	The starfish shape in the logo aims to strengthen public knowledge about Ancol as the parent brand with a focus on beach tourism. The starfish shape in the logo depicts the spirit of change for the better, which is in line with the efforts made by Ancol during the Covid-19 pandemic to overcome the decline in income. Despite experiencing a decline in income, Ancol managed to recover and carry out a transformation towards better change. In addition, if you look at the shape of the starfish's hands pointing upwards, this can be interpreted as a symbol of joy for someone who is celebrating success.

Source: Data Processed by Author (2024)

In collecting data, the researchers observed every sign on the new Ancol logo object. They combined them with the results of documentation in the form of writings and works that reviewed the meaning of the new Ancol logo. Observation results show that the icon of the new Ancol logo is the shape of a starfish and the letter 'A' in the monogram logo. The index of the new Ancol logo is ocean blue, while the symbol is the curved line on the letter 'A' and the typography is written 'Ancol'. Next, the researcher will analyse it by describing the object and the interpretant of the signs, based on Charles Sanders Peirce's Semiotic Analysis with the application of Trichotomy Theory to the triangle of meaning. This analysis will be presented in a more detailed form (See Table 1- 5).

The meaning behind Ancol's new logo will be revealed from the results of the analysis carried out by researchers using Charles Sanders Peirce's Semiotic Analysis with Peirce's Second Trichotomy Theory. However, not only was Peirce's Second Trichotomy type of sign used, but the researcher also used several opinions obtained from interpreters, who were willing to express their opinions regarding the meaning of the new Ancol logo. The selection of these four interpretants was based on their experience in the field of graphic design, and additional interpretants were Ancol tourist visitors as data collectors for this research. Based on the analysis

carried out by researchers, the meaning of visualisation, colour and typography in the new Ancol logo is as follows in Figure 3.

Table 2. Analysis Results Based on Sign Type. The letter A icon in the *monogram logo*


Icon	
Letter A shape in <i>monogram logo</i>	
Object	The shape l k h u l r u l f A is the main element in <i>the monogram version of the Ancol logo</i> .
Interpretant	The shape of the letter 'A' in the Ancol monogram logo shows a simplification of the company name, where the letter 'A' is the initial of Ancol. The meaning of the Ancol monogram logo is to depict a gateway to wonders dominated by marine tourism. This Ancol monogram logo is flexible because it can be varied with various designs according to the theme and program that you want to apply through the monogram logo.
Source: Data Processed by Author (2024)	

Table 3. Analysis Results Based on Index Type Signs


Index	
The colour of sea blue (<i>ocean blue</i>)	
Object	The colour <i>ocean bluee</i> is the color fodder in l Ancol's new logo .
Interpretant	The color ocean Blue (sea blue) means happiness and tranquillity. In selecting this colour, only one colour element is used. This is in accordance with the main aim of Ancol's rebranding, namely to introduce and highlight their parent brand which focuses on natural beach tourism. The use of one colour element was chosen because we wanted to make the logo resemble international tourism brands which often use displays with one dominant colour, but are able to make the logo iconic.
Source: Data Processed by Author (2024)	

Table 4. Analysis Results Based on the Curved Line Symbol Type on the Letter A



Symbol	
Curved Lines in the Letter A	
Object	the curved line on the letter A is the main element in the Ancol logo .
Interpretant	The visual shape of the curved line in the letter 'A' is an embodiment of Ancol's tagline, namely 'Enter the Heaven of Wonder' or the gateway to miracles. The miracle gate in question is that when someone enters Ancol, they can instantly change fatigue into happiness. This happiness is interpreted through various Ancol tourism sub-brands, starting from educational tourism, entertainment and play.
Source: Data Processed by Author (2024)	

Table 5. Analysis Results Based on Signs of the Oral Symbol Type " Ancol " typography

Symbol	
The typography letter "Ancol"	
Object	The typographic text "Ancol" is the main element in the new Ancol logo.
Interpretant	The typography "Ancol" in the new logo is made with the Grenadine MVB font. The meaning of this typography is in accordance with Ancol's vision conveyed in the letters 'C' and 'O'. Because in the letter 'C' there are no inward curved lines like other letters, so the letters 'C' and 'O' become an integrated unit, similar to Ancol's vision which wants to become a property development company with the largest, most integrated tourist area. the most complete in Southeast Asia.
Source: Data Processed by Author (2024)	

The Meaning of Visualisation in the New Ancol Logo

Ancol's rebranding, which was carried out in mid-2022, not only issued the main logo but also introduced a monogram version. The researcher's analysis results used Charles Sanders Peirce's Semiotic Theory and the opinions of several informants who were used as interpretants in this research. The visualisation presentation in the main logo consists of a starfish icon and the arch of the letter 'A'. This logo indicates that Ancol is a tourist attraction with an underwater theme.



Figure 3. The starfish *I t* and the *I t* starfish icon in the new *I Ancol* logo
(Source: animalpedia.com)

In the visualisation of the shape of a starfish in their new logo, Ancol depicts the shape of the starfish's hand, which is inclined upwards, which is different from the general visualisation of starfish in general. This looks like a person who is happy and raising his hands. This is in accordance with the meaning that Ancol wants to convey in this icon, namely that the starfish depicts joy and excitement when visiting Ancol tourism. As stated by Adrian an academic and practitioner at Bina Nusantara University when interviewed, namely:

"The visualisation of the starfish in the logo indicates that it looks like a happy person from the shape of the animal 's hands that lean upwards like a person who raises his hand when he is happy and says 'yey' (Adrian, Personal Interview, 26 June 2023).

Starfish visualisation also has meaning as a spirit of joy to make changes for the better. This is in accordance with the unique characteristics of sea stars, where if one of the animal's arms is severed, a new arm will grow back because of its regeneration ability. This reflects Ancol's efforts when facing the challenges of the COVID-19 pandemic, where they experienced a drastic decline in income. Despite this, Ancol management recovered and made changes for the better.

PT Pembangunan Jaya Ancol chose this starfish icon because they want the icon in the new logo to reflect more authenticity compared to the icon in the previous logo. The starfish was chosen as the icon representing the tourist attractions of the parent brand Ancol, namely beach tourism. This was explained by Pultri Indiarti, Head of Brand Activation PT. Pembangunan Jaya Ancol, in his interview statement;

"Because we want to create an icon that is more real than the previous one, which is in line with the main purpose of this rebranding to introduce that Ancol is a parent brand, we chose *Bintang Laut* as The icon that is usually on the beach is *I there is a starfish.*" (Putri Indiarti, Personal Interview, 23 June 2023).

The meaning of visualising the curved line on the letter A in Ancol's new logo represents Ancol's tagline, namely, 'Enter the Heaven Of Wonder' or the gateway to miracles. This miracle gate refers to the experience when someone enters Ancol, where they immediately feel relief from their fatigue, changing into an atmosphere of happiness. This concept of happiness includes various types of tourism offered by various Ancol brands, ranging from educational tourism and entertainment to recreation. The visualisation of the curved lines in the main logo also implies Ancol's existence in bringing memories of happiness to every visitor. This opinion was conveyed by Pultri Indiarti, as Head of Brand Activation PT. Pembangunan Jaya Ancol, in his interview as follows:

"The value that we use is *I 'Enter the Heaven Of Wonder' or I menu gate I ju I wonder.* The main thing is that the symbol in the new logo is Ancol, which is a visualisation of the curved line at the end of A which depicts the gate to the path of happiness . "So when they enter the Ancol tourism site, they can immediately relieve their fatigue because it enters a space of happiness, education, and entertainment " (Putri Indiarti, Personal Interview, 23 June 2023).

The curved line symbol in the letter 'A' is one of the elements that plays an important role in the new Ancol logo. This symbol can represent the company with the tagline Ancol, which is located in the arch of the letter A. Previous research emphasises that the symbol is an important element for the company because the logo represents the company itself (Gautama & Pribadi, 2022).

Meanwhile, visualising the Ancol monogram logo represented by the letter 'A' indicates a simplification of the company name. This logo has the meaning of being a gateway to a world of wonders which is dominated by underwater tourism, ranging from natural tourism and education to entertainment presented by PT. Pembangunan Jaya Ancol as their main brand. This logo is blue with a starfish as a symbol of the underwater wonderland. What's interesting about this new monogram logo is its flexibility, meaning it can be customised with many variations to suit a theme, program, or special event (Figure 4).



Figure 4. Image of the design for the big day and event of the Ancol monogram logo
(Source: instagram.ancoltamanimpian.com)

Rebranding carried out by PT. Pembangunan Jaya Ancol is included in the strategic rebranding category because it not only updates the company's appearance but also considers various strategies to make the new logo iconic and easy to remember by the people who see it. One of the strategies implemented by PT. Jaya Ancol's development so that their new logo is known to the public is by inserting the parent brand logo in each main Ancol sub-brand logo. Not only that, the names of the Ancol sub-brands have also changed, for example, previously the name Dufan became 'Dufan Ancol Theme Park', as well as other sub-brands. This step was taken so that the public could know that these various sub-brands are an integral part of Ancol (Figure 5).



Figure 5. Logo sub brand Ancol
(Source: instagram.ancoltamanimpian.com)

The Meaning of Colours in the New Ancol Logo

Logos are not only designed to have attractive visualisations but are also expected to evoke emotions that will influence consumers' minds (Jiang et al., 2016). Psychologically, certain colours will give an impression of quality to the illustration that stands out and can attract potential consumers. In this way, potential visitors will be inspired to visit this tourist spot (Rustan, 2019).

Ancol's new logo is designed using the colour ocean blue (sea blue) which represents this tourist spot. The colour navy blue means calm, friendliness and trust. The sea blue colour in Ancol's new logo also represents the sea and beaches found in parent brand Ancol tourism. This colour also describes the Ancol sub-brand tourism, most of which have an underwater theme. As stated by Putri Indiarti as Head of Brand Activation PT. Pembangunan Jaya Ancol when interviewed;

" Because in July, first of all , the new logo was created to introduce Ancol as the parent brand , so using a navy blue colour will make this thing more visual " (23/06/2023).

This navy blue colour conveys the message that PT management wants to convey. Pembangunan Jaya Ancol because the company's parent brand is beach and sea tourism. So, the colour elements and the message you want to convey support each other so that of course they strengthen the message you want to convey. The choice of colour in the new Ancol logo is

also appropriate, because it is in accordance with the company's philosophy and goals. In line with previous journals which stated that the choice of colour to be applied to the logo should not be arbitrary because each tone of colour has a different meaning and must be depicted in accordance with the company's philosophy (Hanindharputri & Pradnyanita, 2018).



Figure 6. International tourism *brand* logo
(Source: logos.fandom.com)

In choosing the colours used in the new logo Ancol, it was inspired by the logos of international tourism brands, which tend to have a simple appearance with one dominant colour, but which can make them iconic and memorable (Figure 6). As stated by Putri Indiarti as Head Brand Activity PT. Pembangunan Jaya Ancol when interviewed was ;

"The choice of colours that we used for this new logo was also inspired by international tourism companies. "One of them is Disneyland, with a simple visualisation and only one colour element that makes up the company 's logo , but it can make it an iconic logo" (Putri Indiarti, Personal Interview, 23 June 2023).

The Meaning of Typography in the New Ancol Logo

Typography is an important element in graphic design. The typography used in a logo, or what is commonly known as a logotype, is one of the strengths of a *brand* (Zainudin, 2021). Typography plays a big role in how a brand is perceived, and how successful it is with consumers. By choosing the right type of typography, you can make a logo more memorable, aspirational, trustworthy and more attractive (Valentino, 2019).



Figure 7. The appearance of the Grenadine MVB and IvyEpic fonts in the new Ancol logo
(Source: logobaru.ancol.com)

On Ancol's new main logo is the typography writing "Ancol", with the Grenadine MVB typeface (Figure 7) used for the main title in all communications. The use of this font or typeface aims to describe Ancol's new appearance with a simpler and more flexible appearance. The typography used in the new monogram version of the logo still uses the same font, namely the Grenadine MVB font (Ancol, 2022a).

The use of typography in the new Ancol logo visualises the vision of PT. Pembangunan Jaya Ancol, namely "to be a property developer with the best, biggest, and most integrated tourism area in Southeast Asia with the most extensive recreation network." The vision of the company is realised in the typography of the letters C and O, because at the top of the letter C there is no inward curved line like other letters, so the letters C and O become an integrated unit like Ancol's vision, namely 'to become a property development company with an area integrated, largest and most regular comprehensive tourism in Southeast Asia.



Figure 8. New Logo Typography Ancol
(Source: Data processed by researchers)

The typographic visualisation of the new Ancol logo (Figure 8) does look simple compared to the previous logo, but the structure of this logo is not unique like the previous logo. As stated by Adrian, an Academic and Practitioner at Bina Nusantara University when in his interview: I ;

"The logo should be a switch spot between simple and unique and can be placed anywhere. This logo is simple to get; you can place it anywhere, but you can't get a unique one. Just more like the logo people who only see the logo when it is written and only half shown will immediately know that it is the Ancol logo " (Adrian, Personal Interview, 26 June 2023).

Even though the typography used in the new Ancol logo is more straightforward than the previous logo, the typography in the current logo is more flexible and more straightforward. In the previous logo, the typography was used with lowercase letters, and only the letter "A" was large, causing the clarity of the message to be less than optimal. This differs from the typography in the new Ancol logo which looks simpler, clearer, and more flexible because the monogram logo can be varied with various designs according to the theme.

Discussion and Theoretical Implications

The communication built in the meaning of Ancol's new logo involves visual, symbolic and marketing communication. Ancol's new logo acts as the main representation of PT. Jaya Ancol Development to strengthen the company's image. In visual communication, Ancol's new logo uses visualisation, colour and typography to create meaning that represents Ancol as a parent brand that offers beach tourism as the main focus and various underwater tourism as Ancol's sub brand. The use of blue symbolises Ancol's identity as a beach tourist destination. The typography in the logo reflects Ancol's vision as stated in the letters C and O, creating a unified whole, in line with Ancol's vision as the largest and most comprehensive property developer in Southeast Asia.

In symbolic communication, the logo should represent the company's vision and mission to convey a positive image through symbols (Nadya & Saputra, 2018b). However, Ancol's new logo only reflects the vision without including the company's mission. Ancol's vision is reflected in the typography, especially in the letters "C" and "O", which express the company's ideals, such as "to become a property development company with an integrated, largest and most extensive area in Southeast Asia " .

Meanwhile, companies must utilise technology and social media in marketing communications to increase promotions. Ancol uses a digital marketing communication strategy to introduce its new logo through social media, a strategy used to attract customer interest through internet networks and technological advances (Teguh et al., 2019). However, there are still challenges in ensuring the logo is widely known by the public. Improved marketing communications are needed so that Ancol's new logo becomes memorable and can attract consumers' interest in visiting Ancol.

Through marketing via social media, it is hoped that the public will know about the rebranding of the Ancol logo and be interested in visiting this tourist attraction. This strategy has proven successful in increasing the number of visitors to Ancol significantly. PT. Annual report data. Pembangunan Jaya Ancol showed an impressive increase in visitor numbers, reaching 7.81 million visitors in 2022, showing a significant increase compared to the previous year an increase of 121.46% compared to 2021 of 3.52 million visitors (Ancol, 2022b).

This proves that *the rebranding* carried out by PT. Jaya Ancol Development succeeded in attracting public attention to visit this tourist attraction. Apart from that, *the rebranding* carried out is very timely, namely in mid-2022 after the pandemic. When the government announced the lifting of PSBB (Large-Scale Social Restrictions) and PPKM (Implementation of Restrictions on Community Activities in Indonesia), the public was allowed to visit public places and tourist attractions when Ancol rebranded *its* logo. This resulted in a fairly significant increase in visitors, namely 121.46% compared to 2021 of 3.52 million visitors .

Rebranding carried out by PT. Jaya Ancol development has successfully attracted public attention to this tourist attraction. Especially because this rebranding was carried out at the right time, namely in mid-2022 after the pandemic. Revocation of PSBB (Implementation of Restrictions on Community Activities in Indonesia) and PPKM (Implementation of Restrictions on Community Activities in Indonesia) by the government allows the public to visit public places and tourism, including Ancol, which at that time was rebranding their logo. The impact can be seen from the significant increase in the number of visitors, reaching 121.46% compared to the previous year, namely 3.52 million visitors in 2021.

CONCLUSION

This research provides an overview of the meanings and symbols found in the new Ancol logo and its relation to rebranding efforts aimed at increasing sales and changing the brand image. Based on the research findings on the new Ancol logo, it is concluded that the main visualisation of the logo depicts Ancol as a primary brand offering beach tourism as its main product, featuring a pleasant and relaxed beach atmosphere. This strengthens Ancol's identity as an attractive beach destination for tourists seeking relaxation and enjoying the beauty of nature. Recreation, symbolised as Ancol's sub-brand. The monogram version of the logo features the visual letter A as a simplification of the name and initials of Ancol. The use of navy blue colour in the logo reflects Ancol's beach tourism identity as its parent brand. The typography "Ancol" on the logo uses the Grenadine MVB font, which also represents the company's vision, especially through the letters "C" and "O" that form a cohesive unity. The new logo's more modern and minimalist design reflects Ancol's image as a dynamic brand that is up-to-date with current trends. The simple and clear letter shapes make the logo easily recognisable and memorable to consumers, which is important in building a strong brand identity. Recommendations for further research include evaluating the impact of rebranding on consumer perceptions and behaviour, as well as designing more effective marketing strategies to strengthen the Ancol brand image.

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