

ABSTRACT

Indonesia's tourism has been managed recently by the government to improve and develop many tourism attractions in Indonesia to increase the visitor number either from local visitor or foreign visitor. Tourism in Indonesia that managed by Kementrian Pariwisata Indonesia (Ministry of Indonesia Tourism) make a branding for its tourism attractions as "Wonderful Indonesia" to the foreign visitor as its market target and "Pesona Indonesia" to the local visitor as its market target, in which of this paper would be researched to define the digital public relations of Pesona Indonesia on Youtube platform. The method of this research paper is Qualitative Descriptive. All datas in this paper were gather by Interviewing all 3 person from the Tourism Marketing and Development of Ministry of Indonesia Tourism. The result showed that Ministry of Tourism Indonesia is using a digital campaign such as socialize of video Pesona Indonesia and supported by endorsers from some artist or vlogger from Indonesia to increase the public awareness to watch the video of the campaign on Youtube or even visit the local tourism attractions instead.

Keyword, public relations, new media, youtube, digital