

## **ABSTRACT**

### **PROMAG'S DIGITAL PUBLIC RELATIONS ACTIVITIES TO REACH THE YOUTH SEGMENT**

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*As a medicine brand with over 50 years since establishment, Promag has a challenge to rejuvenate its brand image from known as an old-school brand to a brand that is relevant to the youth market segment. Since 2019, Promag actively did digital public relations activities through various digital media to increase brand awareness, visibility and recall on the youth segment. All digital public relations activities done by Promag focused to support consumers regeneration Promag towards younger segment and rejuvenated the brand image that has been associated as an old-school brand. The objective of this research is to analyze how Promag's digital public relations reach the youth segment. This research uses qualitative method with data collecting through interviews with four informants who are internal parties of Promag and observation on digital media used by Promag. The results show that Promag divided their digital public relations to categories such as owned assets and external assets. Owned assets are Promag's website, search engine and social media; while external assets are online press, online community and social media. As for the youth segment that Promag wants to reach are 18 - 25 years old, which includes those who started college or work, so they have freedom to choose choices for their own life.*

***Keywords: digital public relations, promag, youth segment***