

ABSTRAK

Duta Perpustakaan adalah mahasiswa yang berperan sebagai mitra pustakawan sekaligus penghubung antara perpustakaan dan pemustaka. Penelitian ini bertujuan untuk mengetahui peran Duta Perpustakaan dalam mendukung layanan Perpustakaan Universitas Muhammadiyah Surakarta. Penelitian menggunakan metode kualitatif dengan pendekatan deskriptif. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi, sedangkan analisis data menggunakan analisis tematik. Informan dipilih melalui teknik *purposive sampling*. Hasil penelitian menunjukkan bahwa Duta Perpustakaan berperan dalam mendampingi pemustaka melakukan penelusuran informasi melalui katalog (OPAC/Koha), memanfaatkan database ilmiah seperti Scopus dan Mendeley, mendukung kegiatan literasi informasi, mempromosikan layanan perpustakaan melalui media sosial, serta menjembatani komunikasi antara pemustaka dan pustakawan. Keberadaan duta perpustakaan berkontribusi sebagai mitra pustakawan dalam mendukung layanan sirkulasi, referensi, konsultasi riset, dan literasi informasi melalui pendekatan teman sebaya (*peer-to-peer*).

Kata kunci: duta perpustakaan, layanan perpustakaan, pendekatan rekan sebaya, literasi informasi

ABSTRACT

Library Ambassadors are students who serve as partners to librarians while also acting as liaisons between the library and its patrons. This study aims to identify the role of Library Ambassadors in supporting the services of the Universitas Muhammadiyah Surakarta Library. This study employed a qualitative method with a descriptive approach. Data were collected through interviews, observations, and documentation, while data analysis utilized thematic analysis. Informants were selected using purposive sampling. The findings indicate that Library Ambassadors play a role in assisting patrons with information retrieval through the library catalog (OPAC/Koha), utilizing academic databases such as Scopus and Mendeley, supporting information literacy activities, promoting library services through social media, and facilitating communication between patrons and librarians. The presence of Library Ambassadors contributes as partners to librarians in supporting circulation, reference, research consultation, and information literacy services through a peer-to-peer approach.

Keywords: *library ambassador, library services, peer-to-peer approach, information literacy*

