

ABSTRACT

The library needs to doing promotion as an effort to introduce themselves to the users so that the users are interested in taking advantage of the facilities and services provided. The research was titled "Promotion Effectiveness using UI Lib. Berkala against the interest to visit of the users at the University of Indonesia Library". The purpose of this research is to assess the effectiveness of promotional use of UI Lib. Berkala on the interest to visit of the users at the University of Indonesia Library. The research uses quantitative research design with descriptive type. The population in this study is University of Indonesia's students that downloads UI Lib. Berkala amounting to 76,362 people. Sample used is 270 respondents based on Isaac's and Michael's tables with a 10 % error level and using accidental sampling techniques. The variables used in this study are digital newsletters (X) as independent variable and interest to visit (Y) as dependent variable. Data collection techniques use questionnaires, interviews, and documentation. Data analysis is done with quantitative descriptive. Hypothesis testing using Spearman's correlation analysis technique. Based on the quantitative descriptive analysis known mean the total value of digital newsletter (X) is 3,51 which means effective with the highest mean value on the post to publicize indicator is 3,71 and the lowest mean value on the titles of articles indicator is 3,35. And then known mean value of the interest to visit (Y) is 3.45 which means effective with the highest mean value on the visiting to obtaining something new (science) indicator is 3,76 and the lowest mean value on visiting to complete a task or a job indicator is 3,25. Based on the results of the hypothesis testing using Spearman correlation method between digital newsletter variable (X) with interest to visit variable (Y) obtained at 0.567 and the significance values obtained 0.000 is smaller than 0.05. The H_1 is accepted and H_0 is rejected which means there is a positive and significant relationship between the effectiveness of the promotion using UI Lib. Berkala to the isinterest to visit of the users at the University of Indonesia's library.

Keywords: digital newsletter, interest to visit, University of Indonesia's library.