

ABSTRACT

Language as a cultural character and the identity of the speaker as an indication of the place of origin of the speaker. For the Riau Malay community, this language must be the mother tongue or spoken first to be learned, learned from parents, then used to communicate with other people. However, it should be noted that the pronunciation of Malay depends on the place of origin of the speaker. One of the cities that is thick with Malay culture and language is Pekanbaru City. The Riau Traditional Malay Institute (LAM) stated that the daily use of the Malay language both at home and abroad in recent years has begun to be marginalized due to the influence of various factors such as the demands of the times. Meanwhile in Riau, the values of Malay culture itself have almost disappeared, for example in everyday life people rarely use the Malay language. People seem to have lost their enthusiasm to preserve their own language, while on the other hand people from abroad are trying to learn Malay. The Pekanbaru City Government has a communication strategy to preserve the Malay language which is carried out by the Pekanbaru City Culture and Tourism Office, the cultural section. The purpose of this study was to determine the Communication Strategy of the Pekanbaru City Government in preserving the Malay language. This study uses a qualitative method with a descriptive approach and is based on the theoretical basis of the stages of establishing a communication strategy from Cangara. From the results of this study, it is known that the Pekanbaru City Government, the arts and culture department, is the part that plays a role in the communication strategy program to preserve the Malay language. This study reveals the communication strategy carried out by the Pekanbaru City Government in preserving the Malay language in accordance with the stages of determining the communication strategy, consisting of: Determination and selection of communicators, setting targets, compliming messages, selecting communication media, and evaluation. The City Government does not yet have a special social media that discusses the Malay language. The City Government also does not have an official Youtube. Nevertheless, the Government remains active in preserving the Malay language through electronic media and print media. The government has electronic media in the form of TV and radio. The government also always provides time in electronic media to convey messages related to the Malay language that must be maintained and preserved.

Keywords: Communication Strategy, Pekanbaru City Government, Malay Language