



**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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**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF
BACHELOR (HONS.) IN LIBRARY SCIENCE & INFORMATION MANAGEMENT**

**FACULTY OF INFORMATION MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM) KEDAH**

SEPTEMBER 2011 - JANUARY 2012

ACKNOWLEDGEMENT

Alhamdulillah, finally I had finished my report after facing so many hardships. First of all, I would like to dedicate a thousand of appreciate to Sir Azree Ahmad, supervisor for Research Project in Library and Information Science (IML 604) for their guidance, toleration, comments and advice in the preparation of this report.

Secondly, I would like to express my gratitude to my parents that always give their moral and financial support to help me complete with this task. They also become my motivator which always gives molivations to make sure I am stronger to facing the challenges.

Besides, I also gratefully acknowledged that some of my information which had been included in this report came from my beloved friends. So here, I want to dedicate thanks a lot to my friends for the cooperation, supporting, feedback and being so kind to make sure that I am more understand with this report.

Last but not least, I again would like to thank to anybody who kindly involves directly or indirectly in making this report. I really appreciate it.

Thanks.

Marlia Rhazali

2009173527

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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