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## ABSTRACT

**Name** : Kurnia Hidayah Putri  
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**Title** : **The Socialization of the Public Relations of the Riau Government's Tourism Division in Promoting the Riau Tourism Object through the *Cerita Baru* (New Story) Center Program in Pekanbaru**

The *Cerita Baru* Center program is presented based on the attention on the weakness of tourism promotion pattern in Riau. This program is actually not known by many people. socialization done by the Public Relations of the Riau Government's Tourism Division is only centered on the changing tourism promotion system in Riau so that people do not understand fully about the potential of tourism in Riau. The main problem of this research is how the form of message and the use of electronic and social media in Promoting the Riau Tourism Object through the *Cerita Baru* (New Story) Center Program in Pekanbaru is. The objective of this reseach is to know the message and the use of electronic and social media by the Public Relations of the Riau Government's Tourism Division. Method used in this research is descriptive method with qualitative approach. Data is collected from observation, interview and documentation. The researcher also uses descriptive-qualitative data analysis technique. This thesis finds that the design of socialization message done by the Public Relations of the Riau Government's Tourism Division has fulfilled the standard of good message delivery. Based on the message content, the program is dominantly referred to relevant examples such as the *Bujang Dara* Riau who use social media like Facebook, Twitter and Instagram. They also use electronic media such as television as the effcient socialization channel.

**Keywords** : Socialization, the Public Relations of the Riau Government's Tourism Division, *Cerita Baru* (New Story) Center