

ABSTRACT

This thesis is entitled "Explore the Potential of Screening a Adapted Films from Books as Media in the Promotion of the National Library of Republic Indonesia (Perpusnas RI)". The purpose of this study was to determine the effect of screening a film adaptation of books as a promotional medium in the Perpusnas RI. This research is a qualitative study with a case study approach. The informants used in this study were librarians in audio video services and open monograph services as well as library user at the Perpusnas RI. In this study, researchers used nine informants with a purposive sampling technique. Data collection techniques in this study used observation and interviews to obtain primary data, and documentation to obtain secondary data. Based on the research that has been done, it can be seen that the screening of a film adaptation of a book as a promotional medium in the Perpusnas RI can affect the awareness of visitors to come to the library, influencing the interest of the viewer in the screening of the film adaptation of the book, such as users who are looking for information about adapted books or readers who recall stories from books that have been read after watching a film adaptation, and their influence in shaping user behavior (risk appraisal) so that users look for information about film adaptations from books that have been broadcast.

Keywords: *film screenings in the library, promotion media, film adaptations of books.*