Library Promotion Strategy in the Digital Era: Study at Malang City Public Library

Nurbeta Dela Milenia[1], Yasir Riady[1], Angga Warda Prasakti[2]

[1]Universitas Terbuka, Jakarta, Indonesia, [2]Universitas Adiwangsa Jambi, Jambi, Indonesia

ABSTRACT

Background: The library is an institution that has an essential role in society. The efforts made by the library to carry out this role ensure that the public knows about the library's existence. The public can only use the library if they know its role. Thus, so that libraries can continue to carry out their role, libraries need to develop library promotion strategies. Promotion as a marketing activity carried out by libraries is essential so that the public knows about the products that the library can use. Society also uses digital technology to meet information needs in the digital era. However, society's tendency to use digital technology does not reduce the role of libraries as information institutions to meet society's information needs. The development of digital technology can be utilized to increase the existence of libraries through library promotion strategies.
Purpose: This article reviews various promotional strategies libraries can implement using digital technology.
Design and methods: The research method used is qualitative, with data collection techniques through document study and library observation via websites.
Results: Promotional strategies that libraries can carry out are publications, advertising, sales promotions, personal sales, and digital marketing. Obstacles encountered in carrying out promotional activities are a consideration for libraries in determining promotional strategies that are appropriate to the conditions of the library.

Keywords: strategy, promotion, library, digital technology

Introduction

The existence of libraries in Indonesia has an important role for the Indonesian nation. Libraries are institutions that play a role in educating the nation's life. The existence of a library can have an impact on the quality of human resources. Improving the quality of human resources can start from the library's existence as an information provider institution. Libraries need to increase the community's collective awareness of the importance of libraries in providing the necessary information for improving the community's quality of life.

The existence of libraries in Indonesia is supported by Law Number 43 of 2002 concerning Libraries. This law is the basis for libraries' duties and functions. Article 3 states that the library functions as a vehicle for education, research, preservation, information and recreation to increase the intelligence and empowerment of the nation. In general, the public has perceived the existence of libraries as institutions that provide information. However, libraries still need to maintain their presence in the community so that people can continue

to feel the existence of libraries and make optimal use of the resources available in libraries. Thus, an effort is needed to maintain the library's existence, namely library promotion.

Today's social life is closely related to digital technology. This can be utilized by libraries so that people can continue to experience the existence of libraries. Efforts to maintain the existence of libraries by utilizing digital technology can be made through promotional activities. Promotional activities using digital technology can be used to introduce collections, services, and facilities so that they are widely distributed to the community, and people can make optimal use of them.

The existence of libraries not felt by the public is an obstacle for libraries in carrying out their duties and functions. Various collections, facilities and services are underutilized by the community due to these conditions. Therefore, it is essential to carry out promotional activities so that the public can know the benefits of libraries so that libraries can carry out their role for the community.

Framework of Thought
Promotional activities are one of the marketing efforts carried out using persuasive communication methods with the public. Promotion is a way to introduce products to attract consumer attention. Products being marketed cannot be used by consumers if consumers do not know the product's existence. Therefore, it is necessary to carry out promotional activities so that consumers can find out about the product and are interested in making transactions.

According to Deliyanti Oentoro (2012), promotional activities are an effort to introduce products to attract people's attention and to make transactions on the products offered. Libraries also need promotional activities to introduce their products to the public. Introducing products to the public is an effort to build public awareness about the role of libraries. This is the library's effort to ensure the community can feel its existence.

According to Edsall in Mustofa (2012), library promotion objectives include the following.
1. Building awareness in the community regarding library services.
2. Increasing public interest in using the library.
3. Providing understanding to the community to support the activities and role of libraries in society.

Library promotion is carried out to provide information to the public regarding the duties and functions of libraries. Promotions are carried out mainly for library products. All library activities are services. Library products are services. Library promotional activities aim to introduce library products and show developments in services that have occurred so that they can be utilized optimally by the community. Library promotions are also carried out to attract the public's attention so that they are interested in using the products offered. (Supriyatno, 2019).

Based on this statement, it can be concluded that library promotion is carried out to support the existence of libraries so that the public can know about the role of libraries and encourage public interest in using library products. This goal must be achieved when carrying out library promotions. Thus, it is important to know the purpose of carrying out promotional activities to develop strategies that support the achievement of effective and efficient promotional activity results.

Carrying out library promotional activities requires using promotional strategies. Promotional strategies can be carried out by knowing the important aspects of promotional activities, namely promotional targets, promotional means, and methods that can be used, as well as understanding the risks of the methods used to prevent risks from occurring.

When planning promotional activities, one needs to pay attention to the targets of promotional activities. Promotion targets can be identified based on the type of library. The following are promotional targets based on library type.

1. National Library: A national library is built by a country and usually stands in a country's capital city. The target of this library is all people in the country.
2. Public Library: Public libraries serve the general public in an area. The target of this library is the general public in the area.
3. College Library: A college library is established at a college. The target of this library is all teaching staff, staff and students at the university.
4. Special library: A particular library is explicitly established for the benefit of an agency or organization in supporting its activities. The target of this library is all members of the agency or organization.
5. School Library: A school library is a library in a school. The target of this library is all school residents at the school.

Knowing the targets of promotional activities helps determine the suitable media and methods to achieve the objectives of promotional activities. In today's digital era, all targets in every type of library have used digital technology to support daily activities. Thus, promotional activities can be carried out by utilizing digital technology to make it easier to reach these targets.

Implementing promotional strategies in the digital era can be done more efficiently with digital technology. Digital technology allows promotional strategies to be carried out with broader methods. Communication as the core of promotional activities can be carried out through digital technology. Carrying out promotional activities requires librarians to build good communication with the public. The public, as users and potential library users, is the target of promotional activities, so librarians need to build good communication with the wider community. Librarians also need communication to build collaboration with other parties. Libraries need to cooperate with other parties in various promotional activities. Library efforts to build communication with the public or other parties to achieve promotional goals can utilize digital technology.

Implementing library promotional activities requires promotional facilities. Various forms of promotional media are used to communicate or convey about the products being marketed. Promotional means are available in various forms of media as follows.

1. Printed media, such as newspapers, brochures and posters.
2. Electronic media, television, websites and radio.
3. Media activities, such as exhibitions, outreach, and seminars.

As technology develops, media use can be implemented on digital devices. For example, posters can be printed digitally and then displayed on a digital platform. Thus, promotional media can be adapted to digital technology-based devices. The following promotional mix methods can be carried out using digital technology.

1. Publicity: Publicity is an activity carried out to influence people so that there is demand for a product offered through publishing, radio or television.
2. Advertisement: Advertising is a paid presentation activity carried out non-personally, promoting an idea or product with a particular sponsor.
3. Sales promotion: Sales promotion is a promotional method that provides offers to increase interest in a product.
4. Personal sales: Personal selling is a promotional method through user interaction.
5. Digital marketing: Digital marketing is a series of activities introducing products using various digital platforms.

Libraries must pay attention to several aspects that must be achieved in digital promotional activities. The following are aspects that need to be considered.

1. Attention: Libraries must attract public attention by choosing the right media. In the current digital era, attracting people's attention can easily be done through digital technology because most people use digital technology.
2. Desire: Promotional activities can be carried out based on the librarian's desire to carry out these promotional activities. Furthermore, in carrying out promotional activities, libraries require responses from the public who desire to know more about the library. Librarians can find out what people want through the digital footprint of people interested in libraries and search for them on digital platforms. This activity will show an increase in library searches from people who are interested in libraries.
3. Action: Action is a response the community gives so that they are interested in visiting and utilizing library resources. Apart from receiving direct responses from the public, digital platforms make it easier for libraries to directly process responses from library users without meeting the users directly.
4. Satisfaction: Promotional activities are oriented towards user satisfaction. Implementing promotional activities is expected to obtain responses in the form of satisfaction from users.

Therefore, paying attention to users' interests and information needs is necessary to obtain user satisfaction. Libraries can meet the community's information needs by utilising various digital platforms. Digital platforms can also be used to pay attention to users' interests and information needs.

Promotional strategy aspects can be easily achieved if you know current societal trends. In the digital era, people use digital technology for daily activities. This tendency can help achieve the goals of promotional activities effectively and efficiently. The use of digital technology has become widely known to the wider community. This indicates that promotional activities by utilizing digital technology will make it possible to get attention, desire, action, and satisfaction quickly. This will make it easier to achieve promotional goals so that the wider community can know and utilise library products.

Findings & Discussion

Library promotion strategies by utilizing digital technology must pay attention to essential factors in promotional activities, namely the target factors. Carrying out library promotional activities requires knowing the targets of promotional activities to understand the development of user search behaviour and the appropriate use of promotional media. This is useful for libraries to provide information that suits the community's needs and ensure that promotional activities can reach the intended targets. Apart from that, technological development factors are also essential to pay attention to. Libraries need to understand developments in digital technology trends to provide more accurate, effective and efficient information to meet community needs and maintain the existence of libraries. Attention to target factors and technological developments is necessary so library promotion strategies can achieve goals and run effectively and efficiently.

Promotional strategies can be implemented by utilizing digital technology to support the achievement of promotional activity objectives. Current promotional strategies can be developed with digital technology. The following is a digital strategy that utilizes digital technology.

Publicity

Publicity is an activity carried out to introduce everything related to libraries to build public awareness of the role of libraries. Libraries can carry out publicity by utilizing internet-based digital technology or other digital technology by collaborating with other parties, such as mass media organizations or publishers. Digital technology can be used to build collaboration and distribute promotional media.

Publicity activities can be carried out by doing press *releases*. *Press releases* can be used when the library wants to officially announce to the public about a product in the library. *Press release:* This can be done via the library's official website, which the library previously created. Apart from that, the results of collaboration with mass media can also be used to carry out activities and press *releases*.

Publicity activities can also be carried out by utilizing social media. Libraries can create official social media accounts to notify all matters relating to the library. Social media platforms such as Instagram, Facebook, X, and TikTok are used today.

Product placement It is also a publicity activity that libraries can implement to increase public awareness about the library. *Product placement* can help increase public awareness of the library's existence so that they are interested in using it. This method needs to work with a blogger, influencer, or KOL (key opinion leader) to provide reviews about the library and distribute them to the public so they are interested in visiting the library.

Carrying out publicity apart from being a promotional effort can also be done to provide user education through the information provided. Publicity carried out by libraries can also encourage the public to create opinions related to libraries so that libraries can find out certain public views towards a library.

Promotional activities using publicity methods have been carried out by the Malang City Library through the official website of the Malang City Public Library. Apart from that, publication is also carried out on the official social media of the Malang City Public Library. This publicity tool is used to carry out press *releases* and product *placement.* Apart from being carried out independently by the library, these two activities are also carried out in collaboration with electronic mass media and influencers.

Advertising

Advertisements can be carried out during library promotional activities. Advertising has long been known as an effective means of communicating with the public. In this way, libraries can carry out promotions with advertising in order to reach wider targets.

The main purpose of advertising is to attract public attention to the products offered by the library. Advertisements can be used to inform the public about the products and activities available in the library so that people are interested in using the library.

Advertising activities are not only carried out on television or in printed mass media. The development of digital technology expands the options for carrying out advertising activities. Advertising can utilize internet-based media, allowing advertisements to be displayed on digital platforms.

One of which is advertising via digital platforms is image advertising (*display ads*). Image advertising is advertising in the form of images that have an attractive appearance and contain messages that are easy to understand so that people are interested in the message conveyed by the image advertisement.

There are also video ads (*video ads*) is a type of digital advertising in video form. Compared to image ads, video ads are more interactive with the audience. Combining audio and visual communication allows video advertisements to convey messages more accurately.

The next form of advertising is social media advertising. Social media currently has features that allow advertising. Apart from that, social media has many users from various circles and regions. This allows library promotion to reach a wider community.

Digital advertising can be done by utilizing search engines, called search advertising (*search ads*). Search advertising works by making payments based on each click on the ad; the ad will appear when the user enters keywords into the search engine.

Digital advertising can also utilize email, which is called email advertising (*email ads*). Libraries can use this advertising to reach people who have used the library and are interested in using it again. Via email, the library can notify you about various activities or products as a promotional effort for the library.

The next digital advertisement comes in the form of native *ads*. Libraries can use this advertising with videos or images on social media or search engines. The difference between this ad and other ads is that it is presented with a display friendlier to visitors to a platform because it adapts to that platform. This advertisement is here as a solution for audiences who are usually annoyed by the appearance of advertisements.

The Malang City Public Library has not yet implemented promotional activities with digital advertising. This library carries out advertising activities through collaboration with electronic mass media.

Sales promotion

Sales promotion is a promotional method that provides offers that attract user interest. Libraries, as non-profit organizations, can carry out sales promotions to increase the use of library products. Libraries can provide offers in the form of experiences using library products. The library can also carry out sales promotions through collaboration with other parties. The library can hold an event as a form of appreciation for library visitors. Libraries can hold activities to share knowledge, such as seminars or book reviews. So that this event can reach the wider community, libraries can utilize online communication media such as Zoom and Google Meet. Libraries can also give appreciation by distributing prizes to library visitors. This can also be done through social media to attract public attention.

The Malang City Public Library applies promotional methods by holding various events in which the public can participate. The events held take the form of general discussions and various competitions to commemorate certain major holidays. Organizing various events is effective in bringing visitors to the library. Thus, sales promotion by holding events can increase public awareness of the role of the Malang City Public Library.

Personal sales

Individual sales or personal *selling* is a promotional activity carried out through interaction with users and potential library users. This aims to achieve library promotion goals and build relationships with library users. Through individual sales, libraries can take a personal approach to offer library products according to user needs.

Digital technology can make individual sales using digital platforms such as email and social media. With this media, libraries can contact users who have visited so they can make return visits to the library. Libraries can use this method to notify about various activities and products based on information from previous visits and continue to maintain interaction with library users.

The Malang City Public Library has a digital platform that can be used to make individual sales. These platforms are email and social media, which can be used for personal interactions.

Digital marketing

Digital marketing is a promotional method that libraries can carry out using various digital platforms. People's tendency to use digital platforms allows this method to reach wider targets.

Implementing digital marketing requires preparing several things. The first thing that must be prepared is to create a website and mobile application. Websites and mobile applications can help people who are interested in libraries to search for information about the library independently. Thus, websites must be made well and easy to use because they must consider user comfort. Libraries can create websites and applications by adapting the library's resource capabilities.

Digital marketing needs to be practised using SEO (*search engine optimization*). SEO will help increase the impressions a website has made on search engines. The combination of content, website and use of library keywords is helpful in optimizing the display of library content on search engines so that it is easier for the public to find.

Digital marketing also includes digital advertising through digital platforms like search engines, social media, websites and mobile applications. Advertising through these media is done on a paid basis. Advertising through digital platforms can provide effective results because it can reach targets based on their interests and library needs.

The next series of activities that need to be done is creating an official social media account. Apart from being used for advertising, social media can also shape the library's image so the public can recognize it. With social media accounts, libraries can create an image that the public wants to know. Through social media, libraries can also find out what the public thinks about the library's image.

Next, what is needed to do digital marketing is email marketing. Libraries need email to notify users of library activities or products personally who have visited the library. Email is also used to get responses from library users so that the library can improve its services.

Content marketing is the last thing that needs to be done in digital marketing. Content marketing is carried out by producing content to introduce the public to library products. Producing content is an effort that libraries can make to increase public awareness of the role of libraries. The content that has been created will be distributed via available digital platforms.

Malang City Public Library carries out promotional efforts through digital marketing via social media, its official website, and email. Through the available digital platforms, the library does a series of things to introduce the library to the public. The Malang City Public Library has created a website with various social media accounts: Facebook, Instagram and YouTube. Apart from that, the library also produces various content to be displayed on its digital platforms.

Based on this method, obstacles that may occur in carrying out promotional activities can be identified. Barriers to promotional activities need to be identified so that they can be avoided or solutions can be found. This is to achieve the effectiveness and efficiency of library promotional activities. The following are obstacles to promotional activities that originate from internally.

1. Lack of librarian insight

    The librarian's lack of insight related to promotional knowledge and techniques will be an obstacle in promotional activities. The goals of promotional activities will be difficult to achieve because librarians have not mastered how to introduce library products to the public. Thus, it is necessary to increase librarians' insight through activities such as workshops or seminars.

2. There is no encouragement to develop the library.
    The desire to carry out promotional activities comes from the urge to develop the library. The absence of encouragement will hamper library promotional activities. For example, the view that a library is only useful as a place to store books. This view reflects the absence of encouragement to develop libraries, making it difficult to carry out library development activities, including promotional ones. Therefore, management must jointly encourage its human resources to support library development.

3. Lack of facilities owned by the library.
    Libraries need to have complete facilities to support promotional activities. Lack of facilities will be an obstacle in carrying out promotional activities. Especially in the digital era, libraries need to have facilities in the form of digital devices to optimize promotional activities.

4. Budget shortage.
    The lack of budget that must be spent to develop services and collections of library materials is an obstacle that libraries may face. As a non-profit institution, libraries rely on government funding. Thus, cooperation from all parties is needed to support library development.

5. Lack of appreciation from librarians towards library visitors.
    Librarians need to show visitor appreciation to appreciate user visits. Apart from that, good appreciation will provide a useful response for library development.

Apart from internal obstacles, there are also external obstacles. The following are external obstacles.

1. Lack of commitment from policymakers.
    Policymakers as library leaders need to show commitment to maintaining the existence of libraries. Commitment will influence work programs that support library development.

2. There are temporary library users.
    Libraries certainly have visitors who come to use the library temporarily. These temporary visitors usually cannot be reached during promotional activities. Therefore, promotional media is needed to reach these temporary visitors.

3. Organizational management that is not well managed.
    Organizational management is essential to support the implementation of promotional activities. Libraries need to prepare their management well before carrying out promotional activities so that the objectives of these activities can be achieved.

4. Low reading culture by using libraries in the community.
    This low reading culture is a condition that is difficult to overcome if you want to achieve the goals of promotional activities. This condition makes it difficult for people to be influenced by various promotional activities. This results in no interest in library products and reluctance to use them.

Conclusion

Libraries need to carry out library promotion strategies for their role in community life. The library promotion strategy aims to support the existence of libraries so that the public can know about the role of libraries and encourage public interest in using library products. People's tendency to use digital technology can be utilized to carry out promotional activities by utilizing digital technology. Digital promotion strategies can be carried out by utilizing digital technology, namely publications, advertising, sales promotions, personal sales, and

digital marketing. Implementing a promotional strategy requires several aspects, namely attention, desire, action and satisfaction. This aspect can be achieved by utilizing digital technology because of the tendency of people to use digital technology. Thus, library promotion strategies can achieve goals effectively and efficiently by utilizing digital technology.

References

Ausat, A. M. A., Azzaakiyyah, H. K., Permana, R. M., Riady, Y., & Suherlan, S.(2023). The Role of ChatGPT in Enabling MSMEs to Compete in the Digital Age. Innovative: Journal of Social Science Research, 3(2), 622–631. https://doi.org/10.31004/innovative.v3i2.346

Ausat, A., Massang, B., Efendi, M., Nofirman, N., & Riady, Y. (2023). Can Chat GPT Replace the Role of the Teacher in the Classroom: A Fundamental Analysis. Journal on Education, 5(4), 16100-16106. https:// doi.org/10.31004/joe.v5i4.2745

As'adi, Muhammad. (2009). *Cara Pintar Promosi Murah dan Efektif: Sebuah Panduan Lengkap.* Graha Ilmu.

Basuki, Sulistyo. (1991). *Pengantar Ilmu Perpustakaan*. Gramedia.

Deliyanti, Oentoro. (2012). *Manajemen Pemasaran Modern.* Laksbang Pressindo

Darmono. (2007). *Perpustakaan Sekolah: Pendekatan Aspek Manajemen dan Tata Kerja.* Gramedia Widiasarana Indonesia.

Mustafa, Badollah. (2012). *Promosi Jasa Perpustakaan*. Universitas Terbuka

Harahap, M. A. K., Almaududi Ausat, A. M., Rachman, A., Riady, Y., & Azzaakiyyah, H. K. (2023). Overview of ChatGPT Technology and its Potential in Improving Tourism Information Services. Jurnal Minfo Polgan,12(1), 424-431.

Habibi, A., Riady, Y., Alqahtani, T.M.(2023) Drivers affecting Indonesian pre-service teachers' intention to use m-learning: Structural equation modeling at three universitiesE-Learning and Digital MediaThis link is disabled., 2023, 20(6), pp. 519–538

Habibi, A., Riady, Y., Samed Al-Adwan, A., Awni Albelbisi, N.(2023)Beliefs and Knowledge for Pre-Service Teachers' Technology Integration during Teaching Practice: An Extended Theory of Planned Behavior Computers in the SchoolsThis link is disabled., 2023, 40(2), pp. 107–132

Habibi, A., Riady, Y., Alqahtani, T.M.(2022) Online Project-Based Learning for ESP: Determinants of Learning Outcomes during Covid-19 Studies in English Language and Education, 2022, 9(3), pp. 985–1001.

Kotler, Philip. (2006). *Manajemen Pemasaran.* Erlangga

Kotler, Philip & Amstrong, G. (2012). *Prinsip-Prinsip Pemasaran* (Edisi 2, Jilid 2 Terj. Bob Sabran) Erlangga.

Purnomo, Pungki. (2010). *Manajemen Pengembangan Koleksi Perpustakaan*. Lembaga Penelitian UIN Syarif Hidayatullah.

Qalyubi Dkk. (2003). *Dasar Ilmu Perpustakaan dan Informasi*. IAIN Sunan kalijaga.

Riady, Y. (2013). Literasi Informasi sejak dini: pengetahuan baru bagi anak Usia dini. Visi: Jurnal Ilmiah Pendidik dan Tenaga Kependidikan Pendidikan Non-Formal. 8(2).159-165. DOI: https://doi.org/10.21009/JIV.0802.10

Riady, Y. (2009). Perilaku Perilaku Pencarian Informasi Mahasiswa Pascasarjana Program Doktor Bidang Pendidikan Bahasa Yang Menyusun Disertasi: Studi Kasus Di Universitas Negeri Jakarta. Tesis. Program Magister Ilmu Perpustakaan dan Informasi, Fakultas Ilmu Pengetahuan Budaya, Universitas Indonesia, Indonesia.

Riady. Y., Sofwan, M., Mailizar,M., Alqahtani, T. M., Yaqin, L. N., Habibi, A.(2023) How can we assess the success of information technologies in digital libraries? Empirical evidence from Indonesia. International Journal of Information Management Data Insights, 3(2), 2667-0968, https://doi.org/10.1016/j.jjimei.2023.100192

Riady, Y., Alqahtany, T.M., Habibi, A., Sofyan, S., Albelbisi, N.A.(2022)Factors affecting teachers' social media use during covid-19, Cogent Social Sciences, 2022, 8(1), 2115658

Suherman. (2009). *Perpustakaan Sebagai Jantung Sekolah*. MQS.

Supriyatno, H. (2019). Strategi pemanfaatan media sosial sebagai sarana promosi perpustakaan: Studi analisis persepsi pemustaka tentang efektifitas pemanfaatan media sosial sebagai sarana promosi layanan Perpustakaan UIN Sunan Ampel. Indonesian. *Journal of Academic Librarianship*, 3(3), 33–45.

Undang-Undang Negara Republik Indonesia Nomor 43 Tahun 2002 tentang Perpustakaan.

Widyahastuti, F., Riady, Y., Zhou, W.(2017) Prediction model students' performance in online discussion forum ACM International Conference Proceeding Series, 2017, pp. 6–10

Widyahastuti, F., Riady, Y., Fransiskus, D.(2017) Performance prediction as a new feature in e-learning Proceedings of the International Conference on e-Learning, ICEL, 2017, pp. 237–243