

ABSTRAK

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Judul Skripsi : Strategi Peningkatan Literasi Informasi pada Masa Covid-19 di Perpustakaan Cinta Baca Palembang.
xix+ 89 hlm + Lampiran

Skripsi ini membahas mengenai Strategi Peningkatan Literasi Informasi pada Masa Covid-19 di Perpustakaan Cinta Baca Palembang. Tujuan penelitian ini untuk mengetahui bagaimana Strategi Peningkatan Literasi Informasi pada masa Covid-19 di Perpustakaan Cinta Baca Palembang, serta kendala apa saja yang dihadapi dalam melakukan Strategi tersebut. Jenis penelitian ini deskriptif kualitatif. Teknik pengumpulan datanya observasi, wawancara, dan dokumentasi. Informan yaitu kordinator wilayah, Staff Program, Operator Lokal, dan pengunjung Perpustakaan Cinta Baca Palembang. Hasil penelitian ini menunjukkan bahwa Strategi peningkatan literasi informasi pada masa covid-19 di Perpustakaan Cinta Baca Palembang sudah berjalan dengan cukup baik dilihat dari kegiatan literasi yang Perpustakaan Cinta Baca lakukan, seperti kegiatan *StoryTelling*, Cinta Baca *English Club* (CBEC), Pelatihan Guru, dan *Talkshow*. Akan tetapi, dalam segi promosi belum optimal, karena kurang aktifnya mereka dalam mempromosikan, banyak masyarakat yang bukan anggota perpustakaan tidak mengetahui adanya kegiatan literasi tersebut. Oleh sebab itu, pegawai Perpustakaan harus aktif lagi dalam mempromosikan agar masyarakat lainnya dapat tertarik untuk mengikuti kegiatan literasi walau hanya dirumah saja, sehingga tujuan mereka untuk memberikan informasi kepada masyarakat dapat berjalan baik. Adapun kendala yang dihadapi oleh Perpustakaan Cinta Baca Palembang yaitu sinyal karena setiap melaksanakan kegiatan seperti *Story telling*, *webbinar*, CBEC, *talkshow* mereka sering mengalami koneksi yang tidak stabil, hal inilah yang menjadi kendala dalam melaksanakan kegiatan literasi, selain itu juga kurangnya SDM, Peralatan dan perangkat yang kurang, serta mengalami penurunan jumlah pengunjung yang disebabkan oleh pembatasan kegiatan guna mengurangi penyebaran virus Covid-19.

Kata Kunci: *Strategi, kendala, Literasi Informasi, Covid-19.*

ABSTRACT

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This study investigated the strategy for improving information literacy during the Covid-19 era at the Cinta Baca Library Palembang. This study aims to find out the strategy for improving information literacy during the Covid-19 era implementasi at the Cinta Baca Library Palembang, and to know the obstacles faced in conducting those strategies. This research used a qualitative research type. Methods of data collection in this study were in the form of observation, interviews, documentation. In addition, the informants in this study were the regional coordinator of Cinta Baca Library Palembang, the Program Staff of Cinta Baca Library Palembang, the Local Operators of Cinta Baca Library Palembang, and visitors of Cinta Baca Library Palembang. The results of this study shows that the strategy for improving information literacy during the library has been implemented quite well seen from the literacy, such as, storytelling activities, Cinta Baca English Club (CBEC), teacher training, and talkshow. However, in terms of promotion it is not optimal since they are less active in promoting literacy activities. It can be seen that many people who are not members of the library are not aware of such literacy activities. Therefore, library employees should be active in promoting literacy activities so that many people can be interested in participating in literacy activities even if only at home. Thus, their goal for providing information to the public can run well. Meanwhile, the obstacles which are faced by Cinta Baca Palembang Library in conducting literacy activities are signals since when conducting activities; such as, storytelling, webinar, CBEC and talk shows. They often experience unstable connections; besides, the lack of human resources, equipment and lack of equipment, as well as experiencing a decrease in the number of visitors caused by restrictions on activities in order to reduce the spread of the Covid-19 virus.

Keywords: *Strategy, obstacles, Information Literacy, Covid-19*