

LIBRARY PROMOTION IN INCREASING VISITORS AT LIBRARY OF TANJUNGBALAI CITY

A. Adnan Rasyidi Yuma¹, Muhammad Dalimunthe², Jufri Naldo³

¹Fakultas Ilmu Sosial, Universitas Islam Negeri Sumatera Utara, Indonesia

²Fakultas Ilmu Sosial, Universitas Islam Negeri Sumatera Utara, Indonesia

³Fakultas Ushuluddin dan Studi Islam, Universitas Islam Negeri Sumatera Utara, Indonesia

*Corresponding Author: adnan230700@gmail.com

Article Info

Article history:

Received :

Acceptance :

Published :

Available online

<http://aspublisher.co.id/index.php/perspektif>

E-ISSN: xxxx-xxxx

How to cite:

Yuma., et all. (2023). "Library Promotion in Increasing Visitors at Library of Tanjungbalai City". Perspektif: Journal of Social and Library Science, Vol. 1, No. 1, pp. 33-40, 2023.



BY-SA license

article under the CC

ABSTRACT

The research that has been carried out is entitled "Regional Library Promotion in Increasing Visitors to the Tanjungbalai City Regional Library" where what will be studied in this research is the promotion carried out, the supporting and inhibiting aspects of the promotion, the strengths and weaknesses of the promotion carried out, things The aim is to increase library visitors. The research methodology uses a qualitative research approach. In this research, social case study research was used. This means that researchers conduct studies or analyze a social problem that occurs or is related to the general public. The data sources in this research are the results of interviews, related documents and observations. Resource persons were selected based on their positions and duties in carrying out library functions and several visitors they met during the research. Data collection techniques using interviews, document study and observation. Data is processed by reducing data, presenting data and drawing conclusions. The results of the research explain that (1) the Tanjungbalai Regional Library carries out various promotions to increase visitors, (2) The biggest obstacle in implementing promotions is related to funds and lack of personnel (3) The advantage of promotions is not in the activities, but in the persistence of the assigned personnel (4) Even though it is not large, the promotion carried out can be considered to have increased visitors to regional libraries. Based on the research findings above, in carrying out its functions,

Keywords: Promotion, Tanjungbalai Regional Library, Visitors

1. INTRODUCTION

In this article, the library studied is the regional library of the city of Tanjungbalai which is managed by the Library and Archives Service. If you look at the visible physical building, the head of the library service has succeeded through

the funds provided in providing a place to store written works, especially written works related to regional areas. However, the job of the head of the library is basically not just to provide a building. As explained at the beginning of this article, the library's task is to collect, store, preserve and utilize existing printed works. Of course, this task is not only borne by the head of the library and also the staff who help him. All elements of society have a moral responsibility for this, but educators and librarians are more emphasized in taking on this task.

It should be noted that ideally a library must have a strong institutional structure, have an attractive room design, have a varied collection according to the wishes of the library and increase the quality and quantity of librarians. (Sidik, 2016: 263-264)

In an effort to further observe the promotion of the Tanjungbalai regional library. The author made a mini observation. Like ordinary visitors, the author comes to report information sheets. The author asked several questions regarding promotions carried out by the Tanjungbalai regional library management. However, the author's purpose could not be explained properly by the officers there, in fact the author was directed to make an appointment with the head in charge of promotions affairs. Because this is still a preliminary observation, and the author has not yet obtained a research permit, the author is holding off on finding out more clearly about the promotion being carried out until research permission is granted by the faculty.

Please note that in one situation, a lack of information can make something less than optimal. In this study, if it is related to the author's previous assumption, if the Tanjungbalai community lacks information about their regional library, then it does not rule out the possibility that efforts to provide good information to the community will also not be optimal. To borrow a term we often hear, "far from the fire". The amount of effort that goes into achieving a goal is something that is undesirable, because this activity will be judged as a futile activity.

This is what underlies the author to make initial observations there. However, due to the lack of openness of the officers at that time. Encouraging the author to further look for the causes and later provide alternatives so that the Tanjungbalai regional library can increase its visitors. Before providing input, it is better for the author to first find out what efforts are being made by the library manager. From the description above, the author is interested in research with the title "Regional Library Promotion in Increasing Visitors to the Tanjungbalai City Regional Library".

2. RESEARCH METHOD

This research uses qualitative research with a descriptive approach. Data obtained directly from primary sources such as local library staff in the city of Tanjung Balai is seen through direct research. This information begins with

descriptions. The data obtained from the second source which is complementary, includes books that are references for the theme to be raised, Data Collection Techniques

To classify primary data, data collection is carried out in several ways, namely observation, interviews and documentation. Data analysis techniques use data reduction, data presentation and drawing conclusions.

3. RESULT AND DISCUSSION

Promotion carried out by the Tanjungbalai Regional Library to Increase Visitors

In increasing visitors, it first begins with providing motivation to potential visitors. Motivation can be provided through various media. The Tanjungbalai regional library itself uses two methods to increase motivation so that prospective visitors visit the library they manage, various forms of library products such as collections and lending systems. The exhibition will create a lasting first impression on the public so that library outreach will continue to grow and increase the tradition of love for science and love of libraries. It is necessary to give souvenirs to exhibition visitors before they leave the exhibition.

Encouraging reading habits will be the focus of why book exhibitions and multi-media are a must, and by introducing and bringing readers closer to books, the love of books and passion for reading will grow. It cannot be denied, the author also agrees with Siman's statement, that the exhibition is an effective activity carried out by the Tanjungbalai City Regional Library to introduce the latest collections in the library to the wider community. It is hoped that exhibiting books and library collections is an annual program carried out by the Tanjungbalai City Regional Library

"Exhibiting books and library collections has become an annual program that is always held by the Tanjungbalai City Regional Library, the aim is so that the public can find out how many collections of library materials are in the library and what collections are in the library, so this activity is expected to attract interest people to visit the library to find the information they need. If there are no obstacles, God willing, the activity of exhibiting books and library collections will be carried out again at the city level MTQ activity which will be held in 2 months. "On previous occasions, the library took part in the commemoration of the 402nd Anniversary of the City of Tanjungbalai which was held at Sultan Abdul Jalil Rahmadsyah Square."

"Another promotional step is that the library holds the latest book collections through APBD funds and then invites pupils, students, teachers and the general public to attend library socialization which aims to inform them that the Tanjungbalai Regional Library has the latest book collections so that the public is invited to come visit go to the library and make use of the existing collections"

Apart from exhibiting books and library collections, conducting library outreach is also very important, this is to educate the public, because not all people know about the role of libraries, for this reason carrying out socialization is very necessary so that the public will know what the role of libraries really is. So that the goals of socialization can be seen clearly, the targets of socialization are divided into two components of society. Namely the general public and the student community. Socialization among students can be done by collaborating with schools. Socialization can also be carried out during the introduction to school culture at the beginning of the school year. Meanwhile, for the general public, outreach can be carried out in collaboration with the local government. Internally, we empower existing managers, while externally, our habit is to invite local writers or productive journalists whose writing has been published in many newspapers. Likewise with socialization carried out among the general public. "We carry out these activities at sub-district or sub-district offices. The follow-up to this socialization is to build sub-district and sub-district libraries by inviting them to regional libraries, or holding training in sub-districts."

Furthermore, promotions were also carried out by deploying motorized fleets, this promotion was called Mobile Library Cars. A Mobile Library Car is a library that moves by carrying collection materials such as books, magazines, newspapers and other collections to serve the public from one place to another that is not yet reached by the resident municipal public library. This is based on the findings of the contents in the suggestion box, that one of the factors in the lack of people coming to the library is because people live far from the location of the library, especially for rural communities where in rural areas there are rarely or even no libraries.

With a mobile library car, people in the area can enjoy information services to increase their knowledge. Informant 3 provided information when interviewed.

"The office also has vehicles transporting books and other collections to be moved from places a and b, the routes taken are only places that are far from regional libraries, or from institutions that have libraries. In Tanjungbalai itself, we are focusing on placing mobile library cars in two sub-districts which we think require the presence of mobile library cars. Namely Teluk Nibung and Sei Tualang Raso sub-districts. The main reason not all sub-districts are visited because only a few villages in these two sub-districts are far from the regional library, as for the other four sub-districts, we don't think it's necessary. And these activities are adjusted to the schedule of activities that will be carried out each year. "This could be implemented in all sub-districts, but to prioritize effective principles in budget utilization, we have determined targets aimed at priority areas."

Finally, in this section information was obtained from the informants, that the Tanjungbalai city regional library carried out promotions that were general in nature or commonly carried out by every agency that needed an increase in visitors. In other words, the author states that what the Tanjungbalai regional

library does in carrying out promotions is ordinary things, or routine activities that should be carried out every year. There is no type of promotional activity that is more than a routine activity, such as attracting visitors' attention by presenting nationally renowned writers. Implicitly, the reason for the absence of promotional activities such as the author's intention has been answered by the manager's informant's statement stating that the library budget is not enough to do anything more, let alone present famous authors in the library they manage.

It's true, to do something like what the author intended would drain a lot of the library's budget, which is still minimal to say the least. However, a solution can be created by inviting investors or sponsors who are interested in developing the country's literacy. Collaboration like this can be carried out with other government or private agencies. However, the Tanjungbalai regional library must be able to convince potential partners that this activity can have a big impact on the investor or sponsor, both materially and morally. There may be little chance of making a profit morally, however, regional libraries can convince potential investors and sponsors that this activity will have a big moral impact on the good name of their institution. So that the good image of their institution is built from this activity, it is hoped that over time, the good image of their institution will mean that in the future the public will have more confidence in their institution. If the institution in question is an institution that operates in the field of providing food and drink, it is hoped that the public will trust their institution to fulfill their food and drink needs.

Supporting Factors and Obstacles Experienced

Supporting matters for the Tanjungbalai library in increasing visitors will be presented in the form of a summary of the informants' answers. There are many things that can be used as supporting factors for promotions carried out by the Tanjungbalai city regional library.

"I think the building alone is enough to support this library. However, in my opinion, strategic location is more accurately described as a supporting factor for promotion. It is located on a protocol road, then surrounded by educational institutions, there are also banks, places to eat, all of which support the promotion being carried out. For example, if you want to put up a banner or billboard, just put it up in front of the library and you don't need to rent a billboard. Likewise with other activities, such as distributing free books, you don't need to do it in crowded places, just stand in front of the library and distribute them, then this activity can be carried out. However, there are also promotional activities that do not require the strategic location of the library, such as promotional activities for outreach to the community or schools. The strategic location has no impact on this activity. This activity encourages people to come directly to the school or community place of their choice. Especially promotional activities that require a large space, such as book exhibitions. The strategic location of the library is not a supporting factor for

this promotion, in fact if the promotion is forced, it could cause traffic jams and require the authorities to disband the activity. So from me, for some activities the supporting factor is the location of the library itself, while for other activities, the supporting factors could be from other parts, such as the availability of adequate vehicles, adequate number of personnel, adequate instructors, adequate location and environment and others deemed necessary.”

Starting to implement a reading habit can be done by providing motivation to visitors on the page, this can be done by presenting a motivator figure who is considered to trigger visitors' enthusiasm for reading, or it can be done by showing a video or short film that tells how great the benefits of reading are for a person's success. . Meanwhile, informants said that the supporting factor for promotional activities was the availability of the internet in the library environment.

The next obstacle comes from library personnel who are still minimal or lacking in quantity. Library personnel are still limited so it is difficult to carry out promotional activities optimally.

The potential for human resources which is still lacking in carrying out promotional activities is the next list of obstacles in supporting the increase in visitors to the Tanjungbalai regional library. There is no distribution of tasks to managers who specifically work on library promotional activities so that library promotional activities are not planned well. It would be better to have a manager whose job is specifically to carry out library promotional activities. If you count the number of library employees at the Tanjungbalai City Regional Library, there are quite a lot of them, but their duties are already quite numerous. Not to mention that inadequate facilities are also an obstacle in carrying out promotions, so that managers find it difficult to carry out promotional activities. Among the lack of facilities is the lack of a network for optimal internet access or specifically for promotional activities only. The author believes that the existence of an internet network can certainly be a magnet that attracts people to come to the library, and the library can create social media and even a website where everyone can see it in cyberspace anywhere in the world. The existence, collections and activities in the Tanjungbalai City regional library .

The next obstacle was found from external managers and regional libraries in the city of Tanjungbalai. Among the significant external obstacles is the lack of public awareness regarding the importance of being friends with libraries or books. As stated by informant 3.

From here the author believes that it is necessary to carry out optimal promotional activities where managers must carry out more direct outreach to the general public about libraries to remind them of the importance of reading so that people want to visit the Tanjungbalai City Regional Library. Apart from that, the benefits of social media also need to be emphasized, it can be seen Social media accounts have lots of viewers because of the creativity shown to me. Likewise with library accounts, creativity should be the flavor of the library's social accounts.

Apart from that, economic actors could be one of the causes of the lack of people visiting the Tanjungbalai City Regional Library, because people are busy working every day to meet the daily needs of their families, so people cannot take the time to visit the library. For people who are aware of the importance of reading, no matter how difficult the economy is, they will still take the time, even for a short time, to visit the library.

Thus, promotional activities play a very important role in increasing the number of visitors to the Tanjungbalai City Regional Library. This must also be accompanied by the level of public awareness of the importance of reading in the library. Reading will increase people's knowledge and increase their insight which will make people more careful in making decisions about the problems they face and in running the business ventures they are undertaking so that it will affect the standard of living of the community.

Furthermore, in terms of the strengths and weaknesses of the promotional activities carried out, it will also be explained in the form of a summary of the informants' answers to the questions the author asked.

4. CONCLUSION

In this section, the author will write conclusions from the research that the author has carried out. The Tanjungbalai Regional Library carries out various promotions to increase visitors. Namely engineering the room to make it comfortable and enjoyable for the reader. Socialization in educational institutions and community gathering places. Deploying library motorized fleet. Installation of billboards around the library and in several crowded places. Providing free books to the public. Create activities that invite the presence of the wider community. Hold a school library competition. Organize a reading garden at the manager's house. The biggest obstacles in implementing promotions are related to funds and lack of personnel. These two obstacles are not only felt by local libraries in the city of Tanjungbalai, obstacles like this are very likely to be felt by bureaucratic agencies. The advantage of promotion is not in the activities, but in the persistence of the assigned personnel. Even though personnel are still minimal, this does not mean that existing personnel are lazy in carrying out their duties. With this lack of quantity, it gives birth to a spirit of enthusiasm in them to be able to work beyond maximum limits. Even though it is not big, the promotion carried out can be considered to have increased visitors to regional libraries. Despite the increase in visitors from the author's findings, there are no more than ten people per week.

References

Alfitry, S. (2020). Model Discovery Learning dan Pemberian Motivasi Dalam Pembelajaran. GUEPEDIA.

- Alwasliah, AC (2019). Pokoknya Studi Kasus: Pendekatan Kualitatif. Kiblat Buku Utama.
- Anggito, A., & Setiawan, J. (2018). Metodologi Penelitian Kualitatif. Jejak.
- Maskur, S. (2019). Manajemen Perpustakaan. Penerbit Zahan.
- Disperpusip. (2017). Dinas Perpustakaan dan Arsip Kota Tanjungbalai. <https://Disperpusip.Tanjungbalaikota.Go.Id/>.
- Djaali. (2020). Metodologi Penelitian Kuantitatif. Bumi Aksara.
- Fathimah. (2018). Perpustakaan, Manfaat, Kelebihan dan Kekurangan. Imam Bonjol, 1 (Ilmu Informasi dan Perpustakaan), 34–35.
- Halaluddin, & Wijaya, H. (2019). Analisis Data Kualitatif: Sebuah Tinjauan Teori & Praktik. Sekolah Tinggi Theologia Jaffary.
- Hasnidar, Pratiwi, R., Winardi, M.A., Iswandi, M., Z, M.S., & Andary, R.W. (2021). Pemasaran Terpadu. Media Sains Indonesia.
- Hermawan, S., & Amirullah. (2021). Metode Penelitian Bisnis: Pendekatan Kuantitatif dan Kualitatif. Media Nusa Kreatif.
- Hidayat, T. (2019). Pembahasan Studi Kasus Sebagai Bagian Metodologi Penelitian. Studi Kasus, 7.
- Ibrahim, NA (2021). Lembaga Akutansi dan Keuangan.
- Krismayani, I. (2018). Mewujudkan Fungsi Perpustakaan Daerah.