

OPTIMIZATION OF LIBRARY SERVICES TO INCREASE LIBRARY INTEREST IN READING

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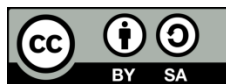
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ABSTRACT

Nowadays, library services are very diverse compared to some of the past. Information Technology gives new meaning to the services provided by libraries. There are several libraries that support and expect library users to be satisfied with the services provided by librarians. The background of this research is to see how the Optimization of Library Services to Increase Reading Interest in Library Users in the Padang Panjang City Library, optimizing this service is carried out by carrying out activities that can attract the attention of the visitors to reading interest. Not only that, librarians must also be able to discuss how to allow visitors to visit the library of the City of Padang Panjang. This research is a qualitative research with descriptive type. Data collection is done by means of observation, interviews, and documentation studies conducted using analytical techniques developed by Miles and Huberman. The results of this study indicate that researchers found several ways to optimize library services to increase interest in reading (1) library management that is more professional, (2) library development with adequate facilities, (3) increase activities to attract reading interest..

Keywords: library services, interest in reading, library

1. INTRODUCTION

In today's global era, the existence of libraries is very important, for example, if someone doesn't have knowledge, then by going to the library, that person can get a lot of knowledge by going to the library, because many people say that the library is a storehouse of knowledge that is easy to obtain. However, there are also libraries that are a place to store the treasures of knowledge of civilization and culture by utilizing library collections, so that someone who wants to search for, add to and improve knowledge can obtain it in the existing library. In general, a library has a function as a place in which there are activities for collecting,

managing and disseminating (services) all kinds of information, both printed and recorded in various media such as books, magazines, newspapers, films, cassettes, tape recorders, videos, etc. computers, and so on. All collections of information sources are arranged based on a certain system and are used for learning purposes through reading activities and searching for information for all readers who need it.

In Law of the Republic of Indonesia Number 43 of 2007, concerning libraries, it is stated that library users are library users consisting of individuals, groups of people, communities or institutions who use library service facilities.

So, with the explanations above, it can be concluded that a library is a work unit where collections of library materials are stored which are prepared according to applicable regulations, so that they become the main place for users to search for, add to and improve knowledge. And also, provide satisfaction to visitors who visit by providing good service facilities to users.

In a library, the library is the focus of the library's goals, for the users themselves, of course there are also various kinds of personalities that exist in each individual user, so that librarians also have their own things to serve each type of person in the library. One of them is that loyal users must be maintained by providing good service and courtesy to these users, which is intended to ensure that users do not turn to other libraries, and also so that there is no shortage of users at the library. Not only for loyal users, other users must also be treated equally and provided as fairly as possible for every service provided.

Excellent service is seen as a measuring tool to determine the extent to which a library has good service and can meet all the information needs of its users. Library services are one way of providing assistance to users in utilizing the facilities available in the library. Library services aim to provide all the facilities that have been prepared in the library for the community. "Library services are generally social services or non-profit, non-commercial, especially for college libraries, public libraries and school libraries" (NS, 2003)

However, at this time, many librarians are lacking in providing services, meaning that the service provided to users is poor, either because library facilities are less supportive or because librarians are less professional in providing services and tend to ignore the elements of good service to visitors who come. . This problem causes users who come to the library to be less comfortable, even though users who visit the library to look for information are of the opinion that information can be obtained without taking a long time, is easy, not difficult to obtain, is accurate in the sense that the information obtained can be justified. , cheap means that the information obtained does not require a lot of money to obtain it, global means that the information obtained is information that is common and recognized by the wider community and specific that the information obtained is something special.

If users feel uncomfortable with the services provided by users, users will rarely visit the library and their interest in reading will also decrease. Meanwhile, reading is a positive activity where people will gain a lot of knowledge and broaden their horizons. People will easily open windows to the world, reach other parts of the world just by reading books. Therefore, it is necessary to have a habit of reading books. Meanwhile, in the library, of course there is good service provided by librarians to increase the reading interest of the library, and also the library certainly has good facilities and reading rooms and attracts the attention of the library. For this reason, the facilities and reading rooms are spaces used by library users or visitors. to read library materials.

2. RESEARCH METHOD

This type of research is qualitative research with descriptive methods. Defines qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. The descriptive method is a method that is carried out by not using numbers, but using a depth of appreciation for the interactions between concepts that are being studied empirically. The descriptive method can be interpreted as a problem solving procedure that is investigated by describing or depicting the situation or object of research based on visible facts or as they are. Research methods are basically scientific ways to obtain data with specific purposes and uses

In general, the aim of research is to find or problems that are currently occurring, analyze the causes of the problem, then look for solutions to resolve the problem, and anticipate the problem reappearing. Apart from that, research also aims to increase knowledge, insight, intelligence and skills. .

3. RESULT AND DISCUSSION

Optimization of Library Services To Increase Reading Interest

Library services are not limited to the process of borrowing library materials, beyond that, they provide a pleasant learning environment, supported by complete relevant collections, competent library staff and also complete facilities in the library. However, the basic services of a library include three main services, namely information services, circulation services and reference services. This is used to support how to attract the attention of users to come to the library and also to attract the attention of users so they like to read or increase the reading interest of users.

The Padang Panjang library itself is one of the only regional libraries in the city of Padang Panjang which is visited by many people in the city of Padang Panjang itself. However, there are still librarians who lack attitude towards their users,

maybe they still lack experience and maybe they don't understand the regulations of the library service.

The services provided by one of the library users can affect the users who come, if the library user needs the library collection but the librarian still does not provide good service, therefore the librarian feels dissatisfied with the service provided by the user. Not only that, visitors come, because this library is a regional library, visitors come from the general public, from schools and visits from people outside the city of Padang Panjang. The needs of each individual are different, therefore of course librarians can adapt as best as possible to the users who visit the Padang Panjang City library.

Interest in learning forms a certain academic attitude which is very personal for each student. Therefore, interest in learning must be developed by each student themselves. Other parties only strengthen and grow interest or to maintain the interest someone already has (Loekmono, 1994).

Good service for users is the main target in the library, and the success of the library service is the main thing in order to increase interest in reading, which is also determined by many factors. One thing that can increase interest in reading is library staff or librarians who provide services. Librarians also have a lot of work to do in library work, but in terms of library services, this is something that must be done by the librarian. These librarians are required to carry out their duties professionally without discriminating against library users and are also equipped with adequate skills, insight and knowledge and attitudes in appearance. Librarians in libraries must also try as much as possible to foster interest in reading among their users. Librarians must also really understand the principles of reading, the characteristics of good reading, readiness to read, and ways to motivate students to enjoy reading. And as much as possible, librarians must also be able to understand every characteristic of the user who is interested in reading, from how he behaves, responds to each reading he reads, and how he absorbs the content he reads.

To develop these programs, librarians must also be able to collaborate with other libraries or can also collaborate with the local government, so that this program can run. The running of this reading interest program was implemented to improve library services to help lay the foundation for changes designed to help improve the teaching and learning process in schools. The designed activity program has targets including:

- 1) Integrate library services into the learning process
- 2) Improve students' abilities in searching for information
- 3) Increase the level of library use

Activities carried out are based on the targets mentioned above, which are ultimately carried out to support increasing reader interest in reading. Therefore, this activity of reading interest can run well and also build a generation so that they

are able to develop an interest in reading for future generations. However, there are still many who do not do this.

For activities to increase library use so that more visitors are interested in coming to the library and also to increase interest in reading for library users, with the following activities:

- 1) Choose reading materials that are interesting for library users
- 2) Libraries need to carry out various promotions for library use
- 3) Carrying out various activities such as interest and reading hobby competitions is done to develop the achievements of users
- 4) Give awards to every user who borrows a lot of books from users who are still students.

So, to optimize library services to increase readers' interest in reading, this can be done through concentration exercises. Interest is related to forming a certain academic attitude of a person, and also this interest depends on the individual whether he wants to read or not. Meanwhile, for the services at this library to run optimally, librarians must be able to behave in a friendly and polite manner towards their users. And librarians must also carry out the activities described above to increase readers' interest in reading.

4. CONCLUSION

The Padang Panjang City Library is the only Regional Library in Padang Panjang City, this library is also one of the best libraries in West Sumatra. For this reason, the services provided by this library are good, but new or less professional librarians do not yet understand how to serve users well, this causes visitors to feel dissatisfied, so librarians will study the characteristics of leaders, the relationship between leadership and library management, library development, Resource Standardization, Information System Development, Evaluation, Library Management, Library Rules, Provision of Library Equipment, and Appointment of Library Staff. Meanwhile, to optimize librarian services to increase readers' interest in reading, the librarian holds activities where these activities are of interest to readers' interest in reading.

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