



Strategy of Child Service Development at Representative Office Library Bank Of Indonesia North Sumatera

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Article Info

Article history:

Received : 19 Nopember 2021

Revised : 30 Nopember 2021

Accepted : 03 Desember 2021

Keywords:

Child Service, Library Strategy

ABSTRACT

This study discusses the Strategy for Child Service Development at the Library of the Bank Indonesia Representative Office, North Sumatera Province. The purpose of this research is to see how the child development strategy is in the Library of the Bank Indonesia Representative Office, North Sumatera Province. This research method uses a qualitative descriptive approach. By using interview, observation and documentation techniques. The information in this study is librarians at the Library of the Bank Indonesia Representative Office in North Sumatera Province who have been selected by researchers in accordance with the criteria for research subjects. The results showed that the children's service development strategy carried out by librarians at the Library of Bank Indonesia Representative Office, North Sumatera Province, was carried out using promotion and socialization methods. Where the promotion is carried out using brochures and social media, namely Instagram. Meanwhile, the socialization was carried out by utilizing various competition activities organized by librarians and visiting schools to inform that the library of the Bank Indonesia Representative Office in North Sumatera Province provides a special service for children called the Kids Corner. The strategy for developing children's services aims to attract children's interest and attention to the Library of the Bank Indonesia Representative Office, North Sumatera Province.

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1. INTRODUCTION

At this time the progress of information that is growing rapidly and developing has a negative impact. In the midst of these polemic issues, it is hoped that the library can become a source of accurate information other than as information storage, information dissemination and a place for knowledge sources, references, as well as a means to assist and support activities in improving public knowledge, especially the nation's children. Because the nation's children are the next generation that we must pay attention to and we teach literacy from an early age.

The library is a public service institution in the field of science and a provider of library materials in various media, both printed and recorded which are educational in nature to be used by the community. 34 of 2007 article 1, the library is an institution that manages collections of written works, printed works, and / recorded works in a professional manner with a standard system to meet the needs of education, research, preservation, information, recreation and users (M.Yusup, 2016).

The main task of a library is to provide a variety of scientific literature as a source of information intended for the public interest or users, both for learning, research and even daily practical interests. education, work, research and as a vehicle for the intellectual life of the nation (Rahmah, 2018, p. 2).

Library services are one of the main activities as well as a barometer of the success of library operations. Good service is a service that can provide comfort, pleasure and satisfaction to users. Library services can be said to be the spearhead in library management services, because this section is the first to deal with the user community. The purpose of standardized library services is to make the library integrated in technology-based information services in order to support library activities through service excellence and innovative and effective access to information sources in various formats and media.

A special library is a library whose service or operation is special with the aim of providing information to its parent institution. A special library is a library belonging to a department, state institution, research, mass organization, military, industry, or private company. This library is organized by an office or agency whose purpose is to support the activities of the office or agency where the library is located (Darmanto, 2018, p. 17).

One example of a special library is the Bank Indonesia Representative Library which is located in the Bank Indonesia building. The Regional Representative Office of North Sumatra Province is located on the 2nd Floor, Jalan Balai Kota No. 4 Medan Kesawan. The Bank Indonesia Representative Office Library of North Sumatra Province is an open library that can be accessed by all people who need references in both printed and digital forms as well as library facilities and infrastructure that can be enjoyed by the wider community. This library is a form of commitment and contribution Bank Indonesia in developing science and preparing human resources in the region with a competitive culture.

In order to increase interest in reading and writing, the Bank Indonesia Representative Office Library of North Sumatra Province also carries out several activities, namely: Book review and seminars, and Mobile Library. The Bank Indonesia Representative Office Library for North Sumatra Province also collaborates with other institutions and universities through the BI Corner library network.

The Bank Indonesia Representative Library of North Sumatra Province provides various types of collections ranging from general, special, reference collections and also collections tailored to the needs of Bank Indonesia. The Bank Indonesia Representative Library of North Sumatra Province also provides various facilities that can be utilized by users such as the main reading room. , discussion rooms, free wifi access, digital media and several computers if users want to do assignments or find information. Apart from these facilities, there is also a place for storing goods, shoe racks, photocopies and prints that can be used by visitors for free.

The Bank Indonesia Representative Library of North Sumatra Province also provides a special room for children who want to learn and play, called the Kids Corner/Child Services. Children can read, draw, color and use the various educational game tools available. This Kids

Corner room designed with attractive colors and pictures and uniquely arranged so that children feel happy and comfortable when learning and playing.

After the researchers made observations and the initial observations at the Bank Indonesia Representative Office Library, North Sumatra Province, especially in the children's services section, the facilities and collections were adequate and comfortable to use. Lack of socialization to schools and socialization with the community. So there are still people who do not know that the Bank Indonesia Representative Office Library in North Sumatra Province has children's services and even people think and think that the library is only for Bank Indonesia employees, not a library open to the public. general.

To overcome these problems, a development strategy for children's services is needed at the Bank Indonesia Representative Office Library, North Sumatra Province. Strategy is a method, technique or procedure used to get the expected results. Strategy is an action plan that outlines the allocation of resources and other activities to respond to the environment and help the organization achieve its goals. Strategy is not just planning, but more than that, namely comprehensive, comprehensive planning, meaning it includes integrals (Safitri, 2017, p. 11-12).

The development of children's services in the library is a technique and service procedure carried out by library managers to ensure that the library continues to grow and be used by users for the future. The development strategy for children's services at the Bank Indonesia Representative Office Library in North Sumatra Province aims to optimize library development in the future according to the needs and desires of library users.

2. RESEARCH METHODE

This research is a field research (research file) using a qualitative approach to obtain information that provides an explanation of an event in the field. The qualitative research method is a research procedure that produces descriptive data in the form of speech or writing and the behavior of the people being observed. The qualitative approach is expected to be able to produce in-depth descriptions of speech, writing and observable behavior from a particular individual, group, community or organization that is studied in a complete and comprehensive perspective (Saeful Rahmad, 2009).

Data collection is a very important step in conducting research. Without data collection efforts, research cannot be carried out. To get really valid results, the data collection techniques used are observation, interview and documentation.

3. RESULT AND ANALYSIS

The Bank of Indonesia Representative Office Library in North Sumatra Province is a special library that provides services for Bank of Indonesia employees and the outside community. The Bank of Indonesia Representative Office Library also provides special services for children called Kids Corner/Child Services. to foster children's interest in reading, provide education for early childhood, hone creativity and educate the nation's children.

Development of Children's Services in the Library of the Representative Office of Bank Indonesia, North Sumatra Province.

Based on the findings of the researchers, the strategy used by librarians to develop children's services at the Bank Indonesia Representative Office Library, North Sumatra Province, uses 2 methods: First, promotion. Where librarians do promotions by using brochures and utilizing social media such as Instagram. Second, socialization by utilizing various competitions held specifically for children and visiting schools to inform that the Bank Indonesia Representative Office Library of North Sumatra Province provides special services for children who want to

play and learn. education and equipped with facilities and infrastructure to provide comfort for children when visiting the library.

According to the Dictionary of Library and Information Science, children's books are books written and illustrated specifically for children aged 12-13 years. Several kinds of books include: fiction and non-fiction readings, broad books, nursery rhymes, alphabet books, counting books, picture books, easy books, reading for beginners, picture story books and other story books (Serena Hidayani, 2014).

Based on the above theory, the Bank Indonesia Representative Office Library in North Sumatra Province provides special collections for children including clip books, educational toys, illustrated exilopedia books, counting toys to hone children's motor skills, picture books that children can scribble on, learning writing books, books about professions. , fairy tales or folklore books, books about humans, plants, animals and others.

Childhood is a golden age that should be filled with positive and interesting activities according to interests and talents so that it can support children in their development period. These facilities are very necessary. Facilities are all equipment that makes it easier for users to use the library, as well as in facilitating the activities of librarians in managing the library. In general, physical facilities are in the form of study room facilities complete with tables, chairs, collections, reading books to collections of toys. In addition, it also provides the equipment needed in the learning process that is adapted to the activities carried out in the library itself, for example writing tools, drawing tools, coloring tools and others (Inayati, 2018).

Based on research results, the Bank Indonesia Representative Office Library, North Sumatra Province provides special facilities for children such as a separate room from the public room, tables and chairs for studying, folding tables, cushions for relaxing and playing seats, textbooks, children's encyclopedias, globes, play equipment. , drawing tools, writing and coloring, motor game tools and others.

From the S-O-R theory, the researchers noticed that the use of a child service development strategy carried out by the librarian at the Bank Indonesia Representative Office Library in North Sumatra Province aroused the curiosity of users about the child service. If the child service development strategy carried out by the librarian at the Bank Indonesia Representative Office Library in North Sumatra Province is further improved, the curiosity of users will also increase.

According to the researchers, to support the strategy for developing child services at the Bank Indonesia Representative Office Library, North Sumatra Province, it would be better in addition to using promotion strategies and librarian socialization, also improving services that are more effective than before and providing special librarians for children so that children can get full service from the librarian.

Promotion of children's services at the Bank Indonesia Representative Office Library, North Sumatra Province

The promotion system carried out by librarians at the Bank Indonesia Representative Office Library in North Sumatra Province uses printed and non-printed media. In carrying out library promotions, there are several print media that support library promotion activities such as: brochures, posters, news letters (newspapers and magazines), book restrictions, special publications. (Kusuma, 2014). Library promotion using non-printed media (electronics) can be done by advertising through radio and television or online media (internet). Such as social media facebook, twitter, instagam, blogs and others.

Based on the above theory, the Bank Indonesia Representative Office Library in North Sumatra Province conducts promotions using print media, namely brochures and non-printed media such as the <https://www.bi.go.id> website and social media such as Instagram (@perpusbinsumut). In the Instagram account, it is clear that the Bank Indonesia Representative Office Library of North Sumatra Province always plays an active role in carrying out promotions, it can be seen from several activities that are always updated on the Instagram account.

Several special activities for children that have been carried out by the Bank Indonesia Representative Office Library of North Sumatra Province, namely mass circumcision activities, study excursion visits, speech competitions, coloring competitions, fairy tale competitions, Fashion Show competitions, learning activities, playing, discussing, visiting activities mobile library, book actor activities, literacy program activities to commemorate the National Library visit day and literacy corner activities.

Every activity and competition held for children's services at the Bank Indonesia Representative Office Library, North Sumatra Province, librarians are assisted by the New Generation of Indonesia (GenBi). GenBi is a community of scholarship recipients from Bank Indonesia which are given to outstanding students.

SWOT Analysis Strategy for Child Service Development at the Bank Indonesia Representative Office Library, North Sumatra Province

To develop a library, it is necessary to do the right development strategy. And to formulate the right development strategy, it is necessary to carry out a SWOT analysis on child services at the Bank Indonesia Representative Office Library, North Sumatra Province, with the aim of analyzing the current potential of child services and determining the direction of development of these child services. SWOT analysis of child services at the Bank Indonesia Representative Office library as follows:

1. **Strength.** The service system and management of library materials for children's services at the Bank Indonesia Representative Office Library, North Sumatra Province, has computerized and integrated libraries. It makes it easier for users to search for library materials. The staff managing the Library of the Bank Indonesia Representative Office in North Sumatra Province has an educational background of a bachelor in library science and has had experience of being a librarian for approximately 8 years until now. The librarian also has good achievement and work motivation. can be said to be good at running and providing services in the library. The children's service room at the Bank Indonesia Representative Office Library, North Sumatra Province is attractively designed with various colors and attractive images. This children's service is provided in a special room and separated from public services, so children can play and learn without disturbing other users. The facilities and infrastructure available for children's services at the Bank Indonesia Representative Office Library in North Sumatra Province are quite complete. The existing facilities and infrastructure for children's services such as tables, chairs, bookshelves, play equipment, stationery and library materials are provided according to age, children's preferences and needs.
2. **Weakness.** The services provided by librarians are not fully felt by children who visit so that librarians do not approach and play with children for a long period of time. There is only one librarian at the Bank Indonesia Representative Office Library in North Sumatra Province. The lack of human resources in the library has resulted in the absence of a special librarian for children's services. The room for children's services at

the Bank Indonesia Representative Office Library in North Sumatra Province is not large enough if many people visit the children's service. The promotion system carried out by librarians is not comprehensive so that not all schools or the public know the information that the Bank Indonesia Representative Office Library in North Sumatra Province has child services.

3. Opportunity. The success of the library, especially in child services at the Bank Indonesia Representative Office Library, North Sumatra Province is determined by the management and empowerment of human resources such as the head of the library, librarians and library volunteers. A good collection of library materials will meet the needs, desires and tastes of users in children's services at the Bank Indonesia Representative Office Library, North Sumatra Province. Budget is the most important supporting factor for libraries. The existence of a budget creates a great opportunity for libraries to grow faster. When the location of the library is easily accessible by the public, clean, healthy, and has easy access to public transportation, the Bank Indonesia Representative Office Library of North Sumatra Province will often be visited by the public. Complete facilities and infrastructure will help and support library activities to run well.
4. Threat. (a) Low public response and attention. The public does not know the location of the library, the use of the library, who is allowed to go to the library, how to become a member of the library, whether to pay when becoming a member of the library, what collections are provided in the library and also the public does not know that children's services are provided by the Bank Indonesia Representative Office Library of North Sumatera. (b) The public's perception of the library is not quite right. People think that libraries are only for certain groups, libraries are not friendly, and we have to pay to go to the library. (c) Technological Developments and Television Impressions. Rapid technological developments make children prefer to play and learn using cellphones, for example playing games and using the YouTube application to learn. The increasingly diverse television shows make children more interested in watching so that they pay less attention to the time and opportunities to visit the library are also reduced.

4. CONCLUSION

The Library of the Bank Indonesia Representative Office in North Sumatra Province has carried out a strategy for developing child services well. The development of child services carried out is by using promotion and socialization methods. Where promotions are carried out using brochures and also using Instagram. While socialization is carried out by librarians by utilizing competitive activities. held specifically for children and visited schools to inform that the Bank Indonesia Representative Office Library provides special services for children called Kids Corner. Every competition activity held at the North Sumatra Province Bank Indonesia Representative Office Library, the librarian gives appreciation in the form of prizes to attract children to visit the library.

When carrying out a library development strategy, of course there are obstacles faced by librarians, namely the presence of broken toys, loose book covers and difficulties when procuring digital library materials, many comments from outside that are not good and are not directly socialized to children when there is information disseminated through social media. The librarian's efforts in dealing with these obstacles are by isolating damaged toys for repairs

and still ordering digital library materials from abroad even though it takes a long time, remaining patient when facing unfavorable comments from outside.

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