The Effect of Library Promotion Through Instagram Social Media on the Utilization of the Medan Stipap Library

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Article Info

ABSTRACT

This study aims to determine the description of the variables and the effect of promotion through Instagram on library utilization. Instagram is the most influential social media in library promotion because Instagram is easily accessible by anyone and is usually owned by everyone, business entities and certain organizations. The respondents in this research amounted to 76 people. This type of research uses an explanatory research method with a quantitative approach using simple linear analysis and descriptive statistical analysis as a statistical measurement tool with the SPSS version 20 software application. The methods of data collection uses questionnaires and literature study. The results of this research indicate that promotion throught Instagram has an effect on library utilization at the STIPAP Medan Library.

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1. INTRODUCTION

In the era of globalization, information has become a basic need for every human being as a supporter of daily activities. In the process of fulfilling this information need, it can trigger someone to always try to find the information needed either through social media, newspapers and other media. However, as users of information we are obliged to clearly identify the source of the information we have found in order to minimize the invalidity of the information.

According to the Constitution of the Republic of Indonesia Number 43 of 2007 Article 1 concerning Libraries; "The library is an institution that manages a collection of written works, printed works, or recorded works in a professional manner with a standard system to meet the educational, research, preservation, information and recreation needs of the users. Thus the

existence of a library is very much needed by the wider community in obtaining information, one of which is a special library where a special library stands in an agency and government and private institution. This library was established to be used as a source of information and someone's knowledge in supporting the work process in each of the libraries.

Because the library is a repository of knowledge and information center, the library is required to be able to attract users to always visit and make the most of the library. The activities that must be carried out by the library are holding library promotion activities where the promotion is aimed at informing the users about the benefits of the library and what library activities are related to library services as well as being an attraction for visiting and utilizing the library.

The promotions that can be carried out by libraries are quite diverse, one of which is by maximizing the use of social media; Instagram, which has been widely used by the wider community, makes it easier for the library promotion process to reach predetermined targets.

STIPAP Medan library has various collections and library services that serve as a means to support the information needs of users. In order for the STIPAP library to maximize its use, the library is advised to hold promotional activities through social media Instagram which is more in demand by all circles of society. This is certainly interesting to study in order to see whether there is an influence due to the library promotion process through Instagram social media.

Library Promotion

According to Lasa Hs (2009: 290), promotion is the exchange of information between organizations/institutions and consumers with the main objective of providing information about products or services available within the organization and persuading potential consumers to react to these products or services.

Meanwhile, according to Anas (2008:24), library promotion is one way that has a role to introduce libraries, teach, library users, to attract more users and improve user services of a library.

From various opinions about the notion of promotion, it can be concluded that library promotion is a library activity in introducing the library to the wider community so that users will become aware of the various facilities and services owned by the library, so that users will be interested in using the library.

Instagram Social Media

Social media is an online medium, by means of which users can easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. According to Fahmi (2011: 1), social media is an online media that supports social interaction and social media using web-based technology that converts communication into interactive dialogue.

According to Sudiyatmoko (2014:26-28) the future of social media is difficult to predict. What is certain is that its existence is increasingly inseparable from human life. This happens thanks to the benefits and functions of social media that have made human life more effective and efficient.

Instagram was created by Kevin Systrom and Mike Krieger and launched in October 2010. The name Instagram, according to them, is a combination of "instant camera" and "telegram". Instagram can now be installed on a variety of mobile operating systems, from the Apple App Store, Google Play and the Windows Phone Store. But for now Instagram can be accessed via computers, laptops and so on, it's just that there are some features that can't be used as access via cellphones.

Instagram for now is quite popular among the wider community. Usually Instagram is used to upload photos which according to them are quite an important moment, and there is also a promotion for businessmen for products, services, and so on. Instagram also has many features that are offered as services that can be used by users in order to facilitate interaction. These features such as; Edit Photo, Video, Like, Comment, Hastag, Direct Message, Tag People and Location, Story and Reels.

Previous Study

Studies on library promotion through social media Instagram have been carried out by many other researchers. Researchers found several previous studies that have similarities and can be used as references by this study, including research conducted by Humaidah (2017) entitled "The Effect of Library Promotion Through Social Media on Library Utilization in the Library of the Ministry of Industry of the Republic of Indonesia". This study aims to determine the description and how big the influence of library promotion through social media in the library of the Ministry of Industry of the Republic of Indonesia. This study uses a quantitative descriptive approach. The results of this study indicate that the influence of library promotion through social media on the use of libraries in the library of the Ministry of Industry of the Republic of Indonesia. namely having methods such as distributing questionnaires to find out how much influence the promotion of libraries through social media knows by users in the library of the ministry of industry of the Republic of Indonesia.

Another study was conducted by Nafa Nurlaitrain Hafilah (2019) entitled "The Effect of Library Promotion Through Instagram on the Utilization of Book Collections in the Library" (Quantitative Descriptive Study on Students of SMPN 15 Bandung). The purpose of this study was to determine the effect of library promotion through Instagram on the use of book collections. This research uses descriptive quantitative. The results of this study indicate how much influence the promotion of libraries and book collections through social media Instagram. The two previous studies above have something in common with this research, namely they both examine how to promote library through social media such as Instagram to increase the utilization of library collections and services.

2. RESEARCH METHODE

This type of research method is an explanatory research method that aims to explain the effect and test the hypothesis of the research variables. The focus of this research is to analyze the relationships between variables. The research approach used is a quantitative analysis approach which is analyzed through data in the form of numbers, both numbers which are representations of quantitative (pure quantitative) and numbers which are the result of conversion of qualitative data (ie qualitative data that is quantified).

The subject of this research is the STIPAP Medan Library with an active visitor population of the library from July - December 2020 of 504 visitors. Sampling is based on the opinion of Suharsini Arikunto (2017) which states that if the population is more than 100 people, then the sample can be taken 10% - 15% or 20% - 25%. If the population is less than 100 people, all samples can be taken. In this research, the researcher took a sample of 15% of the total population, which was 75.6 rounded up to 76 respondents using a sampling technique.

Data analysis technique

The research instrument used a questionnaire and literature study. As for the measurement category using a Likert scale which is described as;

Table 1 Instrument Scale

Sangat Setuju	5
Setuju	4
Netral	3
Sangat Tidak Setuju	2
Tidak Setuju	1

Research variables are everything that is determined by researchers to be studied so as to obtain information that can be concluded (Sugiono, 2011). This variable approach consists of the independent variable (X) and the dependent variable (Y). In this study, it can be explained that the variables used are Library Promotion Through Social Media Instagram (X) and Library Utilization (Y).

3.   RESULT AND ANALYSIS

RESULT

Validity Test

The validity test was carried out to calculate the correlation between the scores of each statement item and the total score. In the SPSS output display, it can be seen the correlation between each statement item to the total score, to obtain targeted results with a significance level of 0.05 based on the following criteria:

   a.   If rcount > rtable then the instrument or statement items are significantly correlated with the total score (declared valid)
   b.   If rcount < rtable, then the instrument or statement items are not significantly correlated with the total score (invalid)

So, rcount for each item can be seen in the corrected item-total correlation column, the significance level is 0.05 with degrees of freedom (df) = n-2, where n is the number of samples. In this study, df = 76-2 = 74, then the number in rtable = 0.2257 is obtained. If rcount > rtable, the statement is said to be valid.

In this study, the validity test was carried out in the form of SPSS version 23 application where the results of the rcount can be seen from the Correlation Item Total in the table below:

Table 2. Test the Validity of Variable X
Library Promotion through Instagram Social Media.

Nomor Item Pernyataan	rhitung	Rtabel	Keterangan
XP1	0,534	Instrumen valid jika rhitung > rtabel dengan taraf signifikan 0,05	Valid
XP2	0,613		Valid
XP3	0,499		Valid

XP4	0,499	sehingga diperoleh rtabe; sebesar 0,2257	Valid
XP5	0,784		Valid
XP6	0,596		Valid
XP7	0,370		Valid
XP8	0,506		Valid
XP9	0,674		Valid
XP10	0,519		Valid

The table above shows the results of the validity test of X having an rtable value with a sample of 76 and a degree of freedom (df) of 74, it is found that the magnitude of rtable is 0.2257. It can be concluded that all statement items are declared valid.

Table 3. Test the Validity of Variable Y
Library Utilization.

Nomor Item Pernyataan	rhitung	Rtabel	Keterangan
YP1	0,395		Valid
YP2	0,265		Valid
YP3	0,573		Valid
YP4	0,462		Valid
YP5	0,710	Instrumen valid jika rhitung > rtabel dengan taraf signifikan 0,05 sehingga diperoleh rtabel; sebesar 0,2257	Valid
YP6	0,497		Valid
YP7	0,693		Valid
YP8	0,489		Valid
YP9	0,458		Valid
YP10	0,577		Valid
YP11	0,575		Valid

Based on rhitug > rtable with a degree of freedom (df) of 74, the rtable value of 0.2257 is obtained and the rcount value can be seen in the corrected item correlation results. It can be concluded that all statement items of variable Y (Library Utilization) are declared valid.

Reliability Test

The following is a description of the value of the reliability test with a standard Cronbach Alpha value > 0.60:

Table 4. Test the Reality of Variable X
Library Promotion through Instagram Social Media

Cronbach Alpha	N of Item
.727	10

Table 5. Test of Y . Variable Reliability
Library Utilization

Cronbach Alpha	N of Item
.728	11

Tables 4 and 5 show the value of Cronbach's alpha above the variables of library promotion via Instagram and library utilization, each of which has a value of 0.727 and 0.728. Thus, it can be concluded that the statement in this questionnaire is reliable because it has a Cronbach's alpha value > 0.60. This shows that each statement item used is able to obtain consistent data, which means that if this statement is submitted again, an answer that is relatively the same as the previous answer will be obtained.

Normality Test

The normality test in this study used the Kormogorov-Smirnov method. This aims to test the normality of the distribution of the variable score distribution if there is a deviation.

Table 6. Normality Test Using Kormogonov Smirnov
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		76
Normal Parameters[ab]	**Mean**	0E-7
	Std. Deviation	4.60888848
Most Extreme Differences	**Absolute**	.104
	Positive	.052
	Negative	-.104
Kolmgorov-Smirnov Z		.910
Asymp. Sig. (2-tailed)		.379

Based on the table of normality test results using the Kolmogorov Smirnov One Sample test, it is known that the significance value of 0.379 is greater than 0.05, so it can be concluded that the tested data is normally distributed.

Multicollinearity Test

Multicollinearity test aims to test the regression model found a correlation between independent variables). A good regression model requires the absence of multicollinearity by looking at the Tolarance and VIF (Variance Inflation Factor) values. The decision-making method is if the closer to the occurrence of the multicollinearity problem. In most studies, it is stated that if the Tolance is more than 0.1 and the VIF is less than 10, multicollinearity will not occur.

Table 7. Multicollinearity Test of Library Utilization

Coefficients[a]

| Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	29.241	5.306		5.511	.000		
	Promosi Instagram	.403	.125	.352	3.232	.002	1.000	1.000

a. Dependent Variable: Pemanfaatan Perpustakaan

Based on the table above, it can be seen that the Tolerance and Variance Inflation Factor (VIF) value of 1,000 means that the tolerance value on the variable is more than 0.10 and the VIF value is less than 10, so based on the tolerance value and VIF, there is no multicollinearity problem between independent variables.

Heteroscedasticity Test

Heteroscedasticity test is used to find out in a regression model there is a similarity or dissimilarity of variance between one observation and another observation. Heteroscedasticity testing uses a regression scatterplot graph by looking at the pattern of the dots.

Figure 1. Heteroscedasticity Test
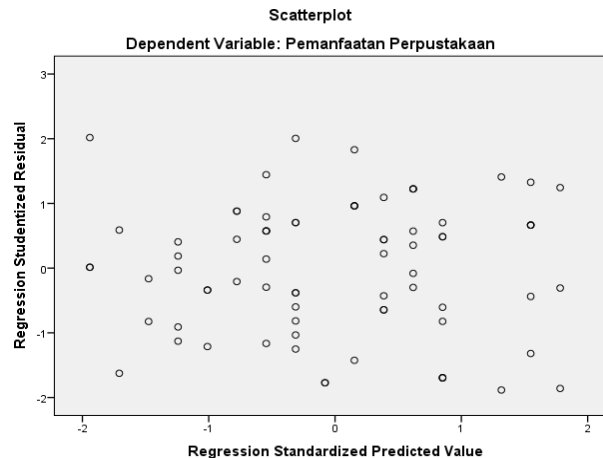
The characteristics of the absence of heteroscedasticity symptoms include:
a. Scatter data points above and below or around 0
b. The dots do not collect only above or below (not grouped)
c. The spread of data points must not form a wavy pattern, widen then narrow and widen again
d. The spread of data points is not patterned.

In Figure 1 above, it is known that the dots do not form a clear pattern and the points spread above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity problem in the regression model.

DISCUSSION

Based on the results of this study, it shows that library promotion through social media (independent variable) has a positive and significant influence on library utilization (dependent variable) at STIPAP Medan Library. This can be seen and proven by the value of r count > r table. Tjiptono (2008) states that promotion is one of the determinants of the success of a marketing program. In this study, the STIPAP library is recommended to use social media Instagram because it is considered very effective and efficient. Instagram itself also has modern features, so that it can attract library users to maximize the use of the library. Thus, library promotion through social media Instagram is very necessary to be applied so that the level of library utilization is higher.

The results of this study are also supported by previous research conducted by Humaidah (2017) which stated that the promotion of libraries through social media on the use of libraries in the Library of the Ministry of Industry of the Republic of Indonesia was influential and had a very close relationship so that library users could make the most of their collections and facilities.

4. CONCLUSION

Based on the evaluation and analysis conducted on this research are as follows:

1. The effect of promotion through Instagram on the use of libraries in a stimulant manner, there is a significant effect shown by the results of the calculation fcount > ftable and with a positive coefficient, meaning that the higher the promotion of the library through social media Instagram, the higher the use of the library.

2. The description of the variable description of the library promotion through Instagram is quite good, if it is seen from the average value of each variable statement item.

3. Overall, library promotion through Instagram social media has an effect on library utilization as indicated by the results of tcount > ttable.

4. The results of the coefficient of determination show that the percentage of promotion contributions through Instagram to library utilization is 71.7% and the remaining 28.3% is influenced by other variables not examined by the researcher. This means that promotion via Instagram has an effect on library utilization

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