



UTILIZATION OF SOCIAL MEDIA AS A LIBRARY PROMOTION MEDIUM

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Abstract

Libraries as information centers have a responsibility to continuously innovate in providing services to the community. This study aims to examine the utilization of social media as a promotional tool for libraries at the Department of Library and Archives of Banjar Regency. This research employs field research with a qualitative research method. Data were collected through observation, structured interviews, and documentation techniques. Interviews were conducted with three informants from the social media division. The data sources consist of primary data obtained directly from informants through interviews and observations, as well as secondary data in the form of documents relevant to this study. The results indicate that the Department of Library and Archives of Banjar Regency has utilized various social media platforms, such as Instagram, TikTok, and Facebook, to disseminate service information and share literacy-related activities. The implication of this study is that digital media can serve as an effective promotional tool to increase library visits.

Key words: Sosial Media, Promotion, Library

Abstrak

Perpustakaan sebagai pusat informasi memiliki tanggung jawab untuk terus berinovasi dalam memberikan pelayanan kepada masyarakat. Penelitian ini bertujuan untuk mengkaji pemanfaatan media sosial sebagai alat promosi perpustakaan di Departemen Perpustakaan dan Arsip Kabupaten Banjar. Penelitian ini menggunakan penelitian lapangan dengan metode penelitian kualitatif. Data dikumpulkan melalui observasi, wawancara terstruktur, dan teknik dokumentasi. Wawancara dilakukan dengan tiga informan dari divisi media sosial. Sumber data terdiri dari data primer yang diperoleh langsung dari informan melalui wawancara dan observasi, serta data sekunder dalam bentuk dokumen yang relevan dengan penelitian ini. Hasil penelitian menunjukkan bahwa Dinas Perpustakaan dan Arsip Kabupaten Banjar telah memanfaatkan berbagai platform media sosial, seperti Instagram, TikTok, dan Facebook, untuk menyebarkan informasi pengabdian dan berbagai kegiatan terkait literasi. Implikasi dari penelitian ini adalah media digital dapat berfungsi sebagai alat promosi yang efektif untuk meningkatkan kunjungan perpustakaan.

Kata kunci: Media Sosial, Promosi, Perpustakaan

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A. INTRODUCTION

Traditionally, libraries are understood as places that store various collections of books and magazines. Although they may also be regarded as private collections owned by individuals, libraries are more commonly recognized as large collections funded and managed by a city or an institution for public use, particularly for those who cannot afford to purchase many books at their own expense. According to library law, a library is an institution that professionally manages collections of written works, printed materials, and/or recorded works using standardized systems, with the purpose of meeting users' needs in education, research, preservation, information, and recreation. Libraries function as learning resource organizations that collect, manage, and provide both printed and non-printed materials to specific communities as well as the general public. According to Sulisty Basuki, a library is a room or a part of a building used to store books and other publications arranged in a particular order for use by readers (Rokan, 2017).

Traditionally, libraries were viewed as places similar to bookstores that could only be accessed by certain groups. However, over time, libraries have come to be regarded as information centers. The emergence of the Information and Communication Technology (ICT) concept has encouraged traditional libraries to adapt and undergo transformation. Printed collections, which initially functioned as repositories of knowledge, have gradually been replaced by information disseminated to support the development of science and knowledge. Advances in ICT have influenced user demands in line with technological changes. To meet these demands, libraries are required to provide ICT-based acquisition, storage, processing, and dissemination of information through various high-quality services (Nurhayati, 2018).

In general, the purpose of libraries is to provide access to diverse sources of information and to support education, research, and community development. Libraries also aim to facilitate lifelong learning, enhance literacy, and preserve as well as disseminate knowledge and culture. In addition, libraries play a role in promoting freedom of thought and expression and supporting the development of local communities. The objectives of libraries as autonomous organizations differ somewhat from those of libraries that function as units within larger institutions. In the latter case, library objectives are designed to support the goals of their parent institutions.

Social media are online platforms used for long-distance communication, enabling interaction among users on a broad scale and facilitating easy access to information through applications connected to the internet. It is undeniable that engaging with social media has become part of everyday life, both as a form of entertainment or relaxation and as a means of exploration and self-expression. Moreover, social media are widely used to access various sources of knowledge, both for academic purposes and other needs. Social media users include all segments of society, not only individuals but also institutions and organizations, such as libraries. As institutions focused on information provision, libraries have undergone significant development. The rapid growth of social media usage within society has encouraged libraries to shift from conventional systems to digital-based services, resulting in information dissemination increasingly being conducted in digital formats. Furthermore, social media enable libraries to build remote relationships with users, allowing effective online interaction without face-to-face meetings. In addition to serving as media for information dissemination and communication, social media are also utilized by libraries as promotional tools (Suryanata, 2023).

Based on the author's preliminary observations, the Department of Library and Archives of Banjar Regency has demonstrated relatively effective use of social media features. The institution has actively utilized various social media platforms, including Instagram, Facebook, YouTube, and TikTok, as well as print promotional media and television advertisements. Since July 2020, approximately five years ago, this practice has continued to the present, with Instagram being the

most frequently used platform. The library regularly shares photos and videos of its activities, such as ongoing circulation services when users borrow and return books, mobile library services visiting schools and correctional institutions, and other activities, including participation in the Banjar Expo 2023. All of these activities can be viewed through posts uploaded on the library's official Instagram profile.

B. METHODS

This study employs a descriptive research design with a qualitative approach. According to Best, descriptive research is a research method that aims to provide an accurate description and interpretation of the research object as it naturally occurs (Sukardi, 2011). Meanwhile, Poerwandari explains that qualitative research is an approach that collects and analyzes data in the form of interview transcripts, field notes, photographs, and observational records. These data are then processed into descriptive narratives as the research findings (Poerwandari, 2005).

According to Sugiyono, descriptive qualitative research is an approach rooted in post-positivist philosophy. This method is used to investigate natural phenomena or conditions, in contrast to experimental research. In this approach, the researcher acts as the main research instrument, while data collection techniques are conducted through triangulation or a combination of methods. Data analysis is inductive and qualitative in nature. Descriptive qualitative research aims to describe, portray, interpret, explain, and provide a deeper understanding of the research problem by examining in detail an individual, a group, or a particular event (Sugiyono, 2019).

The subjects of this study are librarians from the social media division of the Department of Library and Archives of Banjar Regency. Research subjects or informants are individuals who are asked to provide information regarding facts or opinions related to the research topic. In this study, the key informants were librarians responsible for social media management, as they possess in-depth knowledge and relevance to the topic under investigation. This selection was intended to obtain accurate and relevant information, thereby providing a clearer understanding of the phenomenon being analyzed. The research subjects consisted of three librarians from the Department of Library and Archives of Banjar Regency. The object of this research refers to the focus or issue being examined through social research. Accordingly, the object of this study is the utilization of social media as a promotional medium for libraries at the Department of Library and Archives of Banjar Regency.

C. RESULTS AND DISCUSSIONS

The research findings were obtained through direct observation and interviews conducted at the Department of Library and Archives of Banjar Regency with three librarians from the social media division. After the data were presented, they were analyzed to determine the utilization of social media as a promotional medium for libraries at the Department of Library and Archives of Banjar Regency.

Based on interviews with representatives of the Department of Library and Archives of Banjar Regency, several findings were identified regarding the use of social media as a tool for library promotion. The social media platforms actively used include Instagram, Facebook, and TikTok. These three platforms were selected due to their wide reach and their alignment with current trends in social media usage among the community. Data obtained from observations and interviews with informants are presented and discussed in this chapter.

The Department of Library and Archives of Banjar Regency actively utilizes Instagram, Facebook, and TikTok as the primary social media platforms for library promotion activities.

"Dinas Perpustakaan dan Kearsipan Kabupaten Banjar memiliki berbagai macam media sosial yang digunakan. Media yang sering digunakan Instagram, facebook, dan tiktok."

The interview findings were reinforced by direct observations of the department's social media activities. It was observed that the Facebook account actively shares content related to library activities, such as promotions of newly acquired book collections, documentation of literacy activities for children and adolescents, and announcements regarding library services and schedules. The posts are usually accompanied by images or digital posters that are visually engaging. On Instagram, the visual content tends to be more aesthetic and is aimed at a younger audience. The captions used are also informative and communicative in nature. During the observation period, public responses to these posts were generally positive, as evidenced by interactions in the form of likes, comments, and reposts by followers. The social media administrators were also quite responsive in addressing public inquiries, indicating an effort to establish two-way communication.

Based on the responses provided by the informants, it can be concluded that social media platforms are used to disseminate information related to library activities, promote programs, and facilitate online interaction with the community. The utilization of social media is considered important as it aligns with technological developments and is regarded as more efficient in terms of time and cost.

"Karna jaman sekarang ini jaman dunia maya, dunia social, jadi kita harus mengikuti perkembangan zaman... dulu pakai koran, tamplate-tamplate cetak itu agak ribet..."

Based on the responses provided by the informants, it can be concluded that through social media, libraries are able to reach a wider audience without the need to print and physically distribute information.

The Department of Library frequently utilizes external events as opportunities to introduce and promote its social media platforms. The public is encouraged to follow the library's official accounts in order to obtain the latest information.

"For example, during mobile library services... we encourage people to follow our Instagram account... such as at seminars or organizational activities."

Based on the informants' responses, it can be concluded that other strategies employed include creating visually appealing content, using standardized templates, reposting stories from staff members, and displaying social media account information on promotional materials such as competition flyers.

The primary objectives of these promotional activities are to introduce the library to the wider community, enhance its visibility, and create opportunities for two-way communication with the public.

"Tujuan promosi yang jelas ini, bagaimana kita membuat perpustakaan kita jadi dikenal oleh masyarakat... selain itu juga menyimpan dokumentasi... dan kita juga bisa menampung saran-saran aspirasi masyarakat."

Based on the informants' responses, it can be concluded that through the direct message (DM) feature, members of the public are able to submit suggestions or complaints, which are then followed up by the library staff. Content updates are carried out regularly, at least on a weekly

basis, and are adjusted according to ongoing activities. Social media platforms are used to upload documentation of events, greetings for national or religious holidays, and other important information.

"...rutinan itu Instagram, tiktok, dan facebook tapi setiap minggu pasti ada... bisa juga tentang informasi hari libur, misalnya ucapan hari-hari besar..."

Based on the informants' responses, it can be concluded that the website is primarily focused on documentation-oriented content, such as news clippings, the library's vision and mission, and secondary literature. Social media features, including background music on Instagram, creative captions, and visual effects on TikTok, are utilized to enhance the attractiveness of the content.

"Dari aplikasi memanfaatkan fitur-fiturnya... mengkreasikan kontennya."

Based on the informants' responses, it can be concluded that the library utilizes various features available on social media applications to enhance the attractiveness and creativity of its content. Features such as background music, creative captions, and visual effects are used strategically to make the content more engaging, interactive, and aligned with current trends.

Some of the challenges encountered include forgetting to post due to a busy schedule, limited availability of administrators outside working hours, and difficulties in editing content.

"...kendalanya juga di bagian kontennya kadang bingung juga kaya ngedit-ngedit video bikin template...harus punya inspirasi yang banyak..."

Based on the informants' responses, it can be concluded that, nevertheless, the benefits gained far outweigh the challenges encountered. Social media enables fast and easy access to information, allowing the public to obtain information about collections or activities without having to visit the library in person.

"...kadang hanya datang ke kantor untuk mencari informasi jadi pemustaka bisa aja lewat media sosial... jadi gak harus orangnya dulu yang datang ke perpustakaan..."

Based on the informants' responses, it can be concluded that, in addition, the published content can be utilized as a digital archive that can be accessed at any time. In this discussion, the researcher presents a description of the findings from field research in the form of observations and interviews conducted directly during the research period. The next stage involves explaining the results of data analysis, from which the final conclusions of this study are derived. The ways in which the Department of Library and Archives of Banjar Regency utilizes social media for library promotion.

The Department of Library and Archives of Banjar Regency has utilized three main social media platforms, namely Instagram, Facebook, and TikTok. These platforms were selected due to their popularity among the public and their ability to reach various age segments, particularly younger generations who tend to be more active on social media. Based on observations and interview results, the use of social media has been ongoing since approximately July 2020. Since then, the department's social media accounts have actively shared various types of content, including documentation of library activities, service information, program promotions, and greetings for national or commemorative days. This demonstrates that the library has embraced digital technological developments as an effort to remain relevant and maintain close engagement with the community.

Social media is considered a more efficient medium compared to conventional media such as newspapers or printed brochures. The costs of producing and distributing information are more economical, and the delivery of information is significantly faster. This indicates a shift in promotional paradigms from print-based media to digital media.

In implementing social media-based promotion, the department applies specific strategies. One such strategy is utilizing external activities, such as mobile library services or seminars, to introduce their social media accounts to the public. Community members are encouraged to follow the library's official accounts so they do not miss the latest information.

In addition, the department implements strategies for creating visually appealing content, such as using consistent design templates, reposting stories shared by staff members, and displaying social media account information on various promotional materials, including competition flyers and event invitations. These strategies help increase public awareness of the library's existence and role.

Social media is also used as a platform for two-way communication. Members of the public can provide feedback, suggestions, and inquiries through features such as direct messages, which are then followed up by the library staff. This shows that social media functions not only as a promotional tool but also as a medium for information services and public communication.

Content shared by the department through social media is updated regularly, at least once a week. Content updates are adjusted to ongoing agendas and activities, such as event documentation, holiday announcements, and greetings for national commemorative days. In addition to routine content, the library also utilizes creative features provided by platforms such as TikTok and Instagram. The use of background music, visual effects, and creative captions is intended to attract users' attention and create a positive impression of the library's image. Meanwhile, the department's official website is used to present documentation-oriented information, such as the institutional profile, news clippings, and the library's vision and mission. By dividing roles between social media and the website, promotional activities and information services can be delivered more effectively according to the characteristics of each medium.

Although the utilization of social media has been active and strategic, several challenges remain. The first challenge is time constraints, particularly when there are numerous agendas or activities. This sometimes causes librarians to forget to post content or be unable to update information regularly. Another challenge relates to technical skills in content creation. Editing videos, designing templates, and generating engaging content ideas require considerable creativity and time. Librarians who serve as social media administrators are expected to possess sufficient inspiration and design skills to ensure that the content produced remains attractive and consistent.

Nevertheless, the library staff stated that the benefits gained far outweigh the challenges encountered. Continuous efforts are being made to improve the quality and consistency of social media management, including task division among administrators and content scheduling to prevent disruptions caused by other activities. The main advantage of using social media lies in the ease and speed of disseminating information to the public. Community members do not need to visit the library in person to inquire about services or activities. By simply accessing the library's social media accounts, they can obtain the information they need. Social media also serves as an effective digital documentation tool. Published content is automatically stored and can be accessed at any time as an archive of library activities. This also functions as an institutional record of the implementation of various public programs and services. Furthermore, social media strengthens the relationship between the library and the community. Interaction through comments, messages, and other interactive features allows the public to feel more connected and

engaged with the library. At the same time, the library is better able to reach diverse segments of society, including younger generations who are more familiar with digital media.

CONCLUSION

Based on the research conducted at the Department of Library and Archives of Banjar Regency regarding the use of social media in library promotion, the findings indicate that the Department of Library and Archives of Banjar Regency has optimally utilized social media platforms such as Instagram, Facebook, and TikTok as effective tools for library promotion. Social media is used to disseminate information about library services, activities, and programs to the wider community in a fast and efficient manner. The promotional strategies employed include the creation of visually appealing content, publication of field activities, and active interaction through direct messages, all of which aim to foster closer relationships between the library and the community and to increase public participation. The implication of this study is that it can serve as a reference for other libraries in enhancing the promotion of library visits in the digital era.

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