

ABSTRACT

This research discusses the dissemination of information through mural media in the Library and Archives Office of Salatiga City. The purpose of this research is to find out the way of disseminating information through mural media in the Library and Archives Office of Salatiga City. The descriptive-qualitative research method is used on this research and the method in collecting data was by doing observations, interviews and documentations. The results of this study indicate that the dissemination of information through mural media in the Library and Archives Office of Salatiga City consists of several dimensions namely; source, message, media, context and recipient. In disseminating information, the mural media acts as a source of information. All murals in the Library and Archives Office of Salatiga City were carried out in collaboration with various parties namely Wasesa (Salatiga Wahana Community of Fine Arts), local mural artists and several mural artists from outside Salatiga. Every mural contains positive message which invite people to like and love reading. The form of the information dissemination through mural media itself is done by displaying them on the walls of the reading garden which is located in the outer courtyard of the library. The theme highlighted of the displayed murals is all about education, as the Library and Archives Office of Salatiga City is surrounded by many education institutions. The main purpose of the displaying murals is to disseminating information for anyone, especially for those who are visiting the library.

Keywords: the dissemination of information, mural media, The Library and Archives Office of Salatiga City.