

## ABSTRAK

Program Studi Manajemen merupakan salah satu program studi favorit di setiap universitas, begitupula dengan Universitas Airlangga. Mahasiswa membutuhkan informasi setiap hari khususnya terkait mata kuliah. Pustakawan dan perpustakaan saat ini dituntut menggunakan teknologi informasi untuk memenuhi kebutuhan informasi pengguna agar perpustakaan tidak ditinggalkan pengguna. *Subject Guide of Management* adalah salah satu media penelusuran informasi khususnya subyek manajemen yang berisi informasi valid yang bersumber dari koleksi Perpustakaan Universitas Airlangga dan sumber yang jelas, yang telah melalui tahap seleksi dan pemilihan. Prosedur pengumpulan data yang digunakan yaitu menentukan ruang lingkup subyek, wawancara, menentukan sub subyek, inventaris koleksi, deskripsi isi, dan kategori buku. *Subject Guide of Management* disajikan dalam bentuk website. Terdapat empat menu yaitu home, koleksi, panduan dan tentang kami. Memiliki sembilan subyek berdasarkan LCSH (*Libray Of Congress Subject Headings*) yaitu *accounting, business, communication, finance management, human resource management, management, management information systems, operations management and supply shain, dan organization*. Koleksi terdiri dari koleksi cetak, digital, dan *grey literature*. Kesimpulan dari produk ini yaitu webiste *Subject Guides of Management* menyajikan informasi yang sangat kompleks tentang subyek maupun koleksi dari subyek tersebut. Website memiliki tampilan yang sederhana dan mudah diakses oleh pengguna.

Kata Kunci : manajemen, *subject guide, subject guides of management*

Management Studies is one of the favorite study in many universities. One of them are Airlangga University. The students need to know information every day for the lesson or others. Today librarian and the library are required to make more updated about the technology information for the user so that the library is not abandoned by user. Subject Guide is a guide that provides subjects from reliable sources. It allows users to find the information for example to find research. Subject Guide of Management is one of the information tracking media subject of management with valid information sourced from Airlangga University Library, which has been through selection proved by clear sourced. Data collection procedure used is to determine the scope of subject, interview, specify sub-subjects, collection inventory, content description, and book categories. Subject Guide of Management is presented in website. There are five menu that is home, collection, library, guide and about us. There are nine subjects based on LCSH (*Libray Of Congress Subject Headings*) include Accounting departmens, business, command and control systems, communication in management, finance department, line and staff organization, science management, multimedia systems in management, and personnel management. There are collections which were printed collections, digital, and grey literature. The conclusion of this product is the website Subject Guides of Management presents a very complex information about subject and collection of the subject. The website has a simple view and easy accessible for the user.

Keywords: management, subject guide, subject guides of management