

ABSTRAK

M. Tsalits Amalil Fauzy. 220531100023 Program Studi Ilmu Komunikasi, Strategi Komunikasi Perpustakaan Universitas Trunodjoyo Madura Untuk Meningkatkan Minat Pengunjung.

Penelitian ini mengkaji strategi komunikasi Perpustakaan Universitas Trunojoyo Madura dalam meningkatkan minat pengunjung di era digital. Latar belakang penelitian didasarkan pada pergeseran perilaku informasi mahasiswa yang cenderung memanfaatkan internet dibandingkan perpustakaan, sehingga menuntut perpustakaan untuk merancang strategi komunikasi yang adaptif dan efektif. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan paradigma konstruktivis. Pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi terhadap kepala perpustakaan, staf, dan mahasiswa sebagai informan. Hasil penelitian menunjukkan bahwa strategi komunikasi perpustakaan dijalankan melalui empat tahapan. Pertama, perencanaan yang mencakup penetapan sasaran komunikasi kepada civitas akademika dan perumusan tujuan komunikasi. Kedua, pelaksanaan melalui program Pemustaka Award, Duta Baca, webinar, bedah buku, bazar buku, literasi keuangan, dan Mobil Pintar. Ketiga, komunikasi pesan dan media yang mengombinasikan Instagram, website, dan komunikasi tatap muka. Keempat, evaluasi berbasis rapat rutin bulanan berlandaskan ISO. Strategi komunikasi yang dijalankan terbukti meningkatkan minat kunjung mahasiswa, meskipun dampaknya masih bersifat sementara dan jangkauannya belum merata ke seluruh segmen mahasiswa.

Kata Kunci: Strategi Komunikasi, Perpustakaan, Minat Pengunjung,

ABSTRACT

M. Tsalits Amalil Fauzy. 220531100023. Communication Science Study Program. *Communication Strategy of the Trunojoyo Madura University Library to Increase Visitor Interest.*

This study examines the communication strategy of the Trunojoyo Madura University Library in increasing visitor interest in the digital era. The background of this research is based on the shift in students' information-seeking behavior, which tends to rely more on the internet than on library services, thereby requiring libraries to develop adaptive and effective communication strategies. This research employs a descriptive qualitative approach within a constructivist paradigm. Data were collected through observation, in-depth interviews, and documentation involving the head librarian, library staff, and students as informants. The findings reveal that the library's communication strategy is implemented through four stages. First, the planning stage, which includes identifying communication targets among the academic community and formulating communication objectives. Second, the implementation stage through various programs such as the Pemustaka Award, Reading Ambassador (Duta Baca), webinars, book review sessions, book fairs, financial literacy programs, and the Mobile Library (Mobil Pintar). Third, message and media communication, which combines Instagram, the library website, and face-to-face communication. Fourth, evaluation through regular monthly meetings based on ISO standards. The communication strategies implemented have been proven to increase students' interest in visiting the library, although the impact remains temporary and has not yet reached all student segments evenly.

Keywords: *Communication Strategy, Library, Visitor Interest.*