

THE ROLE OF SOCIAL MEDIA IN BUILDING LIBRARY BRANDING AT THE LIBRARY OF UNIVERSITAS SEBELAS MARET SURAKARTA

Sugeng Widaryatno,¹ Achmad Nur Chamdi,² Masriyatun,²
Sutrisno Hadi Purnomo³ & Wiji Suwarno⁴

¹ Universitas Sebelas Maret Library, Universitas Sebelas Maret,
Indonesia.

Email: sugeng_widaryatno@staff.uns.ac.id (corresponding author).

² Universitas Sebelas Maret Library, Universitas Sebelas Maret,
Indonesia.

³ Animal Science Faculty, Universitas Sebelas Maret, Indonesia.

⁴ Universitas Islam Negeri Salatiga Library, Universitas Islam Negeri
Salatiga, Indonesia.

ABSTRACT

This study discusses the role of social media in the field of library public relations in order to build a library branding at the Library of Universitas Sebelas Maret (UNS) Surakarta, Central Java. This research is an explanatory research by conducting a survey in the field to obtain primary and secondary data from 160 respondents from related agencies. Data collection techniques used are field observations, in-depth interviews and data documentation. The results of data analysis of this study showed that most of the 70 respondents (43.75%) rate Instagram platform as the most effective social media, a tangible manifestation of public relations activities at the Library of Universitas Sebelas Maret, Whatsapp platform with 35 respondents (21.87%), Youtube platform with 18 respondents (11.25%) and Twitter platform with 15 respondents (9.38%). Meanwhile, there is one social media platform that is rated as less effective, namely Facebook platform, with 14 respondents (8.75%). The ineffective use of social media

is Telegram platform with 8 respondents (5.00%). Meanwhile, there are several social media accounts are not owned by the Library of Universitas Sebelas Maret Surakarta, namely TikTok and Line. This showed that the role of social media in the Library of Universitas Sebelas Maret in building the branding of the library has been going well, although there are still many shortcomings in its implementation.

Keywords: library, public relations, social media, library branding

INTRODUCTION

The library as one of the supporting elements in tertiary institutions is complementary device that supports the objectives of the main institution, namely providing services to the academic community and the surrounding user community (Khotimah, 2016). The quality of service in a library is something that must be realised (Noh, 2022), as stated by Soeatminah (1992) who said that whether a library is good or not depends on how it is served, because it is this part of the service that is directly related to users. As this is an image for a library, the image must be managed properly through a harmonious relationship with the public. The image is needed so that people give appreciation, as well as a reputation and achievement to be achieved, so that the library is expected to be able to create a positive image (Rusmana, 1996).

The image of the Library of Universitas Sebelas Maret (UNS) in general has problems that are still felt by users, including the lack of information dissemination to users and publication designs that are less attractive to users, even though it has been supported by several social media accounts of the Library of UNS, such as Instagram, YouTube, Facebook, Twitter, Whatsapp and Telegram.

If this problem is not followed up with changes in policy governance in the public relations sector, it will increasingly create disinterest in the users towards the image of the Library of UNS. The influence of user disinterest in the image of the library will result in a decrease in the number of visitors or visits to the library.

Based on the data from the Library of UNS page, it shows that the number of visitors or visits to the Library of UNS has decreased every year. The number of visitors or visits for the last three years is 1,736,437 in 2018, 849,307 in 2019 and 614,490 in 2020. From these data, it can be concluded that the interest of users to visit the Library of UNS has decreased over the past three years. Publication design that is less attractive to users. Seeing a decrease in the number of visitors or visits forces the Library of UNS to be tougher in determining a public relations strategy to improve the image of the library to the entire public.

Based on these problems, this study aims to find out the role of public relations in building the image of the library at the Library of UNS.

METHODOLOGY

This research was conducted at the Library of UNS, Surakarta, Central Java, Indonesia. This research is explanatory research and field surveys were conducted to obtain primary and secondary data from related respondents, namely a sample of 160 students from 16 faculties and schools at UNS. The research design used is qualitative and quantitative research approach, or mixed research (Suparmoko, 1998).

Data collection techniques used are field observations, in-depth interviews and data documentation. The data analysis is presented by using the Miles and Huberman model, which includes data reduction, data presentation and drawing conclusions (Miles and Huberman, 2014).

RESULT AND DISCUSSION

Based on the data obtained, a table is made for the purpose of data analysis, the data collected include the role, size of the role and effective social media, as presented below:

Public Relations Role

Since the formation of the Public Relations Division of the Library of UNS, it has carried out its duties and played a very important role in conveying information to users. Data on whether or not the public relations sector has a role in public relations activities at the Library of UNS are presented in Table 7.1.

Table 7. 1: The role of public relations in the library of UNS

No.	Aspect	Total (Person)	Percentage (%)	Cummulative (%)
1.	Role	151	94.38	94.38
2.	No Role	9	5.62	100.0
	Total	160	100.00	100.00

Source: Primary data processed (2023)

Based on Table 7.1, the public relations sector plays a very important role in public relations activities at the Library of UNS. It is proven that as many as 151 respondents (94.38%) answered that they have a role, while only 9 respondents (5.62%) answered that they have no role.

The Level of Public Relations Role

Table 7.1 shows that 151 respondents (94.38%) gave a statement that the public relations sector played a role in disseminating information at the Library of UNS. Of the 151 respondents, they further elaborated on how big the role of public relations was. Data regarding how the role of public relations are presented in Table 2.

Table 7. 2: The level of public relations role in the library of UNS

No.	Level	Total (Person)	Percentage (%)	Cummulative (%)
1.	High level	106	70.19	70.19
2.	Medium level	42	27.82	98.01
3.	Low level	3	1.99	100.00
	Total	151	100.00	100.00

Source: Primary data processed (2023)

Based on Table 7.2, as many as 106 respondents (70.19%) stated that the role of the public relations sector was high, while the respondents who answered sufficiently played a role (medium) are 42 respondents (27.82%). There are 3 respondents (1.99%) stated low for the role of public relations at the Library of UNS.

The Level of Effectiveness of Social Media

Table 7. 3: The level of effectiveness of social media in the Library of UNS

No.	Social Media	Total (Person)	Percentage (%)	Cummulative (%)
1.	Instagram	70	43.75	43.75
2.	Whatsapp	35	21.87	65.62
3.	YouTube	18	11.25	76.87
4.	Twitter	15	9.38	86.25
5.	Facebook	14	8.75	95.00
6.	Telegram	8	5.00	100.00
Total		160	100.0	100.0

Source: Primary data processed (2023)

The results of the analysis of the research data, which are shown in Table 7.3, show that 70 respondents (43.75%) rated the Instagram platform as the most effective social media as a concrete manifestation of public relations activities at the Library of UNS, 35 respondents rated the Whatsapp platform (21.87%), 18 respondents rated the Youtube platform (11.25%) and 15 respondents rated the Twitter platform (9.38%). Meanwhile, there is one social media platform that is considered less effective, namely the Facebook platform with 14 respondents (8.75%). The ineffective use of social media is the Telegram platform with 8 respondents (5.00%).

Meanwhile, there are several social media accounts that are not owned by the Library of UNS, namely TikTok and Line. This shows that the role of social media in the Library of UNS in building library branding has been going well, although there are still many deficiencies in its implementation.

In addition, there were also several suggestions or recommendations from respondents that were submitted to the authors, including first, the content on the social media account of the the Library of UNS was less attractive, especially the infographic display. Second, the library should be more active in conveying information, especially through social media.

CONCLUSIONS

Based on the results of the discussion, it can be concluded that the public relations field of the Library of UNS has carried out several information dissemination activities with stakeholders using social media. The Library of UNS already has several accounts, but there are several social media accounts that have not been created, namely TikTok and Line.

Even though there are several social media accounts not owned by the Library of UNS, the existing accounts that they have are considered effective in disseminating information to the public. This shows that the role of social media in the Library of UNS in building library branding has been going well, although there are still many deficiencies in its implementation.

Another conclusion is that although the public relations field of the Library of UNS has carried out its public relations function, most respondents stated that they still have not received public information dissemination from the library. This happens because the content from social media accounts of the Library of UNS is less attractive, especially in terms of infographics; hence, the dissemination of information becomes constrained.

IMPLICATION

The public relations section must optimise all the potential that are owned and add to the available potential (such as creating social media accounts that are not yet owned by the Library of UNS), as well as accommodate the needs of users, most of whom are

millennials who are very familiar with various kinds of social media for their needs. The dissemination of information, promotional materials, and educational resources for users is essential. It is highly recommended to optimize the use of effective online platforms in order to reach an active branding for the Library of UNS.

High-quality content with good engagement is critical to enhancing the effectiveness of social media communication and adopt a more proactive approach to information dissemination. Eventually, while the Library of UNS is making progress, there is significant room for enhancement in its public relations strategies and social media branding efforts.

REFERENCES

- Khotimah, K. (2016). Eksistensi pustakawan dalam peningkatan kualitas perpustakaan perguruan tinggi melalui akreditasi perpustakaan. *Libraria*, 4(2), 333-364.
- Miles, B. M. dan Huberman, M. (2014). *Analisis Data Kualitatif Buku Sumber Tentang Metode-metode Baru*, Jakarta: UIP.
- Noh, Y. (2022). The analytic study of librarian-user and importance-satisfaction on the use factor of complex cultural space in library. *Library Hi Tech*, 40(6), 1532-1566.
- Rusmana, A. (1996). Pemasaran Perpustakaan dan Pemasaran Jasa. *Prosiding Kongres VII Ikatan Pustakawan Indonesia dan Seminar Ilmiah Nasional Jakarta 20-23 November 1995 Jilid 2*. Jakarta: Ikatan Pustakawan Indonesia.
- Soeatminah. (1992), *Perpustakaan, Kepustakawanan dan Pustakawan*, Yogyakarta; Kanisius.
- Suparmoko. (1998) *Metode Penelitian Praktis; Untuk Ilmu-ilmu Sosial dan Ekonomi*, Yogyakarta: BFE Yogyakarta.

