

## ABSTRACT

The development of service industry in Indonesia is evolving rapidly, included on transportation services field. This field is constantly growing and developing because of adapting to the dynamic technology development. The subject of this research is PT Kereta Api Indonesia (PT. KAI). In order to facilitate customers in accessing information, PT KAI make an online strategy, especially in digital branding. The aim of this research is to find out on the strategy of *digital branding* on Instagram. This research method is using descriptive qualitative method and in depth interview. The information was get from management KAI used two main informants, an expert informant on *digital branding* field, also a *follower* of Instagram KAI. The result of the study shows in the planning stage, PT. KAI makes two accounts Instagram with different functions, namely @keretaapikita to run the branding activities and @KAI121\_ to run customer services. Both accounts should be merged so it wont occurs bias perception of *followers*. In implementation stage, KAI has met all the indicators of *digital branding* that accordance with theory. On evaluation stage, it found that KAI have not reach the goals that have been planned before.

**Keywords:** Digital Branding, Instagram, Marketing Communication Strategy, Railway Industry, Social Media.