

ABSTRACT

Reading Literacy Activity Index (Alibaca Index) made by Indonesia to describe the condition of people's literacy is in the low literacy activity group with a national value of 37.32%. West Java Province, especially Bandung City, has a dense productive age population, occupying the low literacy activity group with a value of 35.47%. The lack of national and provincial alibaca indexes can be overcome by utilizing reading facilities such as micro library. Public knowledge about the micro library in the area is still minimal, so there is a high possibility for better recognition. Pitimoss Fun Library is a suitable micro library and has the potential to be further introduced to the public. This study intends to design the right strategy to improve literacy and reading culture with the Pitimoss Fun Library and design the right promotional strategy to introduce the Pitimoss Fun Library to the people of Bandung City. This design uses qualitative research methods with data collection through observation, interview, literature study, target target opinion taking, the data that has been obtained is analyzed using the SWOT method and utilizing AISAS's creative strategy. The data collection activities that have been carried out have resulted in a promotional strategy that is suitable for the target audience for the Pitimoss Fun Library reading park by held a booth located at a large-scale book festival.

Keyword: Booth, Pitimoss Fun Library, Promotion