

ABSTRACT

A library is a location, a structure, a space, or another area of a publication that is often organized in a specific sequence for readers' use only—it is not for sale. Pustakalana Children's Library, which is geared at children, is one of the special libraries. A community-based not-for-profit organization, namely volunteers drawn from various groups, manages this library. The basic definition of literacy is the capacity for reading and writing. Additionally, Pustakalana packages these literacy activities in a variety of engaging programs like workshops, classes, or sharing sessions. The definition of literacy is broadly defined as language skills, which include the capacity to speak, listen, write, and read as well as the capacity to think. Socialization of children More than digital books, Pustakalana introduces actual books to readers. However, modern technology has also made it simpler for people to use cellphones to obtain books on digital platforms. In terms of quantity, Indonesia is the nation with the second-highest number of libraries in the world, yet despite having the second-largest library in the world, it has the second-lowest literacy rate in the world, coming in at number 60. According to the description above, it is clear that communication techniques are crucial to the Pustakalana Children's Libraries efforts to raise children's literacy levels. Because of this, the author came up with the following thesis: "CHILDREN'S LIBRARY COMMUNICATION STRATEGY IN IMPROVING CHILDREN'S LITERATURE." This study employs a qualitative methodology, with The findings of this study, which used a case study approach, show that Pustakalana has effectively established and implemented a communication strategy, as shown by the communication strategy used to pique users' interest in attending the activities carried out by Pustakalana.

Keywords: *Communication Strategy, Literaiton, Information, Library*