

PROMOSI LAYANAN ANAK PADA DINAS ARSIP DAN PERPUSTAKAAN DAERAH KABUPATEN BULELENG, BALI

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ABSTRAK

Dinas Arsip dan Perpustakaan Daerah (DAPD) Kabupaten Buleleng berupaya untuk memperluas jangkauan layanan anak hingga sekolah-sekolah terpencil di wilayah Buleleng, ini menjadi dasar peneliti untuk mengetahui promosi yang dilakukan serta tantangan yang dihadapi oleh DAPD Kabupaten Buleleng. Penelitian ini bertujuan untuk: (1) mengetahui alasan DAPD Kabupaten Buleleng mempromosikan layanan anak; (2) mengetahui strategi promosi layanan anak yang yang diterapkan; dan (3) mengetahui tantangan yang dihadapi DAPD dalam melakukan promosi. Metode penelitian yang digunakan adalah kualitatif deskriptif untuk membuat gambaran, deskripsi secara sistematis, faktual, dan akurat mengenai fakta, fenomena yang diselidiki, dengan pendekatan observasi, wawancara dan studi dokumen. Informan penelitian terdiri dari empat orang pihak DAPD, dua informan tambahan. Hasil penelitian menunjukkan bahwa: (1) promosi layanan anak bertujuan untuk meningkatkan literasi anak-anak di Kabupaten Buleleng dan menumbuhkan kecintaan mereka terhadap perpustakaan; (2) Strategi promosi yang dilakukan meliputi metode konvensional seperti kunjungan langsung ke sekolah, dan metode *online* melalui media sosial seperti website, YouTube, dan Instagram; dan (3) Tantangan meliputi kurangnya dana anggaran, keterbatasan sumber daya manusia, terbatasnya sarana dan prasarana pendukung promosi, letak geografis sekolah sulit dijangkau. Penelitian ini secara sistematis mengenai upaya dan kendala DAPD Kabupaten Buleleng dalam mempromosikan layanan perpustakaan untuk meningkatkan literasi di kalangan anak-anak terutama di daerah terpencil.

Kata kunci: promosi, layanan anak, perpustakaan umum, literasi, perpustakaan keliling.

PROMOTION OF CHILDREN'S SERVICES AT THE REGIONAL ARCHIVES AND LIBRARY OFFICE OF BULELENG DISTRICT, BALI

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ABSTRACT

The Regional Archives and Library Service (DAPD) of Buleleng Regency is trying to expand the reach of children's services to remote schools in the Buleleng area, this is the basis for researchers to find out the promotions carried out and the challenges faced by the DAPD of Buleleng Regency. This study aims to: (1) find out the reasons why the DAPD of Buleleng Regency promotes children's services; (2) find out the strategies for promoting children's services implemented; and (3) find out the challenges faced by DAPD in carrying out promotions. The research method used is descriptive qualitative to create a picture, systematic, factual, and accurate description of the facts, phenomena stored, with an observation approach, interviews and document studies. The research informants consisted of four DAPD officials, two additional informants. The results of the study show that: (1) the promotion of children's services aims to improve children's literacy in Buleleng Regency and foster their love of libraries; (2) The promotional strategies carried out include conventional methods such as direct visits to schools, and online methods through social media such as websites, YouTube, and Instagram; and (3) Challenges include lack of budget funds, limited human resources, limited facilities and infrastructure to support promotion, and the geographical location of schools that are difficult to reach. This research systematically examines the efforts and obstacles of the Buleleng Regency DAPD in promoting library services to improve literacy among children, especially in remote areas.

Keywords: promotion, children's services, public library, literacy, mobile library.