

Online Media as a Means of Library Promotion at UPN "Veteran" Jawa Timur

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Abstract. Promotion is closely related to marketing. Kotler in Santoso (2007: 3) describes marketing as a management organization that adheres to the view that the task/key of the organization is to determine the needs and wants of the target market to provide the desired satisfaction. Meanwhile, Sudarmini (2001: 6) defines marketing with the application of libraries as a planned approach to identify and gain support from the user community; then, the library develops appropriate and profitable services for both parties, namely users and the library as information service providers. So, by holding a library promotion, users know what library materials the library has, what facilities can be used, and what services users can get. Library promotion is a series of library activities designed so that people know the benefits of a library through the collections, facilities, and products or services provided (Yuven, 2009:1). Through promotional activities. It is hoped that the public will recognize and utilize the services and facilities in the library. By carrying out promotional activities, users will get to know the library. Seeing the library users and potential users will make it easier for the library to disseminate library activities. It can help the library gain a positive image in the eyes of the general public.

I. Introduction

The library is an institution with the main task of managing information that is arranged systematically so that it is easy to find again for users to use. The information contained in the library is literary information, both in printed form, such as books, magazines, newspapers, and journals, As well as non-printed information, such as films, tapes, videos, and discs.

Libraries that function as information providers are required to provide various kinds of information according to users' needs following the development of science. Libraries can carry out their main tasks and functions properly with complete and updated collections. Therefore, the library should provide comprehensive and new collections according to the interests or needs of its users.

The library has various types. Martoatmodjo (1993:2) states that there are five types of libraries, namely the National Library, Public Library, Special Library, School, and College Library. The existence of a library in society is vital. This is because the library is a place to search for knowledge and information that keeps up with the times. However, the reality shows that public appreciation of libraries still needs to be more profound. This is due to the need for more introduction of libraries to the public (users). Library introduction to users can be done by way of promotion.

Of the five types of libraries that exist, one type of library that plays a very high role in the development of information is the college library. The tertiary institution's library is a vital and influential heart in the success or failure of the teaching and learning process. Libraries provide the information students, lecturers, researchers, and the academic community need concerning teaching and learning activities. At this time, a lot of information that the library can provide is not only in printed form, such as books and scientific papers, but also in digital forms, such as online journals, ebooks, and so on. Due to rapid technological developments and complex information needs, libraries must continue to innovate both in the collections and services provided. To measure the success rate of a library's services, one of them is through the number of users visiting the library. The more users who visit the library, it can be said that the library is successful in providing services, but if the number of users visiting the library is low or very low, it can be said that the services provided are less successful and unattractive to users. Agus Setiawan (2013:1).

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and potential users will make it easier for the library to disseminate library activities. It can help the library gain a positive image in the eyes of the general public.

The UPN Veterans Jawa Timur Library is no exception; a state university located on Jl. Rungkut Madya No.1, Gunung Anyar, Kec. Gunung Anyar Surabaya, East Java. As one of the Academic Support Units in higher education institutions, this type of library belongs to the kind of college library. As a university library, it must support the university's obligations, namely the Tri Dharma of higher education. Therefore the collections and services owned by the UPN Veteran Jawa Timur Library must be utilized as well as possible and as much as possible by the academic community in it.

To maximize the collections and services owned by the UPN Veteran Jawa Timur Library, appropriate promotional activities are needed and by the intended targets. The purpose of writing an article entitled "Online Media as a Means of Library Promotion in UPN "Veteran" Jawa Timur" is to describe and explain the promotion that has been carried out by the UPN Veteran Jawa Timur Library so that the library will be visited by many users and the library will become more tangible. It can play an essential role in supporting the realization of the Tri Dharma of Higher Education.

II. Literature Review

Library Promotion

KBBI (1998: 72) mentions promotion is an introduction. Promotion is a persuasive marketing communicative mechanism by utilizing public relations techniques. While promotion, according to Darmono (2001: 175), is an effort made by providers of services or goods to persuade consumers to buy and convince other consumers to use the services or products offered. According to Qulyubu (2002: 22), library promotion is an attempt to introduce the library's organizational identity to the information, services, and facilities it has, both from its strengths and differences from other libraries. So library promotion is a marketing activity carried out by the library by introducing information, services, and facilities that the library has to users with the aim that users are interested in visiting or taking advantage of the services provided by the library.

Online Media

Online media is a means of communication that conveys information different from conventional means of communication, such as print or electronic media. Online media requires computer-based devices and internet connections, such as websites and applications, to search for and receive information. According to Ashadi Siregar in Agung Kurniawan (2005: 20) mentions, online media is a term that is often referred to as media based on telecommunications and multimedia. Inside are news portals, websites (websites), online radio, online TV, online press, online mail, and so on, with their respective characteristics according to the facilities that allow users or consumers to use them.

III. Research Method

This research takes a qualitative descriptive research method through a literature study and case study approach. This study aims to determine how the UPN Veterans Jawa Timur Library implements the promotion strategy

IV. Results and Discussion

Purpose of Library Promotion

Promotion at the library is carried out to introduce and increase users' motivation always to use the services provided by the library So that the library can provide continuous services to users. The purpose of library promotion is (Muhammad, 2009: 14):

1. Remind users about the existence of a library and the services provided to users.
2. Promotion of the library can create a confident impression of the products or services offered to influence people to seek information from the library.
3. Get a direct and fast response to users or potential users by maximizing the products and sources of information delivered to users.

In promoting the library, the promoter must know what elements to pay attention to, namely:

1. Attention, the librarian must focus the user's attention on his promotion. Generally, the concentration of visitors will be resounding with promotional brochures or advertisements designed as attractive as possible.
2. Desire: there is a desire to promote the library, and there are responses from librarians to find out more about the library.
3. Action (action) means there is a good response from the user so that he comes to the library without
4. coercion. This is indicated by librarians who have fulfilled the element of user attraction.
5. Satisfaction after carrying out the promotion, it is hoped that prospective users will be satisfied with the delivery of librarians because the promotion element places more emphasis on user satisfaction, where promotion must pay attention to the background, interests, and needs of users in its implementation to
6. produce user satisfaction.

Forms and Promotional Facilities for Libraries

In carrying out library promotion, there is promotional media which is a tool that can be used as a means of library promotion. There are various kinds of media and forms of library promotion, namely:

1. Print media, for example, newspapers, this newspaper media can be used to showcase the latest books or books that are best sellers on the market and are already owned by libraries. Magazine, with which the library can display a brief profile of the library and the advantages and characteristics of a library with an attractive magazine design. Brochures, this form is very effectively used to provide flowy information; for example, there are ways to become a member, from coming to the library to obtaining a membership card and tutorials on the transaction process for borrowing library collections.
2. Electronic media, such as television media in the form of visual media and internet media, namely through websites that are attractive to librarians to invite librarians to the library. This website can be a library representative in cyberspace. In addition, social media is no less critical; most librarians must have their social media. Therefore, libraries must also follow the development of social media. Radio, a promotional information medium in the form of audio, is essential, especially for users with disabilities (the blind) and busy users who don't have time to watch television.
3. Non-mass media. Like billboards and banners. For this, the library is expected to display them in places frequently visited by potential users, such as crossroads and markets.
4. Media meetings include exhibitions, seminars, talk shows, and counseling. Holding a meeting is a good way to get people to come to the library. By diligently participating in book fairs and holding exhibitions, the public will know the library.

To carry out a promotion, there are various kinds of means that can be used to support the course of the promotion. Promotional means are media that can be used by organizations or agencies to promote their products so that the wider community knows them. Several forms and promotional media that the library can use include:

1. Publication, namely non-personal stimulation, so that there is demand for products or services through news about matters in publishing media or exciting presentations such as on radio, television, or stage.
2. Advertising are all paid forms of non-personal presentation and promotion of ideas, goods, or services with certain sponsors (Philip Kotler, Gary Armstrong, 2012: 117). In another opinion, Promotion is promotional media paid by companies to promote products or services to the public or prospective customers (Edi Soeryanto Soegoto, 2010: 207). Promotional media is in the form of presenting ideas, products, or services by paying.
3. Individual contact, namely promotion through individual contact, is carried out through direct meetings between librarians and users.
4. Intensive, namely giving something of value as an offer to the offer submitted to encourage a change in consumer attitudes towards the offer. Intensives are usually given to people or groups who are less motivated, indifferent or do not like a product or service recommendation.
5. Creation of a conducive atmosphere or environment, namely the design of an organizational environment that is calculated in such a way as to create a cognitive and emotional impact on the market or target. This atmosphere is constructed in such a way as to increase satisfaction when buying a product or using our services. This conducive atmosphere element needs to be considered because consumers and organizations when purchasing products and services, meet organizational staff in a specific physical environment (Badollahi Mustaf, 2009: 132).

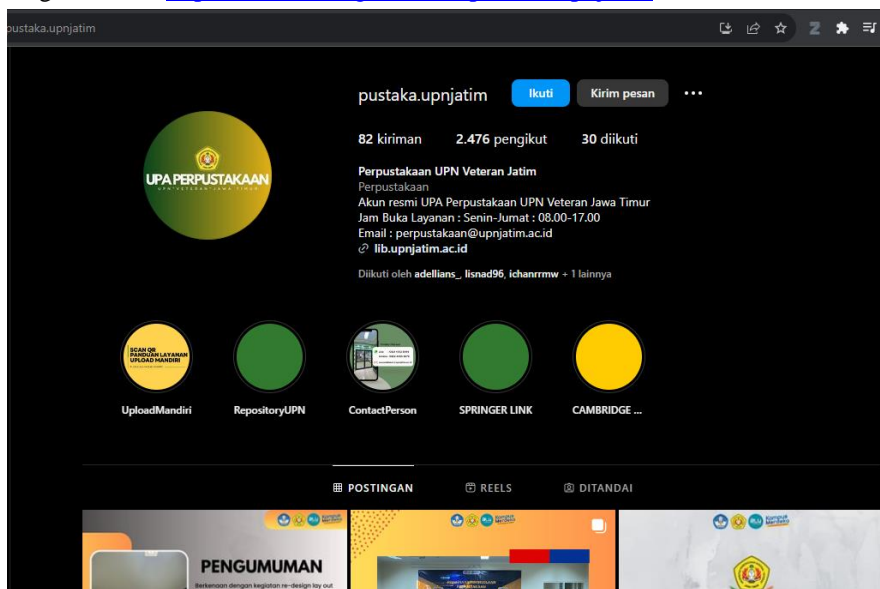
Promotion of library services can be done in several forms: in printed form, promotion in library activities, library image and identity, and human resources as promotional agents (Alwan Wibianto, 2009: 68).

Promotion of UPN Veteran Jawa Timur Library Promotion

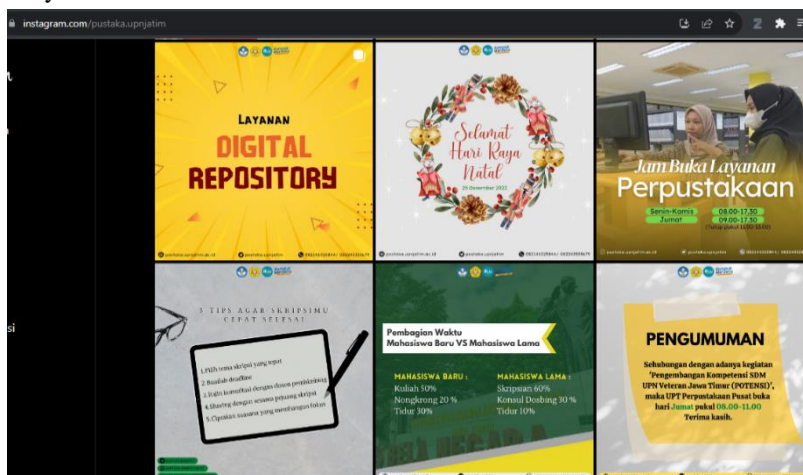
The promotion of the UPN Veteran Jawa Timur Library was carried out by librarians of the UPN Veteran Jawa Timur Library through social media and also through a website that can be accessed by all UPN Veteran Jawa Timur academics who are the target of the library, which is expected to maximize the information available in the library.

1. Social media promotion

Social media promotion is carried out by the UPN Veterans Jawa Timur Library through three social media types: Instagram, YouTube, and Twitter. The UPN Veteran Jawa Timur Library account can be accessed through this link <https://www.instagram.com/pustaka.upnjatim>.

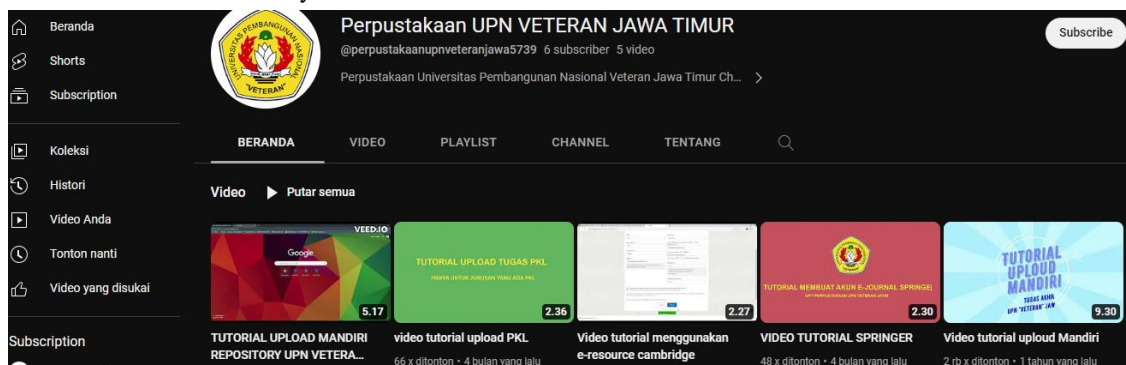


More than 2470 Instagram followers follow the UPN Veteran Jawa Timur Library Instagram account. The UPN Veteran Jawa Timur Library is quite active in sharing library activities via Instagram stories. It can also be seen that the bio has opening hours for library services. This is very helpful in promoting service opening hours to users. In addition to services, it is also about activities carried out by the library and introduction to library facilities. Introduction of library staff and librarians, commemoration of special library days, library collections, even special notifications to announcements of missing items and finding of things in the library. Quite a lot of interactions are made on this Instagram account. Like admins who reply to comments and repost photos that mark accounts. Quite a lot of exchanges have been made on this Instagram account. Like the admin who responds to comments and reposts photos tagging the UPN Veteran Jawa Timur Library account.

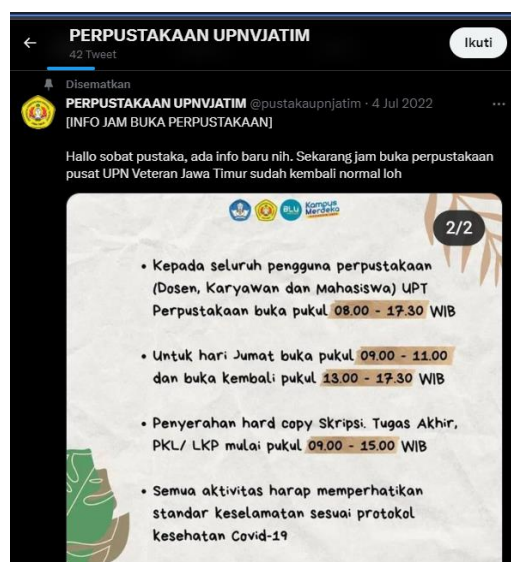


Apart from using Instagram, the second social media used as a promotional tool for the East Java UPN Veterans Library is using YouTube. The UPN Veteran Jawa Timur Library YouTube account in can be

accessed via the link :<https://www.youtube.com/@perpustakaanupnveteranjawa5739>. View of the UPN Veteran Jawa Timur Library YouTube account below



From the view of the UPN Veteran Jawa Timur Library's YouTube account, it can be seen that there are five uploaded videos. Promoting the library through YouTube social media tends to use videos, especially tutorials on using the service, to make it easier for users. However, the promotion carried out by the UPN Veteran Jawa Timur Library via YouTube is not optimal. Followers of only six accounts mark this. In addition, the number of uploads is only five videos. The last social media used by the UPN Veteran Jawa Timur Library to promote its library is Twitter. The Twitter account for the UPN Veterans Jawa Timur Library can be accessed via the link <https://twitter.com/pustakaupnjatim> With a view like the one below.



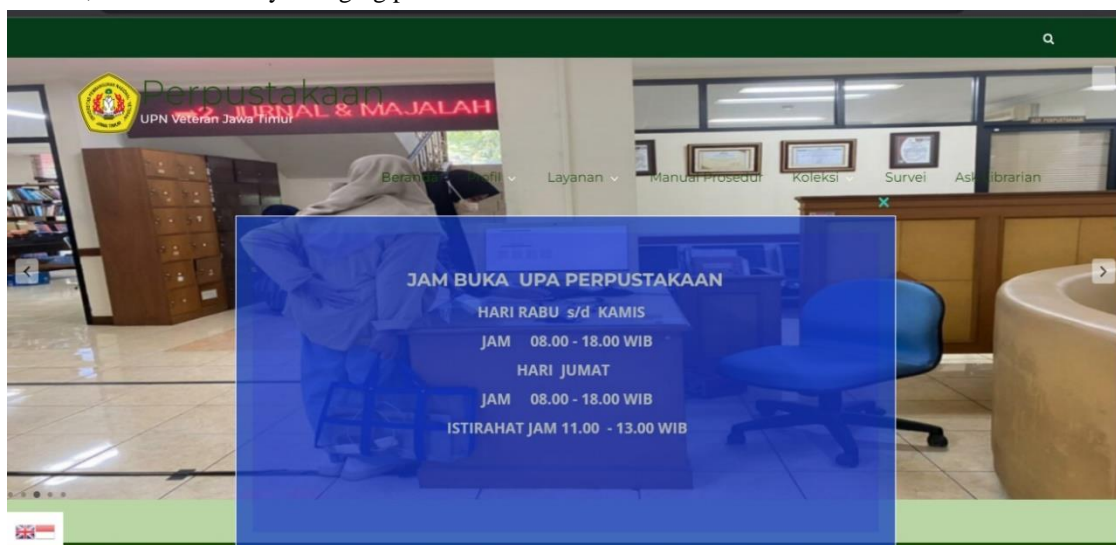
Just like Instagram, on Twitter, there is also information on services available at the UPN Veterans Jawa Timur Library. However, what distinguishes it from Instagram is that this Twitter account has been inactive for a long time, informing existing services. This is marked by the last upload made by the report in 2022, as shown in the image below.

Of the three social media owned by UPN Veteran Jawa Timur Library, promotions carried out by the UPN Jawa Timur Veteran Library mostly use Instagram social media. The number of followers can mark this and also the number of uploads on each account.

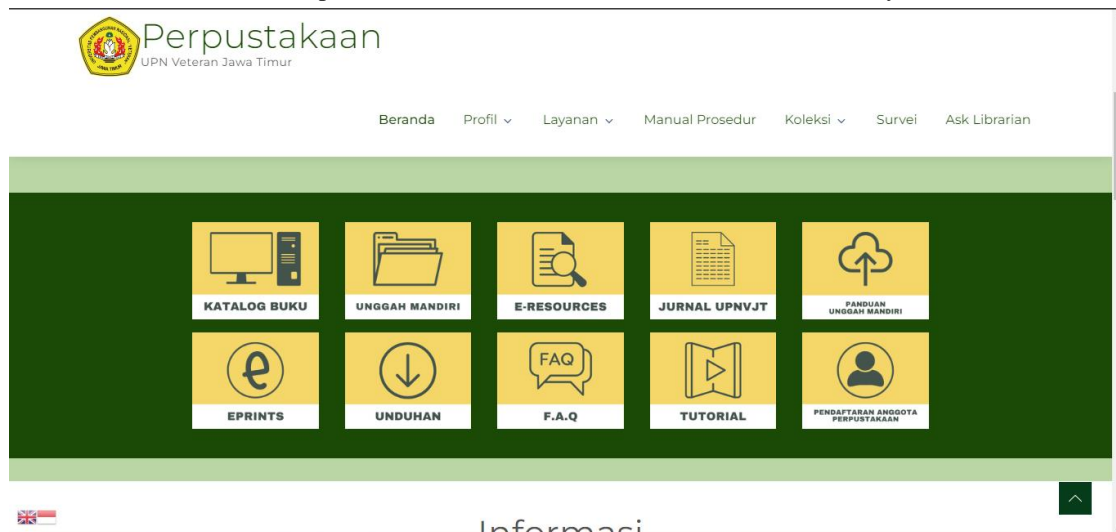
Website Promotion

Websites, as part of information technology, can function as library promotions, namely as a means to inform users of everything in the library. Promoting the library through the web will reach an extensive range of users. With the web, users do not have to come directly to the library; they can find out the services and collections contained in the library. Through the web, it can function as a means of disseminating information in the library; with the increasingly complex library collections, information stored in the library can be accessed by users online. The UPN Veteran Jawa Timur Library website can be accessed via the link <https://lib.upnjatim.ac.id/> with the appearance shown below.

The appearance of the UPN Veterans Jawa Timur Library website is very informative and also creative; this is marked by changing pictures.



The UPN Veteran Jawa Timur Library website also contains complete services and information related to the UPA Veteran Jawa Timur Library. In addition, there is also news related to the world of libraries that users can enjoy. The information on the website is very informative and communicative to users, which can be used as a promotion from the UPN Veteran Jawa Timur Library.



Obstacles faced in promoting the UPN Veteran Jawa Timur Library

The library is an information center, learning resource center, agent of change, and agent of national culture, as well as the UPN Veteran Jawa Timur Library wants to realize its existence and role in the UPN Veteran Jawa Timur academic community to serve users in searching for the information needed. However, with various limitations, there are few obstacles to planned expectations. The obstacles faced by the UPN Veteran Jawa Timur Library in include the following:

1. Obstacles from inside

The constraints referred to from within are constraints originating in the library. Both from the library and the librarian himself. These obstacles are in the form of:

- a. Weak knowledge of librarians at the UPN Veteran Jawa Timur Library regarding expertise and techniques of library marketing and promotion
- b. lack of sufficient and sustainable funds for the implementation of promotional activities for the UPN Veteran Jawa Timur Library
- c. need for more awareness among librarians that libraries must have a lot of services and services to attract visitor's attention to the library.

- d. Lack of human resources (HR) in the IT field at the UPN Veteran Jawa Timur Library
2. Obstacles from outside
Other obstacles come from outside the library, namely in the form of:
 - a. The lack of desire from the principal agency to help the UPN Veteran Jawa Timur Library
 - b. Lack of library cooperation with other agencies, such as other universities.

Efforts to Solve Problems in Overcoming Obstacles in the Promotion of the UPN Veteran Jawa Timur Library

The UPN Veteran Jawa Timur Library can take steps to overcome constraint and obstacles in promoting its collections and services so that they can be better known and utilized by the UPN Veteran Jawa Timur academic community by:

1. Efforts to overcome obstacles from inside, namely:
 - a. Provide special training to librarians in the field of library marketing and promotion
 - b. Provide adequate and sustainable funds for the implementation of promotional activities for the UPN Veteran Jawa Timur Library
 - c. Grow awareness among librarians that libraries must have a lot of services and services to attract the attention of users to come to the library
2. Efforts to overcome obstacles from the outside, namely:
 - a. Agencies must be more severe about advancing libraries by helping to provide sufficient and sustainable budget funds so that library promotion activities are not interrupted
 - b. Cooperating with other agencies, especially with other university libraries.

V. Conclusion

Based on the discussion, it can be concluded that the promotion of the UPN Veteran Jawa Timur Library aims to introduce that Library to the UPN Veteran Jawa Timur academic community so that users can know service products and the availability of services and information in the library and can be utilized optimally by the academic community UPN Veteran Jawa Timur. The promotional media carried out by the UPN Veterans Jawa Timur Library in use social media that is owned by utilizing Instagram, Youtube, and Twitter media. In addition, promotions are carried out through the official website of the UPN Veterans Jawa Timur Library. However, when viewed from the number of followers of promotional media, they can reach many target markets using only Instagram social media. Therefore, efforts are needed to increase the competence of librarians to vary library promotion activities to call more academics at the UPN Veterans Jawa Timur Library

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