

## **Pengaruh Promosi Melalui Media Sosial terhadap Minat Kunjung di Perpustakaan Universitas Hasyim 'Asyari**

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### **ABSTRAK**

Promosi perpustakaan menggunakan media sosial diharapkan dapat menarik pengunjung perpustakaan dalam menggunakan koleksi dan layanan perpustakaan, tidak hanya mengenalkan perpustakaan kepada pengguna tetapi juga kepada pihak luar seperti penulis maupun penerbit untuk bekerjasama dalam bentuk bedah buku, *workshop* menulis ataupun menyumbangkan buku untuk perpustakaan. Tujuan penelitian ini untuk mengetahui pengaruh promosi perpustakaan melalui media sosial di Perpustakaan Universitas Hasyim 'Asyari Kabupaten Jombang dan mengetahui gambaran promosi perpustakaan melalui media sosial di Universitas Hasyim 'Asyari Kabupaten Jombang. Pengumpulan data menggunakan kuesioner and wawancara. Penelitian ini menggunakan metode kuantitatif. Populasi yang digunakan adalah pengunjung perpustakaan Hasyim Ashari, baik laki-laki atau perempuan, dengan sampel 89 orang selama periode Juli hingga September 2023. Teknik data analisis meliputi uji validitas, reliabilitas, analisis regresi sederhana, uji hipotesis menggunakan uji t dan koefisien determinasi ( $R^2$ ). Variabel promosi perpustakaan melalui jejaring sosial (X) mempunyai  $t = 10,231$ , nilai  $t \text{ sig} = 0,000 < = 0,05$ . Dengan demikian dapat dipastikan promosi perpustakaan melalui jejaring sosial (X) memberikan dampak positif terhadap minat berkunjung Perpustakaan Universitas Hasyim' Asyari Kabupaten Jombang (Y), hipotesis Diterima

**Kata kunci:** media social, minat kunjung dan romosi, perpustakaan, media sosial dan minat kunjung

*Library promotion using social media is expected to attract library visitors to use library collections and services, not only introducing the library to users but also to external parties such as writers and publishers to collaborate in the form of book reviews, writing workshops or donating books to the library. The aim of this research is to determine the effect of library promotion through social media at the Hasyim 'Asyari University Library, Jombang Regency. Data collection was carried out by distributing questionnaires and interviews. This research uses a quantitative method with a quantitative descriptive approach which aims to describe or provide an overview of the object under study through the data or samples that have been collected. The population used is Hasyim Asyari University library visitors, both men and women, who in July - September 2023 numbered 853 users with a sample of 89 respondents. The sampling technique uses a saturated sample technique. The data analysis method uses validity testing, reliability testing, simple linear regression analysis, hypothesis testing via t test and coefficient of determination ( $R^2$ ) with the help of SPSS version 26. Based on the research results, t shows that library promotion via social media has a significant effect on interest in visiting the University Library Hasyim 'Asyari*

*Jombang Regency. The library promotion variable through social networks (X) has  $t = 10.231$ ,  $t$  sig value =  $0.000 < = 0.05$ . Thus, it can be ascertained that library promotion through social networks (X) has a positive impact on interest in visiting the Hasyim' Asyari University Library, Jombang Regency (Y), hypothesis Accepted*

*Keywords: promotion, library, social media and visitor interes*