

ABSTRACT

The library has grown from a room that only stores books / magazines. Libraries have now followed the times so that libraries exist in providing information services. One of these services is the Rumah Belajar Modern which is the development of children's services offered by the Perpustakaan Provinsi Jawa Tengah. This research aims to find out how Rumah Belajar Modern services at the Dinas Kearsipan dan Perpustakaan Provinsi Jawa Tengah attract children to visit it. Qualitative research were employed by using observation and for the data collection techniques. The data were then analyzed using Miles and Huberman technique through three stages, namely data reduction, data presentation, and conclusion or verification. In order to maintain the data validity, a triangulation methods were used.. The result from this shows that the library has put so many efforts to attract children's interest on visiting the library. The efforts include providing collections and facilities favored by children. Good services such as smiling and greetings from librarians, fun facilities for children like computers, as well as interesting collections for children such as collections of children books, magazines, children's films, and educational toys. The work done by the library in attracting visitors is through promotion conducted by Dinas Kearsipan dan Perpustakaan Provinsi Jawa Tengah which currently uses printed and electronic media. The electronic media used by libraries are social media like Facebook which has been use to inform communities about library activities that take place at the Rumah Belajar Modern. While the printed media were using brochures or with banners and sending letters to local schools.

Keywords: *Children's Services, Visiting Interests, Dinas Kearsipan dan Perpustakaan Provinsi Jawa Tengah*