

ABSTRACT

This study discusses the Youtube content of PT. Pos Indonesia (Persero) in increasing the attractiveness of consumers in the field of service delivery. This research is motivated by technological developments in Indonesia. The purpose of this study is to analyze how the impact of YouTube content on PT. Pos Indonesia (Persero) in increasing consumer attractiveness in the field of service delivery. This study uses a qualitative case study where the researcher will provide an explanation or general description of Youtube content created by the PR of PT. Pos Indonesia in increasing consumer attractiveness in the field of service delivery. This research uses post-positivism paradigm. The data collection technique carried out by the researcher is the in-depth interview method with five informants, making observations, and also documentation. The main theory used by researchers, namely new media according to Brian Solis 4C concept. The results of the study show that if the analysis of the role of public relations in the Youtube content of PT. Pos Indonesia (Persero) in increasing consumer attractiveness in the field of service delivery is following Brian Solis' new media theory, the 4C concept. However, even though it is in accordance with the main theory. the main theory, the results of the overall analysis show that Youtube content is managed by the PR of PT. Pos Indonesia (Persero) still has not had a major impact in increasing consumer attractiveness due to the absence of human resources who are in control of PT. Pos Indonesia (Persero).

Keywords: New Media, Youtube Conten Analysis