

ABSTRACT

This mascot design media is used as a branding promotion media for the Cipta Wacana Library in Kalilandak village. In this case, the author's goal is to design a mascot as a medium that will later be used to build the image of the Cipta Wacana Library. As an attractive promotional media for children, the author uses a mascot in its application. The mascot media was taken because it was relevant to children's interest in a mascot character that children liked. This design was made because the author is aware of the decrease in children's interest in reading, so that it affects the decrease in the number of children's users in the Cipta Wacana Library. Where this is related to the interest of children who like to play gadgets and watch videos on Youtube. So, the author makes research in the form of mascot design as a promotional medium for the Cipta Wacana Library in order to build children's reading interest. Then the research method chosen and used in the design of this research through a descriptive qualitative approach means collecting data not in the form of numbers, but the data comes from interview scripts, field notes, personal documents and other official documents. In this study, the research design used was descriptive qualitative. Using descriptive qualitative research design in this study with the aim of explaining and describing in depth the promotional branding of the Cipta Wacana Library through mascot media.

Key Word : Mascot, Library, Branding Promotion