

Library Promotion by Governance Institute of Home Affairs (GIHA) Library: An Overview



Promosi Perpustakaan Institut Pemerintahan Dalam Negeri: Sebuah Deskripsi

Annisa Rahmadanita¹
anis@ipdn.ac.id¹

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Corresponding Author:

Email: anis@ipdn.ac.id

Affiliation: Institut Pemerintahan Dalam Negeri, Sumedang-Indonesia



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e-mail: library@ipdn.ac.id, ijolib@ipdn.ac.id

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¹ Institut Pemerintahan Dalam Negeri, Jl. Ir. Soekarno KM 20 Jatinangor, Sumedang Regency, West Java, Indonesia (45363)

Abstract

Background: The ramifications of technological advancement is necessary for optimal operation of library and prompt provision of information. **Purpose:** This research aims to obtain an overview and analyze library promotion, as well as the development strategy carried out by the Governance Institute of Home Affairs (GIHA) Library. **Method:** It uses a qualitative method with data collection techniques in the form of interviews, observation, and documentation. **Results:** The results show an inconsistency in the promotion carried out by the GIHA Library. The promotion aspect of the library had been fulfilled, the Branding aspect contained digital library branding, and the IPDN library had utilized social media as a library promotion tool. However, in the copywriting aspect, the Customer Relationship Management aspect, the promotion roadmap and the design of library promotion programs have not been implemented properly. **Conclusion:** The library promotion implementation is not good enough. The development strategy that the GIHA Library can carry out is to increase the digital-based promotion.

Keywords: Digital-Based Promotion, Library Promotion, University Library

Abstrak

Latar Belakang: Implikasi dari perkembangan teknologi menuntut perpustakaan menjawab tantangan agar dapat menyelenggarakan fungsi perpustakaan secara optimal dan menyajikan kebutuhan informasi secara cepat dan tepat. **Tujuan:** Tujuan penelitian adalah untuk memperoleh gambaran umum dan menganalisis promosi perpustakaan serta menganalisis strategi pengembangan promosi perpustakaan yang dapat dilakukan oleh Perpustakaan IPDN. **Metode:** Metode penelitian adalah kualitatif. Teknik pengumpulan data menggunakan wawancara, observasi dan dokumentasi. **Hasil:** Hasil Penelitian menunjukkan bahwa terdapat inkonsistensi promosi perpustakaan yang dilakukan oleh Perpustakaan IPDN. Pada aspek promosi perpustakaan telah terpenuhi, pada aspek branding terdapat branding perpustakaan digital, dan perpustakaan IPDN telah memanfaatkan media sosial sebagai alat promosi perpustakaan. Akan tetapi pada aspek copywriting, aspek *Customer Relationship Management*, roadmap promosi dan perancangan program promosi perpustakaan belum diimplementasikan secara baik. **Kesimpulan:** Penyelenggaraan promosi perpustakaan IPDN termasuk dalam kategori kurang. Strategi pengembangan promosi perpustakaan yang dapat dilakukan oleh Perpustakaan IPDN adalah meningkatkan promosi perpustakaan berbasis digital.

Kata kunci: Promosi Berbasis Digital; Promosi Perpustakaan; Perpustakaan Perguruan Tinggi

I. INTRODUCTION

Background. Libraries are institutions with various collections and services for users. These institutions are synonymous with the existence of printed books read and borrowed by visitor. Libraries provide collections of electronic books that can be accessed digitally. However, with the evolution of technology that necessitates adaptation, libraries will not cease to exist.

Every library is expected to develop service innovation packaged effectively and efficiently through the demands of the times and technology.

One implication of technology development is the increasing behavior and needs of users for good information and library services (Sugiharti, 2018). This improvement can also be packaged through library innovation that responds to users' demands (Djuwarnik, 2016) and aims to improve services (Piliang, 2015). Various types of innovation created are important to be known and disseminated to users, hence the benefits can be right on target. One way of disseminating information is by carrying out promotions to create awareness of library activities. Furthermore, Qalyubi (2003) stated that promotion activity aims to introduce library functions and services, improve users' interest in reading, increase awareness regarding their support for activities being held, and socialize the "unknown, unloved" program. Various forms and ways of promotion can be carried out, such as digital-based (Sujatna, 2020). The promotion is certainly appropriate to be carried out by libraries, considering the current industrial revolution 4.0 has influenced various activities. Moreover, it has multiple purposes, such as building branding or image and creating the impression of libraries.

Similar to the challenges faced during the industrial revolution 4.0, the Governance Institute of Home Affairs (GIHA) Library also faces challenges that should be addressed by adapting and innovating to implement its functions. Therefore, this library carried out digital-based promotion to answer current challenges. The GIHA library has users consisting of lecturers, students, and staff. Most collections consist of government science because it is an educational institution producing government cadres. Meanwhile, the services provided include circulation, reference, Final Report/Thesis collections, and e-resources. To provide the best services to its users, this library continues to make an adaptation and an innovation. Digital advertising is one method for increasing the speed with which consumers discover and utilize the offered services. Therefore, this research seeks to analyze digital-based promotion carried out by the GIHA Library.

Problem. The problem faced by the GIHA Library is the limited human resources that carried out this activity. A human resource person, namely the First Expert Librarian, has the task and function of performing library promotion. Furthermore, the promotion has not consistently disseminated information, and few activities have been promoted. The promotion by the GIHA Library has implications for the less enthusiastic response given by users regarding the activity.

Previous Literature Review. Many previous findings have carried out research with a focus on library promotion. Furthermore, promotion can be carried out through print, electronic, non-mass, and meeting media (Harahap, 2021). Digital-based promotion can be carried out by utilizing all the features available on the Instagram of libraries (Deliani, 2020; Suharso & Pramesti, 2020). Admins of social media need to understand the use of all the features on the libraries' social media (Gufroni, 2022). The promotion is mostly conducted to capture the native generation who prefer surfing digital media over conventional ones (Santoso, 2019). Furthermore, the promotion using Instagram and YouTube can also be organized by libraries (Prolintan & Nurrohman, 2020). Social media can promote libraries and collections to realize education and excellent services to the community (Mustofa, 2017). One of the keys to successful promotion is continuous activities, hence the objectives can be achieved (Afifah & Santika, 2021). The success of libraries is judged by the number of visits and user consumption, not by the size and grandeur of the building (Iqbal & Yunita, 2020). Promotion is considered to be the key to the continued use of libraries for users (Yenianti, 2019). Information technology

is expected to support library management, such as promoting activity (Aulia, 2020). Collaboration between libraries should increase satisfaction and fulfill the information needs of users (Puspitasari, 2021). Moreover, collaboration and promotion undertaken by libraries are no longer taboo in the digital age (Rahmadanita, 2021a). One strategy applied in library promotion activity is the presence of artificial intelligence librarians (Sari, 2019).

State of The Art. Based on the description above, this research has not been carried out before. This is because the scope is to study promotion from the aspect of information products and the GIHA library institution.

Purpose. Therefore, the aims of this research are to 1) investigate the promotion carried out by the GIHA Library and 2) analyze the development strategy.

II. METHOD

This research uses a qualitative descriptive approach with centralized interviews, and the informant determination technique used is purposive sampling. The total of informants is 10 librarians, including 1 who has the task and function of performing promotion. Interviews, observations, and documentation related to the research focus are conducted, and the analysis technique used is data reduction, presentation, and conclusion drawing.

III. RESULTS AND DISCUSSION

A. Analysis of the Implementation of Library Promotion at The Jatinangor Campus GIHA Library.

Promotion by the GIHA Library is carried out digitally using technology and information and packaged into various digital media. The GIHA Library carried out digital-based promotion through the website, which can be accessed at <http://lib.ipdn.ac.id/> in promoting the types of services and activities held. Besides digital-based promotion through YouTube, the library also conducted promotion through Instagram, which has 1,430 followers. The administration creates and periodically posts content on Instagram through posters, photos, and videos. Posts contain promotions about new book collections, electronic book collection services, and other important information users can find and use. The GIHA Library also has a YouTube account as a digital-based media promotion accessed through <https://www.youtube.com/channel/UCujMt83PKMQBrnY2PmDncEQ>. The YouTube account has 479 subscribers, and 4 video have been created and posted.

Based on the description, a digital-based promotion at the GIHA Library has been conducted, and the media consist of a Website, Instagram, YouTube, and Facebook. The distribution of promotional content varies according to users' needs and the media. Most of the content posted on the website is related to implementing library activities. The information contains more detailed profiles, services, collections, as well as infrastructure and facilities of GIHA Library. Promotion through the Website needs to be developed and improved, especially in terms of updating information and utilizing the platform (Rahmadanita, 2021b). On Instagram, most of the content posted is posters and photos. The admin also regularly creates stories to inform users about new printed and digital book collections. Meanwhile, the content created and posted is in the form of videos on YouTube. In this media, four videos provide information about the profiles of library staff and procedures for using the Digilib Praja application, as well as the methods to become a member of the GIHA Library. Most of the promotional content on Facebook is photos of activities organized by the library.

This research analyzes the implementation of library promotion based on Digital-Based material organized by the National Library, including aspects of ethics (Fitriani, 2020), branding (Ramadhan, 2020), copywriting (Nurtiar, 2020), content creation (Saraswati, 2021),

social media as a promotion tool (Kurniawan, 2021), Customer Relationship Management (CRM) in libraries (Nurtiar, 2021), blog and vlog creation, and digital-based promotion program design (Nasution, 2021).

Analysis of Digital-Based Promotion Ethics It is important to pay attention to digital-based promotion ethics considering that current technology development has implications for concerns regarding information freely received by the public. The existence of ethics in carrying out library promotion is considered to prioritizing morals in making content (Fitriani, 2020). According to this research, digital-based promotion carried out by the GIHA Library has followed the required ethics. The library has complied with the article in the ITE Law when performing digital-based promotion. Before posting the content, the leader and the promotion admin pay attention to decency and do not conduct gambling, defamation, violence, and threats. The content does not spread false and misleading news, as well as does not contain elements of ethnicity, religion, race, inter-group, and violence. Furthermore, the GIHA Library also pays attention to the ten basic rules of netiquette before creating and posting content.

Analysis of Branding. The function of branding is to form identity, attributes, and uniqueness for the organization (Ramadhan, 2020). Furthermore, the branding is reflected in its collections, where this library is an institution supporting the implementation of the GIHA campus, which produces generations of government cadres. Therefore, the government science collections owned by the library endeavored to always be updated and reliable. Branding is defined as a person's perception and expectations of an organization generated when the products, services, experiences, and promotions of the organization are met (Ramadhan, 2020). According to this research, the perception that has been formed and become the branding of the GIHA Library is fast digital services. The library has an Indonesian language electronic book collection that users can access. The perception of digital services that are fast and on target is carried out by the library in fulfilling the needs of users, especially during the current pandemic.

Figure 1.
READ Branding of the GIHA Library



Source: GIHA Library's Instagram

Branding of the latest government science collections is reflected in the READ icon (Figure 1) when users enter the GIHA Library, where the icon invites users to read the collections. Furthermore, librarians try to keep abreast of development in the digital era, where most users are students. The mindset of librarians endeavors to follow the mindset of the millennial and post-millennial generations. Therefore, librarians approach users emotionally, and the GIHA Library is better known and attached to the users.

Analysis of Copywriting. Copywriting (Nurtiar, 2020) convinces users to trust and follow the content created. The GIHA Library has carried out the activities, such as making posters or brochures. In the context of digital-based promotion, the administration also arranges posters to be posted on promotion media. The following is an example of content created.

Figure 2.
Promotion Content on Giha Library's Instagram



Sources: Giha Library's Instagram, 2022

Figure 2 shows that the content contains research topics and a book cover. However, the creation of posters does not follow Copywriting formulas, and the module shows that the three formulas are AIDA (Attention, Interest, Desire, and Action), PAS (Problem, Agitate, and Solution), and FAB (Feature, Advantage, and Benefit) (Nurtiar, 2020). In the creation of promotional content, the admin innovates independently and does not use Copywriting formulas due to limited knowledge and information. This is reinforced by statements from an informant to make promotion concepts individually because the GIHA Library issues no Standard Operating Procedure (SOP).

Analysis of Content Creation. One main objective of implementing digital-based library promotion is to promote content expected to attract, involve, and give pleasure to users (Saraswati, 2021). Therefore, paying attention to several aspects of creating the content is necessary. Table 1 describes the analysis regarding content creation carried out by the GIHA Library.

Table 1.
Basics Of Digital Content Creation

No	Basics	GIHA Library	Description
1	Various types of content and platforms used	The library has a Website, Instagram, YouTube, and Facebook media with different types of content in the form of photos, videos, pictures, and narrative.	Appropriate
2	Consistency regarding material preparation and publication schedule	The admin creates and posts promotion materials that tend to adjust to National holidays when there are new collections of books, and the library holds activities. Conclusion: The GIHA Library does not have a consistent publication schedule.	Inappropriate
3	Development of digital content elements according to promotion needs	Promotion is carried out with digital media as described above, and the GIHA Library has not felt the need to develop these content elements. However, the effort is to improve the quality of the content posted.	Appropriate
4	The SEO (search engine optimization) technique, keywords, and the right hashtags	The GIHA Library has not used and utilized the SEO technique and strategic keywords due to a lack of knowledge from its human resources. However, the hashtags have been used in several Instagram and YouTube posts.	Inappropriate

Source: Author's Analysis, 2022

Based on Table 1, two of the four fundamentals of digital content development have been used by the GIHA Library to promote its services online. Meanwhile, two aspects are inappropriate and need to be carried out to improve and increase the quality of the promotion content, namely 1) Consistency regarding material preparation and publication schedule and 2) the SEO technique, keywords, and right hashtags. Regarding consistency, interviews with informants show that the admin is a librarian who is not only in charge of promotion but has other tasks and functions. Moreover, another obstacle is the absence of a regularly prepared schedule related to this activity.

Analysis of Social Media as a Promotion Tool. The module states that in conducting library promotion using social media, several steps need to be taken, namely 1) Preparation, 2) Promotion, and 3) Evaluation (Kurniawan, 2021). The social media owned by the GIHA Library are Instagram, YouTube, and Facebook.

Table 2.
Practical Steps For Giha Library's Social Media

No.	Practical Steps	Stages	GIHA Library's Social Media
1	Preparation	Identification	Carried out

2	Promotion	Forming a Management Team	Not carried out
		Developing Social Media Programs	Not carried out
		Determining Social Media for Promotion	Carried out
		Creating Content	Not carried out
		Getting followers	Carried out
		Expanding the reach of posts	Not carried out
		Using trending hashtags and keywords	Carried out
		Making a feature	Not carried out
		Monitoring time	Not carried out
3	Evaluation	Success evaluation	Not carried out
		Preparing reports	Not carried out

Source: Author's Analysis, 2022

Table 2 shows that the GIHA Library has not followed the practical steps described above when promoting social media since only four aspects have been conducted from the 12. It is concluded that the library needs to make improvement and enhancement efforts when promoting social media by referring to the practical steps described. Interviews with informants show that a digital-based promotion management team should be formed to enhance the smooth running of the activity on schedule and target. An evaluation related to this activity should also be implemented by the leader of the GIHA Library unit and the management team legally appointed through a decree.

Analysis of Customer Relationship Management (CRM) in the Library. The module explains that CRM is an approach to building and maintaining relationships with library users (Nurtiar, 2021). The GIHA Library has implemented CRM but has not followed its management, planning, and evaluation. It needs to carry out planning before implementing CRM and evaluation. Moreover, it is necessary to prepare program forms containing library data, user segmentation, and GIHA library promotion to facilitate CRM activities.

Analysis of Blog and Vlog Creation. The GIHA Library has a Vlog with YouTube account media and prefers a website over a blog as a trusted institution. The website contains all information, such as profiles, services, collections, activities, facilities, and library infrastructure. In promoting the Website and Vlog, the GIHA Library needs to increase visitors using SEO. This technique has not been applied in promoting the Website and YouTube Vlog.

Analysis of Promotion Program Design. The module explains that before implementing a digital-based promotion, it is necessary to compile a program design first (Nasution, 2021). The GIHA Library has not owned a promotion program design comprising objectives, goals, and detailed activities. Based on the analysis, it needs to compile promotion program design, create periodic roadmaps, as well as design programs and activities. Furthermore, the library should pay attention to the efficiency and effectiveness of digital-based promotion and evaluate the program qualitatively and

quantitatively. Program evaluation has benefits, such as 1) realizing direct communication with users, 2) obtaining feedback to improve the strategy, and 3) building brand awareness and loyalty.

B. The GIHA Library Can Carry Out a Library Promotion Development Strategy

Based on the description, this research has analyzed various aspects that need to be considered in implementing promotion at the GIHA Library. Furthermore, it examined the strengths, weaknesses, opportunities, and threats when carrying out this promotion, and the details of the SWOT analysis are shown in Table 3.

Table 3.
SWOT Analysis of GIHA Library Promotion

Strengths	Weaknesses
1) Support from the leader of the library unit 2) Relatively adequate number of librarians 3) Librarians' willingness to adapt 4) Having a Website, Instagram, YouTube, and Facebook digital media Facebook	1) The ability of librarians to utilize technology 2) Adequate facilities and infrastructure
Opportunities	Threats
1) Users of the post-millennial generation 2) The existence of other university libraries in the Jatinangor area and its surroundings	Fast technology development

Source: Author's Analysis, 2022

Referring to the SWOT analysis table, this research formulates strategies that can be carried out by the GIHA Library in implementing digital promotion as follows: 1) The leader needs to form a management team, 2) The team should design promotion programs, 3) The library needs to collaborate and cooperate with other university libraries. Based on the description above, the recommendations from the analysis carried out are that the GIHA Library should 1) improve promotion ethics and expand the knowledge and awareness of users regarding branding, 2) follow the Copywriting formulas when creating promotion content, 3) advance the quality of the content, 4) follow the basic steps in conducting promotion using social media, 5) follow the CRM management and compile program forms, 6) apply the SEO technique in increasing visits to the Website and YouTube Vlog, and 7) design digital-based library promotion programs and conduct evaluations both qualitatively and quantitatively.

The appropriate strategy to be developed in promoting services and information products is to use digital-based promotion. The library has many digital-based

promotion media, such as the Website, YouTube, Instagram, and Facebook. However, the consistency and quality of the content need to be improved. This improvement aims to present users' information needs quickly and precisely, as well as create GIHA Library branding as a place of learning for users. The inconsistency occurs because the library does not have a program plan and standard operating procedures (SOP) related to the promotion.

Discussion of Main Research Findings. Previous findings show that consistency is an obstacle human resources face in creating promotional content (Norhidayah, 2022). It is one of the keys to the success of implementing library promotion. Librarians can consistently promote programs that support the existence of libraries (Ernawati, 2022). The variables related to this obstacle are also in line with previous research, where consistency regarding the dissemination of information is needed in terms of content and time (Fadhli et al., 2018). Moreover, it can increase the number of followers when uploading content daily on social media (Ningrum, 2022). The branding aspect of GIHA Library promotion needs to be maintained and improved. This is in line with Tyas (2020) that emotional branding promotion can be used to fulfill users' information. Branding can be carried out through digital (Kristyanto, 2018) and social media (Putri, 2021). By implementing the right digital strategy, social media will gain followers as information references (Ferbita & Setianti, 2020). Therefore, the branding strategy can promote library services to users (Samiyati, 2020).

GIHA Library has a leader who fully supports the implementation of its services. Based on the analysis, it can adapt to improve and enhance digital-based promotion aspects that are not fulfilled. Support from the leader is one of the determining factors for successful promotion. This is in line with the finding that the lack of leader commitment to implementing promotion can be an obstacle (Harahap, 2021; Jusriani, 2020; Novitasari, 2017). Meanwhile, the support can allow librarians to innovate and express themselves in implementing promotion (Sukarno, 2014). Planning and evaluation related to library promotion can be carried out through this support.

IV. CONCLUSION

The implementation of GIHA Library promotion is included not good enough and has paid attention to promotion ethics. However, copywriting, content creation and promotion need to be improved and increased effectively, efficiently, and on target. The development strategy that the GIHA Library can conduct is to increase digital-based promotion implemented. This library needs to follow Copywriting formulas when creating promotional content, improve the quality of the content, and follow the basic steps using social media. Moreover, it should apply the SEO technique in increasing visits to the Website and YouTube Vlog, design digital-based library promotion programs, and conduct qualitative and quantitative evaluations. These results are expected to be the basis for further findings using a different theoretical analysis.

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