

## **ABSTRACT**

*The development of increasingly advanced technology makes the flow of digitalization increasingly massive. The current of digitalization brings social life to a condition that is easier and renewable. The existence of digitization also raises negative things such as hoaxes, cyberbullying, hate speech, etc. These negative things can be overcome with digital literacy. Digital literacy is a person's ability to manage and respond to the flow of digitalization wisely. So digital literacy is deemed necessary to continue to be disseminated in order to suppress the negative impacts of digitalization. Seeing the fact that digital literacy is still minimal, especially in West Java, it is necessary for parties to voluntarily educate the public about digital literacy. Of course, alternative parties who are considered capable of helping with this are NGOs, this study discusses an NGO called NXG Indonesia in its efforts to spread and educate the public on digital literacy in a public relations review. The purpose of this study is to see how public relations at NXG Indonesia uses public relations communication strategies in an effort to increase public awareness of digital literacy. This study uses a qualitative method and uses the paradigm of post-positivism. The data collection method in this study used observation, interview and documentation techniques. The results of this study indicate that public relations at NXG Indonesia uses a public relations communication strategy with four stages, namely, "determining the problem" by looking for public concerns about digital literacy through the data obtained. Furthermore, by "composing a program" by using the data or concerns as the basis for making a program, then "taking action" by implementing a program that has been prepared previously and collaborating with other parties in the program. The last one is "program evaluation" by means of money or public relations evaluation monitoring. NXG Indonesia conducts the evaluation process of a program.*

**Keywords :** *Communication Public Relations's Strategic, Digital Literacy, NXG Indonesia*