



## **Implementation of the Library website as a means of Promoting services at the Gombong Muhammadiyah University Library**

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### **Abstract**

This study aims to determine the implementation of the library website as a means of promoting services at the Muhammadiyah Gombong University Library. This research method uses a descriptive qualitative approach, data collection techniques by observation, and in-depth interviews with librarians in the public relations section. Test the validity of the data with the Triangulation test, namely by collecting data from interviews and observations that have been made. The formulation of the problem in this study is the implementation of the library website as a means of promoting services at the Muhammadiyah Gombong University library and what challenges and obstacles are faced in managing and developing it. The research took place in the library of Muhammadiyah Gombong University. The results of the study stated that with the website, the College library felt helped in socializing and promoting services in the library. The challenges and obstacles faced include the lack of human resources, inadequate budgets, and facilities, lack of skills and knowledge needed to operate and optimally utilize library web platforms and applications, and lack of awareness and participation from related parties. On the other hand, the presence of the library website can also have a good impact on the introduction of the library, especially to new students or the community of other users.

**Keywords:** Implementation, Promotion, Library Services, Website

### **Introduction**

The university library is one of the important facilities that support the teaching and learning process in higher education. The library provides various sources of information, both printed and digital, which can be utilized by students, lecturers, and the academic community. However,



not all academicians know or utilize library services optimally. Therefore, libraries need to do promotion and marketing to increase user engagement and satisfaction (Sungadi, 2020).

One of the promotion and marketing strategies that libraries can do is to utilize the library website. A library website is an information portal that presents various information about the library such as profiles, collections, services, activities, and library contacts (Puspita, Dian Dwinanda, 2022). A library website is a website specifically created to present library information and services to users (Afifah, 2021).

To be an effective and efficient promotional media, library websites must fulfill several criteria, such as relevant content, attractive appearance, easy navigation, and regular updates (Afifah, 2021). However, libraries also face challenges and competition from other sources of information that are more accessible and desirable to the academic community, especially in today's digital era. Therefore, libraries need to conduct promotions to increase the visibility, awareness, and interest of the academic community in the services offered by the library. Higher Education Libraries use websites as one of the means of promoting services.

The purpose of this study was to determine the implementation of the library website as a means of promoting services at the Muhammadiyah Gombong University Library. In this research, the formulation of the problem is how the implementation of the library website as a means of promotion at the Muhammadiyah Gombong University library, as well as what challenges and obstacles are faced in managing and developing it. The place of research is at the Muhammadiyah Gombong University Library, which is hereafter called UNIMUGO Library, with the address, Jalan Yos Sudarso No. 461, Gombong, Kebumen, Central Java.

In this research, the author conducted a literature review related to previous research on web optimization for library promotion, a study conducted by Sukirno. To optimize the web for library promotion, the following preparations are needed: one, a good and attractive appearance on the website will give a good image to library users, two, provide detailed and complete information from the service products owned by the library, three, information that is always up-to-date, four, as one of the identities. By optimizing the quality of the library website, made so attractive and complete information literacy, the library can use it as a promotional tool to the user community (Sukirno, 2016). Because it is so important for the library to socialize the



service products in the library, it is necessary to use the website as a means of library promotion, as discussed in the Information Media research journal on the use of library websites in promoting college library services, written by Uminurida Suciati, she conducted research from 12 universities in Yogyakarta, one of which, namely Gadjah Mada University, has conducted promotions using library websites and social media, in this case public relations library to users (Suciati, 2019).

### **Research method**

This research method uses a descriptive qualitative approach, data collection techniques consist of primary and secondary data by observation and in-depth interviews with public relations librarians. . Primary data was obtained from interviews and direct observations in the field of research at the Muhammadiyah Gombong University Library. Secondary data were obtained from literature studies based on the subject of the research topic. Tested the validity of the data with the Triangulation test, namely by collecting data from interviews and observations that have been made (Moleong, 2018).

### **Theoretical Review**

#### **Implementation of the College Library Website**

According to KBBI, the definition of implementation is the application (KBBI Online, n.d.). The definition of library web in general, Web stands for World Wide Web or WWW which is abbreviated as WEB is one of the services obtained by computer users connected to the internet. This web provides information for computer users connected to the internet (Nurfajriah, 2013). The web is a collection of websites connected to a local computer via the internet so that it can access various kinds of content via computer, laptop, or cellphone devices (Merdeka.com, 2021).

Library Website means a website owned, managed, and/or used by the library to provide information to the user community about the library and its various content, policies, objectives, initiatives, and procedures.



The quality of the college library website is assessed in several aspects, including (Suciati, 2019):

- 1) In terms of content, the college website provides sufficiently complete and detailed information about the college library, such as profiles, collections, services, and news. The content of the college website must also be relevant to the needs and interests of users, as well as to the field of science that is the focus of the college library, it must also be actual and up-to-date, and presented in a language that is easy to understand, understood by the language of the college library good and correct spelling rules.
- 2) In terms of appearance, the college library website has a simple, elegant, and professional design, and is in accordance with the colors and logo of the college library. The appearance must also be attractive and create a positive impression for users, as well as consistent and uniform on each page, equipped with videos, graphics, and images that support content and enrich information.
- 3) In terms of navigation, the library website has easy and intuitive navigation and allows users to move around.

Here are some features that can be provided by the college library web, as follows (Bashori, 2018):

- 1) Search feature, which allows users to search for the desired information by using keywords, phrases, or Boolean operators. This feature can include searching catalogs, databases, journals, e-books, sources, and others available in the library.
- 2) 2) The catalog feature, which displays bibliographic information on the availability of library collections, both print and electronic. This feature may include details such as title, author, publisher, subject, location, collection status, and collection call number. It can also provide online reservation, borrowing, return, and renewal of collections.
- 3) 3) Service features offers a wide range of services provided by the library, such as reference services, circulation services, digital services, special services, and others. It includes descriptions, terms, procedures, benefits, and testimonials of library services.



- This feature can also provide online forms, chatbots, QR codes, and other media to make it easier for users to access and use library services.
- 4) 4) Activity feature, which displays information about activities organized by the library, such as training, seminars, workshops, exhibitions, competitions, and others. This feature can include the purpose, objectives, time, place, resource person, materials, and results of the activity. It can also provide registration forms, agendas, documentation, and online evaluation of activities.
  - 5) News feature, which displays the latest and most up-to-date information about the library, such as announcements, policies, achievements, collaborations, and so on. This feature can include the title, date, content, and source of the news. It can also provide comment, share, and like features, to increase interaction with users.
  - 6) Social media features, which integrates the library's website with social media, such as Facebook, Twitter, Instagram, and YouTube, to reach users more widely and interactively. These features may include social media icons, links, and widgets that allow users to follow, like, share, and interact with the library through social media. It can also display social media content relevant to the library, such as photos, video articles, and others.

### **Promotion of Library Services**

The definition of promotion according to experts viz. Fandy Tjiptono, is a form of marketing communication that is carried out to disseminate information, persuade, influence, or increase the target market for the company (Nandy, 2021). Philip Kotler revealed that promotion is one part and process of marketing strategy to form communication with the market through the composition of the marketing mix (Nandy, 2021).

In carrying out promotional activities, of course, there are goals or achievements to be achieved, and so does a library promoting through a website, it also has goals to be achieved. In general, the objectives of promotion are as follows (Teniwut, 2022)

- 1) Building branding and product image on a brand in the eyes of consumers
- 2) Providing information about a product widely to potential customers



- 3) Influence consumer assumptions and behavior on a product
- 4) Acquire and reach new consumers and maintain the level of consumer loyalty.

Promotion of library services is an activity to introduce library products, as well as to arouse interest and provide guidance to users and the community about the functions, collections, services, and other activities of the library. Promotion of library services is an effort to introduce all activities in the library, starting from facilities, and types of library services (Inderiyeni, 2020). The library web can be a suggestion for promoting library services, several advantages can be taken by utilizing the library web as a means of promotion, including (Afifah, 2021).

1. Improve the image and reputation of the library as a superior and professional information service provider through attractive, informative, and relevant displays and content.
2. Improve the effectiveness and efficiency of library development management by using Google Analytics, Facebook Insights, and Instagram Insights tools to measure and evaluate the performance and impact of the library web
3. Increase the reach and accessibility of information to users and communities in various locations and times

The implementation of the library website as a means of promoting library services is a process that involves the following steps (Sungadi, 2020)

- 1) Defining goals, increasing the visibility and reputation of the college library as a quality and reliable source of information, and increasing the number and diversity of college library users.
- 2) Determining the target, namely the user community, especially students, lecturers, researchers, and practitioners in the fields of science that are relevant to the collections and services of higher education libraries.
- 3) Determine the strategy, namely by providing informative, educational, and actual content about the college library, such as profiles, collections, services, activities, and news.



## Results and Discussion

### UNIMUGO Library Website

Based on the results of observations and interviews with librarians in the public relations section of the UNIMUGO library, the UNIMUGO library is an integrated library that provides information services to the entire academic community. In introducing the library to its users, in addition to user education activities, also through the library website. UNIMUGO Library has a website with the address <https://library.unimugo.ac.id/>. The features that exist on the UNIMUGO library website include

1) Profile,

The profile feature contains the library profile, library staff, service hours, and gallery.

2) Type of service

Service features consist of various types of services available at the UNIMUGO library, including circulation services, final project self-upload services, repository services, OPAC, Turnitin similarity services, reference services, information literacy services, user education services, multimedia services, document scanning services, and carel room services.

2) News

The news feature contains the latest information regarding activities carried out, such as information literacy classes, webinars, MoUs, library accreditation preparation activities, and others.

3) Access link

The access link feature contains information on OPAC access addresses, repository access, access to Final Project file collection, PNRI e-resources access, Central Java FPPTI access, Garuda portal IPI access, FPPTMA one search access, Kebumen Library Access, and PNRI member registration access.



- 5) National e-journal collection, in this feature a collection of national e-journals subscribed to by the UNIMUGO library is shown, users can click on the link address listed on the page.
- 6) International e-journal collection, here it contains a link to access international e-journals subscribed to by the UNIMUGO library.
- 7) Survey link, as an evaluation material of services and also the information needs of library users, then included in the web there is a survey, and every visitor is encouraged to fill out the survey, including collection development surveys, library guidance surveys, and service satisfaction surveys.
- 8) Contact, as one of the completeness of library service information, the library contact address is included.
- 9) e-Library access guide, to make it easier for users to access the e-Library, an e-Library access guide is included.
- 10) Repository access guide, users are facilitated with a guide to be able to access the repository and can access it wherever they are.
- 11) OPAC access guide, so that users are easily to access OPAC, then the web is equipped with a guide on how to access

### **Implementation of Website as a Means of Service Promotion at UNIMUGO Library**

Library websites and social media are two means that can be used by libraries to promote library services to users. The following is the result of an interview with the public relations librarian,

*"Yes, in promoting library services, apart from using conventional methods, we also use library website facilities and social media. The social media used are Instagram, Facebook, and YouTube."*

Still an explanation from public relations





"Yes, please open the website, that the service activities presented on the library web are in the form of information literacy on how to get and access all service products in the library,"

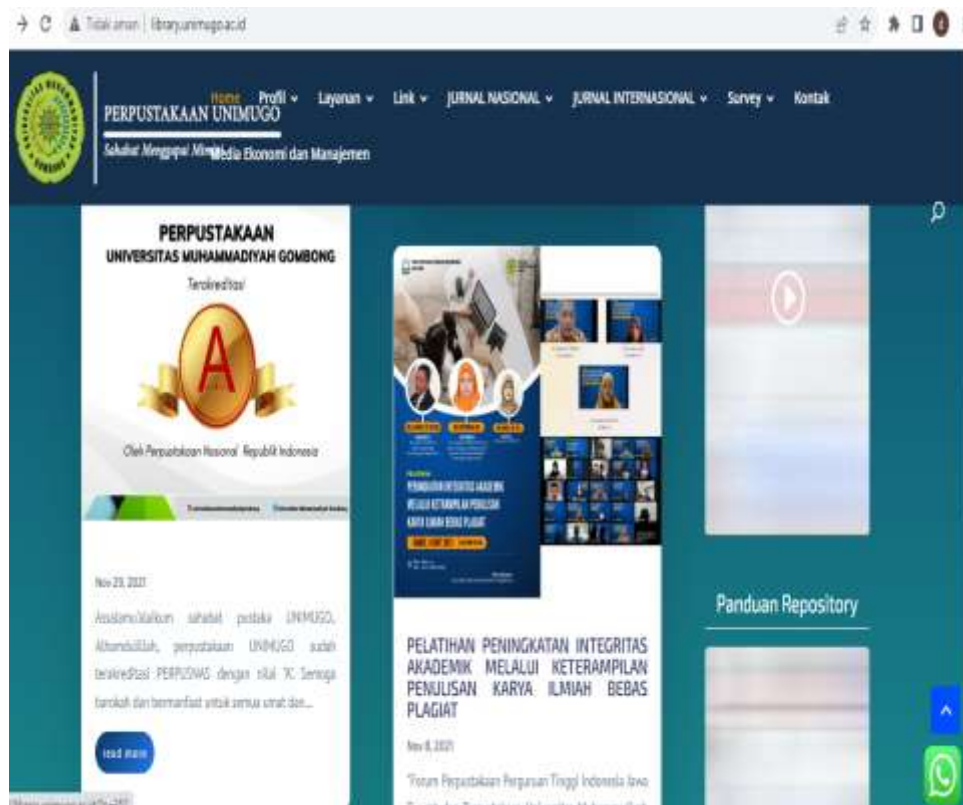
"Yes, the implementation of the library website as a means of promoting services, everything has been displayed on the web and is also equipped with an access guide with a display of existing features".

"Yes, with the presence of the library website, we librarians feel helped during user education activities, users can access the library website easily. All information related to the library can be seen on the website.

Here is the front view of the UNIMUGO library website.



Figure 1: Library website display



Screenshot of the library website

Still an explanation from the librarian,

"Yes, regarding the obstacles faced, the Muhammadiyah Gombong University Library in managing and developing the library's website and social media has not been maximized, due to limited management staff. The management that has been carried out so far is to use platforms and applications that are in accordance with the characteristics and community of library users, (students and the academic community), namely WordPress, Instagram, Facebook, and Youtube.

Based on the explanation of the public relations librarian, the content presented is information on library services and activities that have been carried out, stored, and packaged in content as a form of learning and information literacy to the user community.



## **Obstacles Faced in Library Service Promotion Activities at Muhammadiyah University of Gombong**

Still based on interviews with public relations librarians, in managing the web and social media of the Muhammadiyah Gombong University library as a means of promoting library services, there are still many challenges and obstacles. among;

- a. Lack of skills and knowledge required to operate and optimally utilize library promotion platforms and applications.
- b. Lack of human resources, budget, and adequate facilities to support library promotion activities.
- c. Lack of awareness and participation from relevant parties, such as leaders, staff, and staff. and library users, on the importance of library promotion.

### **Conclusion**

Library website and library social media are two suggestions that can be used by libraries to promote library services to users. The library website and social media play an important role in increasing the reach, accessibility, engagement, satisfaction, mindshare, and reputation of the library as a quality and professional information provider. Library website and social media require appropriate strategies in generating and uploading content, design, and promotion that is engaging, informative, and relevant to library services. Libraries website and social media also face several challenges and barriers, such as a lack of resources, skills, awareness of the library's services, and a lack of support from the public. Also includes participation and cooperation, as well as competition and rapid and dynamic changes in the field of information and communication technology.



## Recommendations

To achieve the results of library promotion with maximum results, the authors provide suggestions/recommendations, among others:

- Conduct continuous training and learning to improve skills and knowledge and how to manage the library web and library social media.
- Increase the number, quality, and loyalty of followers, visitors, and users of the library's web and social media.
- Create and offer more varied, innovative, and creative content, services and activities through the library's web and social media.

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