

ABSTRACT

This research discusses about the application of PR Tools used by the Public Relations Bureau of the West Sumatera provincial government in assisting its public relations activities. The purpose of this research is to explain various kinds of Digital PR Tools and their uses at the Public Relations Bureau of the West Sumatera Provincial Government in carrying out their public relations activities. This research will be explained by providing information on how the information before being carried out by the Public Relations Bureau of the West Sumatera Provincial Government, what tools are used to publish and interact with the audience, to assist the use of third party tools that can be used by the West Sumatera Provincial Government Public Relations in evaluating issues, and reporting to regional heads. Based on research the Public Relations Bureau of the West Sumatera Provincial Government has carried out activities as Cyber Public Relations, namely by using the internet, and planning to collaborate with online media to spread across West Sumatera Province and outside West Sumatera. The use of the Information Subsidies concept is also applied before publishing information to the public, so that the information can increase the positive responses from the public to the performance of regional heads and provincial governments and create two-way interactions with the community through managed platforms. The use of PR Tools that area adapted to the times can help the Public Relations Bureau of the West Sumatera Provincial Government, such as social media, the use of websites, online press releases, e-mail, the use of Search Engine Optimization techniques in search engines, and the use of third-party tools such as IMM (Intelligent Media Management) is also used to streamline publications by the Public Relations Bureau of the West Sumatera Provincial Government and assist regional heads in making policies and how to respond to the community in the future.

Keywords: Cyber Public Relations, Government Public Relations, PR Tools..