

ABSTRACT

PT Pos Indonesia has officially transformed digitally since August 26, 2022. Even though PT Pos Indonesia has developed with the times, there are perceptions that are old-fashioned and don't keep up with the times from the public to PT Pos Indonesia. This is what makes researchers want to know how the digital transformation branding strategy carried out by PT Pos Indonesia. Therefore, this study aims to determine PT Pos Indonesia's digital transformation branding strategy. This study uses the branding strategy theory from Gelder and Schultz & Barnes with three sub-analyses of three main points, namely brand positioning, brand identity, and brand communication. The method used is qualitative with a descriptive approach through observation data collection techniques, interviews with 3 informants, and documentation. The results of this study indicate that PT Pos Indonesia implemented several digital transformation branding strategies such as conducting several competitor analyzes, strengthening corporate identity and disseminating information on its digital transformation through several media platforms. The digital transformation branding strategy carried out by PT Pos Indonesia hopes to change the ancient perception of PT Pos Indonesia and the increasingly widespread use of PT Pos Indonesia's services.

Keywords: *Branding Strategy, Digital Transformation, PT Pos Indonesia*