

ABSTRACT

This study is to find out the communication between librarians and library users in an effort to fulfill the information needs in the library at the Sekolah Pascasarjana of Diponegoro University. This study aims to determine the communication that occurs in information needs fulfilment. The research method used in this study is a qualitative method by semi-structured interviews and observation as data collection techniques. The research data collection involved nine informants, namely librarians and library users who were selected using purposive sampling technique. The collected data were analyzed using thematic analysis techniques. The results of the analysis show six themes related to communication in order to fulfill information needs. The first theme, namely the information needed by users is a reference related to the discipline of each library users. The second theme is the communication aspect to analyze communicative activities. The third theme, namely the communication patterns formed are two-way and multi-way communication patterns. The fourth theme is communication methods and media, synchronous and diachronic, as well as online and offline media. The fifth theme is the quality of information, there are several aspects including openness, empathy and support and positive attitude. The sixth theme is the relationship between communication and information needs, which is the relationship between themes. The six themes are interrelated to help users meet their information needs.

Keywords: *communication; information needs; graduate school library*