

## ABSTRACT

*This research entitles “Comparing the Effectiveness of Facebook, Twitter, and Instagram as a means of Promotion for DPAD DIY Library Service Center in Net Generation Era”. The purpose of this research is to compare the level of effectiveness of library promotion using social media Facebook, Twitter, and Instagram used by DPAD DIY Library Service Center. This research uses a quantitative method by distributing online questionnaires to the respondents to collect data. The sample collection of this research was taken by using proportional stratified random sampling. The collected data were done by using simple tabulation and then analyzed using EPIC Model. This research shows that the three media used by DPAD DIY Library Service Center are all effective as a means of library promotion activity. Instagram is the most effective social media with the effectiveness level 4,14 and consists of Empathy dimension (4.43), Persuasion dimension (4.19), Impact dimension (4.1), and Communication dimension (3.84). Furthermore, the second highest effectiveness level is Facebook which is 4, that consist of Empathy dimension (4.08), Impact dimension (4.03), Communication dimension (3.95), and Persuasion dimension (3.94). Twitter has the lowest level of effectiveness, namely 3.88 that consists of Persuasion dimension (3.99), Empathy dimension (3.88), Impact dimension (3.84), and Communication dimension (3.75).*

**Keywords:** *effectiveness; effectiveness of social media; library promotion; EPIC Model.*