



**THE IMAGE OF LIBRARIAN: AN INVESTIGATION ON THE PERCEPTION AMONG
BACHELOR ADMINISTRATION (BAS) STUDENTS, UITM KEDAH.**

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ABSTRACT

Purpose of this study is to investigate the perception of BAS student's towards librarians. The result of study will change cultural image or perception of image of the librarian. Besides, the purpose is to educate users the actual role and responsibility of librarian and to state that librarian is not library assistant. This study also identify the librarians skills and competencies and stereotypical librarian.

Keywords: *The image of Librarian, Stereotypical Librarian*