

A Follow-Up Study on The Promotion of The Governance Institute of Home Affair Library Through Instagram Media



Studi Lanjutan Promosi Perpustakaan Institut Pemerintahan Dalam Negeri Melalui Media Instagram

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Abstract

Background: This is a follow-up study from Rahmadanita, which established a general description regarding the ineffective operation of the promotions carried out by the IPDN (Governance Institute of Home Affairs) Library. Since the Covid-19 pandemic, this library has begun to focus on and intensively promote services through owned accounts on social media, including WA, Facebook, Youtube, and Instagram. **Purpose:** This study aims to determine the patterns by which promotion is carried out by the IPDN library through Instagram media. **Method:** A literature review method was implemented with a scientific interdisciplinary approach. **Result:** The results showed that the promotions carried out by the library on the marketing indicator included Product, Place, Promotion, People, Process, and Customer Service. Meanwhile, the promotion mix dimension indicated the achievement of followers' invitation to support library activities and be interested in reading programs. IPDN library posts also developed followers' awarenesses, update patterns, solicitation captions, and interactions. **Conclusion:** Despite the various shortcomings, the IPDN Library still effectively carried out promotions through Instagram. However, the formal appointment of an Instagram admin through a decree was very necessary for the IPDN millennial librarians, indicating the minimization of existing challenges.

Keywords: Instagram; Social Media Administrator; Library Promotion; IPDN Library

Abstrak

Latar Belakang: Penelitian ini merupakan penelitian lanjutan dari penelitian Rahmadanita yang menemukan gambaran secara umum bahwa promosi yang dilakukan oleh Perpustakaan Institut Pemerintahan Dalam Negeri (IPDN) selama ini berjalan kurang efektif. Padahal, semenjak pandemi covid 19, perpustakaan mulai berfokus dan intensif pada promosi layanan melalui media sosial yang dimiliki oleh perpustakaan IPDN baik itu WA, Facebook, Youtube, termasuk juga Instagram perpustakaan IPDN. **Tujuan:** Penelitian ini bertujuan untuk mengetahui bagaimana promosi yang dilakukan oleh perpustakaan IPDN melalui media instagram. **Metode:** Metode yang digunakan dalam penelitian ini adalah metode studi literatur review dengan pendekatan interdisipliner keilmuan. **Hasil:** Hasil penelitian menunjukkan bahwa pada indikator pemasaran perpustakaan, promosi yang dilakukan perpustakaan telah memuat *Product, Place, Promotion, People, Process, and Customer Service*. Sedangkan pada dimensi bauran promosi melalui media Instagram menunjukkan bahwa Instagram perpustakaan IPDN telah mencapai tujuan mengajak follower untuk mendukung kegiatan perpustakaan dan mengajak pada program gemar membaca. Selain itu, postingan perpustakaan IPDN juga telah menciptakan awareness, pola update, caption ajakan, dan Interaksi dengan follower. **Kesimpulan:** Terlepas dari berbagai kekurangan, peneliti menyimpulkan bahwa Perpustakaan Institut Pemerintahan Dalam Negeri telah melakukan promosi perpustakaan melalui media Instagram dengan cukup baik. Akan tetapi perlu dilakukannya penunjukan admin instagram secara formal (melalui surat keputusan)

kepada pustakawan milenial yang dimiliki IPDN agar hambatan yang ada dapat diminimalisir.

Kata kunci: Instagram; Pengelola Media Sosial; Promosi Perpustakaan; Perpustakaan IPDN

I. INTRODUCTION

Background. The advancements in technology allow automation in almost all relevant fields. This is because the new technologies and approaches combining the physical, digital, and biological worlds often fundamentally change the living and interactive patterns of people. In the 2010s, the occurrence of the industrial revolution 4.0 era was observed through intelligence engineering and the internet of things, as the foundation for human movement and connectivity, as well as machines (Kasali in Susinta, 2021). This shows that the digital era is a period when information and technology are rapidly developing and used as part of daily life. In this period, the establishment and improvement of the 3 capacities of people's lives are very necessary, especially for the millennial generation depending on information technology development curiosity (Sukawati, 2019).

According to Jones in Kurniasih (2016), social media was a category of online channels, where digital interactions, participation, sharing, networking, and bookmarking were performed. This included the social interactive structure of people with one another. In this case, Instagram is a type of social media used by librarians to market the library. As a communicative and interactive site among students, this media is suitable for publishing and informing library users of various activities, in the form of photos and videos. In using Instagram as a means of promotion, the commitment of the librarian should be considered when providing information and the latest updates to users, at least once a week. Asosiasi Penyelenggara Jasa Internet (APJII, 2016) also stated that the largest use of the internet emphasized the assessment of social media (97.4%), using Facebook (54%), Instagram (15%), Youtube (11%), Google (6%), and Twitter (5.5%).

Based on these data, social media was a means to promote libraries, with 497 American and Indian participants indicating that more than 70% of libraries had used different digital channels. This proved that 60% of libraries used social media for 3 years or more, with approximately 30% of librarians posting daily (Taylor & Francis in Kurniasih, 2016). Foreign librarians also used these channels to promote library services. Promotion is a method used for affecting the attitudes and behaviour of recipients, as well as exchanging information between institutions/organizations. It is also used in persuading consumers to react to the services received. In addition, promotion is an important activity carried out in libraries, especially in colleges (Asri et al., 2018).

The virtual world has become an integral part of present society and student life. This explains that various virtual activities, such as online shopping, have become a life pattern for modern society (Abdullah, 2017). In this case, Instagram is the most popular channel for many people (Zuhri, M. A. M., & Christiani, 2018), which is often used optimally by the library. This usage is subsequently implemented as the existence of a library in the virtual world (Saputro, 2019). Instagram is also used as a medium to market the services provided to users (Mafar, 2020). The library is an important component of students' formal and

informal learning needs, which is not simply an addition to one's educational journey. This is a location to explore sources of information and is a catalyst in student learning processes. In this case, the concept of integration is an important element in establishing a library development program, which actively partners with the academic community to integrate the curriculum. According to Batubara (2015), the promotion on Instagram was used to attract users to the library.

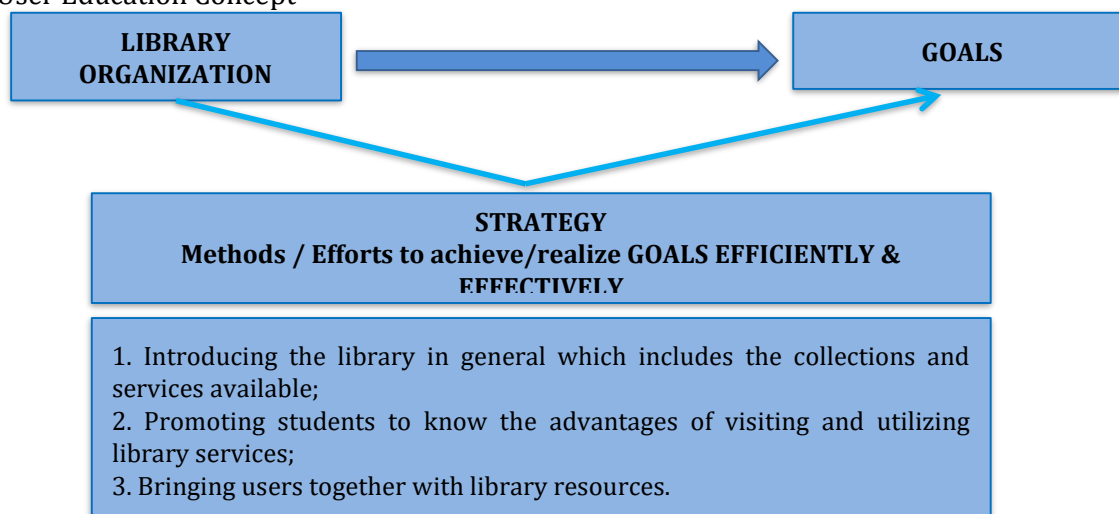
This promotion aims to introduce the library to the public, boost reading interest, and promote the use of large collections. It also aims to increase the number of readers, as well as introduce library services and facilities (Margana & Amir, 2015). Library promotion activities are divided into the following 4 parts,

1. Special Programs/Events: Introduction of the library to users, book exhibitions, and special facility seminars.
2. Materials: Several promotional tools are developed in the library, such as brochures, flyers, reading lists, bibliographies, activity and annual reports, bookmarks, posters, visit schedules, directories, videos, and websites.
3. Media: Promotional activities are carried out through various media, such as electronic sources, radio, and television. However, not all products or services are promoted through these media. In this case, the advancements in technology led to the emergence of new channels, such as social media, which comprises Facebook, Instagram, etc.
4. Messaging: A cheap promotional activity is often conducted by conveying a message, through regular chat or good service. In this case, users commonly convey the promotion to family, friends, or other people (Oktavia, 2020).

The Jatinangor IPDN (Governance Institute of Home Affairs) Library is one of the prestigious official university facilities in Indonesia, which has used information technology in providing services to users/academicians. The use of social media such as Instagram and websites have also been used by library institutions. In general, the strategic planning for achieving the library goals related to user review activities is illustrated in Figure 1.

Figure 1.

User Education Concept



Source: (Rahmah et al., 2019)

Based on Qurrota (2018), Library promotion was the process of introducing all activities, services, and collections to the public. This practical step was accomplished to increase library utilization. Using social media, this promotion is one of the fastest and most appropriate. Social media is also used for socialization, with all activities digitally performed. This allows humans to interact without being limited by space and time. To improve services and disseminate information, the performance of promotional activities is very necessary. In this case, 3 promotional advantages of using social media are observed, namely (1) Easy to carry out, with established accounts directly used for promotion, (2) Big capital is not needed for operation, and (3) Social media is recognized more quickly (Sukarno, 2017). According to CupoNations (2019), Indonesia was the 4th largest user in the world, reaching 56 million people or 20.97% of the total population. This indicated that the United States was ranked first, with Brazil and India occupying the second and third positions, respectively (Mudassir, 2019). Interestingly, Instagram promotions often provide good benefits for businesses providing service products. In this promotional process, the library commonly provides information about new products and books, various collections, facility utilization, etc.

The Jatinangor IPDN campus library provides 6 types of services, namely membership, circulation, references, final reports/thesis, e-resources, processing, and collection development. Regarding several observations, all these services were promoted, although not very detailed and comprehensive. To improve the dissemination of information services, the performance of promotional activities is very necessary, regarding the factors influencing student behaviour in library utilization, namely environment, infrastructure, service type, room, wifi access, and staff (Hidayah et al., 2020). This promotional process aims to invite or introduce users to library activities and information. It is also carried out through technological implementation, such as providing social media or library websites. (Wahyuningsih., 2020).

The library often provides information to potential service users through Instagram. This allows them to instantly determine the product types to be used according to the needs of each user. Besides the image, a *caption* capable of being written by the library's Instagram account is also observed, to clarify the purpose of uploaded posts. In this case, users are expected to write comments as a form of response to relevant interactions (Suharso & Pramesti, 2020). Therefore, this study aims to determine the patterns by which promotion is carried out by the IPDN library through Instagram media. This is quite interesting due to being a continuation of Rahmadanita's work, where the implementation of IPDN library promotion considered the ethical aspects of promotion. However, the aspects of copywriting, content creation, and designing promotional program development need to be improved, leading to the effective and efficient operation of the promotion objectives (Rahmadanita, 2022). This study is subsequently interesting due to social media being a very good tool for promotion, especially when it becomes viral. It also minimizes the focus carried out by Rahmadanita, which only emphasized Instagram promotion media. This study subsequently prioritizes 2 indicators, namely the library marketing mix and promotion, as well as other interesting variables, including the driving and inhibiting factors of the IPDN facility development.

Problems. The promotional activities intensively carried out by public organizations are through the use of social media, such as the Instagram application. Presently, this

application belongs to the IPDN library, with the account name, @perpustakaanipdn, which has a total of 1,429 followers and active Instagram accounts. Regarding the type of *Praja*/student membership, the number of members is 2,659 people, 219 employees, and 41 lecturers. The number of registered library members is also 20,984 people, with a total of 1,673 active members. In this case, a total of 2,659 members is inversely proportional to the Instagram followers with only 1,429 active accounts. From this context, some of the other library unfollowers do not have an idea about the IPDN library possessing an Instagram account as a promotional medium. This is a challenge to the learning program information or user guidance operated by librarians to support the Instagram promotion. Based on observations, the Instagram account of the IPDN library is not carried out regularly, for example, the last update was in May 2022. From June to August 2022, the account was not also active in promoting the library.

The next problem emphasizes infrequent interaction between IPDN library Instagram managers and their followers/users. This is because the managers feel they do not understand social media management. In this case, they often interact with users without greeting or any informal events. Another problem is the lack of oversight by library leaders on social media. Moreover, no leadership support is observed regarding the budget for social media administrators.

Previous Literature Review. This study was inspired by Rahmadanita, which established a general description that the promotion carried out by the IPDN library was not effective. Regarding the use of Instagram by the library, Putri et al. (2019) indicated a high relationship between cognitive promotional attractiveness and the content of affective promotional messages. From this context, a fairly definite relationship was observed between the intensity of use and cognitive aspects, the attractiveness of conative promotion, and the contents of affective promotional messages. A low and definite relationship was also observed between the effective intensity of use and conative aspects (Putri et al., 2019). Based on Suharso & Pramesti (2020), library promotion activities need to be carried out for public awarenesses. This proved that library promotion positively affected the academic community at Airlangga University, using the Instagram application. This form of promotion was included in the media category. Using this Instagram application, several promotional events are conducted. Firstly, advertisement is used in conveying information, to maintain the reputation of the library. Secondly, personal selling is conducted to build good relations with the public, especially followers. Thirdly, sales promotions provide incentives for those following the library's Instagram account. Fourthly, the provision of library activity information. Fifthly, the direct interaction of the library with followers, through immediate responses in the comments or personal messages on Instagram (Faisal & Rohmiyati, 2019). This explains that every library institution should plan marketing and promote its resources. Careful planning, policies, and regular implementation are also needed, accompanied by the promotion of library activities and mission, to build an effective and efficient reputation. WhatsApp, Instagram, YouTube, Facebook, and Blogs subsequently provide opportunities for libraries to change services. (Sungadi, 2019). Meanwhile, Yeneti (2019) stated that Promotion, as a marketing activity, is the key to the continued use of the library by its users. This explained the effective use of social media to communicate its services, activities, and wealth of reference resources to users (Yenianti, 2019).

State of The Art. Based on the previous study, the new focus emphasized library marketing and promotional mix, as well as unapplied driving and inhibiting factors of promotion (Iryanti & Rahman, 2019).

Purpose. This study aims to examine and observe library promotion through the social media Instagram of Jatinangor IPDN library.

II. METHODS

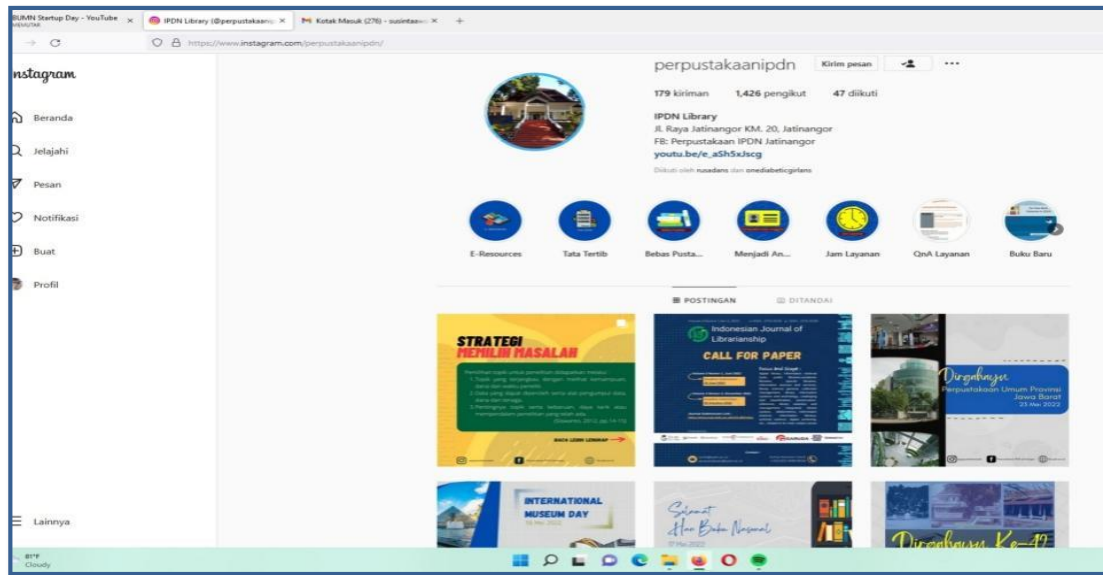
A literature review and observation method were used with a scientific interdisciplinary approach (Frauke, 2017). In this study, various literature was obtained in the form of related textbooks and journal publications. These acquired references were selected and used to develop ideas in compiling this paper. Data were also obtained for 3 years, namely from the start of Instagram @perpustakaanipdn until August 2022. Furthermore, the use of social media owned by the IPDN library was digitally observed, with Instagram specifically emphasized. The observation of this media account (@perpustakaanipdn) was also accessed through the Android application on a cellphone and the website link at https://instagram.com/perpustakaanipdn?utm_medium=copy_link. Subsequent observations were then conducted to determine the interactivity between the library and users, through the Instagram account.

III. RESULTS AND DISCUSSIONS

Library Marketing. Marketing is a social and managerial process that allows individuals and groups to obtain needs through the establishment and reciprocal exchange of products and values (Saleh & Said, 2019). In library web services, the implemented marketing mix prioritizes the 7P, namely *Product, Price, Place, Promotion, People, Process, and Customer Service* (Prasetyawan, 2019). For more details, additional explanations are subsequently provided in this article.

The central library of the Jatinangor IPDN campus carried out promotional activities through Instagram, with the account name, "@perpustakaanipdn". The activeness and operation of this account began on January 30, 2020. Instagram is considered a new social media, which is able to provide satisfactory outputs for parties ready to market their products or services. The IPDN Library also used the channel to communicate with users, through photos and videos. This account is being managed by IPDN librarians since 2020 and has 179 posts, 1,426 followers, and 47 following. The IPDN Library also markets its collection of printed and digital books on the Instagram application.

Figure 1.
IPDN Library Instagram profile Year 2022



Sources: IPDN Library Instagram, 2022

In its appearance, the promotion of E-Resources services, namely the IPDN library, often subscribes to various digital materials (e-Resources), such as journals, ebooks, and other references. To use these services, users should contact the librarian for membership registration and access the website link, <https://kubuku.id/download/digilib-praja>. The e-Prints IPDN link, <http://eprints.ipdn.ac.id/>, is the *Smart Campus Database* (SCDB IPDN) website, which is an electronic source and information digitally integrated for easy accessibility. This is specifically developed for the academic community, to obtain data and information regarding IPDN. Moreover, the EBSCOhost link, search.ebscohost.com (link and password from the librarian), is the EBSCO (Elton B Stephens Company) website, which is a well-known and best company in America. This company provides *e-journal* database services based in Birmingham, Alabama, and was established in 1944. It is also a reference system and scientific information digitally accessed through the internet. EBSCO is the result of a collaboration provided by the United States (US) embassy, through the IPDN Library that began in 2011. Subsequently, the latest Ebsco subscription was performed in 2019 (Rahmadanita, Personal Communication, December 10, 2021). Provides access to various databases that produce scientific or bibliographical information in the *full-text* form or various fields of science. To access the EBSCO database, a website outside the IPDN network is recommended, namely user ID: `ipdnlib` and password: `Libr4ry_21`. The *eReader* is an electronic device used to read ebooks and is only accessed in the library. The reader also uses a special technology known as E-Ink. In this case, technology is often used to describe the operational patterns of the *ebook reader* system. This technology is capable of displaying text and images at the same time, as paper and newspapers (Rahmadanita, Personal Communication, December 10, 2021).

The printed book products and e-resources services of the IPDN library should be able to improve services, through educational developments and societal changes. At price, the library is commonly prioritized to meet the satisfaction level and increase in visitations, due to understanding educational developments and community needs, as well as responsiveness to user requests. In place, the services of the Instagram social media site emphasize the interactions between the admins/librarians (managers of library Instagram accounts) and followers (service users/accreditation team observers). These provided services are accessed anytime and anywhere through the "Send Message" menu, without directly visiting the library.

Every member borrowing a collection also needs to possess a Library Member Card, which should not be lent to other people. However, the rules are often violated by users, according to the experience of librarians in the service department. For example, some students commonly use membership cards belonging to other people/friends. This condition did not allow other users to borrow printed library materials, since their membership cards were being used by different people. Each member of the library is eligible to borrow a maximum of 3 and 5 books for students/employees and lecturers, respectively. The loan period stipulation is 7 and 14 days for students and lecturers, respectively. In this case, alternative borrow period extension is often observed. Based on this data, some users often violate the terms of borrowing more than 14 working days, with no late fees or notifications commonly observed. This mostly emphasizes the friendship of the lecturers and employees with the librarians. The library members destroying or losing relevant materials are also subject to sanctions, through replacement (original not photocopy) with the same title and author. This is a frequent occurrence often observed in Diploma IV (*Praja*) students.

Promotion Mix Through Library Instagram. Promotion is an activity in communicating the superiority of a product or service, to invite and attract targeted users (Kotler & Armstrong, 2016). This activity prioritized all the services and collections of the latest printed books and ebooks, regarding the implementation of the IPDN library. Besides being performed through Instagram, it is also conducted using website links.

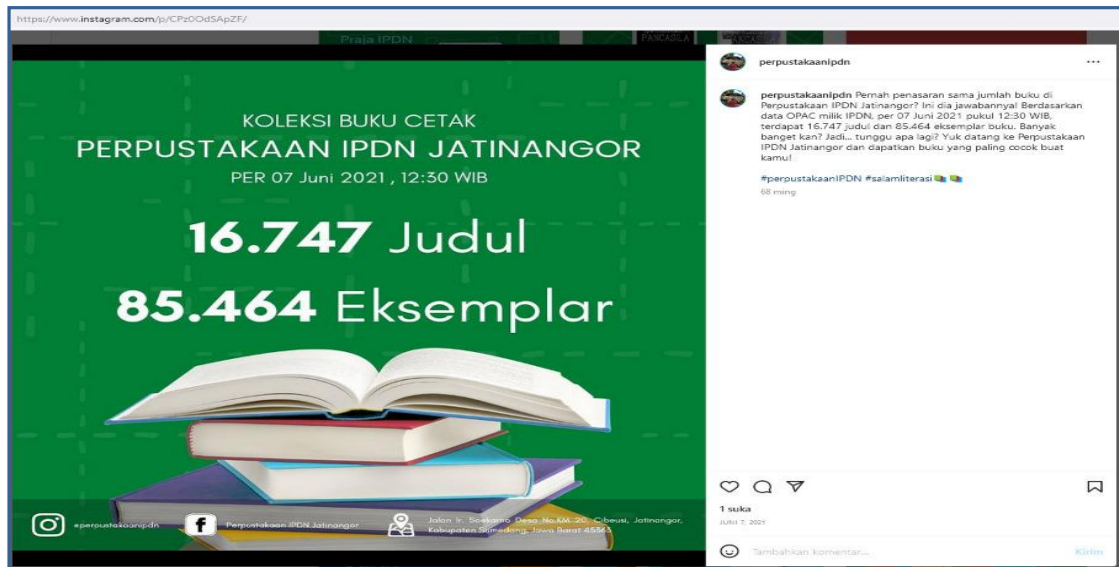
Figure 2.
Library Material Collection Promotion



Sources: IPDN Library Instagram, 2022

In March 2022, many collections supporting academic learning were provided and promoted by the IPDN library. Since many works were obtained, strategic steps were encouraged for institutional accreditation. This indicated that the academic community (the library) is committed to continuously innovate and support intelligent Indonesia, through reading and writing books.

Figure 3.
Information Collection of Print Library Materials

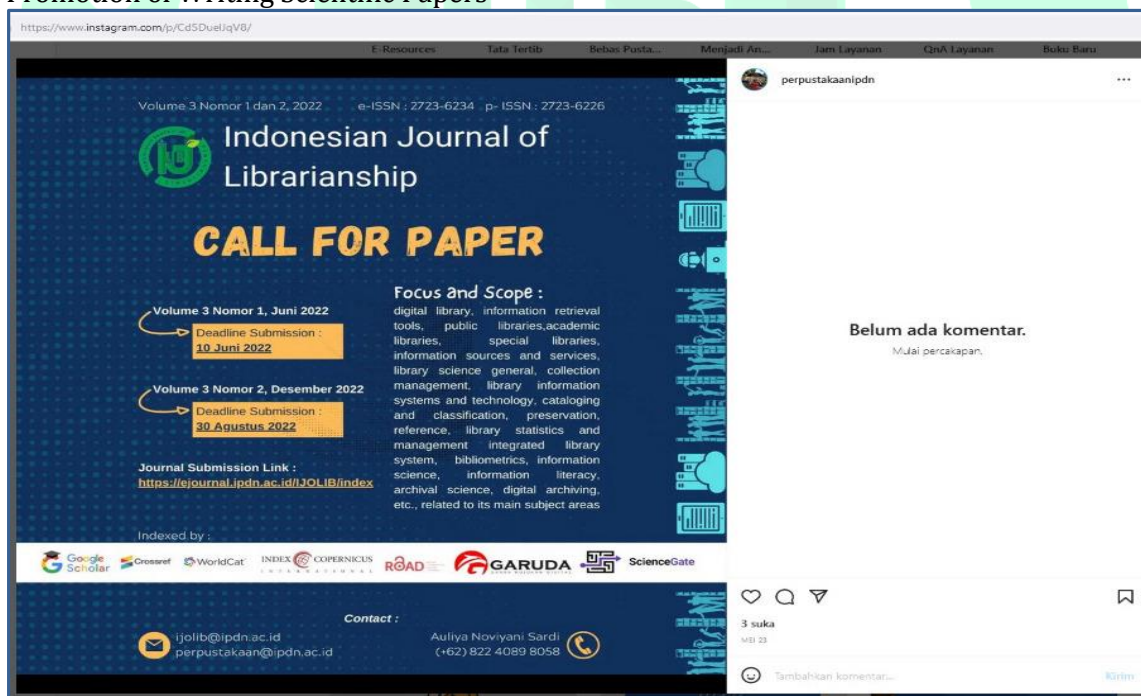


Sources: IPDN Library Instagram, 2022

On June 7, 2021, the collection of printed publications in the library had 16,747 titles, consisting of 85,464 book copies. Meanwhile, the number of collections in the facility was not updated/published until August 2022. This hampered library marketing and developed the perception of users regarding the ineffective update of the library. In 2020, the facility

did not also disclose the number of collections available. This led to a question, which emphasized the reasons the reports on the number of collections are not routinely conveyed to the public through Instagram, for example, every 6-12 months or at least once a year. The IPDN institution consists of 7 campuses, which are divided into several regions namely; Cilandak, Jatinangor, Papua, West Sumatra, West Kalimantan, and South Sulawesi. In this case, the Jatinangor IPDN Library, which is the central campus, need to state the number of collections contained in other regions. The library account name, "@perpustakaanipdn", should also provide information on the collections available in various campus areas. However, until the end of September 2022, the facility had not announced the available collections until the end of September 2022, causing less optimal promotional operation. The delivery of information on library activities also has 179 posts (Observation data for the @perpustakaanipdn account was updated on October 1, 2022). For example, the library working periods in one month emphasized 20 days from Monday-Friday. This proved that the Instagram account of the facility had only been operating for about 3 yrs, namely 20 x 36 months for 3 yrs = 720 posts. In this case, 720 posts were observed until 2022, regarding Instagram library promotion. Presently, this library has become a trend, because most of IPDN's academic community used social media. In this case, the librarians have also posted information related to Instagram library services.

Figure 4
Promotion of Writing Scientific Papers



Sources: IPDN Library Instagram, 2022

Various activities have been held at the IPDN Library and uploaded to the Instagram account, for example, socialization, workshops, events, calls for papers, collaborative study, reading, and discussions. This was subsequently observed for several workshops or webinars, which have been delivered in advance and have carried out realist press activities

through the social media account. This promotion aims to attract Instagram account followers, to the awareness among the public about the events being held by the IPDN Library. It also prioritizes the attraction of more audiences to attend programmed events. Additionally, the photos of the books uploaded and promoted through Instagram accounts are in the form of collections, recommendations, popular, as well as new library publications. This was subsequently carried out by the IPDN library, through the posting of interesting quotes to attract interest in reading. Based on these data, the IPDN Instagram promotion mix led to the acquisition of followers to support library activities and reading programs. The established posts also developed followers' awarenesses, update patterns, solicitation captions, and interactions.

Pushing and Inhibiting Factors for Library Promotion. Libraries are similar to companies that need to promote services and products, to build good relationships with consumers. Promotion on Instagram is often carried out using hashtags, which enables users to easily search for photos through "keywords". Using this method, library visitors are assumed to rapidly increase. When the post of each IPDN library admin is considered, the uploaded photos are only provided with a description using a one/two-word hashtag or none. However, the application of promotional hashtags leads to more successful goal achievements. In reality, the public, especially the academic community, prefers to seek information sources from social media, such as Google or Yahoo, compared to libraries. This is because the determination of information through these channels was faster and easier. In this case, university libraries should be able to promote services and collections due to relevant and related competitors (Asri et al., 2018). On May 23, 2022, librarians promoted users, the academic community, and the general public, regarding their participation in writing library scientific journals. In this context, the post developed was not accompanied by any hashtags or captions. This caused the images/photos to be inaccessible to the public despite the unlocked status of the Instagram account.

Using a formal decree, an admin Instagram operation has not been carried out by the IPDN library. This indicated that some inhibiting factors were mostly sourced from the absence of managers, which were formally provided with special authority. In this case, the admins likely switched roles according to the librarian's opportunity to freely update Instagram. Regarding the interactions between them and their followers, occasional observations are often emphasized when the librarians are not busy with many other jobs. When the post is established by an inexperienced person, the result is mostly similar to that of an Instagram admin without the knowledge of social media management. In this case, they often seem to only talk to themselves without greeting the followers. Although the IPDN library temporarily has millennial librarians skilled and reliable at using Instagram, the matter concerned still needs to be provided with complete authority. This emphasizes account management and other workload reduction. Another problem is the lack of supervision and the inadequate care of social media library leaders. No leadership support was also observed, regarding the budget for the media administrators. This problem should be overcome by the IPDN library, with the head of the facility providing full authority and responsibility to millennial librarians. When the librarian managing Instagram is provided with a formal mandate through an Admin Decree, several implications are observed for the financial attention. These are commonly observed for the managers of websites, journals, and others.

Discussion of Research Findings. Based on the results, limited interaction or discussion was observed for the public/netizens/library users through Instagram social

media. Regarding the initial survey, the students with knowledge of the IPDN library Instagram account were still relatively small. This was because only 1,426 followers were following the account as of September 22, 2022. In this case, the number was very small, compared to the students/*Praja* belonging to the millennial generation at 6,000. These results were supported by Asri et al. (2018), where libraries and librarians need to be able to carry out goals according to the promotional periods. When promoting library services through social media by using writing/captions, photos, or stories, librarians are subsequently allowed to select the promotional methods capable of attracting many digital and offline visitors. Furthermore, the IPDN Library provides information without explanation or ambiguity, with the inaccuracy observed mostly confusing users. According to Miyata (2019), the Petra Christian University library was still not effective in using Instagram as a promotional medium. This is because their media account did not provide the information expected by visitors. Hoeroestijati (2019) also stated that the promotional social media application was the foresight of managers in marketing library products. This was because users are capable of sharing information through social media. Libraries were also capable of identifying the information needs of users, supporting sources, as well as establishing innovative promotions and promotional media. This indicated that they were able to optimize social media as an effective medium for providing services to users. Besides managing the library from an offline perspective, the staff, especially the librarian, should also conduct promotions through the media. To carry out these activities, special budget support is subsequently needed to provide inventory for Android cellphones and pulses. Although the library facilities have WIFI, mobile phones are still useless without the availability of credit. From this context, the Instagram manager managed the library's account by using personal cellphones.

From 2021-2022, the IPDN library did not mention and emphasize the Presidency of the Group of Twenty (G20) in their Instagram posts. Indonesia is known to often conduct the presidency of the G20 international forum, which focuses on coordinating policies in the economic and development fields. In this case, the library institution, librarians, and employees are the main contributors in developing and inviting all people to work cooperatively, collaboratively support each other to recover together, as well as grow stronger and more sustainable. The development of reading, writing, and arithmetic information literacy towards a better and more advanced Indonesia was also carried out by the pillars of the 2022 G20 presidency, regarding the encouragement of productivity. One of the users that wrote the interview was an active follower of the IPDN library's Instagram. This user stated the following, *"I don't know what the Indonesian G20 presidency is!"*² From this context, the library's Instagram posts for 2021-2022 were not relevant to the development of Indonesia's role, where the G20 presidency is a form of national recognition. This was due to being one of the countries with the largest economies in the world, capable of representing other developing nations.

IV. CONCLUSION

According to these results, the Jatinangor IPDN library effectively carried out library promotions through Instagram. Using this media, the promotion function was also felt by the academic community, regarding recognition, communication, and a good public reputation. This was because the development of Instagram content was a demand for the

use of information technology in the field of librarianship. From these results, Instagram admins should be formally appointed through institutional decrees. This subsequently prioritizes the consideration of millennial librarians, which are experienced in using Instagram, to provide full authority and responsibility in library promotion activities.

V. ACKNOWLEDGMENT

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