

ABSTRACT

This research aims to identify the public relations strategies used by National Library of Republic of Indonesia in facing generation Z users. To do so, researchers use a qualitative approach by conducting semi-structured interviews with the head of public relations subsection in National Library of Republic of Indonesia and by observing some of their social media pages. Thereafter, the data that had been obtained was scrutinized with thematic approach. This finding shows that National Library of Republic of Indonesia has implemented public relations strategies by utilizing social media as a key media for their public relations, providing facilities and activities that will broaden generation Z's experiences when visiting the library and collaborating with nano-influencers to disseminate the information that the library has. All the strategies that National Library of Republic of Indonesia has implemented can be said as successful as they receive feedback such as suggestions, comments, visitation and engagement from their users.

Keyword: generation Z, national library, public relations strategy