

# **THE MAKING OF A PROMOTIONAL SOCIAL MEDIA ACCOUNT OF TOURISM IN RIAU PROVINCE**

Student : Ira Santika  
Reg. Number : 5203191105  
Advisor : Boni Saputra, M. Pd

## **ABSTRACT**

*To promote the tourism sector in Riau, several efforts should be made, such as through brochures, calendars, videos, book information, and social media posts. To be more attract marketing tourism in society, the social media help to get information about tourism in Riau Province that can be accessed at any time, any location, and be more long lasting. The purpose of this study is to make a processes of making a promotional social media account. The method of this study using descriptive research. The result of this study contains thirty-nine object destinations and explanations with several steps in making the social media, collecting the data and providing material, making description, designing the content and posting the content. This promotional social media account hoped to be able to help Riau Province to give information about tourism to attract domestic and foreign tourist.*

**Keywords:** *Promotional, Riau, Tourism, Social Media*