

## **ABSTRACT**

*Technological developments make companies are required to always adapt in developing digital-based innovations, one of which is PT Pos Indonesia (Persero) through POSPAY. So this research focuses on the public relations communication of PT Pos Indonesia (Persero) in communicating POSPAY to the public. Communication can be said to be effective if there is an understanding that can bring happiness, influence behavior, increase social relations in a better direction and in the end can lead to an action. This study aims to describe and measure the effectiveness of PT Pos Indonesia (Persero) PR communication on public knowledge about POSPAY. This study uses quantitative methods with descriptive analysis techniques. Samples were taken using Non probability sampling technique, namely purposive sampling with a total of 100 respondents. The results of the analysis of respondents' responses obtained results of 78.2% on the communication effectiveness variable (X) and 77.95% on the community knowledge variable (Y). Testing this hypothesis obtained that the t count of 7.574 is greater than the t table of 1.984. So it can be concluded that the effectiveness of PT Pos Indonesia's (Persero) Public Relations communication on public knowledge about POSPAY is included in the effective category.*

*Keywords: Effectiveness of Communication, Public Knowledge, Public Relations, POSPAY*