

## Promosi perpustakaan umum Kabupaten Purbalingga = Purbalingga public library's promotion / Amalia Nurma Dewi

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### Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini bertujuan untuk menganalisis pelaksanaan kegiatan promosi di Perpustakaan Umum Kabupaten Purbalingga, sebagai bagian dari kegiatan komunikasi perpustakaan kepada masyarakat penggunanya, yang dilakukan dengan cara memahami tiap tahapan promosi yang dilakukan oleh perpustakaan. Alasan tahapan tersebut dilakukan, hambatan yang dihadapi dalam setiap tahapan, hasil yang didapatkan, evaluasi keseluruhan tahapan promosi serta kemampuan staf perpustakaan dalam menjalankan tiap tahapan promosi. Penelitian ini dilakukan dengan metode kualitatif dengan pendekatan studi kasus. Hasil penelitian ini menunjukkan bahwa pada tahap pra promosi Perpustakaan Umum Kabupaten Purbalingga tidak mengawali kegiatannya dengan memahami karakteristik masyarakat pengguna, akibatnya pada tahap eksekusi promosi, pesan dan saluran promosi yang diberikan tidak mampu mengenai masyarakat pengguna secara efektif. Pada tahap pasca promosi pihak perpustakaan tidak melakukan evaluasi dan tidak mampu mengembangkan kegiatan promosi. Kemampuan staf dalam tiap tahapan promosi juga belum memadai, staf cenderung pasif, kurang komunikatif, dan kurang menghargai masyarakat pengguna, kondisi yang demikian menyebabkan pelaksanaan kegiatan promosi di Perpustakaan Umum Purbalingga belum bisa memberikan hasil yang diinginkan.

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<b>ABSTRACT</b><br>

The aim of this thesis is to understand the promotion made by the Public Library in Purbalingga; the promotion is divided into three steps: pre promotion, execution and post promotion. The thesis investigates every step of promotion concerning their rationale, evaluates the results of each step, also focusing on the difficulties of staff and their abilities. The thesis uses a case study method combined with a qualitative approach. The result is that the pre promotion step does not entail a careful understanding of the library user's characteristics; the execution step cannot reach the users effectively through the right channels and messages. Concerning the post promotion step the library doesn't evaluate and develop their promotion activities. The thesis relates these findings to lack of abilities of the staff in every step of promotion; the staff has poor communication skills, they are too passive, and, also, they lack a clear understand of who their (potential) users are. The Public Library in Purbalingga cannot achieve their

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