

## Promosi perpustakaan objek amatan: the british council library

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### Abstrak

This article is the results of BC (british council) library research as the object of its own research. The research was carried out by using library-research method, re-analyzing the existing quantitative data and conducting several interviews with informants to support the analysis. The study also evaluates the results of a survey which was conducted by a librarian on BC library users in january 1996. The survey was conducted by applying "accidental sampling (non probabilty sampling). from the survey, the data can be processed as many as 221 respondents. Meanwhile, qualitative data is obtained by performing in-depth question-and answer sessions with the informants who werw authorized by the respected agency. Therefore, the resluts of this research can not be generalized to other institutions. This library has made some improvements in terms of:service additional facilities, personnel qualities, as well as promotion. However, the number of the members who have been exposed by media campaigns such as billboards and the buildings 7.69 percent and the advertisement is 4.52 percent. These figures are very small compared to exposure through mouth-to-mouth campaign that achieves 57.01 percent. The question now is what kind of promotion that "fits" the BC?