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Act No. 14 of 2008 concerning freedom of public information into a new challenge for the government. The aforementioned act is an effort to bring transparency and accountability in the daily operation of government as a form of implementation of good governance which is characteristic of countries that uphold the values of democracy. According to the TOR of the Bureau of Public Relations Division Secretariat of Information Riau Province Riau Governor stipulated under Regulation No. 11 of 2009 the third part, the Bureau of Public Affairs section 47 explains that the head of the Bureau of Public Affairs is coordinating the tasks of public relations programs for information gathering, presentation of information, enlightenment and information. In relation to the new challenges in realizing transparency a good governance it is necessary to study the profile of Information Bureau Public Relations Division Secretariat of Riau Province, the form of program services in field of Public Relations Bureau of Information, the problems faced by the Bureau of Information and Public Relations to be able Division to formulate the draft strategy and action plan Bureau Public Relations Division of Information in order to develop its organization in accordance with main tasks and functions. The study take the form of qualitative assessment through observation participation interviews of some stakeholders (internal and external) to obtain primary data. Information on past and present activities were obtained through SWOT analysis.

Currently, the implementation of the Bureau of Public Relations Information Division has begun to refer to the nine elements of good governance, although not entirely satisfaction. For the future Bureau Public Relations Division of Information will focused on community development aspects such as the development of advocacy, capacity building and development of communication, information and education, as a form implementation of good governance.

The final result that is expected from this study is the acquisition of new strategies for improvement of the services of the bureau of Public Relation, that will support good governance of the Riau Provincial government. public relations firm that good governance Riau Provincial Government.

Keywords : Good Governance, Two-Way Communication, Information Services, Community Development Methodologies.