

ABSTRACT

As a company that has been transformed, Pos Indonesia develops several products that adapt to the needs of today's society, these products are improvements to existing products that were previously designed to be easier, this product is a mobile app-based digital service, one of which is PosAja. This study explains how the communication strategy used by Pos Indonesia in the socialization of PosAja's rebranding. The socialization was carried out through Instagram social media, this research was conducted because of the importance of socialization from the community to build brand awareness for PosAja. This research was carried out with a qualitative approach, using a case study method. The data collection used is observation and interviews to get the results studied. Researchers will analyze the communication strategy using four stages. Getting to know the audience, compiling messages, establishing methods, and evaluating communication. The results of this study indicate that the communication strategy carried out in accordance with the four stages can be said to be appropriate. However, the results of the evaluation show that the socialization carried out is still lacking and it is necessary to improve how the internal operating system is carried out by the IT division. This needs to be done so that the products being developed are currently running according to the company's wishes, namely the wider community knows the products from Pos Indonesia and the public uses the service in accordance with PosAja's vision and mission, which is to make these users a friend to a reliable friend. in delivering goods to their destination.

Word Order: brand awareness, Instagram, social media, socialization, strategy communication