

## ABSTRACT

*Brand recall is a way to recognize parts of a brand or to recall a brand that is part of a particular product category. Post Indonesia uses social media as a container for building brand recall. Social media was developed to convey messages or to do re-marketing to the public. The aim of this research is to find out how the strategy on the Indonesian post in building brand recall on social media Instagram. The research uses descriptive methods with a qualitative approach with observation data collection techniques, interviews, and documentation. This research using the use of social media, namely cognitive involvement, emotional involvement behavioural involvement. The findings in this research found; 1) Pos Indonesia publishes content that matches the interests and needs of target consumers, 2) the brand recall strategy implemented by Pos Indonesia involves various measures and initiatives aimed at strengthening public memory and awareness of their brand, 3) Pos Indonesia Companies regularly carry out evaluations to measure achievement of operational and strategic goals, 4) Consumer satisfaction preservation refers to sustained efforts to maintain such levels of satisfaction. Thus, the Indonesian Post Company not only improves efficiency in communication, but also improves its effectiveness in achieving business goals and building a strong relationship with customers.*

*Keywords : Brand Recal, Digital, Instagram, Social Media,*