

## **ABSTRACT**

*This research is based on the transformation of marketing communication from conventional to digital at Gramedia. The goal is to identify marketing communication in the transformation from conventional to digital so as to adapt to the development of digitalization. This study uses a qualitative research method with a constructivist paradigm of data collection through interviews, observations and documentation using marketing communication strategy theory. The results obtained are how Gramedia contributes to its marketing communication through strategic messages applied to the digital world supported by strategic media that form visuals of the messages conveyed. Using social media in forming a marketing communication through messages and visuals on the selected media which are usually applied conventionally is now applied digitally. This study concludes that Gramedia has implemented a marketing communication transformation from conventional to digital through strategic messages and strategic media that adjust the target audience by using social media as a form of marketing communication in the digital field.*

**Keywords:** *Digital Transformation, Marketing Communications, Public Relations*