



ABSTRACT

Corporate Branding Strategy on the Government Institution For Creating Institutional Value (Case Studies of National Institute Aeronautics And Space)

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Corporate branding is often observed as a commercial-oriented study which aims to optimize the transaction between organization and its environment. However, corporate branding concept involves basic ideas about the strong relationship of its objectives (vision), trust and loyalty of the employees (organizational culture), and how the stakeholders perceives the organization (organizational image). All of these basic ideas are relevant, moreover for noncommercial organization. This research aims to find out corporate branding strategy of National Institute of Aeronautics and Space (LAPAN) through how its corporate branding strategy is defined based on organization's vision, how the vision is transmitted to strategy for creating organizational culture and image, and the process of implementing the strategy to create image and culture of the organization. This research uses qualitative descriptive with case study method. This research also uses V-C-I Model by Schultz, three component of employee loyalty by Robbins and Brand Strategy.

The research shows that Corporate Branding Strategy of LAPAN is defined based on its vision and mission in enhancing public services on space technology utilization. The service is strengthened by strategy of corporate culture establishment through reinforcing resources management, both organizational and human resources. Thus, it creates the organizational values that support autonomy, utilization, and excellent service. Meanwhile, strategy for strengthening public communication and public service, that is attained through BLU (public service agency of LAPAN), is in accordance with product quality standards and strategy of minimum service standards to establish corporate image.

Keywords: Service, Strategic Vision, Corporate Image, Corporate Culture, Corporate Branding