

ABSTRACT

This thesis discusses the role of Book Lovers Club (CPB) in promotion of the MAN 1 Sragen library. The purpose of this study was to determine the role of the Book Lovers Club (CPB) in promotion of the MAN 1 Sragen library. The research design used in this study was a qualitative case study approach. Data collection methods used were non-participant observation, documentation, and interviews with informants determined by the purposive sampling method. The results of the study are based on the concept of the promotion mix, showing that most of the promotions carried out by managers and CPB members have been going well. Personal selling is carried out by the library manager and CPB members during the MOS and book review events which are routinely held once a year. CPB managers and members have carried out well the mass selling promotion activities through print media; brochures, pamphlets, and banners. While in the form of electronic media in the form of a school website that contains articles on school agenda activities. Sales Promotion is done by offering information retrieval services and giving rewards to users with certain categories with the aim of stimulating and attracting more library visitors. Public Relations is done by building cooperation with certain institutions, conducting observational studies in Higher Education and making an event that raises the good image of the library in public. Direct marketing has not gone well. The CPB management and members did not develop direct marketing promotions.

Keywords: *library promotion; mix promotion; Book Lovers Club; MAN 1 Sragen*