

ABSTRACT

This research examines how the print media, Pikiran Rakyat, adapts to the advancement of digital technology through their digital communication strategy on the Instagram platform. In this digital era, print media faces significant challenges and new opportunities due to shifting consumer behavior that relies more on digital platforms to access news. This research analyzes the planning, implementation, and evaluation process of Pikiran Rakyat's digital communication strategy with a focus on their Instagram content, using the approach proposed by Rulli Nasrullah (2021). The research method uses a qualitative method with a descriptive approach. The data collection techniques in this research are observation, interviews, and documentation. The results showed that Pikiran Rakyat has successfully implemented an effective digital communication strategy by developing relevant content, managing interactions with audiences, and conducting periodic evaluations. This research is expected to provide in-depth insights into the adaptation of mainstream media to technological change and offer references for future research in the field of digital communication.

Keywords: *Digital Communication, Social Media, Instagram.*