

Marketing Strategy: Library Promotion to Increase Library Visitors

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Abstract. The infinite spread of information and the increasing number of digital resources. So that it will also have an impact on the changing situation in libraries such as digital libraries, institutional repositories, e-resources, and others. Therefore, a marketing strategy is important to maintain the library's existence. Social media is a means of library promotion a case study at UPN "Veteran" East Java. The author wishes to write about Library Promotion Marketing Strategy in an Effort to Increase Library Visitors through several social media owned by the Library of UPN "Veteran" Jawa Timur.

Keywords: marketing strategy, social media, library promotion.

I. Introduction

Technological advances are very rapid in the digital age. It also impacts the unlimited dissemination of information and an increase in digital resources. That will also affect the changing situation in digital libraries, institutional repositories, e-resources, and others. Therefore, the marketing strategy is essential to maintain the library's existence.

The more information a person needs in their daily lives, the more information they get from their search results, whether it's positive or negative. The information one needs can be found and obtained from a variety of sources, but it is better if it comes from reliable sources, such as libraries, information centers, and institutions responsible for providing the information. The library is a growing organization that serves as a source of information, science, technology, and culture in the form of enlightening the nation's life and supporting the implementation of social development. (Yenianti, 2009). The library is a place of science and information, so the library was demanded to be able to attract librarians and prospective libraries to visit and make the most of the libraries possible. (Undang-Undang Dasar RI nomor 43 Tahun 2007 Tentang Perpustakaan).

The number of librarian visits indicates the primary interest of the reader in the library. On the basis of qualitative analysis, it is considered an academic cultural enhancement. The high number of library visits also indicates the success of the library in creating a visitor's perception and interest in reading. But it would be a problem if the library had a systematic decline in visits. If this happens in a library, then it requires treatment of the library. This treatment is given to increase library visits, through promoting the library.

This makes the author want to write about the Marketing Strategy: Library Promotion to Increase Library Visitors.

II. Literature Review

The library is an organization as an academic supporter, therefore it is necessary to improve its services to increase user satisfaction. Several strategies that can be carried out by the library are promoting library products and services and repackaging information in various forms of information or knowledge packages by following the digital era.

Philip Kotler & Kevin Lane Keller (2009) explained that "Marketing communication is a means by which a company seeks to inform, persuade, and remind consumers, both directly and indirectly, about the products or brands that the company sells" Meanwhile, Sudarmi and Mansyur (2006) interpret marketing by implementing the library as a planned program to find and gain support from the community, then the library increases appropriate and useful assistance for both parties, namely users and the library as information assistance providers.

Arlinah (1996), Promotion is a persuasive communication mechanism in marketing so that the goods or services offered can be sold. This promotion is a forum for exchanging information between organizations and consumers to provide information about available services/products and encourage awareness of the existence of products/services and even the act of buying or using them.

According to Lasa Hs (2009), Promotion is the delivery and exchange of information to organizations, institutions, and consumers to convey information about products or services available in an institution and persuade or attract the interest of potential consumers to respond to these products or services. Promotion is closely related to marketing.

Qalyubi, et al (2003:259-260) says that the purpose of library promotion is to: 1) introduce library functions to users; 2) encourage interest in reading and the public to make the most of library collections; 3) introduce library services to the public; 4) provide public awareness to support library activities; 5) socialize the "don't know then don't love" program. Meanwhile, information repackaging activities are carried out to provide practical and interactive information packages based on current issues and user information needs.

Utilization of information and communication technology (ICT) in libraries is not only to provide convenience in service and information retrieval to users but can also be used for library promotion activities and to create information or knowledge packages that are of value to users. Promotional activities are to introduce library information products and services to users and the wider community. The promotion tool that is the most attractive in the current millennial era is social media. So some social media that are currently popular must be used as best as possible because they will have a big influence on promotional activities.

Boyd (2009) explains that social media is a collection of software that allows individuals and communities to gather, share, communicate, or play. Meanwhile, according to Phillip Kotler and Kevin Keller (2012) social media is a means for consumers to share text, images, video, and audio, with companies and vice versa. Social media is felt to have many functions for its users. According to Puntodi (2011), social media users function as follows:

1. The advantage of building personal branding through social media is that it doesn't recognize tricks or pseudo-popularity, because the audience determines it. Various social media are media for people to communicate, discuss and even give popularity on social media.
2. Social media provides an opportunity to interact more closely with consumers. Social media offers more individual communication content. Through social media, various marketers can find out the habits of their consumers to carry out personal interaction and can build a deep interest.

III. Research Method

According to Nawawi (1993), qualitative research is the process of capturing information and actual conditions in the life of an object associated with solving a problem both from a theoretical and practical point of view. This research uses a qualitative approach with a descriptive type and case study method so that research can be carried out in-depth and thoroughly. Researchers observed social media phenomena, especially those that had been carried out by the UPA Perpustakaan UPN "Veteran" Jawa Timur.

IV. Result and Discussion

Social Media is a means of promotion that is the main attraction in today's millennial era. There are several types of social media used in the library of UPN "Veteran" Jawa Timur, namely:

1. Websites

The library center of UPN Veteran Jawa Timur official website is lib.upnjatim.ac.id. The page provides official news and information that is always up-to-date. The website can also see how many visitors have seen the page.

2. Instagram

The social media that is currently still at the top of the list of people most interested is Instagram. UPN Veteran Jawa Timur Library Instagram ID is @pustaka.upnjatim. Instagram is a social media that can increase the percentage of library user communities on social media. Information on Instagram is usually in the form of short news or information and displays a short 60-second image or video that can be interesting and fun to motivate followers. Instagram can also do live broadcasts to promote or provide useful information.

3. YouTube

Most people use YouTube to share video recordings through online media channels. The content on YouTube for the Library center of UPN "Veteran" Jawa Timur are tutorials to make it easier for users to upload theses, create repository accounts, access e-journals, and so on. Youtube can load videos with a longer duration compared to Instagram.

4. WhatsApp

WhatsApp is an interpersonal communication medium between librarians and library users that allows users to share files and images, as well as make voice calls and video calls for free. WhatsApp can also be utilized as an effective yet personalized promotional tool. WhatsApp Library of UPN "Veteran" Jawa Timur is one of the social media owned by UPN "Veteran" Jawa Timur Library. Through WhatsApp, the Library of UPN "Veteran" Jawa Timur can convey the latest information about the library. Library users can find out the latest developments in the library through WhatsApp. They can ask questions directly to the admin related to the library. The admin will immediately answer every question that enters WhatsApp.

The forms of promotion used by the Library of UPN "Veteran" Library Jawa Timur are as follows:

1. Publication is a non-personal stimulation so that there is demand for products or services through news and information about matters relating to the library of UPN "Veteran" Jawa Timur.
2. Promotion is a presentation of ideas, products, or services. Promotion can be carried out in various ways such as displaying the latest book collections, library services, library facilities, and displaying uniqueness in the library.

V. Conclusion

Libraries can identify the information needs of users, develop innovative promotional strategies, support sources, and determine promotional media. Thus, libraries can use promotion through social media as an effective tool to increase the number of visitors. Promotional activities are conducted to introduce library goods and services to users. Social media is the most popular promotional tool in today's millennial era. Therefore, most of the currently popular social media platforms must be utilized as well as possible because they will have a major impact on promotional activities.

Suggestions that can be given from the results of the discussion above are the need for progress or increased innovation by library institutions or librarians in library promotion by using and utilizing advances in information and communication technology at this time. Then there needs to be creative and innovative ideas to fill the content on social media so that the promotional media is appropriate for library users. Librarians are also expected to attend seminars on library promotion or training on social media.

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