

ABSTRAK

Lokananta Surakarta, sebagai studio rekaman pertama di Indonesia sejak 1956, mengalami revitalisasi besar-besaran sejak akhir 2022 di bawah pengelolaan baru M Bloc Group. Transformasi ini mengubah Lokananta dari ruang arsip musik menjadi *creative hub* yang menggabungkan museum, galeri publik, area kuliner, serta panggung pertunjukan. Dengan lebih dari 500.000 pengunjung tercatat pada tahun 2024, Lokananta kini menjadi destinasi budaya baru yang populer di kalangan generasi muda urban. Fenomena ini menandai pergeseran signifikan identitas institusi budaya, sekaligus memunculkan pertanyaan tentang keberlanjutan makna historis dan keterlibatan sosial dalam proses transformasi tersebut. Penelitian ini menganalisis strategi revitalisasi Lokananta melalui pendekatan *rebranding* dan *placemaking* untuk memperkuat *brand longevity*. Menggunakan metode kualitatif deskriptif melalui observasi, wawancara mendalam, dan dokumentasi, penelitian menemukan bahwa strategi *rebranding* meliputi *repositioning*, *redesign*, dan *relaunching* citra Lokananta sebagai *creative hub*. Sementara itu, *placemaking* mendukung fungsi ruang yang lebih interaktif melalui museum tematik, galeri komunitas, dan aktivasi event publik. Temuan menunjukkan bahwa meskipun citra baru Lokananta berhasil menarik audiens muda, distribusi akses masih terpusat pada segmen urban menengah dan keterlibatan komunitas lokal belum merata. Narasi sejarah yang dikurasi secara visual belum sepenuhnya membangun koneksi lintas generasi. Oleh karena itu, keberhasilan jangka panjang revitalisasi sangat bergantung pada penguatan nilai historis, pemerataan partisipasi, dan strategi *social engagement* yang berkelanjutan.

Kata kunci: Revitalisasi, *Rebranding*, Lokananta, *Placemaking*, *Brand Longevity*.

ABSTRACT

Lokananta Surakarta, Indonesia's first record label established in 1956, underwent major revitalization starting in late 2022 under the management of M Bloc Group. This transformation redefined Lokananta from a traditional music archive into a creative hub featuring a museum, public gallery, culinary area, and performance stage. With over 500,000 visitors recorded in 2024, Lokananta has emerged as a new cultural destination, particularly among urban youth. This phenomenon marks a significant shift in the institution's identity and raises questions about the sustainability of its historical meaning and social engagement. This study analyzes Lokananta's revitalization strategy through the integration of rebranding and placemaking approaches to strengthen its brand longevity. Employing a qualitative descriptive method through observation, in-depth interviews, and documentation, the research finds that rebranding was carried out through repositioning, redesign, and relaunching of Lokananta's identity as a creative hub. Meanwhile, placemaking enhances spatial experience through thematic museums, community galleries, and public cultural programs. Findings indicate that although Lokananta's new identity successfully attracts younger audiences, access remains concentrated among urban middle-class segments, and community engagement has yet to reach inclusive levels. The curated historical narrative, while visually compelling, has not fully fostered intergenerational connection. Therefore, the long-term success of this revitalization depends on strengthening historical continuity, expanding community participation, and implementing deeper social engagement strategies.

Keywords: *Revitalization, Rebranding, Lokananta, Placemaking, Brand Longevity.*