ABSTRACT

COMMUNICATIONS STRATEGY OF EVENT GELAR BACA SD TO IMPROVE INTEREST IN READING ELEMENTARY SCHOOL CHILDREN BOOKS IN CIMAHI REGION

(Descriptive Study About Communications Strategy of Event Gelar Baca SD By Archive Library Office And Electronic Data Management To Improve Interest In Reading Elementary School Children Books In Cimahi Region)

By :
Wikky Febrilian Putra
NIM. 41811020

this research under the guidance of,
Sri Dewi Setiawati, S.Sos., M.Si.

This research is done with intent to describe About Communications Strategy of Event Gelar Baca SD By Archive Library Office And Electronic Data Management To Improve Interest In Reading Elementary School Children Books In Cimahi Region.

The research is the qualitative study by using descriptive method. Data collection techniques are used interview, observation, study of literature , and internet searching. The research subject is Archive Library Office And Electronic Data Management. Informants of this research are Yadi SAS Rudiansyah, Fariz Sua Gumilang, and Elly Heryawati.

Based on the research results, obtained that public target identification from Event Gelar Baca SD activities, Archive Library Office And Electronic Data Management has public target that was accurate based on activities and segementation. Event Gelar Baca SD activities has a concrete purpose to improving interest in reading, as well as persuade to visit local library in cimahi. The message delivered in the form of informative and persuasive informative for giving information on Cimahi library facilities to the community. Event Gelar Baca SD activities using Media, while participants can redeem what in read with school equipment like a penci, a ballpoint pen and others.

The conclusion of this research is communications strategy of Event Gelar Baca SD to improve interest in reading Elementary School Children Books in Cimahi is communications and activities in proper ways, persuading Elementary school student to Improve interest in reading .

Advice of this research is Archive Library Office And Electronic Data Management through Event Gelar Baca SD activities able to make new innovations to improve interest in reading book for community .

Key words : event, read interest, communication strategy