



Library Promotion in State Islamic Institute of Padang Sidimpuan

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ABSTRACT

This study discusses the Promotion Strategy at the UPT Library of the State Islamic Institute (IAIN) Padangsidimpuan. This research method uses a qualitative descriptive approach. By using data collection techniques through interviews, observation and documentation. The informants in this study were the head of the library and the librarian at the Padangsidimpuan State Islamic Institute Library (IAIN) who had been selected by according to researchers to the criteria of the research subject. The results of the study indicate that the library's strategy is to promote the Padangsidimpuan library (IAIN) on social media created by the library by creating a website so that users who access it get information about the Padangsidimpuan library (IAIN). Promotion through other social media with Facebook, Instagram and library promotion activities that contain updated information about the Padangsidimpuan library (IAIN). The library also carries out various activities to promote the Padangsidimpuan library (IAIN) such as webinars, user education and competitions organized by the Padangsidimpuan library (IAIN)

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1. INTRODUCTION

The promotion of the library must consider the goals and objectives of the marketing situation. Thus, libraries must set standards for service quality, service distribution, and service marketing tactics. A good library is a library that is able to accommodate a variety of collections. The completeness of the library collection is very important to provide high quality services. Meanwhile, libraries with small holdings will struggle to maintain high service standards. Collection of library materials is an important component of the processing of library services.

The Padangsidimpuan State Islamic Institute (IAIN) Library is a very interesting place to study because, as previously mentioned, the Padangsidimpuan UPT (IAIN) Library Center comes from the North Sumatra Tarbiyah Faculty (IAIN) Padangsidimpuan Branch Library.

However, the Tarbiyah Faculty Library at that time did not have its own building, but instead used one of the building rooms on Jalan Ade Irma Suryani Nasution Padangsidempuan.

The current IAIN Padangsidempuan Library building with a building area of 4000 m². With 3 floors and all the contents of the procedures in the Padangsidempuan Library (IAIN) have changed, now it has a new library building and has very good services and facilities as well such as circulation services, reference services, photocopying services, E-Resource services, Audio Visual services, collection services, tendon services, local services, Bank Indonesia Corner services and many more. All arrangements and procedures in the library are converted into digital form, which are complete and more advanced than before.

Based on the problems above, researchers are interested in studying how Padangsidempuan (IAIN) students use the vast new library resources. However, based on how many times researchers have observed the Padangsidempuan library (IAIN), there are still very few users or visitors who come to the library of approximately 50 people every day, even though the Padangsidempuan library (IAIN) is very good and comfortable. has very adequate facilities. From here the author developed an idea or concept to conduct research on "Library Promotion Strategy at the UPT Library of the State Islamic Institute (IAIN) Padangsidempuan".

The university library is a higher education technical implementation unit (UPT), which in collaboration with other units contributes to the Tri Dharma of Higher Education by selecting, collecting, managing, caring for, and presenting sources of information for the parent institution in particular and the academic community in general. The five responsibilities are carried out in accordance with process, administrative, and organizational standards that apply to library managers.

While higher education is used to refer to comparable universities, institutions, high schools, colleges, polytechnics, and colleges. The university library as an information center is the backbone of the progress of an institution, especially educational institutions that seek the development of information. Since the main users of the library are academics with high knowledge needs, the library must suit their needs.

Based on the foregoing, the teaching process in university libraries cannot be separated from research and development activities of scientific innovation and engineering. As a result, the university library is often referred to as the heart of the institution. Without libraries, educational activities at universities may cease to exist. As a result, the ability of libraries to improve the quality of their services and strive to provide the best service is very important.

Library operations should not passively wait for users to ask questions or visit the library for information; on the other hand, libraries must be proactive in distributing or supplying information and information resources under their control to their users. And in this scenario, library promotion is needed to ensure more targeted information marketing in the future. Basically, all libraries are cooperative entities, i.e. those that offer information services to users.

Strategy is a way to achieve long-term goals. Yield, market penetration, product development, liquidity, and joint ventures comprise the company's strategy. Strategy is a possible course of action that requires top-level management choices and significant resources. (David, 2008, p. 16)

According to Steiner and Milner, strategy is the process of defining the company's mission, setting organizational goals through developing external and internal strengths, outlining policies and implementing them effectively to achieve the organization's main goals and objectives. Meanwhile, Hamdun Hanafi defines strategy as "defining the long-term fundamental goals of an organization, selecting alternative actions, and allocating the necessary resources to achieve these goals".

The term "strategic planning" refers to the process of integrating an organization's main goals, policies, and sequence of activities into a coherent whole. If properly developed, strategies can assist in organizing and allocating library resources in a unique and sustainable way.

Library marketing initiatives are very important, especially considering the low respect of the public towards libraries. So, before digging any further, it would be wise to discuss "Promotion.". Promotion according to (Mustafa, 2012, pp. 1-3) is any type of communication that aims to promote a product, service, or concept through distribution. Sales promotion is an effort to encourage others to take advantage of the product, service, or concept being marketed.

In short, promotion seeks to influence the attitudes, knowledge, and behavior of recipients to convince them to accept the idea of a service or product. Meanwhile, according to Gitosudarmo, (Gitosudarmo, 2008, p. 214) Promotion is a technique to educate customers about goods supplied by a business so that they are interested in buying them. So, according to the two experts above, promotion is an effort made by the producers concerned to promote their products in order to attract consumers to take advantage of the services or promotional goods. This will then be linked to library activities or services and promotion methods, all within the scope of the library environment.

Promotion is an important activity for every organization, but it is very important for business and service companies. However, the form in which goods and services are made is irrelevant unless it is recognized and used by certain customers (Darmono, 2001:175).

Library promotion is essentially a forum for sharing information between library organizations or institutions and consumers or users with the main objective of informing users about library goods or services and convincing them to use the product or service.

Library marketing is a cost-effective strategy that libraries can use to increase library use. Library marketing is basically a place to share information between organizations and customers with the primary objective of informing consumers about library goods or services. (Shihabuddin Qalyubi, 2007, p. 206)

The promotion of libraries in universities is very important because in addition to introducing the collections, facilities, and services in the library, the educational process of a student also requires library materials to support his education in universities; consequently, students should also actively visit the library and take advantage of the collections, facilities and services available in the library. Promotion of the college library is one of the communication activities that are inspirational. This is achieved through activities, advertisements, presentations, exhibitions, incentives and face-to-face interactions, all of which contribute to the creation of a climate in the university library.

Library promotion is the process of involving users in order to inform or introduce them to library goods or services, and encourage them to react and use the goods or services provided. Sulisty Basuki defines library promotion as "a service that introduces all library operations to the wider community". According to the many definitions above, library promotion refers to a series of actions taken by libraries to increase awareness and use of library goods and services among prospective and current users.

Library promotion activities are an effort to familiarize the general public with all library operations in terms of facilities, collection of various types of services, and advantages available to each library customer. Library promotion is basically a place to share information between organizations and customers with the main purpose of informing users about library goods or services and convincing users to respond to those goods or services. (Prihartanta, 2015, p. 2)

2. RESEARCH METHODE

Researchers used descriptive research techniques with a qualitative approach because they were very successful in extracting information from informants directly. In addition, the qualitative descriptive research methodology provides more comprehensive and in-depth data.

Through this method, the researcher will dig deeper into the promotion of the library at the IAIN Padangsidimpuan library, so that the researcher will be able to describe, describe, and describe in detail about the promotion of the library at the IAIN Padangsidimpuan library and the researcher will conduct direct observations to the location where the research is located.

The data collection technique used to obtain complete and accurate data for the purposes of this research is purposive sampling with data collection techniques using Observation is a data collection strategy that involves researchers to go down to the field and observe details about the room, actor locations, actions, events in the IAIN Padangsidimpuan library. for research purposes through a question and answer session conducted face-to-face between the questioner and the respondent, namely the head of the IAIN Padangsidimpuan library and the IAIN Padangsidimpuan librarian and Data collection through documentation was carried out using a recording device, namely a camera from a cellphone where this tool would later take pictures in the form of documentation related to library promotions at IAIN Padangsidimpuan

The data analysis technique is that the data obtained will have an important meaning after being processed and evaluated using a different qualitative descriptive approach to create a narrative that describes the librarian's plan to advertise the library to customers at the Padangsidimpuan library (IAIN). In particular, observations, interviews, and documentation, data validity checking techniques, namely Credibility, Dependability, Confirmability, Transferability

3. RESULT AND ANALYSIS

Library strategy to promote the library of the State Islamic Institute of Padang Sidimpuan (IAIN)

Promotion is important in the library because it seeks to educate and attract public interest, especially students, to come and use the library. Of course, before carrying out library promotions, preparations need to be made, such as preparing a library marketing plan.

Strategy is a means to an end; its main purpose is to enable the organization to objectively assess its internal and external situation and to forecast future changes. Kotler and Keller define the promotional mix as consisting of five components: advertising (Advertising), sales promotion (Sales Promotion), personal selling (Personal Selling), direct marketing (Direct Marketing), and public relations (Public Relations). (khusna, G.K., & Otafani, 2017, p. 27)

Based on the author's study, it can be determined that library marketing efforts need to be prepared. One of them is developing a library promotion strategy; the Padangsidimpuan library (IAIN) carries out library promotions to encourage the public, especially Padangsidimpuan students and students (IAIN), to visit the library and obtain information found there, as well as to educate the public about the existing library facilities (IAIN). Padangsidimpuan.

Library marketing is one of the actions taken by every library in order to influence and invite people to visit the library. Every library must be able to convince the public, especially students, that the existence of a library is very important to support teaching and learning activities and meet everyone's information needs. Promotion is important in libraries because it informs users

and the general public about the services provided. Usually, library marketing activities are carried out by library personnel such as librarians and other staff.

Promotion is an important activity for every organization, but it is very important for business and service companies. However, if a product or service is not known or used by certain people, it is not valuable.

The Padangsidimpuan Library (IAIN) carried out promotional initiatives by presenting library services and facilities (IAIN). Librarians provide interesting facts about the library through this promotional effort, which encourages students to visit the Padangsidimpuan Library (IAIN). Librarians should also advertise the contents of the library to users to attract them to visit the library and find library products that meet their needs.

In addition, promotional initiatives at the Padangsidimpuan library (IAIN) seek to increase visitor traffic to the Padangsidimpuan State Islamic Institute (IAIN). The promotion of the Padangsidimpuan Library (IAIN) is carried out to educate the public, especially Padangsidimpuan (IAIN) students, about various aspects of the library by using easily accessible social media platforms to encourage students to visit the library.

The head of the library, library and data processing (IAIN) Padangsidimpuan carries out the direct promotion function. He has the power and responsibility to establish or formulate rules or decisions regarding promotions carried out by the Padangsidimpuan Library (IAIN). Promotional efforts also make a significant contribution to service effectiveness.

At the library (IAIN) Padangsidimpuan, a promotion plan was implemented. The Padangsidimpuan Library (IAIN) carried out promotional initiatives by presenting library services and facilities (IAIN). Librarians provide interesting facts about the library through this promotional effort, which encourages students to visit the Padangsidimpuan Library (IAIN). Librarians should also promote the collection and provide users with up-to-date information about the library by uploading it to the social media platforms created by the library, such as Facebook, Instagram, and websites.

Interest in visiting the library refers to the activity or tendency of users to visit the library. Interest is associated with the emotion of pleasure or liking and an unexpected sense of interest in an activity. (habir, 2015, pp. 156-171)

The influence after being held at the Padangsidimpuan library (IAIN) greatly affected the number of visits to the Padangsidimpuan library (IAIN) because the library promoted what information we could look for in the library and what facilities we got at the Padangsimpun library (IAIN). So that visitors are interested in coming to the library (IAIN) Padangsidimpuan.

Obstacles Encountered In The Promotion Activities Of The Padangsidimpuan Library (IAIN)

In promoting the library to the general public, especially students (IAIN) Padangsidimpuan. The obstacles in carrying out promotional activities at the Padangsidimpuan library (IAIN), include the following: The emergence of the covid-19 virus. As a result, several recommendations for individuals not to leave home, including work and study, have been made.

The COVID-19 pandemic has had a number of negative impacts, one of which is on libraries. Since libraries cannot provide services directly, they are turning to digital libraries which can be accessed through websites created by libraries, ensuring that the public and students can continue to utilize the services effectively to meet their information needs. (Ariyani & et al, 2020, pp. 280-281)

Promotional activities carried out at the Padangsidimpuan library (IAIN) during the covid-19 pandemic switched to a digital library created by the Padangsidimpuan library (IAIN). So that the Padangsidimpuan library (IAIN) is constrained because the librarians in the library do not

understand about online library promotions so that not all students are aware of the information contained by the library and holding online seminars and workshops held in the library. Only students who access information that has been created on the website and social media library (IAIN) Padangsidimpuan know what information is being uploaded on social media.

According to reports, the Padangsidimpuan library (IAIN) was able to take advantage of this opportunity due to the Covid-19 outbreak. At this time, there must be many students who need library assistance in getting information from library sources or other sources to complete their schoolwork. The Padangsidimpuan Library (IAIN) can assess digital services and identify potential to provide services in response to the Covid-19 epidemic, namely library promotion. The existence of a library must be sought because many students rely on it for information; With digital libraries, information will be easier to obtain. Another benefit is that physical libraries will become more visible, even if they are not being used. Improving the quality of digital libraries today can be done through the development of a well-designed website, which has a clean layout, attractive visual appearance, and varied information content. This innovation can help develop the Padangsidimpuan library promotion objectives (IAIN).

4. CONCLUSION

The promotion strategy of the Padangsidimpuan State Islamic Institute Library (IAIN) carried out by librarians is to promote the Padangsidimpuan library (IAIN) on social media created by the library by creating a website so that users who access it and get updated information about the Padangsidimpuan library (IAIN). through other social media with Facebook, Instagram and webinar promotional activities and what activities are being held by the library as well as competitions at the Padangsidimpuan (IAIN) library.

The promotion carried out by the Padangsidimpuan State Islamic Institute Library (IAIN) had obstacles in promoting the library, while the obstacles faced by the Padangsidimpuan library (IAIN) were the lack of librarian knowledge in digital or online promotional activities. The librarian should really understand about library promotion through social media because we are currently experiencing a prolonged covid-19 pandemic so that the library cannot hold promotional activities directly for users.

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