

## ABSTRAK

Repositori institusi hadir sebagai bentuk inovasi teknologi informasi bagi perpustakaan perguruan tinggi. Pemanfaatan repositori institusi akan maksimal apabila pengguna mampu mengenal dengan baik manfaat serta layanan dan produk yang disediakan. Melalui kegiatan promosi diharapkan pengguna layanan perpustakaan mengetahui adanya layanan repositori institusi, kemudian memanfaatkannya.

Penelitian ini menggunakan pendekatan kualitatif deskriptif. Informan yang dipilih adalah *stakeholder* perpustakaan ITS Surabaya berjumlah empat orang, diantaranya Kepala Perpustakaan ITS; Koordinator IT, Pemasaran dan Kerjasama; Sub Koordinator IT dan *Digital Library*; dan Sub Koordinator Pemasaran dan Kerjasama. Pengumpulan data menggunakan teknik wawancara, observasi lapangan serta dokumentasi. Analisis data penelitian dengan reduksi data, penyajian data, penarikan kesimpulan dan verifikasi.

Hasil penelitian menunjukkan bahwa perpustakaan ITS Surabaya telah menjalankan kegiatan promosi untuk memperkenalkan ITS *Digital Repository* meskipun hal ini tidak sepenuhnya disadari sebagai kegiatan promosi. Promosi dilakukan kepada civitas akademika ITS Surabaya dan masyarakat umum dengan tujuan agar civitas akademika dan masyarakat umum menyadari keberadaan ITS *Digital Repository*, selanjutnya opini dan sikap mereka terhadap ITS *Digital Repository* berubah sehingga akan mencoba mencari tahu lebih dalam kemudian pada akhirnya melakukan interaksi dengan ITS *Digital Repository*. Selain itu, perpustakaan juga melakukan kegiatan promosi kepada pustakawan di perpustakaan ITS. Inti dari pesan-pesan yang disampaikan umumnya bersifat menjelaskan citra positif dari ITS *Digital Repository*. Alat-alat promosi yang digunakan terdiri dari *Public Relations*, *advertising*, *Online marketing*, *direct marketing*, *sales promotion*, *exhibitions and events* dan *personal selling*. Sebagian besar dari alat promosi yang digunakan berbiaya rendah, namun penggunaannya masih tidak konsisten dan berkelanjutan. Saluran yang lebih banyak digunakan adalah *word-of-mouth* yang memiliki pengaruh kuat terhadap target sasaran secara langsung. Perpustakaan ITS tidak memiliki anggaran khusus untuk kegiatan promosi. Hal ini mengisyaratkan kegiatan promosi tidak menjadi elemen yang penting dalam mendukung kesuksesan ITS *Digital Repository*. Kegiatan evaluasi masih harus dilaksanakan dengan merancang riset penelitian tentang efektivitas alat-alat promosi yang digunakan. Kendala yang dihadapi oleh perpustakaan yang utama adalah tidak adanya anggaran dana yang jelas yang menimbulkan efek domino terhadap kurangnya pemahaman pustakawan mengenai konsep promosi dan kesadaran mengenai pentingnya kegiatan promosi.

Kata Kunci : repositori institusi, manajemen promosi, *integrated marketing communication*

## ABSTRACT

*Institutional repository has present as a form of innovation by information technology for higher education. Maximum utilization of institutional repositories where users will be Able to Become familiar with the benefits that about service and products provided. Through promotional activities of institutional repository, users are expected to know about it. This study aims to Determine the promotion or marketing communications of ITS Digital Repository with the constraints that its faces.*

*This study used a qualitative descriptive approach. The informants were ITS library stakeholders that Consist of four people. Data collect was using interview techniques, observations and documentations.*

*The results Showed that the ITS library has run promotional activities to introduce ITS Digital Repository Although it is not fully Realized as promotional activities. Promotion is done to the academic community and the general public of ITS with the aim that the academic community and the general public aware of the existence of ITS Digital Repository, further opinions and their attitudes towards ITS Digital Repository changed so that it will try to find out Ultimately more then Interact with ITS Digital Repository.*

*In addition, the library Also conduct promotional activities to the librarian in the library of ITS. The core of the messages conveyed Generally describes a positive image of ITS Digital Repository. Promotional tools used consisted of public relations, advertising, online marketing, direct marketing, sales promotion, exhibitions and events, and personal selling. Most of the promotional tools used for low cost, but its use is still not consistent and sustainable. The channels are used more Instant confirmation is word-of-mouth that has a strong influence on the targets is langsung. Perpustakaan ITS does not have a specific budget for promotional activities. This Suggests promotional activities did not Become an important element in supporting the success of ITS Digital Repository. Evaluation activities still to be Carried out by designing research studies on the effectiveness of promotional tools used. Constraints faced by the main library is the absence of a clear budget that raises a domino effect on a lack of understanding of the concept of librarians and awareness campaigns on the importance of promotional activities.*

**Keywords:** *institutional repository, promotional management, integrated marketing communication.*