***ABSTRACT***

***The tittle of this research was “PROMOTION STRATEGY POSPAY TO INCREASE CONSUMER INTEREST PT.POS INDONESIA(PERSERO) IN BANDUNG CITY”. With sub tittle Descriptive Study of Analysis on Promotion Strategy Pospay To Increase consumer interest PT.Pos Indonesia(persero) In Bandung City.***

***The purpose of the research is to find out how far the role of Marketing Communications get increase consumer interest in pospay use the service. Also, to know Also, to know anything the obstacles in doing promotion strategy.***

***The research method is Analysis Descriptive Study. The techniques used to collect data are literature study, observation, interviews and questionnaires that distributed to 100 respondents.***

***Based on the research, the results obtained of Marketing communications was Successful in doing promotion strategy of pospay so that i can to increase consumer interest PT.Pos Indonesia(Persero) In bandung city.***

***The reseacher suggested for PT.Pos Indonesia to make in inovation in creating new things. Make to Information, advertising, and promotion more increase again. So a consumer be know about pospay service.***