

ABSTRACT

Many companies are starting to innovate new technological transformation, which is digital marketing. One of the digital marketing techniques that is commonly carried out by business actors is using Instagram as a social media. PT Pos Indonesia, is one of the state-owned companies that uses Instagram to follow the flow of new media developments with the @posaja.official account. The purpose of this study is to find out the marketing communication strategy carried out by PT Pos Indonesia in marketing its courier and logistics services through Instagram @posaja.official. This study uses a descriptive qualitative research method. The research data was taken through the observation process, interviews with five informants, and literature studies. This research uses the theory of effective marketing communication strategies. The results of the study show that the messaging strategy used by PT Pos Indonesia to market its courier and logistics services has been effective but has not met consumer needs for detailed information. PT Pos Indonesia uses both creative forms of emotional and rational messages in conveying its information. In terms of media strategy, in this study, PT Pos Indonesia uses a direct communication channel, namely Instagram, by utilizing some of its features, but there are still many features that can be improved. Consumer gaps that are used are in the form of holiday celebrations, twin date events, and regional birthdays.

Keywords: *Marketing Communications, Marketing Communication Strategies, Instagram.*