

ABSTRACT

The research is motivated by the presence of the internet at the moment is already a new media in practice communication . Practitioner public relations did not hesitate makes the internet as a media their main spread information .Through the internet this is a form of public relations newly formed , called the cyber public relations . Research activity cyber discussed public relations account instagram @ceritapadang in defending the brand image minangkabau tourism .The purpose of this research is to find activities cyber public relation done by account instagram @ceritapadang in defending the brand image minangkabau tourism .The methodology used is descriptive with a qualitative approach .The result showed that activity cyber public relations done by account instagram @ceritapadang in defending the brand image minangkabau tourism is quite potentially because in one year, this account can absorb attention of public more than 68.000 people .Activity performed by account instagram includes 3 publication activity , namely scheduling , post photos or video to account instagram @ceritapadang , monitoring , and then 1 media relations activity, response comments followers .

Keyword : *cyber public relations, Instagram, tourism.*