



Strategy Of User Education Program Development At Dinas Perpustakaan Dan Kearsipan Kota Medan

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ABSTRACT

This study discusses the User Education Program Development Strategy at the Medan City Government Library and Archives Service. The purpose of this study was to find out how the Strategy for Development of User Education Programs at the Medan City Government Library and Archives Service was. This research method uses a qualitative descriptive approach. Using data collection techniques through interviews, observation and documentation. The informants in this study were librarians at the Medan City Government Library and Archives Service. The results showed that there were several user education development strategies implemented by the Medan City Government Library and Archives Service in dealing with the obstacles that occurred. This activity aims to keep users from getting user education from the library.

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1. INTRODUCTION

Education and Information are two aspects that are closely related to the intellectual life of the nation. Education is a means to develop skills and as a source of information in meeting information needs effectively and efficiently. Therefore, education must be supported by adequate educational facilities and infrastructure so that it is carried out properly. One of the facilities needed in educational activities is a library. Libraries are centers and learning resources as well as learning facilities that have the main task of providing, managing and serving information for users within educational institutions (Sulistyo Basuki, 1991) In Pradhika, G. O. (2014, p. 3).

One of them is the public library as a supporter of education and information in the community, which helps the community to get knowledge and information that is right, correct, and from trusted sources. The public library is also a place for providing knowledge and information that can be used for free at no charge. And used as a place for people to socialize

and have a good society where the library allows everyone to enter regardless of religion, ethnicity, skin color, and race.

In utilizing this facility, many users do not understand or understand the use of information and library facilities. So many users are not optimal in the use of this facility. This is because users do not understand how and techniques to use library facilities properly and effectively. In essence, libraries can provide education to users so that they can use and obtain information easily, quickly, accurately, and from trusted sources.

Given the importance of libraries for their users, it is necessary to hold an activity that shows and explains the important benefits of libraries for all library users. So that the purpose of the library in providing information resources for users can be achieved, because the ability of users to utilize the library is a very important basis in achieving these goals. In addition, the library is expected to be able to educate its users to be orderly and responsible in utilizing all of its collections to the fullest.

Therefore, the library needs to hold a program on how users can get to know more about the facilities in the library. The program is called the user education program, which is a program, teaching, education, and exploration organized by the library for users, so that they enable them to use various sources of information and library services more effectively and efficiently (Istiana, 2014). , p. 37). Whereas in SNI user education is all activities in the library related to providing information to library users how to get the best possible use of library resources, services and facilities (SNI 7495, 2009, p. 7).

The Medan City Government Library and Archives Service is one of the libraries that has implemented user education programs aimed at library users. But in the observations made, the researchers concluded that each was lacking in user education programs that had been implemented.

So to support the education of existing users to be even better, a development strategy is needed to make the given user education program develop and be more effective in its implementation in other words to be able to evaluate existing programs. In the KKBI strategy is a careful plan of activities to achieve goals. Meanwhile, according to Serdamayanti (2014, p. 2) strategy is a long-term plan that is continuous, increasing and developing how to achieve goals as expected.

Thus the library will function optimally if its users can know well and quickly where and how to find the sources of information they need. With the development strategy in the education program

2. RESEARCH METHODE

In this study, descriptive research is used, namely the type of research that describes an object in the form of words or pictures and does not emphasize numbers (Sugiyono, 2013, p. 9). The main purpose of using this research is to provide illustrations and support for what is presented (Satori & Komariah, 2013, p. 28). This study uses a qualitative approach. The term qualitative denotes an emphasis on the quality of entities and on processes and meanings that are not tested, or measured strictly in terms of quantity, intensity or frequency.

This research is located at the Department of Library and Archives Pemko Medan which is located at Jl. Iskandar Muda No.270, Central Petisah, Kec. Medan Petisah, Medan City, North Sumatra 20111. Researchers set the library as a research site because they wanted to know the strategy for developing user education programs at the Medan City Government Library and Archives Service. The time of the research that the researchers carried out was from January to February 2021.

Sources of data in this study are as follows:

1. Primary data was obtained by conducting direct research into the field and conducting in-depth interviews related to the object of research to research informants, namely the head of the library, librarians and related people at the Medan City Government Library and Archives Service.
2. Secondary data is data obtained to complete primary data in the form of documents or reports and notes that have been arranged in library archives that can support the discussion in relation to this research.

Qualitative research uses several data collection techniques to obtain results in accordance with the expectations of researchers, including (Sugiyono, 2018, p. 224):

1. Observation. According to Sugiyono (2018, p. 227) in observation, researchers are involved in the daily activities of people being observed or used as sources of research data. Researchers conducted observations on activities or activities related to user education in the Medan city library.
2. Interview. According to Esterberg (2002) an interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic. (Sugiyono, 2018, p. 233). Meanwhile, according to Susan Stainback (1988) with interviews, researchers will find out more in-depth things about participants in interpreting situations and phenomena that occur, where this cannot be found through observation (Sugiyono, 2018, p. 232). In this study, the authors interviewed informants, namely, librarians regarding user education strategies at the Medan city library.
3. Documents. Document studies are complementary to the use of observation and interview methods in qualitative research. Document itself is a record of events that have passed which can be in the form of writing, pictures, or monumental works of someone.

Sugiyono (2018, p. 270) describes the validity of the data in qualitative research including the credibility test (internal validity), transferability testing (external validity), dependability testing (reliability), and confirmability testing (objectivity). However, in proving the validity of the data in this study, the researchers used source triangulation, technical triangulation, and time triangulation techniques.

3. RESULT AND ANALYSIS

Strategy

Miller suggests that strategy will make it easier for us to determine where we are looking. Gaffar said, strategy is a plan that contains a comprehensive and integrative method that is used as a guide in working, fighting and acting to win competence.

While Whelen and Hunger argued that strategy is a series of decisions accompanied by managerial actions that determine the performance of the company (school) in the long term. Wiludjeng also argues, strategy is a general program in achieving the goals of an organization in carrying out the specified mission.

It can be concluded that strategy is a process in determining a direction carried out by an organization or institution in order to achieve its goals. By having a strategy, of course an organization and institution will get a strong position or position in the work area.

The steps in strategy formulation are: 1) setting goals, 2) setting measures, 3) eliminating differences, 4) choosing alternatives, 5) implementing a strategic plan, 6) measuring and monitoring progress. (Dr. Hj. Fory A. Naway, 2016)

User Education

User education in the Indonesian Librarian Dictionary (Hs, 2009, p. 241) is a program organized by the library to provide guidance, instructions, and education to prospective library users in their activities using information services and library facilities.

Fleming (1990) in Istiana (2014, p. 37) defines user education as “as various programs of instruction, education and exploration provided by libraries to users to enable them to make more effective, efficient and independent use of information sources and services to which these libraries provide access”. It can be interpreted that user education is a program, teaching, education, and exploration organized by the library for users, so that they enable them to use various sources of information and library services more effectively and efficiently.

Based on this definition, it is clear to us librarians and library managers that user education is a program that should be organized by libraries so that they are able to provide instructions and directions to users, so that they can utilize information sources and various services provided by libraries more effectively and efficiently.

RESULT AND DISCUSSION

Methods for the User Education Program at Dinas Perpustakaan dan Kearsipan Kota Medan

1. Brochures and Banners

Brochures and banners are one of the user education in printed form. Usually brochures and banners contain library information. From how to register to become a member, library regulations, and library locations.

2. Outreach to users.

Education of these users can be individually or in groups. This socialization activity to users is in the form of educational service activities for library users and usually invites several sources from outside.

3. Socialization to school.

Socialization aims to introduce a culture to an individual so that the individual can know about the culture. Usually the school invites the library to come to their school.

- a. **Library tour.** This activity invites school children to the library, usually they are invited to tour the library to find out what are the library collections, facilities and infrastructure in the library and teach how to find the information users need. And to make the library tour more interesting, librarians usually make activities such as games and create a work or make a summary of the books they read.
- b. **Book Review.** We can usually hold this activity in the library hall or come directly to the school, depending on the request. This activity can increase interest in reading and also so that students can think critically about the book about the advantages and disadvantages of the book.
- c. **Mobile library.** The Medan city public library has a mobile library which is operated to schools or events in the city of Medan. A mobile library is one of the most helpful means in delivering library materials to users directly. The mobile library provides facilities such as free internet for users. Besides functioning to provide library materials, mobile libraries also promote and provide direction to users regarding the Medan city public library.

The media used in the development of user education programs at Dinas Perpustakaan dan Kearsipan Kota Medan

1. Radio.

Nowadays, information is easier to obtain through the mobile phones that we have, but radio is one of the information providers that still survives today. In this case, the Medan city library also uses radio as a medium to introduce libraries to the wider community.

2. Social Media.

During the pandemic, libraries use social media as a promotional medium for brochures and banners. The Medan City Library has 3 social media, namely FB, Ig, and the official website of the Medan city library. In this social media also contains about libraries such as announcements, what activities are held, service hours, facilities and infrastructure, etc. Now member registration can be done online so that users do not need to come to the library directly. We also include the registration procedure on our social media accounts.

3. E-Pusda.

The mobile library in the library cannot operate properly because of this pandemic, the Medan City library has another strategy to continue to be able to present library materials to users besides fulfilling direct visit calls, namely the E-pusda application which can be downloaded for free on the Playstore. This application is very helpful for users to get library materials without having to come to the library. In this E-pusda, it covers almost all library materials in the Medan City Library. In this application we can read library materials and can also borrow books.

Materials in user education programs at Dinas Perpustakaan dan Kearsipan Kota Medan

In user education in the library, the material presented is in the form of an introduction to the library, either in outline or more specifically. There are several materials presented in user education at the Medan City library and adapted to the needs and objectives of the education program. Usually when doing socialization to users or outreach to schools the material is delivered in outline with the lecture method such as: the collections available in the library, opening hours, regulations/procedures, available facilities, what services are in the library, and available infrastructure.

Then if it is in the form of individual user education, it can be adapted to the needs or educational goals of the user. For example, a user wants to find a library material but he does not know where the library material is on the shelf. Then the librarian can give directions to the user to use the available opac. Then if the user wants to register as a member of the library, the librarian can direct him to circulation services.

Obstacles in the Development of Education Programs (user education) at Dinas Perpustakaan dan Kearsipan Kota Medan

In carrying out user education programs in libraries, there are several obstacles faced by librarians, both from the library itself as providing educational programs to users and the users receiving the education.

From the library itself, there are several obstacles faced by librarians, namely the COVID19 pandemic which has made some user education activities have to be stopped, then the constraints in the budget provided for activities are not sufficient, especially during this pandemic, it is very influential on the release of the amount of the budget given so it is more a

little. In addition, there are limited mobile cars, and limited human resources. While the obstacles faced by librarians from the users themselves are the lack of information provided by users to librarians about the information they are looking for.

4. CONCLUSION

Based on the results of research conducted by researchers at the Medan City Government Library and Archives Service, the following conclusions can be drawn:

1. Methods in developing user education used by the Medan City Government Library and Archives Service, namely: (1) brochures and banners, (2) outreach to users, (3) outreach to schools, (4) book review, (5) library tour, (6) and mobile library
2. The media used in the development of user education programs at the Medan City Government Library and Archives Service are: (1) Radio, (2) Social media (library web, ig, and FB), (3) and E-mail. Pusda
3. Materials in user education programs at the Medan City Government Library and Archives Service, namely: about the library which consists of the collections available in the library, opening hours, regulations/procedures, facilities available, what services are in the library, and the available infrastructure.
4. The obstacles faced are divided into 2, first from the library itself, namely, the covid 19 pandemic which causes some user education activities cannot be carried out, the budget, limited mobile cars and also limited human resources. Second, from users, namely the lack of information on library materials owned by users.

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