

MARKETING STRATEGY FOR LIBRARY SERVICES IN THE ERA OF DIGITAL TECHNOLOGY

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ABSTRACT

The purpose of writing this article is to understand the concept of marketing library services in the era of digital technology. Marketing, in general, is closely related to real products and is profit oriented. Marketing is not limited to the business world, but is also important for non-profit oriented institutions, agencies or organizations, including libraries. Marketing in libraries does not market goods products, but library service products for the benefit of library users. In order for the library to be optimal in its services for library users, it needs certain tips related to marketing library services. In this way, the forms of services and service tasks provided can be well organized.

Keywords: Marketing services, libraries, services, digital technology



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1. INTRODUCTION

Marketing, as we know, is a series of management activities. Generally it is closely related to marketing a real product, in this case such as goods and is profit oriented. Marketing is not limited to the business world, but is also important for non-profit oriented institutions, agencies or organizations including libraries. They have products that need to be marketed for the benefit of consumers.

Marketing in libraries does not market goods products, but service products, in this case information services.

Libraries have assets that can be marketed for the benefit of library users/users. Collection of new books, journals/magazines, documents, clippings, lending services, search services. All of these are commodities that are worth considering how to market them. So it is not an exaggeration to discuss the marketing of information services in libraries. Information has very high relevance in the decision making process. Every individual needs information that suits their needs. So, how do libraries optimize their services for information hunters? Because not everyone realizes that information can be obtained in the library.

Even though libraries are "non-profit" organizations in terms of serving the reading public or information seekers, libraries also need to apply modern marketing philosophies and principles in order to achieve organizational goals well. There are many books by experts in the field of marketing, both marketing for profit-oriented and non-profit organizations, including Kotler (1991), Kotler and Andreasen (1995), Kats (1991), Tjiptono (1995).

In this article we will try to apply these marketing theories or concepts in the marketing of library services. Even though libraries are "non-profit" organizations in terms of serving the reading public or information seekers, libraries also need to apply modern marketing philosophies and principles in order to achieve organizational goals well. There are many books by experts in the field of marketing, both marketing for profit-oriented and non-profit organizations, including Kotler (1991), Kotler and Andreasen (1995), Kats (1991), Tjiptono (1995). In this article we will try to apply these marketing theories or concepts in the marketing of library services.

2. RESEARCH METHOD

As explained at the beginning of the article, this research focuses on library marketing strategies in the era of digital technology. The approach used in this research also uses a qualitative approach using observation and interview research.

Data collection techniques in this research were carried out through observation and interviews as well as through literature study. Meanwhile, for research data analysis, an interactive analysis model was used that was developed (Miles and Huberman, 1984), where in this analysis there are 3 activity components that are interrelated with each other, which include the data reduction stage, the data display or data presentation stage and the withdrawal stage. conclusion.

The three research stages are interconnected and take place continuously as long as the research is carried out, so data analysis is a continuous activity from the beginning to the end of the research.

3. RESULT AND DISCUSSION

The term library has connotations regarding the activity of borrowing and returning library materials. Most of what is lent and returned is in the form of books, while other library materials such as magazines, burnt letters, micro formats, can only be read in the library. A library can be said to be an institution that helps people come to use its services. According to this understanding, libraries are not intended as institutions that want to achieve profit goals, but rather prioritize service to the community.

Marketing as a business function, identifies unmet needs and demands, determines who the customers or users of a product or service are (called the target market) who can be served best by the organization, determines products, services or services and programs to serve those markets, and invite everyone in the organization to think and serve customers. So a practical definition of the marketing function includes three aspects: identifying the needs of buyers and potential buyers in their market share; Satisfy those needs by selling appropriate services or products; make a profit (Katz, 1991:1). Of course, there are basic differences in the marketing function of (profit-oriented) companies and non-profit organizations. The real difference lies in the source of funds and their impact on the organization.

Higher education institutions, for example, have a clear target market. namely the main users of library services consisting of lecturers and students. The very basic benefit needed and expected by the target market is the availability of information that helps businesses enrich knowledge and technology. The need for supporting facilities also grows. Likewise, there are changes in demands and needs for library services.

After the company or organization can identify the basic needs and specific desires of the target market, the next step that is immediately taken is to design the concept of products and services that will be offered and presented to meet needs and provide satisfaction. The activity of designing a product concept is not the responsibility of just one particular part of the organization, but requires integrated and coordinated involvement and cooperation from everyone in the organization. This applies to companies that produce tangible products as well as non-profit organizations. Next, the discussion regarding the product concept is directed at service design, namely the product marketed by the library, namely information.

At the first level, information products can be defined as technophysical objects designed by people to express, store, convey and/or transfer communications or symbolic forms of information from a particular source to one or more targets. Among techno-physical objects and files, maps and images, sound recordings and images, paintings and museum artifacts), as well as the latest electronic products

(such as database products and computer software, telecommunications-based products),

At the second level, information products include everything that has certain characteristics in the form of real-time events designed to convey the delivery and transfer of communications or information symbols. Examples of information products of this kind (also indicating information services) include news broadcasts on various frequencies, user interfaces with installed systems, presentations with resource persons at workshops.

Marketing Aspects of Information Services To understand the marketing formula, we review the five aspects that support the meaning of marketing, namely needs, desires, demands, production and results. The five aspects of library information marketing are:

- 1) Information needs which means the desire to obtain, know things beyond the knowledge one has (person knowledge); for example, trying to get cold through reading newspapers or magazines, watching television, listening to the radio and so on.
- 2) The desire to obtain information means the human need formed by a person's cultural personality to obtain knowledge.
- 3) Request for information means the human desire to know and obtain information, knowledge, data, answers to problems
- 4) Production of information, which means that the needs, desires and requests for information are fulfilled, encouraging humans to transmit/transfer to other people.
- 5) By achieving a mix of information obtained from these four elements, humans can evaluate themselves to the extent of their absorption and imagination in receiving knowledge and the results will be personal wealth that can improve personal quality.

By knowing the limitations of these 5 marketing aspects, it is hoped that the success of the librarian's mission as information guardian will be achieved in serving the public who use and seek information services. **Marketing Contribution to Libraries** As a library which includes information service activities, marketing has a quite good contribution to the library concerned. The marketing contribution includes, among other things, being able to provide input in decision making, the types and forms of services that will be implemented or will be carried out in the institution.

In this case it is a library user. Creating good communication channels so that you can determine the most appropriate model for marketing a library or information service. Noorika Retno Widuri (Marketing Information Services in Libraries)

Marketing Aspects of Information Services

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4. CONCLUSION

Based on the results of the author's research, we can explain that Saying of course there are basic differences in the marketing function of companies (profit oriented) and non-profit organizations. The real difference lies in the source of funds and their impact on the organization. Higher education institutions, for example, have a clear target market. namely the main users of library services consisting of lecturers and students. The very basic benefit needed and expected by the target market is the availability of information that helps businesses enrich knowledge and technology.

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