

ABSTRAK

STRATEGI OPTIMALISASI PROMOSI LAYANAN PERPUSTAKAAN MELALUI MEDIA SOSIAL INSTAGRAM : STUDI PADA PERPUSTAKAAN DAN KEARSIPAN KOTA BANDAR LAMPUNG

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Perpustakaan memainkan peran penting dalam mendukung pembangunan masyarakat yang berpengetahuan, kritis, dan berbudaya serta mendukung proses pendidikan, penelitian, dan pengembangan ilmu pengetahuan. Sesuai dengan konteks perkembangan teknologi digital, strategi promosi layanan perpustakaan perlu diadaptasi agar lebih efektif menjangkau masyarakat, khususnya generasi muda yang akrab dengan media sosial. Penelitian ini bertujuan untuk mendeskripsikan strategi optimalisasi layanan perpustakaan melalui media sosial Instagram yang dilakukan oleh Perpustakaan dan Kearsipan Kota Bandar Lampung. Penelitian ini menggunakan metode pendekatan kualitatif dengan teknik pengumpulan data meliputi observasi, wawancara, dokumentasi, dan studi pustaka. Hasil penelitian menunjukkan bahwa promosi yang dilakukan melalui Instagram belum terstruktur, tidak konsisten, dan belum didukung oleh sumber daya manusia yang memadai. Evaluasi konten hanya dilakukan secara manual tanpa menggunakan data analitik digital. Selain itu, kurangnya pelatihan dan strategi konten menyebabkan rendahnya keterlibatan pengguna (*engagement*). Hasil dari penelitian disimpulkan bahwa pemanfaatan Instagram oleh Dinas Perpustakaan dan Kearsipan Kota Bandar Lampung belum optimal akibat keterbatasan SDM dan minimnya inovasi konten. Meskipun demikian, terdapat komitmen untuk berbenah melalui peningkatan kapasitas dan pengelolaan digital. Optimalisasi media sosial dipandang penting sebagai strategi komunikasi dan upaya memperkuat peran perpustakaan di era digital.

Kata Kunci : Promosi Perpustakaan, Strategi Promosi, Media Sosial, Instagram

ABSTRACT

STRATEGY FOR OPTIMIZING LIBRARY SERVICE PROMOTION THROUGH INSTAGRAM SOCIAL MEDIA: A STUDY AT THE LIBRARY AND ARCHIVES AGENCY OF BANDAR LAMPUNG CITY

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Libraries play an important role in supporting the development of a knowledgeable, critical, and cultured society, as well as supporting the processes of education, research, and scientific development. In line with the context of digital technology development, library service promotion strategies need to be adapted to be more effective in reaching the public, especially the younger generation who are familiar with social media. This study aims to describe the optimalization strategies for library services through Instagram, implemented by the Library and Archives of Bandar Lampung City. The study employs a qualitative approach with data collection techniques including observation, interviews, documentation, and literature review. The results of the study indicate that promotions conducted through Instagram are not yet structured, inconsistent, and not supported by adequate human resources. Content evaluation is only done manually without using digital analytics data. Additionally, the lack of training and content strategy has resulted in low user engagement. The study concludes that the use of Instagram by the Library and Archives Department of Bandar Lampung City is not yet optimal due to limitations in human resources and a lack of content innovation. However, there is a commitment to improve through capacity building and digital management. Optimizing social media is considered important as a communication strategy and an effort to strengthen the role of libraries in the digital age.

Keywords: Library Promotion, Promotion Strategy, Social Media, Instagram.