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Instagram Rebranding and Corporate Digital Identity Renewal: A Case Study of @Lautanluas.id

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Abstract

Corporate transformation requires organizations to align their digital self-representation with changes in business positioning, yet prior studies of Instagram-based corporate communication have more often examined branding, image building, or digital public relations than the operational process through which a business-to-business company renews its digital identity. This study examines how PT Lautan Luas Tbk reconfigured its Instagram identity during its transition from a chemical company to an Integrated Ingredients and Solutions Provider. A descriptive qualitative case-study design was employed using Instagram observation during 2023–2025, semi-structured interviews with one Corporate Communications officer, and review of corporate documents. Content from the official @lautanluas.id account was coded against Muzellec et al.'s four-stage framework: repositioning, renaming, redesign, and relaunching, with cross-source comparison used to strengthen interpretation. The findings show that repositioning was enacted through a new communication direction and content pillars; the renaming stage occurred only partially and is better understood as a digital verbal-identity adjustment because the corporate name did not change; redesign standardized visual and verbal branding; and relaunching introduced the renewed Instagram identity and was reinforced through continued content management and employee engagement. The study contributes by adapting a corporate rebranding framework to account-level digital identity renewal in a B2B context. The evidence supports claims about the company's projected digital identity and communication consistency, but not audience perception or trust effects.

Keywords: Corporate Rebranding; Digital Corporate Identity; Instagram; Social Media; Corporate Communication

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INTRODUCTION

Digital transformation has expanded the role of corporate social media from a distribution channel into a visible arena in which organizations continuously present who they are, what they value, and how they relate to stakeholders. Instagram is especially relevant because visual composition, captions, recurring terminology, and interaction cues work together to produce a recognizable organizational representation. Studies have shown that Instagram can support corporate image building and branding when organizations consistently align symbols, messages, and content practices (Setiawan, 2021; Rona et al., 2022; Mahpudin et al., 2023). Research on organizational digital identity further indicates that social-media activity can reveal how firms communicate direction, values, and identity to external stakeholders (Czakon et al., 2024). These developments are particularly important for PT Lautan Luas Tbk, whose business identity has shifted from a conventional description as a

chemical company toward an Integrated Ingredients and Solutions Provider. Such a shift requires more than changing a profile description. It requires a coherent system of digital representation in which visual identity, verbal identity, content themes, and publication practices collectively communicate the intended corporate position.

The practical problem addressed in this study is a potential misalignment between an established corporate image and a broader contemporary business positioning. In a B2B context, social media is increasingly important for communicating brand value, expertise, relationships, and organizational credibility, although B2B firms often use social platforms less intensively than consumer brands (Tiwary et al., 2021). Linguistic design also matters because rational and emotional features of B2B social-media posts can influence engagement processes (Deng et al., 2021). Indonesian studies have examined Instagram for corporate branding, digital public relations, and brand awareness in different organizational settings (Kholis, 2022; Mahpudin et al., 2023; Pratiwi & Paramita, 2024; Sunarti et al., 2025), while broader work highlights the strategic connection between social media and B2B brand equity (Fagundes et al., 2023). However, these strands do not by themselves explain how an organization translates a formal business repositioning into coordinated account-level changes across profile naming, content categories, visual design, verbal narrative, and relaunch practices. This makes the Lautan Luas case relevant as a process-oriented examination of corporate identity projection during business transformation.

The research gap lies in the process architecture of digital corporate rebranding. Existing studies have primarily focused on social-media use for image building, branding activities, public relations management, or audience response (Setiawan, 2021; Rona et al., 2022; Afif & Nasvian, 2022; Ar Rahmah & Desiana, 2023; Pratiwi & Paramita, 2024). Corporate rebranding theory, in contrast, conceptualizes change through repositioning, renaming, redesign, and relaunching (Muzellec et al., 2003), but the framework was developed for corporate rebranding more broadly rather than for the specific affordances of a social-media account. This study therefore does not treat a different company as novelty in itself. Its contribution is conceptual and process-based: it examines how the four-stage framework can be adapted to Instagram-level identity renewal in a B2B company, and it distinguishes formal corporate renaming from the more limited adjustment of digital verbal identity. This distinction is important because the corporate name of PT Lautan Luas Tbk did not change. The study thus proposes that the "renaming" dimension in this case should be interpreted as partial digital verbal-identity adaptation rather than full corporate renaming, preventing an overextension of the original concept.

Accordingly, this study aims to explain how PT Lautan Luas Tbk operationalized Instagram rebranding to renew its projected corporate digital identity during the 2023–2025 transformation period. The analysis addresses four questions: (1) how was the communication direction repositioned on Instagram; (2) how were account-level verbal identity elements adjusted, and to what extent can these changes legitimately be interpreted as renaming; (3) how were visual and verbal elements standardized through redesign; and (4) how was the renewed identity introduced and maintained through relaunching and subsequent content management? The unit of analysis is the company's official Instagram presence, including profile elements, selected feed/story/reel/highlight content, captions, visual patterns, and rebranding-related corporate documents. The study uses Muzellec et al.'s (2003) framework as an

analytical lens while treating the four stages as potentially overlapping rather than assuming a strictly linear sequence. Importantly, the study is limited to the company's projected or intended digital identity. Because the dataset does not include a systematic audience-perception survey or engagement-impact design, it does not claim that the rebranding changed stakeholder trust, perception, or behavioral response.

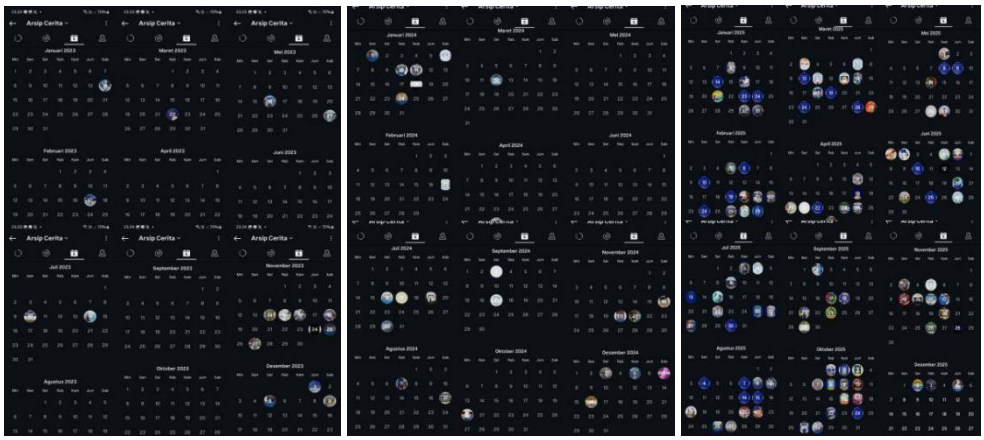


Figure 1. Documentation of Instagram Story activity during the 2023–2025 observation period

Source: Research documentation based on the official @lautanluas.id account, 2023–2025.

Figure 1 is used as contextual evidence of sustained platform activity rather than as a quantitative upload-frequency graph; no numerical frequency claim is inferred from the montage.



Figure 2. Changes in the visual display of @lautanluas.id during 2023–2025

Source: Research documentation based on the official @lautanluas.id account, 2023–2025.

Figure 2 indicates a transition toward a more standardized visual system and a more structured content mix. This evidence is interpreted together with interview and document data rather than as independent proof of audience impact.

METHOD

Research Design and Case Boundary

This study used a descriptive qualitative case-study design to examine how Instagram rebranding was planned and implemented as part of the company's business transformation. The bounded case is the official @lautanluas.id Instagram account and the organizational communication practices connected to its rebranding

during 2023–2025. The unit of analysis is the digital identity projected through account-level elements—profile naming and description, highlights, content pillars, captions, visual templates, tone of voice, and relaunch communication—rather than audience attitudes. Content analysis was embedded within the case study to organize Instagram and documentary evidence according to the four analytical dimensions of repositioning, renaming, redesign, and relaunching (Muzellec et al., 2003). The design is appropriate because the research question concerns a context-dependent organizational process involving multiple sources of evidence rather than a single measurable outcome. The study treats the four stages as analytical categories that may overlap temporally. This is especially important because the relaunch event occurred while some verbal and visual adjustments were still being consolidated, indicating an iterative rather than strictly sequential implementation process.

Data Sources and Research Participants

Primary data were drawn from three sources: (1) observation of the official @lautanluas.id account; (2) semi-structured interviews with Corporate Communications personnel directly involved in Instagram planning and implementation; and (3) company documents, including rebranding plans, brand identity guidance, annual reports, sustainability reports, and communication materials. The Instagram corpus covered the 2023–2025 period and included profile elements, feed posts, stories, reels, highlights, captions, and selected visual materials relevant to the rebranding process. The corpus compromised 260 items including 85 feed posts, 32 reels, and 143 stories for 3 years. Informants were selected purposively because they had direct knowledge of the planning, approval, production, or management of the account. The single informant was selected purposively because this person works as Corporate Communications officer that manages the account and had direct knowledge of its planning, content review, production, and management. The informant is identified by role only.

Instruments, Procedures, and Research Ethics

Observation was guided by categories derived from the rebranding framework and the research questions: communication direction, content pillars, verbal identity, visual identity, publication patterns, and relaunch activities. Semi-structured interviews explored the rationale for identity changes, decision-making processes, creative standards, content management, and implementation challenges. Document review was used to verify corporate positioning, brand-guideline elements, and the timing of transformation-related communication. Data collection proceeded by mapping the account's pre-rebranding and rebranding-period materials, conducting interviews, and cross-checking interview statements against Instagram and documentary evidence. Data were collected during the researcher's placement in the company's Corporate Communications department from 11 August 2025 until 10 January 2026, which also gave direct familiarity with the account's production and approval workflow; this closeness is acknowledged as a potential source of bias and was addressed by cross-checking interview statements against public Instagram content and documents. The interview guide covered content strategy, the visual production flow, content-calendar planning, and the maintenance of visual and narrative consistency. Access to the account's working processes and company documents was granted by the company through a formal placement agreement, under which the researcher was obliged to keep company data and documents

confidential and not to disseminate them without company approval. Consistent with this obligation, confidential internal information (for example, non-public figures, targets, schedules, and operational details) is not reported

Data Analysis and Trustworthiness

The analysis combined deductive framework coding with inductive refinement. First, data segments were organized using four deductive categories from Muzellec et al. (2003): repositioning, renaming, redesign, and relaunching. Second, within each category, recurring subthemes were identified from the data, including communication direction, content pillars, profile descriptors, highlight architecture, visual consistency, tone of voice, content management, and employee involvement. Third, evidence from interviews, Instagram materials, and corporate documents was compared to determine whether claims were supported by more than one source. This source triangulation was used to strengthen credibility and to separate organizational intention from observable account changes. The analysis also applied a conceptual check to the renaming category: because the corporate name did not change, account-name and profile-description adjustments were coded as partial digital verbal-identity adaptation rather than full corporate renaming. An evidence matrix linked each interpretation to its source and observable indicator. This procedure follows the logic of qualitative content analysis in which coding categories are used to make systematic, traceable interpretations (Krippendorff, 2004).

Table 1. Evidence matrix for the Instagram rebranding analysis

Stage	Indicator	Data source	Observable evidence	Interpretation
Repositioning	Communication direction/content pillars	Plan; Instagram; interviews	Five recurring content pillars	Projects a broader business identity beyond the former chemical-company framing.
Partial verbal-identity adjustment	Profile wording/highlights/naming architecture	Profile screenshots; interviews	"Chemical company" → "Integrated Ingredients and Solutions Provider"	Digital verbal-identity change, not a formal corporate-name change.
Redesign	Visual/verbal standardization	Brand Identity Book; Instagram; interviews	Colors, typography, graphic system, tone of voice, "Bettering Your World"	Creates greater coherence in projected corporate identity.
Relaunching	Public introduction/post-launch reinforcement	Instagram; content-management records; interviews	Identity introduction on 16 Jan 2025; continued content management	Public activation followed by iterative reinforcement.

Source: Synthesized from the manuscript's Instagram documentation, company documents, and reported interview evidence.

RESULTS AND DISCUSSION

The findings are organized around the four analytical dimensions of corporate rebranding. The evidence indicates that the stages were interconnected and partly overlapping. The discussion therefore emphasizes what changed, the evidence supporting each change, how the change functioned within the projected digital identity, and how the finding relates to previous research.

Repositioning: From Information Channel to Strategic Corporate Representation

The first finding is a change in the intended communication function of @lautanluas.id. The account was repositioned from a predominantly informational channel toward a more structured representation of the company's transformed business identity. The rebranding plan prepared from the fourth quarter of 2024 organized communication around content pillars covering Business Movement and Corporate Action, Product and Service, Sustainability, Human Capital Information and Employer Branding, and Culture, Religious, and Significant Days. These pillars broadened the account's narrative beyond operational announcements and enabled the company to repeatedly present business growth, solutions, sustainability, people, and social context as connected dimensions of its identity. In this sense, repositioning was observable not only in an explicit identity claim but also in the logic used to select and organize content. The account increasingly functioned as a curated representation of what the company intended stakeholders to recognize about its evolving corporate role.

This finding is consistent with research that treats social media as a strategic environment for corporate identity and brand construction rather than merely a distribution medium. Setiawan (2021) emphasizes consistent symbols and programs in Instagram-based image building, while Mahpudin et al. (2023) and Ar Rahmah and Desiana (2023) place planned content and communication strategies at the center of corporate branding on social media. In a B2B setting, the finding is also compatible with Tiwary et al. (2021), Fagundes et al. (2023), and Marvi et al. (2024), who highlight social media and brand strategy as relevant to B2B value and relationship building. The contribution of the present case is narrower: it shows how business repositioning was translated into an account-level content architecture. Because no systematic audience-response data were collected, this result should be interpreted as evidence of a deliberate shift in projected identity, not proof that stakeholder perceptions changed.

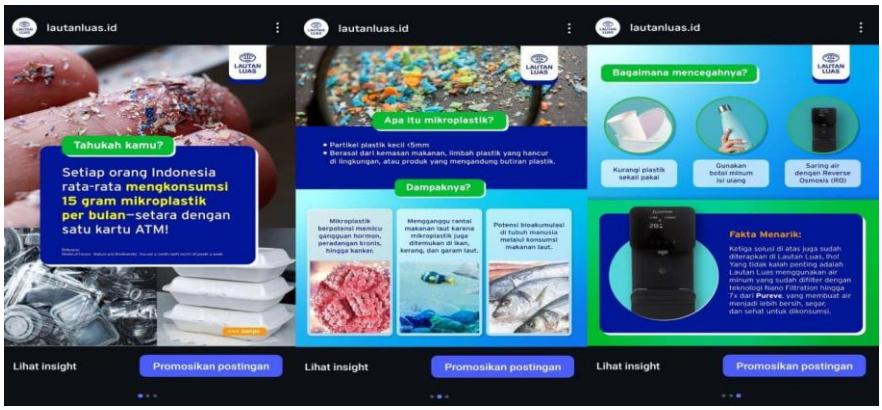


Figure 3. Example of the information function in Instagram content

Source: Official @lautanluas.id content reproduced in the research documentation.



Figure 4. Example of persuasive solution-oriented content

Source: Official @lautanluas.id content reproduced in the research documentation.

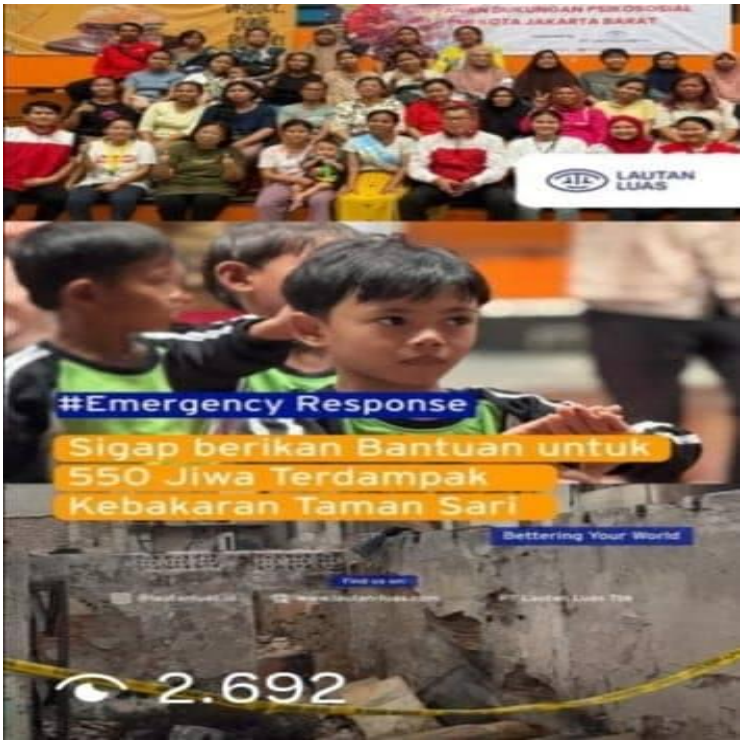


Figure 5. Example of reputation-oriented corporate content

Source: Official @lautanluas.id content reproduced in the research documentation.

Figures 3–5 illustrate three communication functions identified in the content set: information, persuasion, and reputation-oriented representation. Their analytical value lies in showing how repositioning was enacted through different message purposes rather than through one repeated announcement.

Content Principles Supporting Repositioning

The repositioning process was supported by four recurring content principles: message transparency, visual-verbal alignment, information accuracy, and narrative consistency. Together, these principles served as implementation rules that connected strategic positioning with day-to-day content production. The emphasis on alignment is important because digital identity is constructed through repeated combinations of verbal and visual cues rather than through a single brand statement. Recent work on organizational digital identity likewise shows that social-media communication can

reveal coherent patterns of direction, values, and identity across interactions (Czakon et al., 2024), while B2B communication research demonstrates that linguistic choices influence how brand messages are processed and engaged with (Deng et al., 2021). In the present case, the evidence supports the interpretation that these content principles reduced ad hoc variation and created a more controlled representation of the new business positioning.



Figure 6. Visual implementation of content-creation principles

Source: Official @lautanluas.id content reproduced in the research documentation.

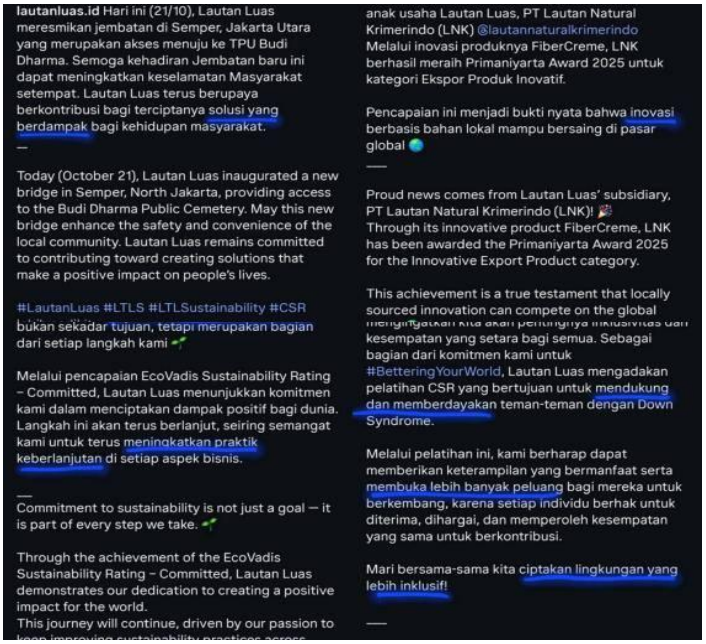


Figure 7. Narrative implementation of content-creation principles

Source: Official @lautanluas.id content reproduced in the research documentation.

Partial Renaming: Digital Verbal-Identity Adjustment Rather Than Corporate Name Change

The second finding requires conceptual qualification. PT Lautan Luas Tbk did not change its corporate name; therefore, the empirical evidence does not support describing this stage as full corporate renaming in the original sense of a formal name change. Instead, the case shows a partial digital verbal-identity adjustment within the broader rebranding process. The account name, profile description, highlight architecture, and thematic labels were revised to make the company's new positioning more explicit. Internal discussion reportedly considered alternative account-name options using criteria such as brand representation, memorability, professionalism, and consistency with the new positioning. Most importantly, the profile descriptor shifted from "chemical company" to "Integrated Ingredients and Solutions Provider." This change is analytically significant because it alters the organization's explicit self-description at a high-visibility point of the account while retaining corporate-name continuity.

Treating this as partial rather than full renaming strengthens the conceptual validity of the analysis. Muzellec et al. (2003) position renaming as one component of corporate rebranding, but social-media accounts also contain verbal identity layers that can be altered independently of the legal or corporate name. The present case therefore extends the framework cautiously: in an account-level analysis, the renaming dimension may capture changes in naming architecture and profile descriptors only when the researcher clearly distinguishes them from formal corporate renaming. The change also resonates with corporate-identity research emphasizing consistency between organizational self-definition and stakeholder-facing representation (van Riel & Balmer, 1997) and with recent research on digital identity as an organizational communication phenomenon (Czakon et al., 2024).



Figure 8. Old and new Instagram account display

Source: Research documentation based on the official @lautanluas.id account.



Figure 9. Changes in Instagram highlight architecture
Source: Research documentation based on the official @lautanluas.id account.



Figure 10. Change in the Instagram profile description
Source: Research documentation based on the official @lautanluas.id account.

Figures 8–10 provide direct account-level evidence for the verbal-identity adjustment. The most consequential element is the revised profile description because it replaces a narrower industry label with the company's broader integrated-solutions positioning. The highlight changes complement this adjustment by reorganizing how business areas and corporate topics are named and surfaced to account visitors.

Content Categories as a Narrative Architecture

The thematic content categories functioned as a narrative architecture that repeatedly connected the account to the new positioning. Rather than treating topic diversity as an end in itself, the categories established predictable spaces in which the company could communicate business actions, products and services, sustainability, people, and contextual corporate moments. This structure is comparable with studies of Instagram-based digital public relations and corporate branding that emphasize systematic content management and recurring communication categories (Rona et al., 2022; Pranata et al., 2023; Pratiwi & Paramita, 2024). In the present case, however, the categories were explicitly interpreted as identity work: they helped translate the abstract positioning "Integrated Ingredients and Solutions Provider" into recurring

communication topics. The evidence supports a shift in how the account represented the scope of the company, but it does not by itself demonstrate how audiences understood that representation.

No	Category	Explanation	Timeline
1	Business Movement and Corporate Action	•Highlight strategic initiatives and corporate growth •Share annual reports, project milestones, and success stories	1-2 post /month
2	Product and Service	•Showcase product & services •Share "how-to" content, product application tips n trick, and problem-solving capabilities.	2 post / month
3	Sustainability	•Highlight the company's commitment to sustainability •Share achievements, CSR initiatives, employee volunteering activities, and stories from beneficiaries or stakeholders.	Bi-monthly update
4	Human Capital Information & Employer Branding	•Post job openings, employee testimonials and •Share leaders' stories, thoughts, and inspirations •Employee stories and company culture under hashtags: **#LTLSquad** •Provide glimpses of workplace culture under hashtags: **#ExploreLTLS**	Bi-weekly update
5	Culture, religious, and significant days	•Celebrate cultural and religious festivals, independence day, and other global observances. •Incorporate interactive posts such as quizzes, polls, or community involvement campaigns.	On special occasion

Figure 11. Instagram content-category pillars

Source: Company internal document reproduced in the research documentation.



Figure 12. Examples of thematic Instagram content

Source: Official @lautanluas.id content reproduced in the research documentation.

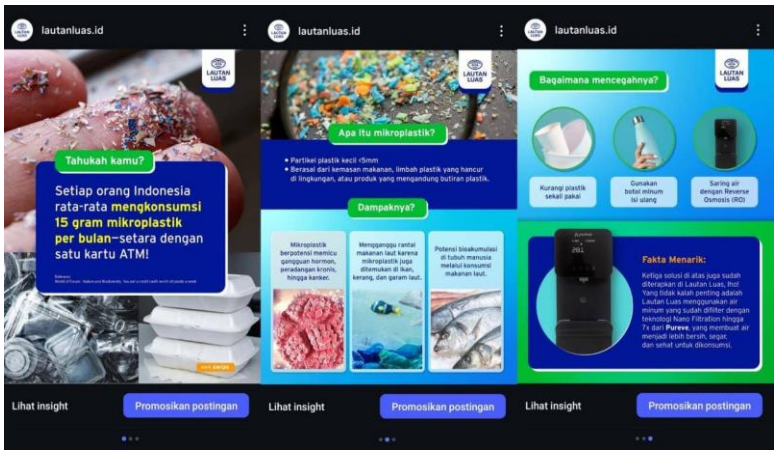


Figure 13. Product and solutions content on Instagram

Source: Official @lautanluas.id content reproduced in the research documentation.

Redesign: Visual and Verbal Standardization

The third finding concerns the standardization of visual and verbal identity. The Brand Identity Book guided the use of corporate colors, typography, graphic style, image treatment, and composition across Instagram materials. This indicates a move from situational content design toward a repeatable visual system. The redesign also incorporated the corporate narrative "Bettering Your World," which structured content around improvement and innovation ("Bettering"), stakeholder orientation ("Your"), and broader social and environmental context ("World"). The analytical importance of these changes lies in their consistency: visual elements, terminology, and narrative cues worked together to project a recognizable identity rather than functioning as isolated aesthetic choices. The before-and-after account documentation and the content examples in Figures 2, 6, 7, 12, and 13 provide observable evidence of this standardization.

The finding aligns with studies showing that visual consistency and repeated identity cues are central to corporate representation on Instagram (Setiawan, 2021) and with broader social-media branding research emphasizing the coordination of visual content, message strategy, and corporate identity (Ar Rahmah & Desiana, 2023). It is also relevant to current B2B branding literature, which stresses the strategic role of coherent branding in complex organizational markets (Marvi et al., 2024). Verbal redesign is equally important. The repeated use of terms such as sustainability, solutions, innovation, and transformation created a vocabulary through which the company narrated the new positioning. However, the present revision does not infer that such consistency automatically produced trust or changed stakeholder perception. What the data demonstrate is an internally coherent and externally visible system of identity projection; audience effects require a separate design using engagement metrics, comments, interviews, surveys, or experiments.

Relaunching: Public Activation and Iterative Reinforcement

The relaunching dimension began with the public introduction of the renewed Instagram identity on 16 January 2025. The relaunch operated as an activation point rather than the end of a linear sequence. After this date, the account continued to consolidate profile wording, visual standards, content pillars, and publication routines, while employee-oriented engagement activities supported internal dissemination of the renewed identity. This chronology clarifies an ambiguity in the earlier manuscript: relaunching was initiated after strategic repositioning had been formulated, but some renaming-related and redesign practices continued to develop during the post-launch period. The process is therefore better represented as iterative and overlapping rather than as four completely separate steps.

This interpretation is consistent with the broader understanding that social-media branding is maintained through ongoing content and interaction rather than a single launch event. Research on rebranding also demonstrates that public response can become an important source of evidence when evaluating the effects of a brand change (Afif & Nasvian, 2022). The present study did not systematically analyze audience comments or engagement shifts, so it cannot make an equivalent impact claim. Instead, the evidence shows that relaunching created a visible starting point for the new account identity and that continued content management reinforced the intended representation. Future research should test whether the projected identity was recognized, accepted, or interpreted as intended by external stakeholders.

CONCLUSION

This study shows that Instagram rebranding at PT Lautan Luas Tbk was an account-level process for aligning digital self-representation with a broader business transformation. Repositioning was enacted through a revised communication direction and a content-pillar architecture; the renaming dimension occurred only partially and is more accurately described as digital verbal-identity adjustment because the corporate name remained unchanged; redesign standardized visual and verbal identity; and relaunching publicly activated the renewed account identity while implementation continued iteratively after launch. The principal theoretical contribution is a qualified adaptation of Muzellec et al.'s four-stage corporate rebranding framework to social-media-level identity renewal, particularly by distinguishing formal corporate renaming from platform-specific verbal-identity change. Practically, the case indicates that corporate communication teams should coordinate positioning, profile descriptors, content architecture, visual standards, and post-launch management rather than treating social-media rebranding as a cosmetic redesign. The evidence supports conclusions about the consistency and structure of the company's projected digital identity, but it does not establish changes in audience perception, trust, or behavioral engagement.

RECOMMENDATIONS

The study is limited by its single-case design, its reliance on company-managed communication and internal informants, and the absence of a systematic audience-perception or engagement-impact component. These limitations restrict claims about whether the renewed identity was understood or accepted by stakeholders. Future research should compare multiple B2B firms, examine identity development longitudinally, and combine content analysis with engagement metrics, comment analysis, stakeholder interviews, or surveys. A particularly useful extension would be to test whether the verbal and visual cues identified in this study produce similar interpretations among employees, customers, partners, and other external stakeholders.

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