

ABSTRACT

The company's changes to digital transformation in information technology make digital activities and devices connected to the internet, in these changes the company involves processes, strategies, and structures for using technology in improving company performance. So that companies will become more efficient in business and in accordance with company goals, one of which requires public relations (PR) conventions to apply Digital Public Relations (Digital PR) in building communication, image and company reputation through digital in providing information. Therefore implementing Digital PR to easily disseminate information so that PT Pegadaian's Digital PR Strategy has a strategy in providing information so that the public becomes aware of PT Pegadaian and its tendency to give nuances of public perception of PT Pegadaian which is now turning to digital and changing the target market namely the millennial generation, the four concepts used by PT Pegadaian's PR in its Digital PR strategy, namely Transparency, Internet As an Agent, Richness In Content, and Reach in carrying out Digital PR activities. The purpose of this study is to be able to find out the role of PR in implementing Digital PR strategy in supporting PT Pegadaian's digital transformation and updating the Digital PR strategy in supporting PT Pegadaian's digital transformation. This study uses a qualitative descriptive method that describes the phenomena that occur. The results of this study explain that and the Digital PR strategy in practice in socializing the digital transformation of PT Pegadaian the role of PR in implementing Digital PR.

Keyword: Public Relations, Strategy Digital PR, Digital Transformation,