

ABSTRACT

Indonesia reading interest is still relatively low with a national reading literacy index (alibaca) of 37.32%. West Java, especially in the city of Bandung, has an alibaca index which is also relatively low at 35.47%. The national alibaca can be overcome by utilizing internet technology and devices. The access and the ability for people to use internet is currently very fast. Utilization of the internet access is not used properly yet. So it is still likely to be developed even better. One of the libraries that is strategic and have a potential to developed is Pitimoss or Pitimoss Fun Library. This research aims to design appropriate promotional strategies for reading books or borrowing books at Pitimoss and designing the strategies to promote Pitimoss Fun Library. In this qualitative research the writer uses variant methods as interview, literature research, observation, survey, SWOT analysis, and AISAS creative strategic. From all data collection activities carried out promotional strategies that are suitable to the target audience for the Pitimoss Fun Library which is to design the Pitimoss book delivery application and application promotion.

Keywords: Application, Pitimoss Fun Library, Promotion