

# Formula 1 brand revitalization through sports communication: Analysis on formula 1 new marketing strategy through netflix drive to survive = Revitalisasi jenama formula 1 melalui komunikasi olahraga: Analisis strategi pemasaran baru formula 1 melalui netflix drive to survive

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## Abstrak

Formula 1 is one of the most prestigious motorsports in the world. Formula 1's brand has lately been revitalized, and the sport is expected to rise to the top of the world's sports rankings. As part of its deployment, Formula 1 partnered with Netflix to develop a documentary. The purpose of this study is to examine how the Formula 1 brand is being rejuvenated utilizing Brand Revitalization and Sports Communication theories. The literature review method was used, which entailed acquiring and reviewing material in the form of journal articles, books, and research reports on brand revival, Netflix Drive to Survive, and Formula One. Aside from that, the author acquired secondary data from news stories on the internet and Formula 1 media uploads. Formula 1's brand renewal through a documentary series, according to this study, has had a substantial impact on the amount of people who watch the sport. This research offers a unique perspective on how other athletic companies might learn from Formula 1's success in reinvigorating their businesses.

.....Formula 1 adalah salah satu olahraga motor paling bergengsi di dunia. Formula 1 akhir-akhir ini telah direvitalisasi, dan olahraga ini diharapkan untuk naik ke peringkat teratas olahraga dunia. Sebagai bagian dari penerapannya, Formula 1 bermitra dengan Netflix untuk mengembangkan film dokumenter. Tujuan dari penelitian ini adalah untuk mengkaji bagaimana merek Formula 1 diremajakan dengan memanfaatkan teori Brand Revitalisasi dan Komunikasi Olahraga. Metode yang digunakan adalah literature review yaitu memperoleh dan mereview materi berupa artikel jurnal, buku, dan laporan penelitian tentang brand revival, Netflix Drive to Survive, dan Formula One. Selain itu, penulis memperoleh data sekunder dari berita di internet dan unggahan media Formula 1. Pembaruan merek Formula 1 melalui serial dokumenter, menurut penelitian ini, telah berdampak besar pada jumlah orang yang menonton olahraga tersebut. Penelitian ini menawarkan perspektif unik tentang bagaimana perusahaan atletik lain dapat belajar dari kesuksesan Formula 1 dalam menghidupkan kembali bisnis mereka.