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ABSTRACT

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Title : **The Response of the Staffs at Riau Religious Ministry Office toward Information Dissemination on Dinamis Magazine**

The presence of Dinamis Magazine was started from the importance of media for the society development at ministry of religious affairs office of Riau government, especially in the era of transparency and information and technology advance which supports the birth of diverse media industries. Furthermore, after the collapse of the new order regime, the freedom of media has been too much so that information received by people is to some extent not credible. This has supported an institution or organization to accommodate and anticipate people's desire to get information. This is because the rise of much information cannot guarantee people to receive true information. This research discusses about The Response of the Staffs at Riau Religious Ministry Office toward Information Dissemination on Dinamis Magazine. The objective of the research is to know The Response of the Staffs at Riau Religious Ministry Office toward Information Dissemination on Dinamis Magazine. This research uses quantitative method. Data is obtained from questionnaires with likert scale. The populations are 260 respondents. The samples are 157 people by using Slovin formula. The samples are selected based on stratified random sampling. After data collected, it is then analyzed by using descriptive-quantitative approach, the it is processed by using percentage tables with criteria : very good 81-100%, good 61-80%, less good 41-60%, not good 21-40% and very not good below 20%. By using the formula $P = f/n \times 100\%$, this research shows that The Response of the Staffs at Riau Religious Ministry Office toward Information Dissemination on Dinamis Magazine is good about 76,66%.

Keywords : **Response, Information Dissemination, Dinamis Magazine**