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Library Promotion Through Digital-Based Social Media

Promosi Perpustakaan Melalui Media Sosial Berbasis Digital

M. Rinaldo Marajari , S. Sos
 Perpustakaan Nasional Republik Indonesia, rinaldo@perpusnas.go.id
Indah Afrilah Hanum Lubis
UIN Imam Bonjol Padang, indahafrilahhanum@gmail.com

Abstract

Background of the study: This study discuss the use of social media US a means of promoting student interesting reading.

Purpose: The purpose of this study was to determine the use of social media in the promotion of student interest in reading carried out by the library.

Method: This study uses a descriptive research method with a qualitative approache. Data was collected through observation, interviews, documentation and literature review and then processed by data analysis techniques.

Findings: The results of this study indicates that the library uses social Instagram and Facebook media to promote the library and the importance of students' interests in reading.

Conclusion: Social media features have been completely utilized, but the library's social media admins have not used all of these featuresin understand with the results of the best practice of experts, so there are some that have note been utilized.

Keywords: library promotion; social media

Abstract in Indonesia

Background of the study: Penelitian ini membahas tentang penggunaan media sosial sebagai sarana untuk mempromosikan minat baca siswa.

Purpose: Tujuan dari penelitian ini adalah untuk mengetahui penggunaan media sosial dalam promosi minat baca mahasiswa yang dilakukan oleh perpustakaan.

Method: Penelitian ini menggunakan metode penelitian deskriptif dengan pendekatan kualitatif. Data dikumpulkan melalui observasi, wawancara, dokumentasi dan studi pustaka kemudian diolah dengan teknik analisis data.

Findings: Hasil dari penelitian ini menunjukkan bahwa perpustakaan menggunakan media sosial Instagram dan Facebook untuk mempromosikan perpustakaan dan pentingnya minat baca siswa.

Conclusion: Fitur-fitur media sosial telah dimanfaatkan secara lengkap, namun admin media sosial perpustakaan belum menggunakan semua fitur tersebut sesuai dengan hasil best practice dari para ahli, sehingga ada beberapa fitur yang belum dimanfaatkan.

Kata kunci: promosi perpustakaan; sosial media

Introduction

Library is one of the sources of information that has very broad data, covering various sciences, arts, technology and others. A library is a room part of a building, or the building

itself used to store books and other publications that are usually stored according to a certain order for readers to use.According to Law No.43 of 2007 Chapter 7 Article 22, there are five types of libraries, one of which is a public library. Public library is held by government, government province, govt district / city, subdistrict and village as well as canheld by the community. Public can organize public library for facilitate realization public learner throughout life. Public learner throughout life will always use reason for filled with knowledge knowledge through read. Read is something activity most base in education, read Also be one skills as well as the most important habit in life a day day.

By reading, people can find new ideas, get information and increase knowledge so that their horizons become wider. The rapid development of science and technology greatly affects the quantity and quality of information needed by each individual and community group. As one of the information centers, the library will have an important role if the users in the library are willing to use the library professionally, that is, if the library materials in the library are often read. So every library needs to make promotional efforts so that its collections can be utilized by members or non-members of the library. Library promotion is an activity or effort to introduce all activities in the library to the general public.

Promotion is carried out to provide information about the library, collection materials, services and so on related to the library. In carrying out library promotion activities, a library promotion strategy is needed. Library promotion strategies are carried out directly and indirectly. Direct promotion is done by meeting face to face and without any intermediaries, while indirect promotion is done by utilizing other tools or intermediaries. One of them uses information and communication technology. Advances in information and communication technology have brought fundamental changes in human life. One of these technologies is the internet, the development of internet technology has changed the paradigm of obtaining information and communicating, which is not limited by the dimensions of space and time. The social media used are Instagram and Facebook, but in their use, library administrators are more active in using Instagram than Facebook to provide information about the library and campaign for the importance of reading interest from an early age. In addition, the admin does not master the features of social media. The library social media admin should be able to use the existing features to optimize the use of social media.

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Method

This research uses descriptive research methods with a qualitative approach. Data were collected through observation, interviews, documentation and literature study and then processed with data analysis techniques. The results of this study show that the library uses Instagram and Facebook social media to promote the library and the importance of students' interest in reading. Social media features have been maximally utilized, but the library's social media admin has not utilized all of these features in accordance with the results of the experts' best practices so that some have not been utilized.

Result and Discussion
Definition of Library Promotion

Library promotion is a way to introduce and publicize to consumers with the main purpose of providing information about products or services available in a library and persuading potential customers to react to these products or services. According to Badollahi Mustafa, promotion is: "A persuasive marketing communication mechanism utilizing public relations techniques.

Promotion is a forum for exchanging information between organizations and consumers with the main purpose of providing information about products or services for these products or services Promotion is a method used to inform, persuade and remind users about the institution and the resources in it and also the services provided. From some of the above definitions, it can be concluded that library promotion is an activity or effort to introduce all activities in the library to be known by the general public.

Purpose of Library Promotion

This promotional activity relates to activities used to inform a person or group of people about an organization and its products. In other words, promotion is used to increase public awareness about an organization and about new or existing products. As a means of library communication, of course, library promotion has several objectives. The objectives of library promotion are, attracting attention, creating impressions, arousing interest, obtaining responses, influencing to accept the ideas, concepts or goods being promoted. The objectives of library promotion according to Qalyubi are four, namely:

1. Introducing the function of the library to the user community
2. Encourage interest in reading and encourage people to use the library collection as much as possible and increase the number of people who like to read.
3. Introducing library services and services to the community.
4. To make the community aware of library services and use them, and to develop the community's understanding and support of library activities.

Based on this opinion, it can be concluded that the purpose of library promotion is to inform library products, facilities and services to prospective users or the public, in order to increase or encourage people to use the library. Promotion carried out by the library aims to make users aware of the products, namely library materials, facilities, activities and information that are well presented and interesting. In this case, the communication skills of librarians are needed in promoting the services and services available in the library, so that users and prospective library users can find out about it and want to use it. Library promotion is useful so that the library can be more active in serving and providing information to the community. Given the importance of reading, increasing and fostering interest in reading to the community as early as possible.

Library Promotion Media

Library promotion uses a number of methods such as newspaper advertisements, posters offering products and services in general. Library promotional media can be grouped into two, namely print media and non-print media.

Print media

Media in the Big Indonesian Dictionary means tools or means of communication. Such as newspapers, magazines, radio, television, posters, and banners.   There are several types of mass media that can support library promotion activities. Library promotion is done through advertisements published in mass media in both printed and non-printed (electronic) forms. In printed form such as newspapers, magazines, brochures and others. Promotion through non-print media such as through radio and television advertisements, or online media (internet).

Social media

Social Media in media development has rivaled conventional or traditional media, such as television, radio, or print media. This advantage can occur because social media does not require a lot of labor, large capital, and is not bound by massive production infrastructure facilities such as offices, buildings and other reporting devices. Social media users can even be active, take a role and be independent in determining content on social media anytime and anywhere. Social media admins are free to edit such as subtracting and adding, disseminating, and modifying writings, images, videos, graphics, and various other forms of content. The future of social media is hard to predict. Its existence cannot be separated from human life. This happens thanks to the benefits and functions of social media that have made human life

easier, more effective and efficient.

Research Result

Library promotion activities are activities or efforts to introduce all activities in the library to the general public so that people recognize or know the Library. As a library, this library conducts promotional activities. The purpose of the promotion itself is to spread information about the library and the importance of reading interest, besides spreading this good habit to the community. "The goal is to disseminate information about the library, and also to remind people of the importance of reading. And also to spread this good habit to the environment, children and the surrounding community." The statement above is in accordance with the purpose of promotion according to Qalyubi that the purpose of promotion is to introduce the function of the library to the community. As well as encouraging interest in reading and encouraging people to use the library collection as much as possible. In conducting promotions, the Library uses one of the indirect promotion strategies. Indirect promotion is a promotional activity carried out by not facing or communicating directly face-to-face but by using and utilizing several media. This can be seen from the use of social media in promoting the library. The social media used by the library are Instagram and Facebook.

However, in its application, Instagram is considered more effective than Facebook.Library. The library does not use Twitter for library promotion. According to Kosam Rimbarawa, the low interest in reading among the public in general and students in particular today deserves our reflection, because the progress of a nation is inseparable from the progress of its people. Therefore, we need to remind people of the importance of reading and instill an interest in reading from an early age.

Conclusion

Based on the explanation and analysis as a result of the research, the author concludes that the library uses Instagram and Facebook as a means to promote the library and the importance of reading interest. Some social media features have been maximally utilized, but the library's social media admin has not used all social media features in accordance with the results of the experts' best practices so that some have not been utilized. In addition, the admin has limited time to explore the features and manage the social media. The limited time owned has an impact on the library not having a pattern in uploading information consistently. This can be seen from the random time taken to upload information. However, the admin still responds to users through the library's social media.

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