

LIBRARY OUTREACH STRATEGIES IN INCREASING USER PARTICIPATION IN PUBLIC LIBRARIES: A LITERATURE STUDY

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ABSTRACT

This study identifies that the growth of social media and the development of new technologies create significant opportunities for libraries to reach a broader audience. However, this also presents challenges, particularly among teenagers who tend to spend more time using their phones and interacting on social media platforms rather than reading or accessing literacy resources. Nevertheless, libraries can leverage social media as a tool to promote their services, expand the reach of information, and create interactive spaces that foster reading habits. This study also highlights the importance of libraries in supporting the development of information literacy skills, especially among higher education students. Through various creative approaches, such as establishing book clubs, providing user-centered learning spaces, offering virtual help desks, and using social media, libraries can actively contribute to improving access to information while encouraging reading habits among young people. Moreover, libraries have a significant influence on users' reading behavior by offering relevant collections, comfortable spaces, and innovative programs. To meet the ever-evolving expectations of users, libraries must continuously develop innovative outreach strategies. This includes integrating digital technology, organizing community-based activities, and collaborating with other institutions to enhance their impact on society. This study emphasizes that libraries can play a strategic role in advancing information literacy by remaining relevant to users' needs in the digital age. Thus, libraries can act as agents of change, supporting lifelong learning and strengthening the culture of literacy within communities. By adapting to technological advances and user demands, libraries can ensure their continued relevance and effectiveness in fulfilling their mission to educate, engage, and inspire.

Keywords: Outreach Service Strategy, users or society, Public libraries, social media, technology, Digital Service

1. INTRODUCTION

Public libraries have a great responsibility as a center for information, education, and recreation for the community. However, with the development of digital technology and changing community needs, many libraries face challenges in maintaining relevance and attracting users. Declining user visits and community engagement are major concerns (Pew Research Center, 2014). Therefore, it is important for libraries to develop innovative and relevant outreach strategies.

Library outreach strategies aim to reach the wider community, raise awareness of the existence and services of the library, and encourage active participation of users. This study focuses on identifying and analyzing various outreach strategies that have been implemented in public libraries based on existing literature. The aim is to provide a comprehensive picture of effective and relevant approaches for public libraries in Indonesia (McCook, 2000; Johnson, 2018).

Digital technology, while providing easy access to information, also poses challenges for libraries to remain relevant. Many users prefer digital platforms to meet their information needs, so physical visits to the library tend to decline (Chowdhury, 2016; Hernon & Matthews, 2013). In addition, certain communities feel that libraries no longer offer services that suit their needs (Aabo & Audunson, 2012). Therefore, libraries must adapt to this situation by developing services that are more inclusive and responsive to the needs of diverse communities (Johnson, 2010).

On the other hand, libraries have great potential to become centers of social interaction, especially in communities with limited access to educational facilities or technology. By utilizing outreach strategies, libraries can reach underserved groups, such as communities in remote areas, the elderly, or individuals with special needs. This strategy not only increases access to library services but also builds closer relationships between libraries and their communities (McCook, 2000; Johnson, 2018).

Study about outreach services at the library has Lots done with approach studies literature . One of them is research that discusses *library as institution* in perspective organization and regulation . Research This review importance outreach services that include outreach strategies to diverse communities , as well as How library can adapt the service For fulfil need specific information from various group community (Uin Banten Repository, 2023).

In addition , other studies use studies literature For to initiate role service search information , such as Who is the Librarian , which functions as means dissemination knowledge , support need information specific , and give solution on complex questions . Service this , according to study said , can increase effectiveness delivery information to user library with a better way structured , relevant and easy accessed (Libraria , 2023).

Furthermore, there is also research that examines innovation services at the Samarinda City Library and Archives Service . Research This merge observation , interview , study literature , and documentation For analyze How innovation in service library can interesting interest read society . The results show that innovation service is very important For increase involvement user with library (Library Fisip) Unmul , 2023).

During a number of decade Lastly , library common throughout the world has experience change significant Because progress digital technology and change pattern behavior society . One of the challenge the biggest one faced library is the more rarity visitors visit library in a way direct and more Lots using digital platforms to access information . Changes This will push library For develop a more comprehensive outreach strategy innovative to stay relevant and interesting for audience more readers wide . Relationship community in the library No only just effort For promote services that have been there is , but also for build more relationship close between library with society and

for ensure that all over member public own access to more information broad and comprehensive . A method For

In Indonesia, there are many library start realize importance develop service For fulfil need society that continues increased . Various group users , such as community in the area isolated , elderly age , and group earn low , often feel that library No Again fulfil need they with the right and practical way . Therefore that , research This focus on analysis various outreach strategies implemented in libraries general at the level locally and worldwide , as well as to study what can studied from experience and how the strategy is can implemented in Indonesia. Understand method its implementation in a way effective.

This study aiming For give description comprehensive about approach effective For develop outreach programs library use approach review library that includes review various relevant research and literature . Masu . Based on practice the best that has been proven , research This aiming For give outlook valuable to the leaders Indonesian library for design a more comprehensive outreach program more comprehensive Good in serve need public they . It is stated that . With consider role digital technology , study This explore How library can adapt For give digital services to more Lots user while still maintain values traditional they as center knowledge and development public .

Study This will give contribution significant for development policies and strategies for service more libraries appropriate , relevant , and sustainable in the digital era. In the context of this , library No only expected become provider information , but also agents active changes in support development literacy information , digital skills and inclusion social . Contribution study This covers guide For designing a service program that is capable of answer need diverse communities , starting from from public urban until community in the area isolated.

Understanding from Outreach Services

Outreach services in context library refers to the effort proactive For reach users outside physical boundaries library with objective increase access to information and literacy community . outreach services are defined as effort reach users wherever they are be , good For access , evaluate , and use information . This is show that library No only play a role as place storage information , but also as agent active changes reach society (Westbrook & Waldman, 1993).

Dennis (2012) explains that outreach services include promotion libraries and outreach user new through innovative programs . The use of digital technology and social media be one of approach main For expand range service library . The main purpose from approach This is increase accessibility service library at a time strengthen connection with community . With offers creative and relevant programs , libraries can interesting attention a more society wide , including those who previously No affordable . Approach This No only functioning For provide information , but also for create involvement active between libraries and their users in a way sustainable .

Cummings (2007) emphasizes connection close between outreach and marketing services . He explain that outreach services are form communication strategic aiming For introduce and promote service library to public wide . To be effective , outreach programs require structured planning and appropriate implementation with need community . In addition , evaluation sustainable become element important For ensure the program remains relevant and impactful positive . Through approach this , library can increase its visibility , reaching more Lots users , as well as strengthen his role as center dynamic information and education in the midst public .

One area that requires study more carry on is use digital technology and social media in outreach programs . Progress rapid technology has allow library using online platforms to involving users outside of opening hours and outside location physique library . For

example, you can use platforms like Facebook, Instagram, and YouTube to spread information, host webinars, and provide tutorials on how to use library services in maximum. Technology will allow libraries to reach more users, including rural young people and those in isolated regions.

However, the use of technology also has the challenge itself. For example, unauthorized access to device technology and internet connectivity across the region can limit effectiveness of digital outreach. Therefore, libraries need to take a balanced approach, combining outreach programs traditional involving face-to-face contact, like visiting schools and society as well as organizing literacy events, with using technology.

Moreover, measurement of success of service outreach is also an important aspect to consider in a more detailed way. According to Cummings (2007), proper evaluation of an outreach program is required to determine how far the program has reached the objectives set, such as improving library service use or changing literacy behavior. Very important for this, libraries must develop clear performance indicators, such as amount of participants in outreach programs, user satisfaction, and improvements in library service after the program is implemented.

Previous studies about library outreach services own a number of necessary advantages and disadvantages be noticed. One of the advantages is in-depth data presentation regarding customized outreach service strategies with need community certain, such as in study about service *Greetings to the Librarians* at IAIN Kudus and innovation services in Samarinda. Studies give practical and applicable guide for increasing accessibility of library through literacy and technology programs (Library, 2023; Library Fisip Unmul, 2023). In addition, the method of literature studies allow comprehensive analysis to relevant theories and practices, so that give strong base for development study more carry on.

However, the drawbacks from researches lie in the limitations of approach studies literature that alone, which tends to not include empirical data in a direct way. This makes study not enough capable to describe real dynamics from implementation of outreach services in the field, such as challenges faced by librarians or level of success of the program in the long term. In addition, some study not enough explore impact of more modern technology specific in support outreach services, so that the result not enough relevant for libraries in the growing digital era rapidly (Dennis, 2012; Cummings, 2007). Thus, research more carry on required for complete studies literature with richer and more contextual empirical data.

Outreach Services at Public Libraries

Outreach services at the public library can be understood through community learning theory, which was put forward by Wenger, McDermott, and Snyder (2002). This theory put library as room for social support learning based on community. In the context of this, library act as facilitator for interaction and collaboration between users. Through service like group discussion, workshop skills, and training sessions based on community, library help create dynamic ecosystem learning. For example is a "Sunday" program Literacy in the public library providing room for community to share knowledge and experience them. In addition to improving access to information, programs such as This strengthen social connection and sense of togetherness in the community.

Equity of access approach is also becoming a key theory in library outreach services public. Aabo and Audunson (2012) emphasize importance of equality in giving service library to various layers of society. Groups that are often marginalized, such as community in isolated areas, individual with disability, or community with low income, become priority in this strategy. For example, the library the circumference that carries books and internet access to remote villages reflect effort real to reduce information gap. In the digital era,

libraries are also expanding approach This with provide free internet hotspots or training programs digital literacy , so that every individual own equal opportunity For develop .

Diffusion theory innovation by Rogers (2003) provides another framework in understand How library introduce service new to community . Innovation like digital library or application mobile library often requires a good promotional strategy For reach widespread adoption . For example , libraries can using social media and digital campaigns to introduce service new , like access to e-book collection or service borrowing distance far . According to theory this , adoption service new follow pattern certain , starting from innovator until majority beginning and end , and group slow . Understanding This help library design an appropriate strategy For every stage adoption , ensuring that service new accepted with both by the community .

Putnam (2000) emphasized importance involvement public in design and implementation service library . When the library involving community in a way active , for example through idea forums or survey needs , programs produced become more relevant and have more impact big . As example , a working library The same with school local For create literacy programs children can ensure that services provided truly in accordance with need user . Approach This No only increase effectiveness service but also build a sense of ownership community to library .

Finally, the theory of human- centered design (human- centered design) human - centered) offers approach innovative For create service inclusive and relevant libraries . In approach this , library prioritize experience and needs user in to design services . For example , libraries can do interview in-depth , survey , or focus group discussion (FGD) for understand need specific user . This data Then used For design a program like room Study flexible , training customized digital literacy , or service For user with need special . This theory emphasize that library must Keep going innovate and adapt with change need society , ensuring that service they always relevant and impactful positive .

2. RESEARCH METHOD

Study This done with use approach studies literature review for understanding library outreach strategies in libraries public . This method chosen Because allow analysis to findings from various studies previously relevant with Topic research . Literature study also provides base strong theoretical as well as description practical regarding the strategy that has been applied , without need direct primary data collection (Sukaesih & Winoto, 2020).

Research data taken from article journal scientific , report research , books and documents related published in five years last . Selected article based on relevance with theme , quality publication , and accessibility source . Search done use device Publish or Perish (PoP) software connected with scientific database such as Google Scholar and Scopus. Keywords search includes "library outreach strategy," "public libraries," and "digital services in libraries" for get appropriate article (Nihayati , 2021).

Data analysis was performed in a number of stages . First , relevant articles downloaded and selected based on abstract , methods , and results research . Second , the article classified based on theme like innovation technology , digital literacy , and communication strategies . Third , the results study from every article summarized For find patterns and practices the best that can be applied in the library public . Finally , the findings the compared to with guide international such as the Public Library Service Guidelines published by IFLA (International Federation of Library Associations and Institutions) for ensure consistency with global practices (McCook, 2000; IFLA, 2016).

Study methods library own limitations Because No provide empirical data direct from field . In addition , the results study can affected by limitations access to a number of source scientific . Although Thus , the study This give sufficient foundation For understand library outreach strategies , especially in context library public in the digital era (Johnson, 2018).

3. RESULT AND DISCUSSION

Study This to study seven article from various study previous For understand How far has the library outreach strategy come from? has applied in the library public . This study focus on analysis the steps that have been taken done library in face challenges of the modern era which are marked with development digital technology and change pattern behavior user . In case this , library public No only just become place storage information , but also must transform become center service based on inclusive and responsive technology to need diverse society .

Analysis findings disclose that library play role important in answer challenges of the digital era with adopt technology For reach more Lots users who sometimes difficult accessed through approach traditional . The use of social media , for example , has become tool strategic For expand range information , improve involvement users , and promote various service library in a way interactive . Social media allow library communicate in real-time with users , provide Updates services , and create a more personal dialogue space between librarians and their communities .

In addition , the library also provides inclusive service through approach based on community For reach marginalized groups who are often neglected , such as community in the area isolated , elderly , or individual with limitations access technology . In terms of this , library act as agent changes that provide chance for every individual For get access equivalent information . This step No only increase accessibility services , but also strengthens connection between library and its community with creating a sense of ownership and trust to institution mentioned .

Table 1. Analysis from related articles

Author , Year	Journal Article Title	Research result
Bibi M. Alajmi & Dalal Albudaiwi, 2021	Response to COVID-19 Pandemic: Where Do Public Libraries Stand?	Research result from article This show that library New York City's general public uses Twitter as a tool communication main during beginning COVID-19 pandemic , with 85.5% of content in the form of information regular like Updates services , recommendations books , and event announcements , while the other 14.5% related direct with pandemic . Content related pandemic covers announcement service distance far , support social , and information important like help finance , health , and food . While most libraries stick to traditional communication patterns, these approaches bring a sense of normalcy to communities during difficult times. This study confirms the importance of libraries as community institutions that respond to crises, but also points to the need for more proactive disaster communication strategies in the future.

Margaret K. Merga	"School Librarians as Literacy Educators Within a Complex Role"	The article "School Librarians as Literacy Educators Within a Complex Role" by Margaret K. Merga highlight role important librarian school in education literacy , which includes not quite enough answer For create supportive environment learning literacy . Research This find that although education literacy is an integral part of work they , many librarian face challenge like lack of understanding about role them and the support that is not adequate , which can hinder effectiveness them . Through analysis description work librarians in Australia, article This show the need more collaboration close with colleague work and leadership For reach objective literacy students . In addition , research This recommend the need support and resources adequate resources for librarians can operate role they in a way effective
Jane Garner, Philip Hider, Hamid R. Jamali, Jessie Lymn , Yazdan Mansourian, Holly Randell-Moon, and Simon Wakeling	"'Steady Ships' in the COVID-19 Crisis: Australian Public Library Responses to the Pandemic"	Research result in the article "'Steady Ships' in the COVID-19 Crisis: Australian Public Library Responses to the Pandemic" shows that library common in Australia able adapt with fast during COVID-19 crisis . They succeed do expansion services , especially in e- licensing matters , although face challenge in capacity technical . Most of library maintain working hours staff permanent , but Lots staff casual experience cutting working hours . In addition , the library is also involved in other work outside task conventional they , like delivery message health community and community outreach
Owolabi Kehinde Abayomi, Fauziyah Nihinlolawa Adenekan, Adeleke Olateju Abayomi, Taiwo Abosede Ajayi, Adesina Olaitan Aderonke	Awareness and Perception of the Artificial Intelligence in the Management of University Libraries in Nigeria (Owolabi Kehinde Abayomi, Awareness and Perception of the Artificial Intelligence in the Management of University Libraries in Nigeria, 2021)	Result of study the show that the librarians academics in Nigeria realize existence use intelligence artificial intelligence (AI) in university library . However , they face afraid will lost work as constraint main in adoption technology this , although they realize that technology innovative can increase satisfaction users . Research This recommend that librarians academic increase relevance they are in the era of revolution industry fourth with acquire appropriate skills with technology new , and importance management library For educate librarian that AI adoption is not means lost work .
Nicole Johnston	The Shift towards Digital Literacy in	Research result in the article "The Shift towards Digital Literacy in Australian

	Australian University Libraries: Developing a Digital Literacy Framework	University Libraries: Developing a Digital Literacy Framework" shows that universities in Australia are increasingly prioritize digital literacy through development framework work and digital literacy programs . Edith Cowan University (ECU) conducted extensive benchmarking project and uses approach based on proof For fulfil need digital learning for students and staff academic . Framework digital literacy developed includes five elements important : Literacy Information , Academic, Media and Data; Digital Creation and Communication ; Digital Technology ; Digital Citizenship and Identity ; and Digital Learning (Place Work and Life). In addition , the survey digital experiences undertaken at Australian universities show that Lots student use digital tools on a regular basis, but also reveals challenge related digital skills and access to technology .
Sharon Strover , a professor in Communication at the University of Texas at Austin	Public libraries and 21st century digital equity goals"	Research result show that hotspot programs provided by libraries , such as those at the New York Public Library (NYPL) and the Brooklyn Public Library (BPL), have impact significant to digital inclusion , especially for underpopulated served . Hotspot users , including family , seeker work , and retirement , taking advantage of service This For various activity like look for jobs and access information health . Many participants did not capable pay commercial internet services , so library hotspots become vital resource for they . The program also provides users with a sense of "digital dignity," reducing feelings of isolation and enabling access to essential services. While hotspots are helpful, the study also highlights the challenges libraries face in meeting the demand for internet access and digital skills training, and the importance of libraries adapting to evolving user needs. Overall, hotspot programs are seen as essential to increasing access to information and services for marginalized communities, while also highlighting broader issues of internet affordability and equity of access.
Nicole Johnston (2020)	The Shift Towards Digital Literacy in Australian University Libraries: Developing a Digital Literacy Framework	This article highlight importance digital literacy in university libraries in Australia, with focus on development framework Work digital literacy at Edith Cowan University (ECU). Digital literacy is integrated through collaboration cross department , training staff library , and program insertion into in university curriculum , so that student No only to obtain skills technical but also the ability

critical in use information on various digital platforms. Framework Work This covers training use device soft data management , applications presentation interactive , and tools relevant digital analysis with various field study , ensure relevant skills with future work world needs . In addition , librarians trained For support student in develop digital competence in more effective , making digital literacy as attached elements in the learning process . Approach holistic This strengthen role library as partner strategic in education high , increase Power competition graduates , and create environment adaptive learning to challenges of the digital era.

The results of the analysis of the seven articles reviewed provide an in-depth understanding of the various library outreach strategies that have been implemented, especially in dealing with the challenges caused by the Covid-19 pandemic, technological changes, and the social role of libraries in the community.

The role of public libraries in the COVID-19 pandemic, especially in New York City libraries, uses Twitter as the primary platform for communication with users. The majority of content (85.5%) consists of service updates, book recommendations, and event announcements, while the rest (14.5%) focuses on pandemic-related information such as remote services, social support, and information about financial and health assistance. (Albudaiwi, 2021) This shows that libraries play a key role in maintaining relationships with communities during crises. However, a more proactive disaster communication strategy is needed in the future to better handle emergency situations.

Librarians in Australia, despite their critical role in literacy education, often face challenges such as a lack of understanding of their role and inadequate support from institutions. Librarians must create an environment that supports literacy learning in schools, but are often hampered by a lack of policy support and adequate collaboration with other school staff. This highlights the need for further support for librarians in carrying out their role as literacy educators. (Merga)

In Nigeria, university libraries face challenges in adopting artificial intelligence (AI) technologies, mainly due to fears among librarians of job loss. Although librarians recognize the benefits of AI in improving library services and user satisfaction, this fear is a major barrier to adopting new technologies. The study suggests that further education and training of librarians on the potential of AI is needed to minimize these fears and maximize the use of technology in libraries. (Owolabi Kehinde Abayomi, 2021)

Meanwhile, in Australia, university libraries have developed a digital literacy framework aimed at improving the digital skills of users, both students and academic staff. The benchmarking project at Edith Cowan University emphasizes the importance of digital literacy, which includes five main elements: information, academic, media and data literacy, digital creation and communication, digital technology, digital citizenship, and digital learning. This emphasizes that libraries are not only providers of information, but also drivers of digital skills development in the modern era. (Johnston, 2020)

One of the most important roles libraries play in communities is providing access to hotspot services for underserved communities, and hotspot programs at New York and Brooklyn libraries have had a significant impact on digital inclusion. Hotspot users, such as low-income families, job seekers, and seniors, rely heavily on these services to access

the internet and essential information. These programs not only reduce digital isolation but also increase access to vital services, such as job searches and health information, for communities that are less able to afford commercial internet services.(Strover, 2019).

4. CONCLUSION

Based on analysis from seven reviewed articles , library outreach programs show effectiveness in answer challenges faced by libraries in the modern era. Strategies such as use of social media , digital services , innovation in digital literacy, lending hotspot devices , and adoption intelligence artificial has increase participation users and relevance library . This program help library reach underprivileged community served , support education literacy , as well as provide access inclusive information . However , the success of this strategy Still depends on sustainability funding , training librarian , and adaptation to need a community that continues changed .

Library need Keep going expand service based on technology , such as digital literacy and intelligence artificial , for increase efficiency as well as reach more Lots user . Training sustainable for librarians are very important so that they can control modern technology and understanding role new needed in give relevant services .

In addition , regular evaluation of the outreach program should be carried out. done For ensure its effectiveness , accompanied by innovation sustainable use adapt service with need a community that continues developing . Libraries are also recommended to weave Work The same with institution education , non-profit organizations , and sectors technology For support development service as well as sustainability of the program. Which is not lost important , library must prioritize effort reach underprivileged community served , such as community in the area isolated , elderly , and groups earn low , use reduce digital and information divide . With approach this , library can strengthen his role as agent changes in society .

In order for the library succeed in term long , they must overcome challenge related funding sustainable , training librarian , and abilities adapt fast to change need public .

The sustainability of outreach programs is highly dependent on support various stakeholders interests , including collaboration with institution education , institutions non-profit , and sector technology . A more holistic that focuses on underprivileged communities served and group prone to others also support role library as agent active changes in overcome digital divide . This is a step important For strengthen In general overall , library must Keep going updating its outreach program so that services offered fulfil challenges of the times and remain relevant as well as effective in serve need various segment society . , and must evaluated in a way periodically . With method this , library the more strengthen his position as supporting institutions empowerment public through improvement literacy and equal access to information .

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