

## **ABSTRACT**

*Bontot Basuki Dance Studio or STBB is a dance studio that accommodates dance artists to develop their talents in dance. This studio is located in the Purwokerto area. The owner of the studio is Mr. Basuki Setiawan. The dance studio was founded in 2011. Since the establishment of the studio, the owner has branded the studio but has received little awareness from the public because it has not built the studio's image. Therefore, in order to introduce the Bontot Basuki dance studio, more serious branding efforts are needed. The purpose of this study is to design a rebranding of the Basuki Bontot Dance Studio to increase Brand Awareness. This design uses a qualitative method with data collection in the form of observation, interviews, and documentation. Next is the process of making a design concept in accordance with the image you want to build. The rebranding design of the Bontot Basuki Dance Studio completely revamps the existing branding elements, as well as additional promotional media that were not previously available. The design concept uses an attractive, modern and innovative style. Using the dominant colors of blue and red and highlighting the identity of the studio for children who look like "superheroes" from Java. Designs created using digital imaging techniques. The rebranding of this studio is aimed at the target audience, namely parents who have children, with an age range of 23-50, residing in Purwokerto, and the target market is children who like dance. This Studio rebranding is disseminated via Instagram and supported by supporting media such as posters, hanging banners, key chains, stickers, and merchandise. The results of this study provide an interesting and informative description of the Basuki Bontot Dance Studio and an effective dissemination strategy through Instagram and other supporting media.*

**Keywords:** *Rebranding, Branding, dance studio, Brand awareness.*