

ABSTRACT

PT Pos Indonesia (Persero) has an image as an ancient and old company. However, with its seven business transformations, PT Posindo is still trying to keep innovating. One of them is product and channel transformations, namely the Pospay application. The Pospay application is used to Public Relations branding for build the image of PT Posindo. By using qualitative – descriptive methods, this study discusses how the Public Relations branding strategy in building the brand image of PT Pos Indonesia (Persero) through the Pospay application on Instagram @posindonesia.ig. In this study, the researchers collected data from interviews with Public Relations PT Posindo, financial services Marketing parties, and users of the Pospay application, and made observations through Instagram @posindonesia.ig. The concept of branding strategy used by researchers is according to Van Gelder, Shults and Barnes, namely Brand Positioning, Brand Identity, Brand Communications, then to see the process of making Public Relations messages, researchers used the stages of Cutlip, Center, and Broom, namely defining the problem, planning, communicating, and evaluating. The results obtained from researchers the branding Public Relations through the Pospay application are able to build the image of PT Posindo to be better than before. Because through the Pospay application, the public believes that PT Posindo is able to develop and keep up with the times.

Keyword: PT Pos Indonesia (Persero), *Branding, Public Relations, Instagram, Brand Image*