

Improving library services through digital-based promotion

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Abstract

Libraries use learning resources and information providers that have an essential role in increasing their promotion through digital. The IAIN Ponorogo library is one of the libraries that has implemented several digital-based library promotions. This research is to determine how to implement digital-based library promotions and understand the obstacles in carrying out activities through social media. The method uses a qualitative approach with the type of case study. They are collecting data through participatory observation and interviews. The data analysis technique uses Miles and Huberman's interactive design, which includes data reduction, data presentations, and conclusion drawings. The results show that efforts to improve services through digital promotions at the IAIN Ponorogo library have developed quite well. There are several digital-based promotional models, namely: library branding with the CERIA (Intelligent, Effective and Efficient, Friendly, Sincere, and Trustworthy), library copywriting, library websites, library vlogs, and the application of library social media (Instagram, Facebook, WhatsApp (chat only)). The problem is that there are no program designs, individual budgets for promotion development, and professionals in the field of information technology.

Keywords: Digital age, services, Library Promotions.

Abstrak

Perpustakaan sebagai sumber belajar dan penyedia informasi memiliki peran penting dalam meningkatkan promosinya melalui digital. Perpustakaan IAIN Ponorogo merupakan salah satu perpustakaan yang telah menerapkan beberapa promosi perpustakaan berbasis digital. Riset ini bertujuan untuk mengetahui bagaimana penerapan promosi perpustakaan berbasis digital, dan memahami kendala apa saja dalam melaksanakan kegiatan promosi melalui media sosial. Metode menggunakan pendekatan kualitatif dengan jenis studi kasus. Pengumpulan data melalui observasi partisipasi dan wawancara. Teknik analisis data menggunakan teknik interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, dan pengambilan kesimpulan. Hasil menunjukkan bahwa upaya peningkatan pelayanan melalui promosi digital di perpustakaan IAIN Ponorogo telah berkembang cukup baik. Adapun beberapa model promosi berbasis digital, yakni: branding perpustakaan dengan logo CERIA (Cerdas, Efektif efisien, Ramah, Ikhlas, Amanah), copywriting perpustakaan, website perpustakaan, vlog perpustakaan, dan penerapan media sosial perpustakaan (instagram, facebook, whatsapp (chat only)). Kendala belum ada perancangan program, anggaran khusus pengembangan promosi, dan tenaga profesional bidang teknologi informasi.

Kata Kunci: Era Digital, Layanan, Promosi Perpustakaan.



Introduction

The library is a means of source learning in college high. In its development technology, information causes the circulation of data faster and not unstoppable again. In the digital age, information is easier and faster to obtain and disseminate by humans with digital technology. Digital technology is the technology that uses system internet-connected computers. This causes the library to keep developing and serve information references digitally accessible by open from anywhere and anytime.

The digital-based promotional library is one of the programs that can be used as a socialization service library. Development of this program, of course, must be supported by the existing power of a skilled librarian in technology information. Librarian is the source of energy in the organization's library and has a significant role in developing and improving the service library. In the digital, of course. It becomes a challenge for librarians to present innovative services digitally based so that the library permanently becomes a choice librarian for seeking and getting various sources of information because that is important for librarians who must always upgrade their abilities.

Promotion library in various activities carried out by the library in skeleton increase utilization products and services library by librarian potential and actual (Sujatna, 2016) Destination from enhancement utilization products and services library depending on the mission and objectives of each type library.

Development of capabilities can be obtained through formal and nonformal education. Formal education is a continuing education primary knowledge library at the level of diploma 2 (D2), Diploma 3 (D3), strata 1 (S1), strata 2 (S2), and Strata 3 (S3) Science Library. Then development can also be done by following seminars, workshops, and training librarianship.

Posts about promotion library have already once conducted by authors before, among them, Nova Afriani and Yunaldi in the Artikel entitled "Role" Promotion Library to Visit Librarian in the Library General Solok City" this article aim to describe the implementation of existing campaigns at the Solok City Public Library, describe the obstacles faced in promotion at the Solok City Public Library and efforts to overcome the obstacles faced by the Solok City Library Society. This paper uses descriptive methods, data collection techniques through observation or direct observation of the Solok City Public Library, and interviews with librarians at the Solok City Public Library. The findings of promotions conducted by the Solok City Public Library have not been able to increase user interest in coming to the Solok City Public Library. This can be seen from the final data of the Solok City Public Library in 2011 (Afriani & Yunaldi, 2012).

Next post by Putut Suharso and Aninda Nurwindu Prestige with the title "Promotion" Library Via Instagram: Study in the Library Airlangga "Article containing how to promote a library via social media, Instagram. Interaction Among librarians with librarian moment can be conducted virtually by utilizing technology and existing information. A researcher specially observed one account library college tall, namely Airlangga University. Communicating with librarians via Instagram is one of the effective ways to promote notes at the library college high. This article also sees how the Instagram app offers interaction and how to party at Airlangga University Library using The facilities found on Instagram alone (Fanya & Silvana, 2022).

Next, Wahfiuddin Rahmad Please entitled Application of Promotional Strategy Libraries". The library will only be a space or place that provides various dusty collections due to the lack of users who use it. Libraries and users are like two sides of an inseparable coin. Both influence each other. The library service will not run if there is no user. Users also like that information services that are physical or tangible will be challenging to obtain if there is no library. The presence of advanced technology in the hands of users makes it easier for users to get information. This impacts the emergence of a sense



of laziness to come to the library, which incidentally results in using technology and going directly to the library. Relatively the same library. This phenomenon is a whip for librarians to continuously innovate in increasing the number of library visitors by continuing to carry out library promotions. In response to this, strategies and efforts are needed to promote or communicate the library to the public so that it becomes loyal, namely loyal visitors in droves.

This research is a research by taking a qualitative descriptive research method through a literature study approach and case studies. This study aims to find out how the library's implementation of promotional strategies in increasing visitor visits. The results of this study indicate that library promotion strategies can be carried out by: (1) Carrying out library promotion activities using: (a) Print media, such as newspapers, magazines, and brochures (b) Electronic media, such as television media, websites, social media currently available. It is popular among users and radio. (c) Non-mass media such as banners and billboards. (d) Meeting media such as exhibitions, seminars, talk shows, and counseling. (2) The main obstacles in carrying out library promotion activities are budget problems and inadequate human resources (Harahap, 2021).

There is a similarity between studies in this writing, namely the same discussion about promotion libraries. However, there is a difference with the result of this article i.e.on models promotion digitally based on each case. Based on the background behind the above, then study this critical task, with a destination to boost understanding Librarian and administrator library in understanding a number of theory and concept knowledge and experience about materials digital promotion, and improve ability librarian and administrator library to do observation field at a time practice implementation promotion service library digitally based. And also researched this to know how the application promotion library is digital-based in the library and understand the constraints found by the library moment to do promotion through social media.

Benefit study this for develop outlook by theory about promotion model digital based on library college height, add outlook science about form digital age service which can be developed in library college height, as ingredient evaluation about implementation promotion library college tall especially in IAIN Ponorogo as reference or guidelines for to do development more carry on about program and form promotion service based digital in library college tall which more varied and innovative.

Research Methods

Study this use field (field research) with a qualitative approach. Methods that have the natural experience are descriptive data sources straight away. Use type this meant for understanding behavior man from framework reference subject study itself, that is how subject sees and interpret activity from side his stance called "emic perception" (S. Nasution, 1996). Temporary type study use type studies case, namely in the library of IAIN Ponorogo with attempts serious about phenomenon promotions conducted at the IAIN Ponorogo Library.

In Things, this writer is to do data mining directly in the library of IAIN Ponorogo. Then also search digitally linked what just promotion promotions the library of IAIN Ponorogo has conducted in skeleton increase services in this digital age.

Discussion

IAIN Ponorogo Library, from time to time, experiences progress, an excellent occupied building, leader or system used. Likewise, in thong promotion digital -based libraries have also to do some innovations like website development, vlogs, branding, and copywriting library.

IAIN Ponorogo Library has to repair the management library, especially in Thing service to the user. Collection already arranged neatly and laid out in a unique rack. Then in 1982, along



displacement the building from IAIN Pasar Legi to IAIN on the road Scout Rotowijayan Ponorogo which on time that known with "Watoe Dhakon", then at the time that library also added develop especially amount collection, Management library already follow guidelines maintenance library national. On-time that started pioneered cataloging, and the quantity of the collection started to increase.

System services used by libraries have also experienced development, starting from classic models, cataloging, and last, since 1998 started pioneered going to system information management library (SIMPUS) with operationalized *online public access catalog* (OPAC), namely search collection with use computer. And in 2005, all service libraries already used system Automation, starting from processing, data collection, transactions, borrowing and returning books, and other programs.

Likewise, the system service circulation also experiences development from system record in the book big, system card and last system automated, i.e., service recording borrows and return hear through a particular program computer. And when this IAIN Ponorogo library uses the SLIMs management system (Senayan Library Management System) with version akasia. (Interview, Karis, 06 September 2022).

Related with the promotion library digitally based, there are several promotional programs, including as following:

Library Branding

Development *branding* IAIN Ponorogo library try presenting *brand*. Our library has. This brand has made efforts to make the library viewed by the user as an interesting service and always remembered. IAIN Ponorogo Library, try to make *branding* with the term CERIA (Intelligent, Effective and Efficient, Friendly, Sincere, and Trustworthy).



Figure 1. Library Branding with the CERIA logo
Source. Library Branding Campus 2 IAIN Ponorogo, accessed August 25, 2022.

Intelligent describes that a librarian must intelligently understand the needs of the library and then be intelligent in looking for the solution. In Thing, this Librarian greets customers with sincere and sincere, do empowerment to Librarian so that for next they capable find and use service library for Fulfill need, listen to requests and needs library, and so on Librarian *follow up* and be able to give answer best to a user.

Effective contain means that IAIN Ponorogo library is to do service attempted in accordance with the goal, the results, and targets that have been set with the appropriate time. Even in a number of like Turnitin, IAIN Ponorogo library applies *one day one service*, that is one day one service. Efficient describes that manager IAIN Ponorogo library in to do service there is *manage control* and deliver not quite enough answer to source power suitable for humans with his abilities. So that thereby every service provided can be achieved optimally fast and precise in accordance with desire. When service conducted with efficient of course will minimize energy, money and time.

Kindly describe that IAIN Ponorogo librarian in giving service to librarians must behave friendly and have a good *attitude*. Behaving, friendly, full attention and polite will give convenience to the user. A good attitude will give an impact, a good rating to the library and can go to excellent service.

Sincerely it means IAIN Ponorogo librarian must study sincerely in every given service to the user, without expecting a reward from what is done. Attempted sincere and only hope reward from Allah SWT.

Trust describes that IAIN Ponorogo librarians always guard trust from users. When there is an application service good from a student or lecturer, then the Librarian always attempts to compete with good.

In Indonesia alone, brands are often called a brand. However, Thing this turns out not accurate enough because the language raw of the brand, according to the Big Indonesian Dictionary (KBBI), is brand, and branding is naming. However, this alone is still foreign sound, and then from the module, this writer is more comfortable using Branding and Branding compared to Branding and Branding (Ramadan, 2021).

IAIN Ponorogo Library has tried to do development promotion digitally based on implementing library branding, namely with the jargon CERIA Smart, Effective and Efficient, Friendly, Sincere, and Trustworthy. This brand is nice and easy to remember by users. However, the branding of the IAIN Ponorogo library can be developed again with a different Band logo so that it becomes an identity library.

Library Copywriting

The promotion library is an important part of the service library. Because with promotion, we can communicate with librarians. So that they can know the collection and service that we provide, the promotion also works as a means to "appear" so that the library is more known in society. Of course, just a good promotion will increase the utilization of libraries by the community.

One aspect important in promotion is *copywriting*. Aspect this is enough activity, especially in advertising. Because, with good *copywriting*, advertisements or promotion will be more interesting. So that destination from the promotion will be achieved. Application *copywriting* is commonplace in the business world (Nurtiar, 2021).

IAIN Ponorogo Library in Thing promotion already attempted to do application *copywriting*. Following example, class promotion literacy digital with apply to copywriting:



Figure 2. Copywriting Class Digital Literacy
Source. Copywriting IAIN Ponorogo Library, accessed August 25, 2022.

Library Website

Along with development technology information, The IAIN Ponorogo library is also trying to do innovation service. Between innovations made is related with promotion digitally based. The library has an official website where the website is always updated about library programs, services library, seminar information, workshops, and others as much.

The blog is short from the web and logs where the web or often also called a website, is a number of online pages that can be accessed with a computer or other connected devices in an internet network. At the same time, log means notes daily, so Weblog (abbreviated blog) notes about activity good daily or period certain saved in the web page. The term blog was first coined by John Barger in December 1997 who wrote notes activity daily on his personal website. Besides that, he also added many links considered necessary for his visit then the term blog became popular until this moment (Dirto, 2021).

IAIN Ponorogo Library Website can be accessed via link <https://library.iainponorogo.ac.id/> Email. library@iainponorogo.ac.id. On the Library website, the user can get various information easily, fast, anytime only and anywhere. Start from user guide education, the repository of works lecturers and staff education, e-theses works student good thesis nor thesis, library digital Islam, and some guide service library.



Figure 3. Library Website
Source. IAIN Ponorogo Library Website, accessed August 25, 2022.

On the website of the IAIN Ponorogo Library to do promotion from any existing service programs. On the website, there are many information-related libraries, including history, vision mission, structure organization, online service administration, digital service collections, theses (works scientific student), repository (work scientific lecturers and staff education), and various news activity libraries uploaded through the library's website. Following service, website views the administration

IAIN Ponorogo Library has applied for promotion digitally based on developing a library website. So that Librarians can easily know and update news, programs, and services through the website with fast. The IAIN Ponorogo library is also available as an official vlog library, where you can upload some quiet video guides using the service library. This means library IAIN Ponorogo has enough good in to do innovation-related promotion library digitally based.

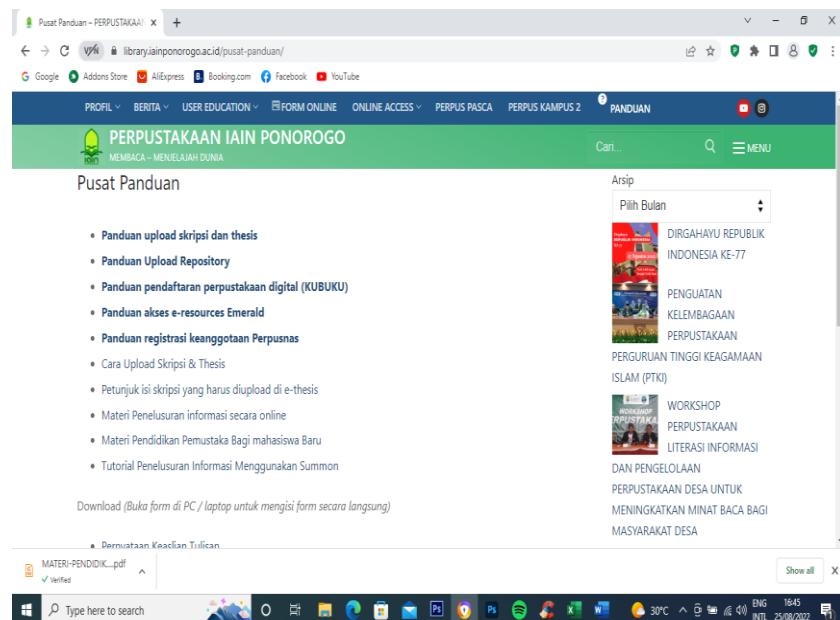


Figure 4. Service Website Library Digital Administration
Source. IAIN Ponorogo Library Digital Administration Website, accessed August 25, 2022.

The website above shows that there is a number of guide service administration that can be accessed online. Among them is the guide upload thesis and thesis, guide upload repository, guide digital registration library (KUBUKU), and guide registration membership Indonesian National Library. With the promotion model, service through the website can make it easy for librarians to use service from anywhere and anytime only, without the hassle of coming to the library.



Figure 5. Library Repository Website
Source. IAIN Ponorogo Library Repository Website, accessed August 25, 2022

On the repository available whole results creation lecturers and staff IAIN Ponorogo education. There are 357 results creation lecturers and staff education that has been uploaded to the IAIN Ponorogo library repository. The development of this repository is one effort to contribute science for public academics to enrich its source of digital information.

Library Vlogs

Then related promotion in the form of library video content has also had an official vlog: youtube IAIN Ponorogo Library. As for the IAIN Ponorogo library, the vlog can be accessed through <https://www.youtube.com/c/LibraryTerpaduAINPonorogo>.

Libraries and institutions' information need to build valuable and relevant communication for circle user service by consistency. Library digital content could cover various document formats created for dissemination through digital media. In general, digital content can be in the form of text, images, audio, video, and combinations of these formats. Ideal digital content not created for printed back. Making digital content is necessary to design content to match with characteristics of the digital media used. If content wants to spread through different digital media, then presentation content must be customized with the method used by the media. (Saraswati, 2021)

The internet is one of the results of the development of technology, information, and communication. The development of Internet technology produces various innovations and changes many aspects of life every day. Various types of life, like communication or interaction, also experience previous changes not once presumed. The development of this era also produces various media to make it easy for men to interact and communicate with others, one of which is social media.

Some video content that has been uploaded including guide borrow collection by independent, manual, user education, journal submit guide library and profile library.



Figure 6. Loan Guide Video Book Independent

Source. IAIN Ponorogo Library Vlog, accessed on August 25, 2022 at the link https://youtu.be/uul_at08cNM

Social Media Library

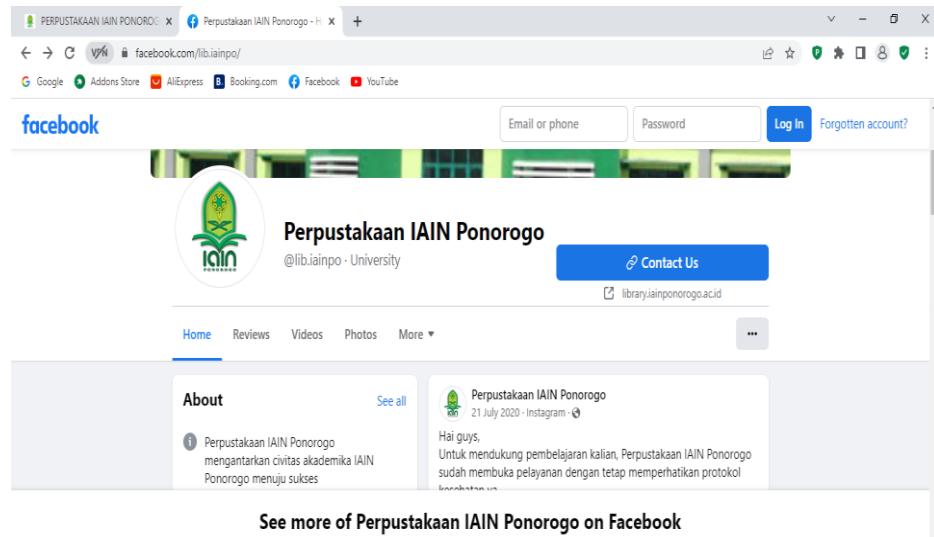
IAIN Ponorogo Library in innovation promotion service has also been used on several social media, such as Instagram with address lib. iainpo, Whatsapp 082143827857 (*Chat Only*), and e-mail the Central Library of the_library@iainponorogo.ac.id., e-mail the Library Campus 2 library.kampus2@iainponorogo.ac.id, e-mail Library Postgraduate library.pasca@iainponorogo.ac.id and Facebook IAIN Ponorogo library <https://www.facebook.com/lib.iainpo/>.

According to Nasrullah (2015), social media is a digital medium where reality social occurs, and the space-time of its users interact. The values that exist in society or community also appear in the same shape or different on the internet. Basically, some experts who research the internet see that social media on the internet is a description of what happens in the real world. Besides, social media is also a medium on the internet that allows its users to represent themselves or interact, work the same, share, communicate with other users, and form bonds socially virtually. In social media, three a form that refers to the meaning of social is recognition (cognition), communication (communicate), and cooperation (cooperation). In social media presence, there is also no direct change in the style of communication by significant. (Kurniawan, 2021).

IAIN Ponorogo Library has applied the promotion model library conventionally to be digital. IAIN Ponorogo Library has applied a number of digital innovation promotions -based, such as Library Branding, Copywriting, Library Websites, Library Vlogs, and the application of social media Instagram, Whatsapp, and Facebook in to do promotion the service library.

This shows that IAIN Ponorogo library has developed innovation promotion services in accordance with development technology information. This library will Keep getting attention from librarians as the right place to look for various sources of information fast and precisely.

Use of social media as an effort so that the user has more easy access and communication with manager-related utilization service optimized libraries.



See more of Perpustakaan IAIN Ponorogo on Facebook

Figure 7. Facebook Library of IAIN Ponorogo

Source. IAIN Ponorogo Library Social Media, Accessed August 25, 2022

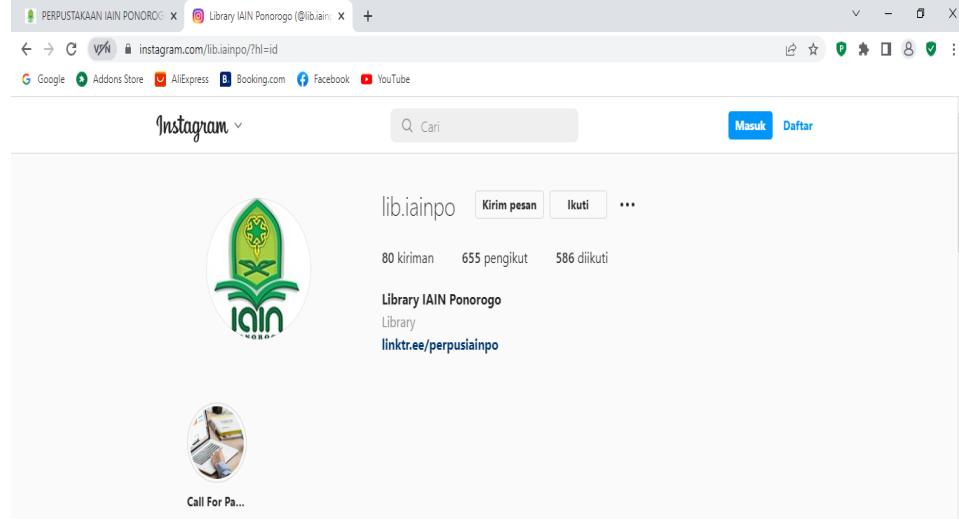


Figure 8. Instagram Library of IAIN Ponorogo

Source. IAIN Ponorogo Library Social Media, accessed on August 25, 2022

As said (Nasution, 2021), promoting libraries digitally has already become a want thing no one wants to do in various libraries today. However, digital promotion must be conducted, directed, and systematic because digital promotion is not only an uploaded content course. There is a purpose as well as targets that must be achieved so that impact of digital promotions carried out can be measured. How good when in promotion is also accompanied management good planning.

Activity planning in management service library colleges holds a significant role, and because of that, planning promotion requires extensive knowledge and experience; the existence of good planning than expected could be applied to the implementation promotion service good library too (Supriati, 2017).

The benefit of Measurable and targeted digital promotion is libraries capable of managing the budget as well as source power the human by effective and efficient because details have mapped the system created for promotion. Details from steps digital promotion give a description of manpower

and budget that must be used. With the library more easily managed, especially management and promotion.

Conclusion

The development of the digital era has changed the promotion model library to be digital. IAIN Ponorogo Library has applied a number of innovation promotion digital based, such as Library Branding, Copywriting, Library Websites, Library Vlogs, and the application of social media Instagram, Whatsapp, and Facebook to do promotion the service library.

This shows that IAIN Ponorogo library has developed innovation promotion services in accordance with development technology information. This library will Keep getting attention from librarians as the right place to look for various sources of information fast and precisely.

Application promotion library digital -based which IAIN Ponorogo Library has conducted, is already good enough. However, there is a need for more program design through planning, implementation, and evaluation. Then besides supporting powerful professional field technology information, it should also support a budget special for development promotion libraries. With that, the promotion program can walk with max, more planned and measured.

Application promotion libraries this digital based can make guidelines for other libraries that haven't been applying for innovation promotion digitally based so that no one is left behind with the development of the digital era that is increasingly fast.

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