



## Library Promotion Strategy in the Covid-19 Pandemic Period at Dinas Perpustakaan dan Kearsipan Kabupaten Serdang Bedagai

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### ABSTRACT

*This study aims to determine the library's strategy in carrying out library promotions during the covid-19 pandemic as well as the obstacles felt by libraries and also how to overcome the obstacles that occur. The method used in this study is a qualitative method using a descriptive approaches. The data collection techniques used in this study were interviews, observations and documentation. The results of this study indicate that the library promotion strategy during the covid-19 pandemic carried out by libraries is by holding library socialization, mobile libraries, promotion through social media, making advertisements, collaborating with other parties and making rewards (gifts). While the obstacles that occur are network limitations and budget funds. The way to overcome the perceived obstacles is the installation of wi-fi.*

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## 1. INTRODUCTION

Libraries have now become a trend in order to add insight and knowledge that is useful for the library users. Even in the world of education, the library is the main target in finding and processing sources of information needed as additional knowledge and advancing public education in general. library users.

One type of library is a public library. The position of the public library itself is directly related to its users. Therefore, the growth of the library cannot be separated from the number of users who use their collection of library materials. The diversity and up-to-date of collections owned by a public library will not be of any benefit if it is not used optimally. For this reason, an effort is needed to invite users and prospective users to visit the library and use the collection optimally. This effort is called library promotion. With the promotion, library activities will be easily known by the public so that they can get to know the library, and attract public interest in visiting to find

out the collections they have, find out the types of services available, and the benefits that users can get at the library. Thus, it is hoped that the public will be interested in visiting and utilizing the collections in the library optimally.

The Serdang Bedagai Library before the COVID-19 pandemic had carried out a revitalization program for library development by carrying out promotions to increase interest in visiting by carrying out many activities, including computer courses for Kindergarten Teachers in Perbaungan District, implementation of coloring training, carrying out painting competitions at the kindergarten and elementary level. , held group viewing and storytelling activities for elementary school children who were invited to come to the library in groups and alternately, held elementary level folklore competitions, carried out promotions through radio and mobile libraries to schools in Serdang Bedagai. Many activities are usually carried out face-to-face, where the community and librarians meet physically face to face in the same location.

Regarding this, we are currently in the Covid-19 pandemic period where libraries are also feeling the effects of this pandemic period. Currently, there are many government rules that must be adhered to regarding health protocols, including not being allowed to congregate, maintaining distance, limiting interactions between humans and so on. To carry out library promotions that involve many people is not possible. Due to government regulations regarding PPKM (Enforcement of Community Activity Restrictions) which resulted in all community activities being limited. Many library visitors come from school children who are in the vicinity of the children's library, but due to the covid-19 pandemic the school is learning from home so library activities involving school children cannot be carried out as usual.

However, library promotion activities are still carried out to provide information about library facilities and services. To find out how the library promotion strategy is during the covid-19 pandemic and to analyze the obstacles and how to overcome them at the Serdang Bedagai Library and Archives Service.

Based on this, the problem formulations in this paper are: 1) What is the Library Promotion Strategy in the Covid-19 Pandemic Period at the Serdang Bedagai Regency Library and Archives Service?; 2) What are the obstacles experienced by librarians in optimizing promotions at the Regional Library of Serdang Bedagai Regency? 3) How to overcome the obstacles felt by librarians in optimizing promotions at the Library and Archives Service of Serdang Bedagai Regency

### **Library Marketing**

Marketing is a social and managerial process by which individuals and groups obtain what they need and exchange products, services and values between one another. Marketing plays a role today not only in delivering products or services to consumers, but also how these products or services can provide satisfaction to customers on a prolonged basis, so that industrial profits can be obtained by repeated purchases (Putri, 2014, p. 1).

The word marketing in library shutter is familiar. Marketing and libraries are an inseparable unit. Libraries really need marketing because all products or collections in the library must be known by library users. Marketing is also commonly referred to as a promotional word.

In an organization promotion is very important, as well as promotion of the library. Every activity carried out must have a specific purpose, as for the promotion objectives according to Jarome and Andrew in (Mustafa, n.d., p. 1.22), namely:

1. As an attention grabber
2. To create an impression
3. To increase interest

#### 4. Get a response or response

In terms of promotion of the library does not always run smoothly, there will be obstacles faced both from outside and from within the library. The obstacles to library promotion are (Mustafa, n.d., p. 2.24):

There are several obstacles that come from the library and the librarian itself. So this obstacle is referred to as an obstacle that comes from within the library and can be overcome by the library itself, as for these obstacles, among others:

1. Weak knowledge of librarians in the field of marketing
2. The view of the library is only as a storehouse of books
3. Inadequate library building
4. Lack of funds to develop the library
5. Lack of appreciation of librarians for users who currently demand a lot of services needed in libraries.

Constraints that come from outside the librarian should be able to work hard and improve his professionalism in dealing with this problem. The obstacles that often occur include:

1. Lack of leadership commitment in terms of support for the library
2. Lack of organizational management
3. Social factors, which have become a culture since ancient times, people rarely visit the library
4. Teaching staff at schools and universities do not direct their students to seek references from the library

There are many ways that can be done in carrying out library promotion activities, while the forms of promotional activities that can be used are as follows (Mustafa, n.d.):

##### a. Brochure

Brochures are a form of promotional media, usually in the form of printed paper containing information about an item or service being promoted. There is a lot of information in the library that needs to be conveyed to users. Here is some important information that can usually be included in a brochure that will be made:

- 1) General instructions about libraries
- 2) Information about library collections
- 3) Interesting reading list
- 4) Instructions on a specific subject
- 5) Information about services
- 6) Information on library facilities.

##### b. Posters

To make a poster there are steps that must be considered, namely as follows:

- 1) Determine the theme and words of the poster
- 2) Designing posters using interesting pictures and text
- 3) If the funds are sufficient, then use good and high quality paper
- 4) Choose a strategic installation location so that many people see it

c. **Library Special Map**

Another form of printed promotion that can be made by the library is a special folder bearing the library's logo. The map that is made is interesting and different from the map in general.

d. **Book Border**

Book dividers or commonly known as bookmarks can be used as library promotion media. By making bookmarks with the library logo, it will affect the image of the library in the hearts of users.

### **Promotion Strategy**

Promotion strategy is a way, or tactic used to introduce a product or service to consumers. Many strategies can be used to market a product or service of an institution, it depends on the policies of each organization. Another word for promotion is marketing. What is meant by marketing strategy according to Cravens is "Marketing Strategy is a market-driven strategy development process, taking into account the constantly changing business area and the need to achieve high levels of customer satisfaction. strategic marketing focuses more on organizational performance than traditional concerns about increasing sales" (Alma, 2019, p. 260).

### **Library Services During the Covid-19 Pandemic**

The World Health Organization (WHO) declared COVID-19 in March 2020 to be known as a Pandemic. It is called a pandemic because the spread of COVID-19 is happening so fast that almost all countries in the world experience it. The number of corona cases occurred in a short time and needed immediate treatment. Corona virus easily spreads to anyone regardless of age. This virus can be transmitted easily through contact with sufferers. Currently, there is no medicine to treat cases of corona virus infection or COVID-19, especially in Indonesia. It is for this reason that governments in several countries have decided to implement a lockdown or isolation (Hamilton, 2021).

In the new normal era in Indonesia there are changes in all fields, but the most felt is in the field of education where the teaching and learning system must be implemented online, the aim is so that students do not leave the house and to suppress the proliferation of COVID-19. Of course, these developments in the learning and teaching process also affect the services in the library, whether digital, conventional, or hybrid libraries. Be it academic libraries, school libraries, public libraries, special libraries and others.

## **2. RESEARCH METHODE**

Qualitative research is research based on the philosophy of postpositivism used to examine the condition of natural objects, where the researcher is the key instrument, using triangulation data collection techniques, namely observation, interviews and documentation (Sugiyono, 2018)

The use of this method is to determine the actions taken based on direct observation. With this method, it is hoped that researchers can get actual and detailed information and identify the problems that occur.

## **3. RESULT AND ANALYSIS**

### **Library promotion strategy carried out by the Serdang Bedagai Library and Archives Service**

Based on the presentation of the research results, the discussion of this research was conducted to provide an explanation of the results of the research that had been carried out in accordance with the theory used. The research findings obtained in the field can be concluded as follows:

a) **Library Socialization**

The findings of the study indicate that the strategy used by the Serdang Bedagai Library and Archives is to carry out library socialization. From the results of observations, many people do not know the role of the library, therefore the library needs to carry out socialization to the community regarding the role and facilities in the library. With the socialization of the library, it is hoped that people who initially did not know the existence of the location of the library will know that Serdang Bedagai Regency has a public library that can be used by all groups.

The socialization activity was carried out together with monitoring activities to the sub-district library which was the library under the guidance of the Serdang Bedagai Library and Archives Service.

b) **Mobile library**

The mobile library used by the Serdang Badagai Library and Archives Service is by using a library car where the car contains library collection books that are used for public reading. Promotion through this mobile library the library takes the opportunity to promote the people in the vicinity which is done by informing them about the library and also providing brochures. With the existence of this surrounding library, the library inserts promotional activities.

c) **Via social media**

The library has an important function in the availability of information, so the library is also required to follow its development. The next library promotion strategy is by utilizing social media. Where social media is a medium for interaction between one user and another.

Currently, there are many diverse social media applications that can be used by all circles, such as Facebook, Instagram, Youtube, Line, Telegram, Twitter and many others.

### **Obstacles experienced by librarians in carrying out library promotion programs**

The obstacles felt by librarians in optimizing the library promotion program at the Serdang Bedagai Library and Archives Service were the minimal budget and the limited internet network connection.

1. **Fund**

Judging from the article 72 that the funding of Provincial Library Funding including Regency / City Libraries can be obtained from the regional revenue and expenditure budget (APBD) in accordance with their respective authorities (Regulation of the Government of the Republic of Indonesia Number 24 of 2014, 2014). Therefore, the Regional Library Service of Serdang Bedagai Regency has a source of funds from the Regional Revenue and Expenditure (APBD) of Serdang Bedagai Regency. The Serdang Bedagai library and archives service needs funds to run a library promotion program, namely to print brochures, mobile library programs that require transportation costs, and other activities that are usually carried out prior to the COVID-19 pandemic. Prior to the pandemic, the Serdang Bedagai library carried out promotional activities such as making book fairs, competitions, and other events. In Part Four of the Standards for Library

Services in Article 30, the article provides information on promoting library services that must be supported by funds.

## 2. Internet Network

The internet network is one of the obstacles to promotional activities that occur in the Serdang Bedagai library. Internet facilities in libraries play a very important role in providing information that is in accordance with the needs and needs of the library. The limited network makes library promotion activities hampered, especially promotions carried out using the internet such as promotions through social media.

### **Efforts are being made to overcome the obstacles to the promotion program of the Serdang Bedagai Library and Archives Service**

#### 1) Fund

In the fourth part of the Library Service Standards in Article 30 that: "The promotion of library services is carried out continuously and needs to be supported by adequate funds". The Serdang Bedagai library service has limited funds. Not much effort can be done in overcoming this problem. Librarians can only use existing funds to carry out library promotion activities.

#### 2) Wi-Fi

What is meant by Wi-Fi is an abbreviation of Wireless Fidelity, which is a wireless data communication medium that can be used for communication or transferring programs and data with very fast capabilities (Karim et al., 2016). One of the areas of government that assists governance is the part of the Ministry of Communications and Information Technology of the Republic of Indonesia. The Ministry of Communication and Information Technology of the Republic of Indonesia or abbreviated as Kominfo has the task of carrying out government affairs in the field of communication and information technology to assist the President in administering the State government. Kominfo Serdang Bedagai which is located on Jl. Negara No.300, Firdaus, Kec. Sei Rampah, Serdang Bedagai Regency, North Sumatra 20995 on 27 November 2018 installed a free wifi network which was carried out at three location points. The three location points in the Serdang Bedagai Regency were carried out in the Serdang Bedagai DPRD office environment, the regent's building yard and the Serdang Bedagai Regency Library and Archives Service.

## 4. CONCLUSION

The conclusions that can be drawn from the results and discussions described in previous chapters are as follows:

- A. During the covid-19 pandemic, the Serdang Bedagai Regional Library and Archives Service did not have a special program to carry out library promotion activities. The librarian's strategy in promoting libraries during the COVID-19 pandemic is a strategy carried out by conducting library socialization through library monitoring to sub-district libraries by inserting library promotions between monitoring activities, then also promoting during mobile libraries, and promotions through social media Facebook, Instagram, collaborate with other parties, create advertisements such as making online flyers, distributing brochures and promotions through Radio Ris FM or Radio Sergei FM and also giving rewards (gifts). Of these various strategies, the most frequently carried out promotional activities are promotions through social media.

- B. Constraints that are felt in the process of optimizing library promotions, there are several obstacles that occur during library promotions, namely the limited budget for carrying out promotional activities, and then the limitations of the internet network.
- C. The way the librarian overcomes the obstacles that occur is by installing Wi-fi. One way to overcome obstacles during the library promotion process is the installation of wi-fi where internet facilities in the library play a very important role in providing information according to the needs and needs of the library.

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