IML 604
RESEARCH PROJECT IN LIBRARY AND INFORMATION SCIENCE

LIBRARY PROMOTION IN PSB: A STUDY AMONG BACHELOR OF INFORMATION
SCIENCE IN INFORMATION STUDIES (IM 220)
STUDENTS

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ABSTRACT

As we know library promotion very important in order to promote their library's product and services. Library promotion must meet the user needs and fully utilize. In PSB there are do the library promotion but majority user do not aware about the promotion. So the purpose of this research in order to know the levels of the user awareness and the medium that user use in getting knows about the library product and services. The respondents on this research are 144 students of IM224. The finding also shown successful of research because achieve the research objective. Then researchers come out with recommendation for improve in promoting library product and services.

Keyword: library promotion, user awareness, the medium