

## **ABSTRACT**

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**Promotion Activities Regional Secretariat of Public Relations Bantul  
Regency In promoting SMEs Product Potential In Bantul Expo Event 2016**

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Internet Sources**

This study is about promotion activity of public relations in promoting UMKM product (Micro Small and Medium Enterprises) at Event of Bantul Expo 2016. . The purpose of the implementation is as an effort to serve the community about and promote SMEs and other potentials in Bantul. The research methodology used is descriptive qualitative with data collecting technique that is depth interview, Observation of participants through a visit to the office of Public Relations Bantul Regency, And documentation.

The results showed that the promotion activities conducted by Public Relation Bantul is the dissemination of information in the form of socialization in the indoor and outdoor. The indoor socialization is by conducting a press conference attended by several media and interactive dialogue on TV and Radio Jogja. And outdoor socialization is done by direct face-to-face to the participants to explain the terms and conditions of registration. Distributing brochures, installing banners, billboards and spreading information through the web [www.bantulkab.go.id](http://www.bantulkab.go.id).

Keywords: Activities promotion, Bantul Expo