

ABSTRACT

The publisher of BRIN, formerly LIPI, is an institution that conducts research and development in the field of science. The publisher of BRIN as the Research Institute has publishing services for writers, researchers, cultural activists, lecturers, or even students and students who have written articles and books. The design of this promotion strategy I devised because there are many people who do not know about the publishing services of BRIN Publishers. The BRIN Publishers' promotion strategy design method uses observation methods, interviews, library studies and questionnaire methods to collect data. Meanwhile, to analyze data using the AISAS method and SWOT method in order to determine a good design for the BRIN Publishers' promotion strategy. The result of this design will be a webinar by inviting authors who have published books under the auspices of BRIN Publishers, to share their experiences with each other. In addition, there will be a writing contest with an opportunity to collaborate with BRIN's great writers and then participants will be directed to download the BRIN Publishers app as a means of uploading written works or simply reading BRIN Publishers' books. It is hoped that the event will depict "a work dedicated to my country". With clear mission vision and free publishing in publishing and other benefits. BRIN publishers have enormous potential to attract new authors to publish books under the auspices of BRIN Publishers.

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