

Strategi Promosi Jurnal Elektronik : Studi Kasus di Layanan Pustaka dan Informasi Universitas Bahagia = Promotion Strategy of Electronic Journals: A Case Study at Bahagia University Library and Information Service

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Abstrak

Skripsi ini membahas strategi promosi jurnal elektronik di Layanan Pustaka dan Informasi Universitas Bahagia (Lapusi UB). Tujuan penelitian ini adalah untuk menjelaskan strategi promosi jurnal elektronik dan kendala promosi jurnal elektronik di Lapusi UB. Penelitian ini merupakan pendekatan kualitatif dengan metode studi kasus. Hasil penelitian ini menunjukkan bahwa Lapusi UB melakukan promosi jurnal elektronik melalui personal selling dan direct marketing, tetapi Lapusi UB belum memiliki strategi promosi jurnal elektronik yang terencana. Penelitian ini menyarankan Lapusi UB untuk membuat perencanaan strategi promosi jurnal elektronik, melakukan kerja sama dengan unit pascasarjana UB untuk sosialisasi dan pelatihan jurnal elektronik, dan mengadakan evaluasi kegiatan promosi jurnal elektronik secara rutin.

.....This research discusses the promotion strategy of electronic journals at Bahagia University Library and Information Service (Lapusi UB). The purpose of this study is to describe the promotion strategy of electronic journals and its constraints at Lapusi UB. This research is a qualitative with case study method. The results of this research show that Lapusi UB has promoted electronic journals through personal selling and direct marketing, but Lapusi UB has not run a wellplanned promotion strategy of electronic journals. In hence, this research suggests Lapusi UB should manage a better plan of promotion strategy to promote electronic journals, regularly to cooperation with UB Magister Unit in socializing the electronic journals, carrying out some trainings and evaluating the promotion activities of electronic journals.