Analysis of IPDN Library Unit Promotional Media Using the AIDA Method

Analisis Media Promosi Unit Perpustakaan IPDN Menggunakan Metode AIDA

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Abstract

Background: The implementation of information services promotion at the IPDN Library Unit has been studied twice, with the result that these activities were in the category of less good and several forms of promotion had not been implemented effectively. The AIDA method can be applied to break down a promotional activity so that an audience can decide to use a service or product. Most of the previous research has discussed promotional activities with commercial products, whereas non-profit organizations also have products whose existence needs to be known to be utilized. Purpose: This research aims to analyze promotional activities at the IPDN Library Unit using the AIDA method. Method: This research uses a descriptive method with a quantitative approach to describe the activities that are the object of research. Data sources were collected from questionnaires, structured interviews, and IPDN Library database report documents. Result: Library users pay more attention to websites and Instagram as library promotional media. Interest in promotional media in the Library is in short video content and events held onsite. Dissemination activities can double the desire to find out more about information services via Instagram @perpustakanipdn. Increased desire motivates action to access information services at the IPDN Library Unit. Conclusion: Based on the discussion, it can be concluded that the details of the AIDA method can be used by non-profit institutions such as the IPDN Library Unit to increase its existence of information services. Hybrid promotional activities can strengthen promotions by increasing the existence of information services as a library product.

Keywords: AIDA Method, Library Promotion, Promotional Media

Abstrak

Latar Belakang: Implementasi promosi layanan informasi pada Unit Perpustakaan IPDN telah diteliti sebanyak 2 kali dengan hasil bahwa kegiatan tersebut berada dalam kategori kurang dan beberapa bentuk promosi belum efektif dilaksanakan. Metode AIDA dapat diterapkan untuk membedah sebuah kegiatan promosi hingga audiens memutuskan untuk memakai sebuah jasa atau produk. Sebagian besar dari penelitian tersebut membahas kegiatan promosi dengan produk komersil, padahal organisasi non-profit pun memiliki produk yang perlu diketahui eksistensinya untuk dimanfaatkan. **Tujuan**: Penelitian ini bertujuan untuk menganalisis kegiatan promosi pada Unit Perpustakaan IPDN menggunakan metode AIDA. **Metode**: Penelitian ini menggunakan metode deskriptif dengan pendekatan kuantitatif dengan tujuan mendeskripsikan kegiatan yang menjadi objek penelitian . Sumber data berasal dari kuesioner, wawancara terstruktur dan dokumen laporan database Perpustakaan IPDN **Hasil**: Pemustaka memiliki atensi lebih kepada website dan Instagram sebagai media promosi perpustakaan. Ketertarikan kepada media promosi di Perpustakaan terdapat pada konten video pendek dan acara yang diselenggarakan secara onsite. Kegiatan sosialisasi dapat meningkatkan desire untuk mengetahui lebih lanjut terkait layanan informasi melalui Instagram @perpustakanipdn. Peningkatan desire memotivasi adanya tindakan untuk mengakses layanan informasi pada Unit Perpustakaan IPDN. **Kesimpulan**: Berdasarkah pembahasan, maka dapat disimpulkan bahwa perincian metode AIDA mampu digunakan oleh lembaga non-profit seperti Unit Perpustakaan IPDN untuk menaikan eksistensi layanan informasi. Kegiatan promosi secara hybrid dapat memperkuat promosi dalam peningkatan eksistensi layanan informasi sebagai produk dari Perpustakaan.

Kata kunci: Metode AIDA, Promosi Perpustakaan, Media Promosi

I. INTRODUCTION

Background. Library promotion is carried out to show the existence of an organization which shares its information services (Pashootanizadeh & Khalilian, 2018). Every organizational library must perform an innovation to fulfill its users' needs. This was done by the Institute of Home Affairs Governance (IPDN) Library Unit which actively created innovations in its services. Every innovation that has been done is always related to promotional events addressed to library users. The implementation of promotion is guided by Law Number 43 of 2007 on Library and special requirements to the National Standard of Higher Education Library Management in the Regulation of the Head of the Republic of Indonesia's National Library Number 13 of 2017.

IPDN Library Unit uses conventional and digital media to promote its information services. The conventional media used are leaflets, banners, posters, and so on which displayed in the library area. Digital library promotion during the pandemic became more intense using social media, such as Instagram and Facebook, instant messenger via WhatsApp Group feature, and website (Rahmadanita, 2021, 2022)(Rahmadanita, 2021, 2022). The application of digital media promotions did not completely remove the conventional one used before. The Library Unit of IPDN still utilizes both media simultaneously or in hybrid mode.

A library needs to understand its target audiences when implementing the correct strategy for doing information services promotions. Most of the IPDN Library Unit's audiences or library users belong to the Z generation, of 17-24 years old (Sardi, 2022)(Sardi, 2022). The age range comes from four-year-students (*Diploma IV)* in the Institute of Home Affairs Governance, who commonly known as *Praja* (students).

Z generation is in the phydigital, a term where they do not have any limitations between the digital and physical world (Parengkuan & Tumewu, 2020)(Parengkuan & Tumewu, 2020). They spend most of their time with at least 1 (one) social media installed on their smartphone. This can change how they receive promotions until their decision to use the marketed products arises.

From reception of promotional activities to decision of products usage, E. St. Elmo Lewis has explained them all in a model called AIDA in 1989 (Ali et al., 2023; Bias et al., 2022; Hassan et al., 2015)(Ali et al., 2023; Bias et al., 2022; Hassan et al., 2015). AIDA stands for Attention, Interest, Desire, and Action. An organization must be good at gaining attention and interest by understanding audiences' conditions so that a desire to use the products can arise. The final process of AIDA is action, in which audiences decide to use the organization's products to fulfill their own needs in the end (Pashootanizadeh & Khalilian, 2018) (Pashootanizadeh & Khalilian, 2018). This model is often used as guidelines for different areas, which aims to determine the formation process of product usage decisions with promotional activities.

A library, as a non-profit organization, has a product namely information services. It promotes social engagement, rather than calculating any profits from it. In addition, the library has a function to share information so that library users can receive and use the information to the fullest. This article discusses library promotion planning, from understanding users' attention to interest so that a desire and decision to use IPDN Library's products can appear.

Problems. The implementation of information service promotion at the IPDN Library Unit has been conducted 2 (twice). The study results showed that the promotional activities were in the category of less good, and several activities were not held effectively (Rahmadanita, 2021, 2022)(Rahmadanita, 2021, 2022). According to Rahmadanita (2022), there was an inconsistency in the promotional media management of the IPDN Library. Copywriting, Customer Relationship Management (CRM), roadmap, and promotional planning have not yet been implemented. AIDA method can be used to fill the gap by specifying information related to audiences' condition in the library as well as promotional activities which are able to influence product usage decisions. This is expected to find which

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promotional activity is suits information services at the IPDN Library Unit. Also, it can be utilized as a reference for promotional planning.

Previous Literature Review. The details of a promotional program using the AIDA method have been widely discussed in scholarly articles. Most of the research programs were conducted for commercial products. For small businesses, the AIDA model can be a guideline in social media usage strategy formation for marketing purposes used by entrepreneurs (Hassan et al., 2015). This result was supported by Bias (2022) who stated that traffic has increased in Instagram accounts. Business owners must pay attention to their content of products on social media, so that people become interested or want to visit and even buy their products.

Technological developments have made promotional media increasingly diverse. Using of mobile marketing media through instant messenger, SMS, MMS, and others is apparently more effective in creating AIDA than using email marketing (Rehman et al., 2014, 2015). The use of Augmented and Virtual Reality has positive effects on knowledge development related to a product which, causes an interest to buy (Seiler & Klaas, 2016). This is because 3D objects will create visual effects to increase trust and engagement toward a particular product (Wahyudi et al., 2021). Aside from expanding promotional media, technology developments such as Artificial Intelligence (AI) ChatGPT can support the preparation of the AIDA method as a promotional strategy on social media (Ali et al., 2023).

The AIDA method is not only implemented on social media or other digital media. Conventional one, such as billboard, is capable of attracting existing customers to resubscribe for particular products (Fortenberry & McGoldrick, 2020). Billboards and other media such as posters, banners, and outdoor activities of film promotion can still affect audience interest (Zol-ala & Mohamadpour, 2019).

In library studies, research on the implementation of AIDA has been conducted for public library. Promotion of using television is viewed as a hope to increase adolescents' interest to use information services on the public library. The study results suggested that media usage is capable of attracting adolescents' interest. Meanwhile, this method is considered less effective in getting to the stage of desire and action (Pashootanizadeh & Khalilian, 2018).

State of The Art. This study is relatively new, compared to various studies conducted in terms of the application of the AIDA method in promotion. Most of the previous studies discussed promotional activities using commercial products. In fact, non-profit organizations also have products to be known for their existence in order to be utilized. AIDA implementation for public library has been discussed in previous studies. However, there is a gap in the discussion of implementation in higher education library which use a boarding system.

Purpose. This research aims to analyze promotional events in the IPDN Library Unit using the AIDA method.

II.   METHODS

This research used descriptive method with quantitative approach to describe activities of research objects (Darmawan, 2014). The data sources were questionnaires, structured interviews, and documents of IPDN Library database reports. On the other hand, secondary data sources were literature. The questionnaire had five questions, comprised of four closed questions with numbered scales and one open question. The research data is of nominal type.

The questionnaires were delivered from September 13th to October 13th, 2023, using Google Form link as follows https://forms.gle/iEU3BTFQCdyLLFYS8. The data was displayed on tables and charts to make it easier to display information in the form of numbers. The survey was given to 1.039 library users who visited the library during 1 (one) month period. According to Slovin's formula calculation with a Margin of Error of 5%, the samples used were 289 respondents.

$$n = \frac{N}{1 + N(e)^2} \qquad (1)$$

$$n = \frac{1.039}{1 + 1.039(0,05)^2}$$

$$n = \frac{1.039}{1 + 1.039\,(0,0025)}$$

$$n = \frac{1.039}{1 + 2,6}$$

$$n = \frac{1.039}{3,6} = 288,6 \approx 289$$

III.   RESULTS AND DISCUSSION

Discussion on the analysis of promotional activities at the IPDN Library Unit is divided into 4 (four) parts, namely: Attention, Interest, Desire, and Action. Survey results on promotional media that have been done and wishes on future activities are also presented. The survey was distributed to 1.039 library users who visited the library during 1 (one) month period.

Attention. The first stage of AIDA method is Attention. A library organization should understand the users' attention towards its services so that an idea can be generated for promotional activities. IPDN Library Unit has carried out several approaches to attract library users, such as creating brochures, posters, banners, information sharing with the Word of Mouth (WOM) method, as well as social media and instant messenger. Promotional media development was conducted based on users' habits in information searching and technology development.

Figure 1
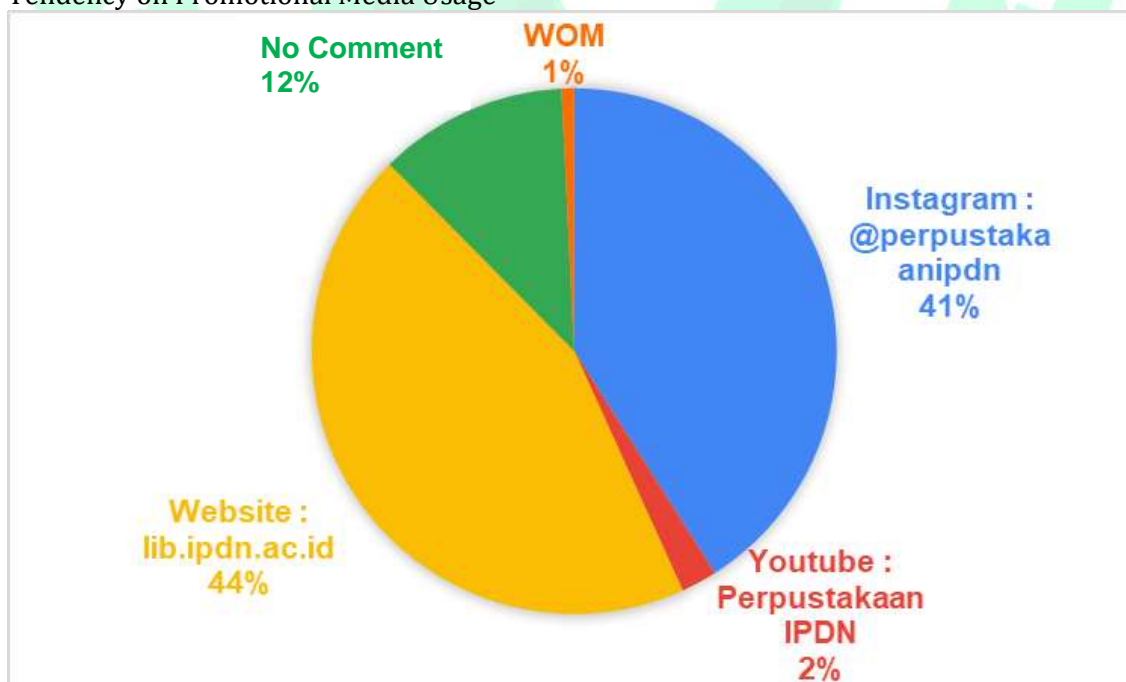Promotional Media of IPDN Library Unit Known by Library Users
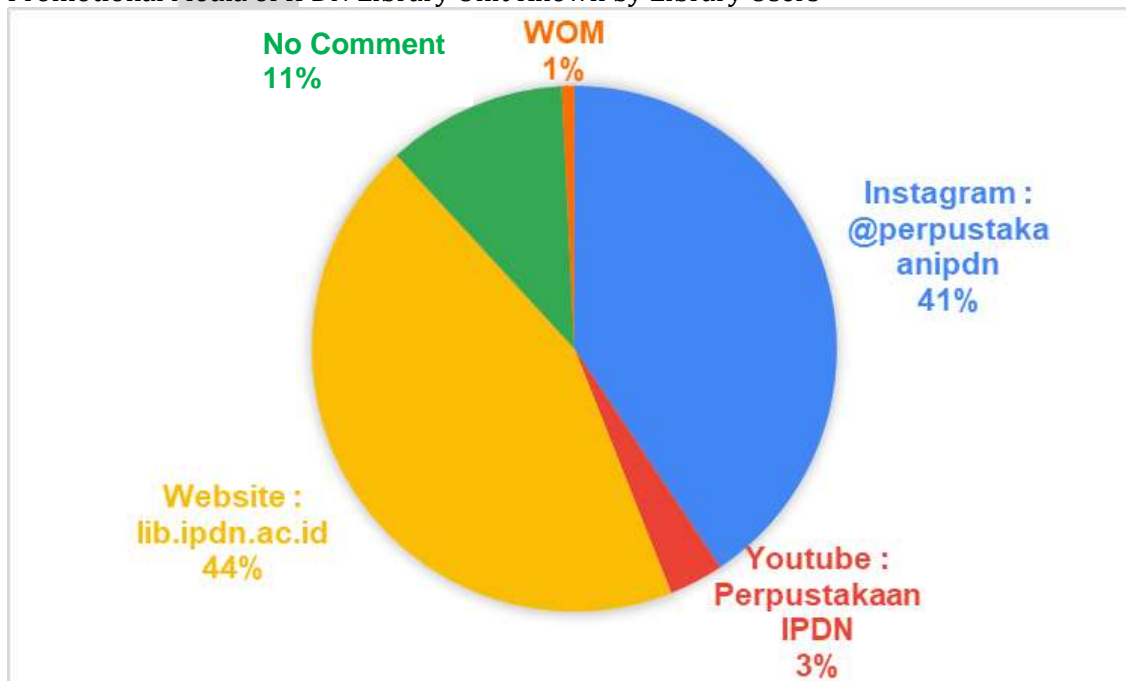
Source : Research Data, 2024.

The survey results reveal that 44% of library users assumed lib.ipdn.ac.id website was the most commonly known promotional media. Meanwhile, WOM (1%) and Youtube (3%) were the least commonly known media. 41% of library users felt familiar with the @perpustakaanipdn Instagram account, while 11% of others did not know any promotional media used by IPDN Library.

Figure 2
Tendency on Promotional Media Usage

Source : Research Data, 2024.

Most library users used the website (44%) and Instagram (41%) as information media on IPDN Library. Only a few searched for information using WOM (1%) and Youtube (2%). Moreover 12% of the remaining did not use any promotional media to search for information.

Questions 1 and 2 of the survey give information on the relationship between familiar promotional media and its tendency to usage. A user who is familiar with the website and Instagram will use both media to get information about the IPDN Library. This is in line with the dependency theory of Ball-Rokeach and De Fleur who, stated that in modern society, the audience will depend a lot on mass media to seek knowledge and information related to their surroundings (Yusuf & Subekti, 2010). Nowadays, digital media is seen as the most effective promotional media for increasing a product's presence. It is supported by Gen Z domination, who live in phydigital world, which allows them to increasingly utilize digital media.

Interest. Information on audience interest towards a particular promotional media will help increase the existence of the organizational service. In social media, this interest can be seen in the people who like, save, and share the content of a post on a particular product. Thus, the Library Unit needs to look further into finding out the audience's interest in the library's products and promotional media in order to create a plan for information service marketing.

Figure 3
Suitable Promotional Media for the Library Unit
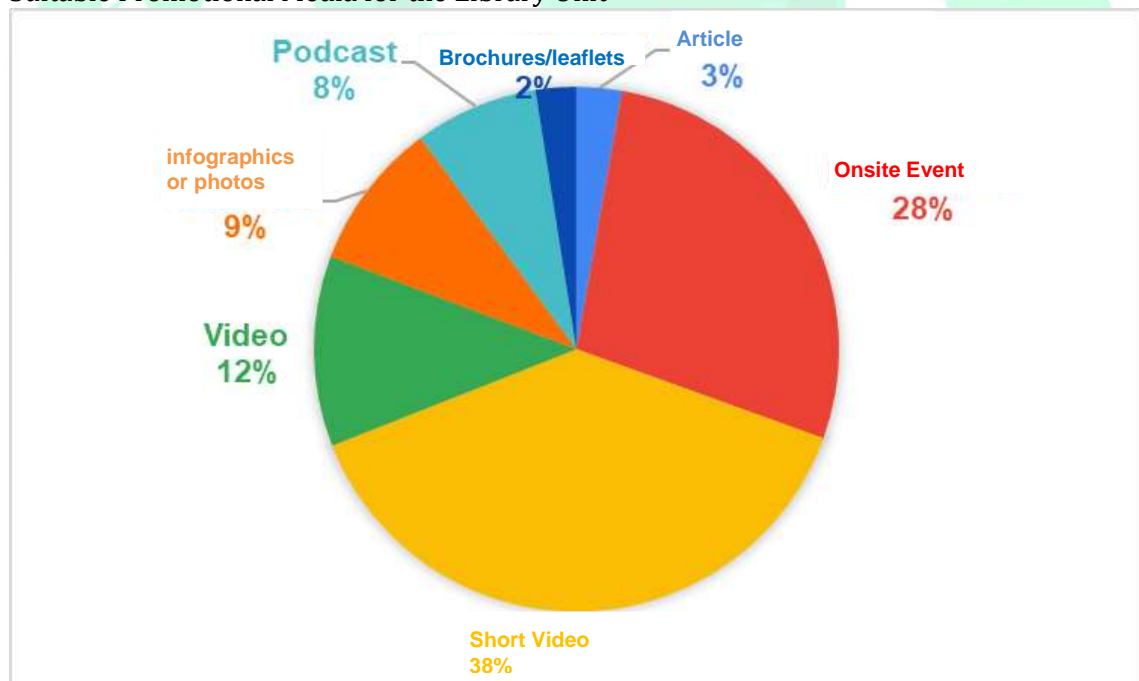
Source : Research Data, 2024.

According to the survey findings, it is seen that promotion using short video (38%) and onsite event (28%) were the most favorable media. Content displayed in a video (12%), infographic (9%), and podcast (8%) may be taken into account as promotional tools in IPDN Library Unit. However, brochure, leaflet, poster, and others (2%) or articles (3%) are among the least favorable chosen by library users.

Figure 4

Recommendation on Social Media for Library Unit
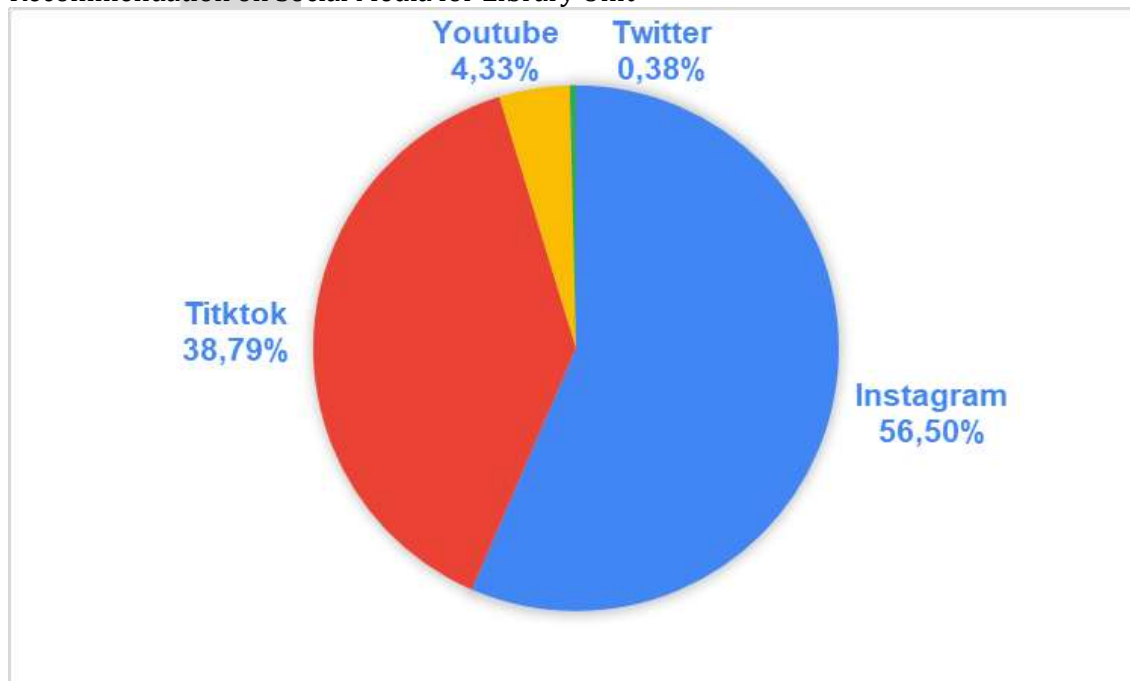
Source : Research Data, 2024.

Most respondents viewed that TikTok (38,79%) and Instagram (56,50%) can be utilized by IPDN Library for promotional activities in social media. Only a few considered Youtube (4,33%) and Twitter (0,38%) as promotional media. This result can be a recommendation for the Library Unit to choose which social media to utilize for promotional media.

Nowadays, short videos are favorable for any content (Grant & Meadows, 2021). In the future, people prefer sources of information created in a short duration. At present, almost every social media platform adds a feature to facilitate their users uploading of short videos, such as the feature of reels on Instagram or shorts on YouTube. Considering how popular Instagram and TikTok are, the Library Unit can use them as promotional tools.

Survey results find the domination of Gen Z counts for the largest population in IPDN, even Indonesia (Sardi, 2022). Gen Z is often considered as digital generation, but the truth is they want physical or face-to-face interaction. It is because they are able to express themselves directly. This generation prefers an activity that combines both physical and digital activities (Parengkuan & Tumewu, 2020). An interest in a combined or hybrid activity can be seen in Figure 3, in which the respondents regarded onsite event can become one of the information service promotional media.

Desire. At the stage of desire, an organization is required to increase audience interest in exploring the product in depth. IPDN Library Unit conducted a dissemination of library basic services for first year students, commonly known as *Praja Pratama*, as the target audience. The dissemination was carried out for 533 *Praja Pratama* Batch XXXIV on October 17-30, 2023.

Similar to other library dissemination in general, the type of library services and library collections are among the significant subjects to be promoted. As for highlights of this dissemination was e-resources services, especially SmartLib IPDN and Digilib Praja application. Social media used to share information on library services was also introduced as an advanced promotional tool, after the dissemination ended. Access to users can be seen by activating the insight feature on Instagram. Information derived from the insight feature is reach, engagement, and the growth of account followers. The research data was collected before (September 16 – October 16, 2023) and after (October 17 – November 17, 2023) the dissemination held for *Praja Pratama* Batch XXXIV.

Figure 5
Reachability of Instagram Account @perpustakaanipdn
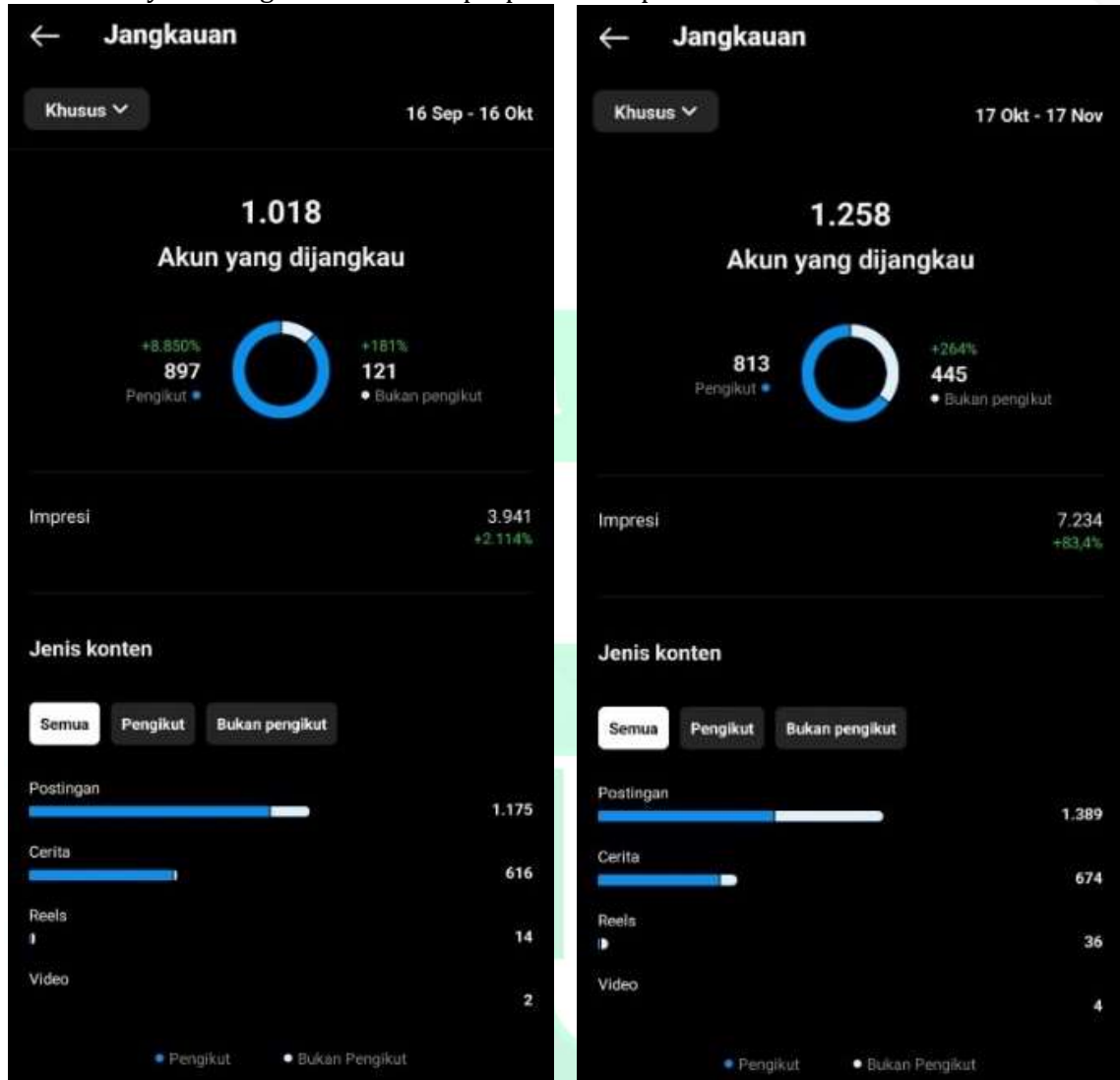
Source : Research Data, 2024.

As seen from data collection on the reachability of the Instagram account @perpustakaanipdn, there is a rise. The Instagram account has reached 1.080 audiences, which consists of 897 followers and 121 non-followers. Meanwhile, after the dissemination was held, it was known that the account had reached 1.258 audiences, comprising 813 followers and 445 non-followers. The content with the most reachability is postings. The rise in reachability for 324 non-followers proves that attention towards promotional tools can be increased using dissemination.

Figure 6

The Growth of Instagram Account Followers @perpustakaanipdn

Source : Research Data, 2024.

As viewed from the number of followers, there has been no increase before or after the dissemination. The details of growth after carrying out dissemination were that 106 accounts started to follow, while 29 accounts stopped following. According to the graphic, it is seen that the total growth of followers on @perpustakaanipdn was 77 accounts. This rise implies there was an interest in knowing more about information services on the IPDN Library Unit using the content of Instagram social media.

Figure 7
Interaction on Instagram Account @perpustakaanipdn
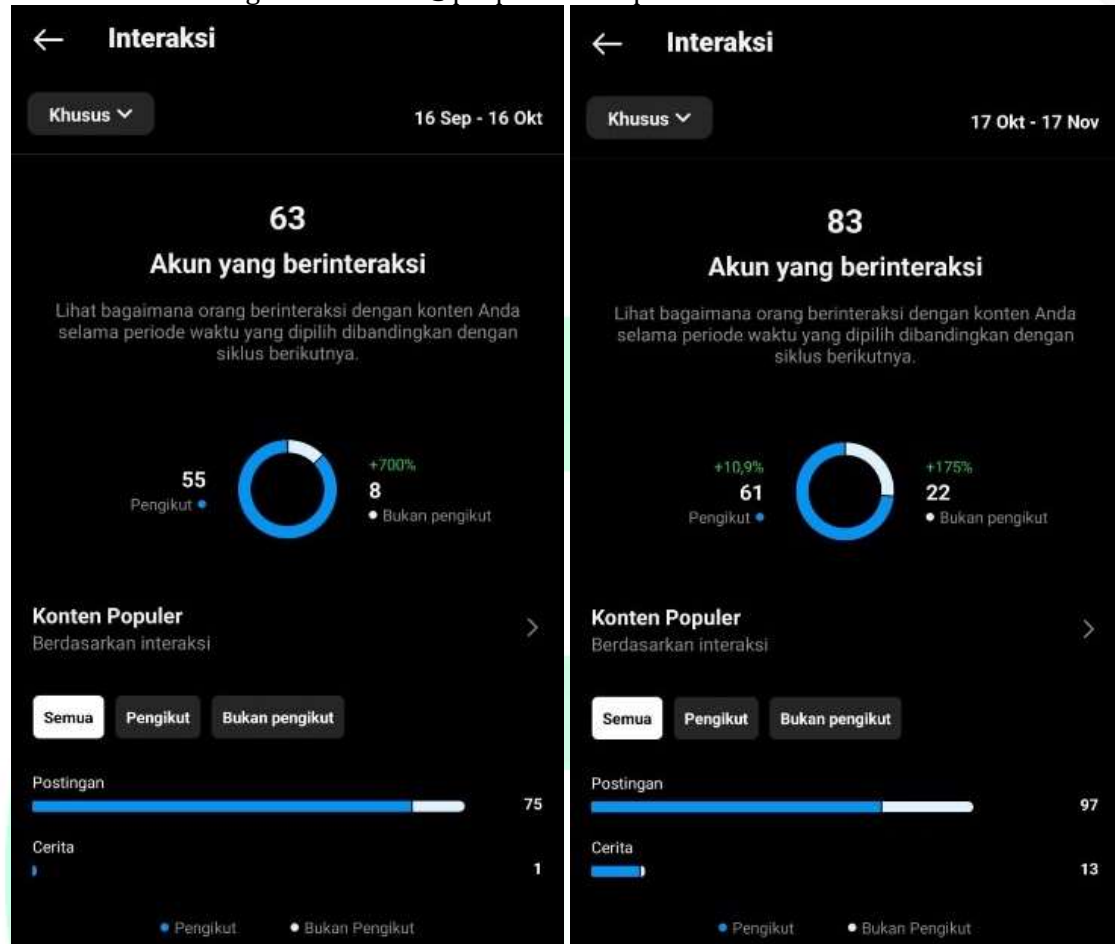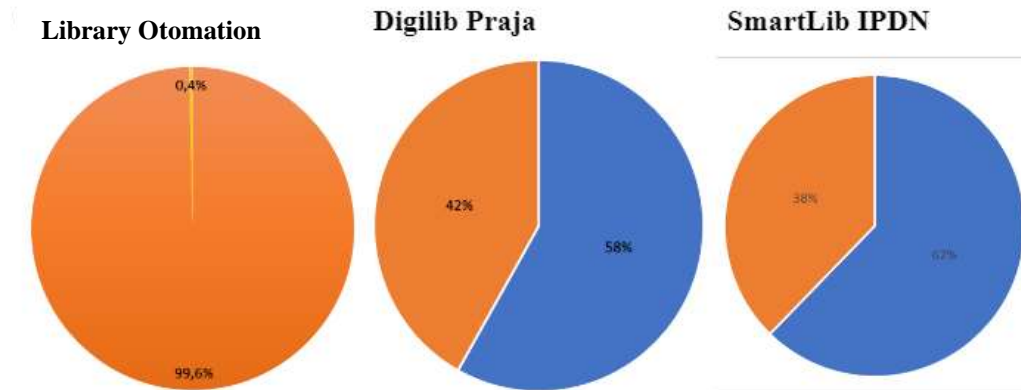

Source : Research Data, 2024.

Interaction on the insight feature means the number of likes, comments, and shares using Direct Message (DM) and other reactions. As seen above, before dissemination there were 63 interactions, consisting of 55 followers and 8 non-followers. Meanwhile, after dissemination the interactions have increased to 83 interactions, with 61 followers and 22 non-followers.

Interactions shown by followers and non-followers of the @perpustakaanipdn account are able to show the desire growth of library users who need to look for further information on library services. Several accounts may have known the library services, but they still had questions, so they accessed the library's Instagram account. Thus, @perpustakaanipdn instagram account is not only used as social media but as communication media between librarians and library users as well.

Action. Audiences' reciprocal after carrying out promotional activities can be significant to be discussed. This is because the actions of audiences can show the success of a promotion. After joining the dissemination, it is expected that library users can find out and access information services of IPDN Library Unit. The access can be noticed from the signing up as library members, either conventionally or digitally, as the early stage of action.

Figure 8

The Growth of the Library Unit Membership

Source : Research Data, 2024.

The dissemination has increased interest in library members and increased access to library services. This was shown as 58,2% of *Praja Pratama* Batch XXXIV has signed up for the Digilib Praja application and 62,3% has signed up for SmartLib IPDN. For conventional services, there was also a rise in library members, namely 99,6% of the total number of first-year students in Batch XXXIV.

Figure 9

The Access Growth on SmartLib IPDN Application
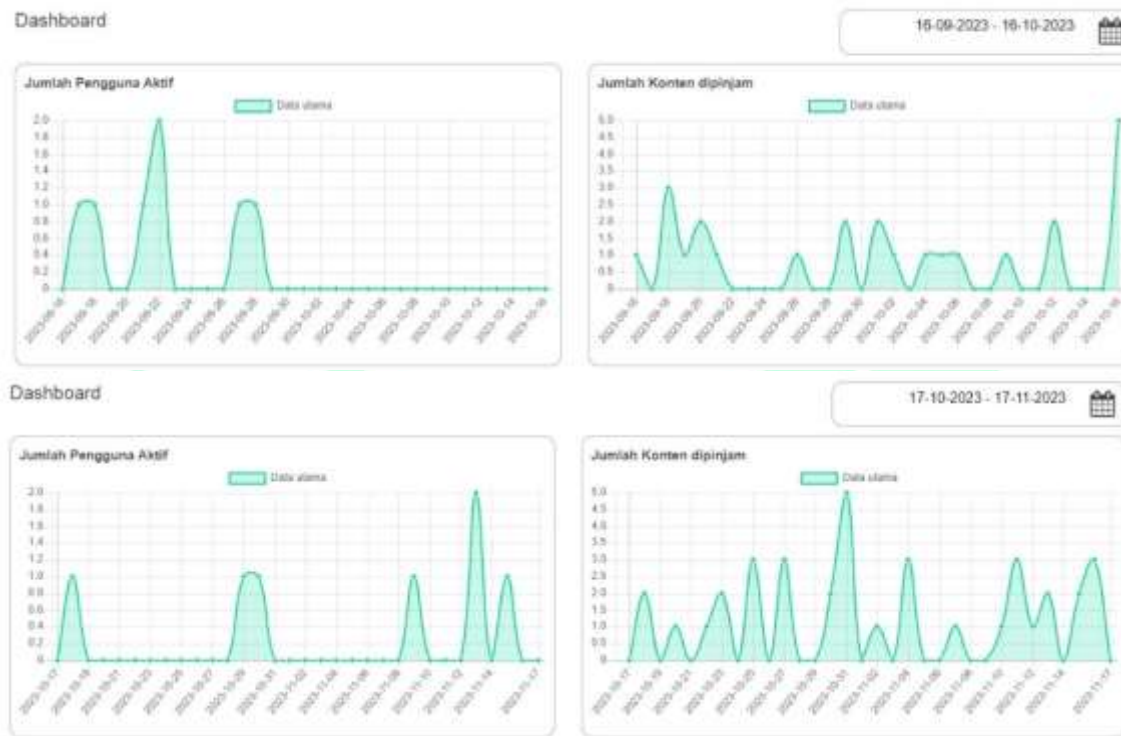
Source : Research Data, 2024.

The trend differences between active users, before and after dissemination, can be seen from the graphic above. Library users more actively accessed SmartLib IPDN after they had come to the dissemination. As presented by the graphic, there were not many shifts in books being borrowed from the application, but the trend was getting more varied after carrying

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out dissemination. This trend was in contrast to before dissemination, in which there were 4 (days) in a row when there was no one borrowing the book from the application.

Figure 9
The Access Growth on Digilib Praja Application

Source : Research Data, 2024.

According to the graphic retrieved from Digilib Praja's database, there is a difference in the number of books being read, visitors per day, membership applicants per day, readers per day, and book circulation per day. After dissemination was carried out, the library users were more active in using their applications. This result was contradicted by the previous data before dissemination was carried out, which was inclined to a passive result.

The improved access to several information services shows that there is an action done by audiences after participating in the dissemination. Moreover, audiences' attention towards the Instagram account @perpustakaanipdn as a promotional medium has multiplied. A mixture of in-person and online activities has managed to strengthen promotion to the increase of a particular organization's product.

Research Findings Discussion. IPDN Library has combined in-person and online activities to do promotion for its users. The in-person activity was in the form of dissemination, while the online activity was conducted on Instagram to maximize the number of social media users. The activities were carried out to personalize Gen Z

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characteristics, as the largest population in IPDN, in which they prefer a combination of physical and digital activities (Parengkuan & Tumewu, 2020). By performing the AIDA method breakdown, it is believed to clarify promotional media which, can increase audiences' attention, interest, and desire to be an action marked by product utilization development. Hybrid promotion may continue to be implemented in the future so that it can increase the existence of the IPDN Library Unit as the information service provider.

The study findings have strengthened previous studies which stated that the AIDA method can be the guideline to analyze and create particular promotional strategies (Bias et al., 2022; Hassan et al., 2015). Social media utilization can be one of the options in supporting promotional activities. The "Insight" feature on Instagram, as an AI application, can also support the implementation of the AIDA method (Ali et al., 2023).

Research Limitation (*Disclaimer*). The research scope, which applies the AIDA model breakdown on hybrid promotional activities for 533 students of *Praja Pratama* Batch XXXIV, can be considered small. Moreover, the survey questionnaire did not require any identity for 1.039 respondents. As a result, categorization would not work. Data on the "Insight" feature from Instagram and other library applications is still unable to categorize the library users specifically.

IV.   CONCLUSION

From the research discussion, it can be concluded that the AIDA method breakdown can be utilized by non-profit agencies such as the IPDN Library Unit to improve its existence of information services. Library users pay more attention to the library's website and Instagram account as library promotional tools. Interset in the library's promotional media is shown in short video content and events held onsite. Dissemination activities can double library users' desire to know more about library information services through Instagram account @perpustakaanipdn. This growth of desire has motivated an action to access the information services of the IPDN Library Unit. Hybrid promotional activities can strengthen promotion and increase the information services' existence as a product of the library.

The Library can optimize the use of social media, as it is the closest devices to the library users, the library should not only use the social media of Instagram, but also other trending social media such as TikTok or even other platforms which can support a content of short video. Promotional features utilization in social media can be studied and used, so that they are able reach out wider audiences.

Future Work. Based on the study result, it can be suggested to conduct research on AIDA implementation of various promotional media in a broader scope. After AIDA model has been implemented, research can be done with other methods or tests which can advise more in-depth findings.

V.   ACKNOWLEDGMENTS

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