

ABSTRACT

The study of public information behavior is one of the central studies in Library and Information Science that explores the needs of information and the way to find the information. This research is purposed to determine and to explain the public information behavior of the people using wall newspapers in Kendal Regency plaza area. The method used in this research is qualitative method. The data were collected using semi-structured interviews involving five informants. The collected data then being analyzed using thematic analysis which resulted four themes related to the public information behavior of the people using wall newspapers. Those themes are information seeking, media of information, interaction, and barrier. The first theme is information seeking which explains the people's behavior in finding, demanding, until understanding the information. The second theme is media of information which explains the use of media as an intermediary between the information providers and the information receivers, so that the information content can be conveyed to the people broadly. The third theme is interaction which explains the process of discussion and sharing information among the readers in the wall newspaper area and also their interaction around the informants. The fourth theme is the barrier in using wall newspaper caused by environment factors, internal factors, and geographical conditions around the wall newspaper area. This research is beneficial for Kendal Regency government in escalating the efforts to provide the wall newspaper in accordance to the needs of general people.

Keywords: information behavior; wall newspaper; information needs