LIBRARY PROMOTION STRATEGIES
TO INCREASE LIBRARY VISITORS AT POST PANDEMIC ERA:
COMPARATIVE STUDY OF 'AISYIYAH YOGYAKARTA UNIVERSITY
LIBRARY AND ALMA ATA YOGYAKARTA UNIVERSITY LIBRARY

THESIS

Submitted to the Faculty of Adab and Cultural Science
to fulfill one of the requirements to obtain the Bachelor's degree in Library
Science (SIP) in the Library Science Department

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YOGYAKARTA
2024

ENDORSMENT PAGE

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STATEMENT OF ORIGINALITY

Assalamualaikum Wr.Wb.

The undersigned, I am :

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Stating that the thesis entitlwed **"Library Promotion Strategies To Increase Library Visitors At Post Pandemic Era: Comparative Study of 'Aisyiyah Yogyakarta University Library And Alma Ata Yogyakarta University Library"** is the work of the researcher herself and not plagiarized from the work of others, except in writing cited following scientific standards and procedures listed in the bibliography. If in the future it is proven that it is plagiarized from the work of others, then all responsibility lies with the researcher herself.

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Dear Sir:
Dean of the Faculty of Adab and Cultural Science
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Assalamualaikum Wr. Wb.

After reading, correcting, and suggesting improvements as necessary, I, as the supervisor, stated that:

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Can be submitted as one of the requirements to obtain an undergraduate degree in the Library Science Department, Faculty of Adab and Cultural Science, State Islamic University Sunan Kalijaga Yogyakarta. Based on this, I hope that her thesis above can be immediately approved and presented in the Munaqosyah.

Wassalamualaikum Wr. Wb.

Yogyakarta, 20 August 2024
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MOTTO

"Success is not measured by how often you fall, but how often you get back up."

- Vince Lombardi

"What we think determines what will happen to us. So if we want to change our lives, we need to change our minds a little." - Wayne Dyer

"The world is a dangerous place to live, not because of the people who are evil, but because of the people who don't do anything about it." - Aristoteles

"Allah does not burden a person except according to his ability."

(Al Baqarah 286)

DEDICATION PAGE

By expressing gratitude to Allah SWT
I dedicate this final project to my loved ones:

My beloved parents. Father and mother who always pray, motivate, and provide
moral and material support.

No gratitude is enough to replace your love and affection.

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to always convince me to get through this path.

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LIBRARY PROMOTION STRATEGIES TO INCREASE LIBRARY VISITORS AT POST PANDEMIC ERA: COMPARATIVE STUDY OF 'AISYIYAH YOGYAKARTA UNIVERSITY LIBRARY AND ALMA ATA YOGYAKARTA UNIVERSITY LIBRARY

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ABSTRACT

This article describes the promotional strategies carried out by the 'Aisyiyah Yogyakarta Library and the Alma Ata Yogyakarta Library in increasing interest in visiting libraries in the post-pandemic period along with their supporting and challenging factors. This research is a qualitative research with a comparative study approach. The subjects in this study consist of head of the library, promotion team of the library, and visitors. The object in this study is promotion strategy of the 'Aisyiyah Yogyakarta Library and the Alma Ata Yogyakarta Library to increase library visitors interest at post pandemic era. Data collection techniques are carried out by means of observation, documentation, and interviews. The validity test in this study uses triangulation and membercheck. This study compares the promotion strategies of 'Aisyiyah Yogyakarta Library (UNISA) and Alma Ata Yogyakarta Library to increase library visitors at post pandemic era. The result of this research found that both libraries utilize various communication platforms, collaborate with third parties, and develop promotional programs according to their respective characteristics. The strategies used include social media, direct communication with users, lecturer engagement, and feedback collection. UNISA focuses on internal cooperation and social media content planning, while Alma Ata prioritizes external cooperation and uses online promotional media and newspapers. In terms of promotion programs (promotion mix), the two libraries use advertising, sales promotion, public relations, personal selling and direct marketing. In conclusion, the two libraries managed to develop an effective promotion strategy even though with different approaches. Research recommendations include adding human resources for promotion, a more structured promotion plan, improving administrative efficiency, optimizing social media, and periodic evaluation of strategies. UNISA is advised to balance promotions between digital services and physical collections, while Alma Ata needs to focus on recovering interest in visits and optimizing new facilities. Both are encouraged to increase internal campus collaboration and develop information literacy programs.

Keyword: Library Promotion, Strategy library promostion, Post Pandemic, Comparative study

PREFACE

Asslamualaikum Wr. Wb.

Praise be to Allah SWT for His Mercy and grace, so that this thesis can proceed smoothly and can be completed on time. This final project report was prepared as one of the requirements for graduation in the Library Science Study Program at Sunana Kalijaga State Islamic University Yogyakarta.

Researchers realize that without the help, guidance, and direction of various parties. The preparation of this final project report will not run well and smoothly. Therefore, on this occasion the researcher intends to express his gratitude to:

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The author realizes that this thesis is not fully perfect, so the author needs criticism and suggestions in this thesis. Hopefully this work can provide benefits for its readers.

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Yogyakarta, 1 August 2024

Writer

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CHAPTER I

INTRODUCTION

1.1 Background

The library is a very important tool to support teaching and learning activities in educational institutions. There are five types of libraries, according to Law Number 43 of 2007, chapter 7 section 20. Higher education libraries are one of them, a higher education library is a type of library found in universities whose services are intended and utilized by academics, this is in line with the statement of Abdul Rahman Saleh (1995, p. 13) that university libraries are a sub-system of a university, meaning that university libraries are supporting elements in implementing the Tri Dharma College. With this important role, libraries must be able to meet the needs of information and science for their users. So that as an institution that provides library information, it is necessary to provide services that support users in accessing, finding, and using information sources according to the needs of users.

Library services are the spearhead of library management (Rahayu, Anggraheni K., Sumiati, Makariam, & Permatasari, 2014, p. 1.1). In this case, library services are important to be able to continue to meet the needs of its users and strive to continue to develop following the times. In Indonesia itself, the COVID-19 pandemic ended on June 21, 2023 as stipulated by Presidential Decree No. 17 of 2023, but COVID-19 is still an ongoing problem because the spread of this cannot be predicted on the website

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(https://www.liputan6.com/health/read/5492892/catatan-akhir-tahun-amukan-varian-covid-jn1-di-penghujung-2023) The latest report, WHO COVID-19 Epidemiological Update, edition 162, states that Indonesia is one of 36 countries in the world that consistently report new cases hospitalized due to COVID-19 (Harsono, 2023). "The data presented shows that in our country, there was a 25 percent increase in COVID-19 treatment in hospitals (from 41 cases to 149 cases) in the period from November 20 to December 17, 2023, compared to the previous 28 days, October 16 to November 12, 2023," Tjandra Yoga wrote, Wednesday (27/12/2023). Thus, the existence of COVID-19 is still a concern for the entire community, especially for librarians in Indonesia, that the existence of COVID-19 cannot be predicted with its ups and downs, so libraries will continue to need adaptation and readiness to face changes that will occur in the future. The COVID-19 is a pandemic and global health crisis of our time and one of the greatest challenges we have faced. The virus has spread to every continent of the world (Hussain, 2021).

The COVID-19 pandemic has impacted the economy in Indonesia and several industries have suffered losses, as their businesses have had to close for some time (Pratiwi & Wahid, 2021). This impact is also felt by the world of education, including libraries. The implementation of Large-Scale Social Restrictions (PSBB) in Indonesia is the cause. In the Journal of Academic Librarianship by Murtaza Ashiq, et al, (2022) "The library services during Covid-19 pandemic mainly fell under three categories, such as creating awareness during the physical closing of libraries, instant transformation of library services, and trending remote

working" It can be concluded that the PSBB condition that occurred in the library resulted in visitor restrictions, changes in policies, changes and adjustments in all services, and changes in the behavior of library service users which in this case became an important factor in influencing the interaction between the library and its visitors so that the decrease in the interest of visiting users to re-use the library became one of the biggest impacts felt by the library during the post- pandemic. So that most libraries are temporarily closed due to the COVID-19 pandemic. Some libraries incorporate the needs of users who initially came to the library as a public space and then switched to digital services (Bakti & Prasetyadi, 2020).

Libraries in increasing their usefulness after the pandemic need to update the methods used to attract the attention and interest of users. A library will be good if a strategy is applied that can attract users to come to the library. Basically, the interest of visiting users can foster a sense of desire in utilizing the provision of collections, services and others (Lalu, 2022). In principle, interest in visiting the library can create a sense of desire in utilizing the provision of collections, services and others (Khairunnisa et al., 2022). The sense of interest will increase if the needs of users can be met. Therefore, it is very important to implement and develop strategies in accordance with developments in the library, both strategies in terms of services, facilities and infrastructure. It is important for libraries to overcome this phenomenon. The interest of visiting users is something that needs to be considered in attracting visitors to come back and use the library so that the library continues to run according to its function.

The existence of libraries in this post-pandemic era is very important to be maintained so that the information transformation process continues and the interest of library visitors can remain stable and normal. Efforts that libraries can make to maintain their existence are to use promotions. According to Lasa HS (2009, p. 290) promotion is the exchange of information between organizations or institutions and consumers with the main purpose of providing information about products or services available in the organization and persuading potential consumers to react to the product or service. However, the products or services produced are useless if they are not known or utilized by most consumers (Darmono, 2001, p. 175). In this statement, library promotion can be referred to as a technique that libraries can use to communicate widely between libraries and their users, in other words, promotion is a tool that can be used to influence, attract attention, and inform the public about services, facilities and activities contained in libraries.

Promotion is very functional for a library, with promotion we can advance a library and introduce it to all users so that library promotion is very important, especially in modern times. Meanwhile, Adekunmisi (2013) also argues that also enumerated information explosion, technology revolution, escalating library costs and increasing competition by information providers and web-based commercial services providers as factors responsible for encouraging the library profession-als to develop a marketing strategy to its operations and services. In terms of the purpose of library promotion, it is for users to utilize the services provided by the library and to promote the library, it is necessary to select the right media that will

be used to communicate or convey information to users so that information can be conveyed on target, so that to realize the goal of promotion, it is necessary to have the right strategy to achieve this goal.

Strategy is a way used by a person or group to achieve certain goals, this is in line with what was conveyed by Hamel and Pralad quoted by Rangkuti (2002) that strategy is a tool to achieve company goals in relation to long-term goals, follow-up programs, and resource allocation priorities. If the library has the right strategy in dealing with changes that will occur in the future, this can be the key to the success of a library. The promotion strategy is in the form of comprehensive planning in promoting the library with the aim that users can obtain information related to the library such as how to use services and utilize the collections in the library so that it can increase visitors.

In the initial observation conducted in January 2024, the researcher conducted observations and interviews with several librarians at the Aisyiyah University Library Yogyakarta (UNISA Library) and the Alma Ata University Library Yogyakarta (Alma Ata Library). The two libraries that have similarities, namely being in a university that was originally in the form of a Nursing College (STIKES) and transformed into an Islamic university that has a different principle, cited from the official website of UNISA University and Alma Ata University, these two libraries have different principles, namely UNISA University was born from the Muhammadiyah organization and Alma Ata University was born from the NU (Nadhatul Ulama) organization. This transformation is a challenge for the library itself to disseminate information related to the services owned by the

library, this is because during these changes there are many things that must be adjusted from time to time, starting from the collections, services, and facilities in the library, so that the two libraries have the same function as an information provider's institution that plays a role in providing services to their users.

In addition, if you look at the conditions during the pandemic, the impact of the Covid-19 pandemic itself is also a challenge for the two libraries. The decline in interest in visiting users is an impact that is equally felt by the two libraries. The influencing factor is due to changes in user behavior, which initially conducted online library services during the pandemic then had to switch to hybrid until the service could be accessed offline again. From these changes, the library is equally trying to continue to provide information and services in accordance with the needs of users, and changes in policies and services during the pandemic are factors in the decline of library visitors visiting the library, but currently the condition of library visitors in the post-pandemic has begun to increase and return to normal according to the following visitor statistical data.
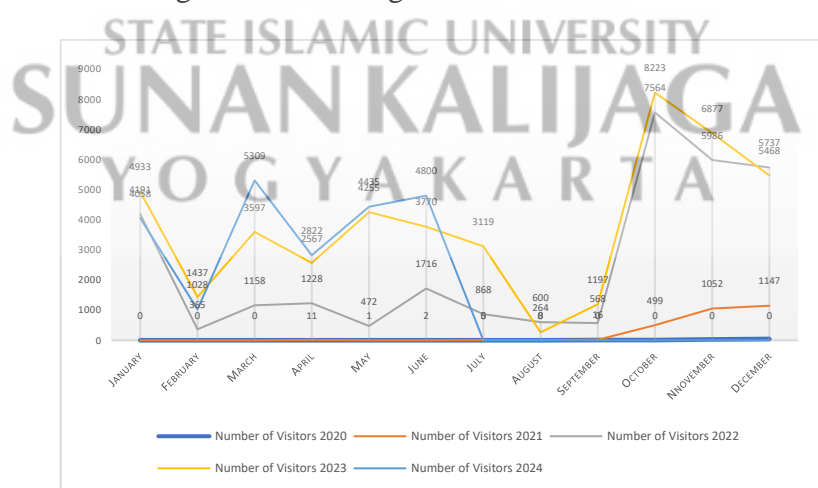
Figure 1 : Statistical Data of Visitors to the Library of 'Aisyiyah University Yogyakarta During the Pandemic and Post Pandemic
Source : 'Aisyiyah Yogyakarta Library, 2024

Figure 2 : Statistical Data of Visitors to the Alma Ata University Library Yogyakarta
during the Pandemic and Post-Pandemic
Source: Alma Ata Yogyakarta Library, 2024

From the statistical data of the two libraries, it shows an increase from the pandemic to the post-pandemic period and one of the efforts made by the two libraries to attract visitors is by using promotions. This was conveyed by the heads of the UNISA library and the Alma Ata Library in interviews conducted by researchers, however the two libraries have similarities namely they have carried out library promotions to disseminate information related to services and facilities in the library also have the same goal to continue to maximize library promotion from various forms of media following the times, with the strategies and innovations carried out in library promotion activities to make users interested again and have an interest in visiting the library, however in planning promotional strategies and efforts made to promote the two libraries there are various ways to attract visitors to the library after the pandemic such as efforts in conducting promotions using social media and promotions in the form of activities, facilities and infrastructure.

Based on the explanation that has been explained above, the author is interested in conducting further research on how the promotional strategies carried out by 'Aisyiyah University Yogyakarta Library and Alma Ata University Yogyakarta Library so that they can increase the library visitors interest at post-pandemic in the form of promotional activities in the implementation of the promotion strategy of 'Aisyiyah University Yogyakarta Library and Alma Ata Yogyakarta Library.

1.2 Problem Formulation

Based on the background description above, the formulation of the problem in this study is what are the similarities and differences in promotional strategies used by the 'Aisyiyah University Yogyakarta Library and the Alma Ata University Yogyakarta Library in increasing library visitors interest at post pandemic?

1.3 Research Objectives and Benefits

1.3.1 Research objectives

The objectives of this study is to find out, describe, and analyze the similarities and differences in promotional strategies carried out by 'Aisyiyah Yogyakarta University Library and Alma Ata Yogyakarta University Library in increasing library visitors interest after the pandemic.

1.3.2 Research Benefits

The benefits in this study are as follows:

1. For institutions, the results of this research are expected to be used as additional information and input for the 'Aisyiyah University Library

of Yogyakarta and the Alma Ata University Yogyakarta Library in increasing of library visitors at post pandemic

2. For academics, this research is expected to add to the treasury of knowledge in the library field which can be used as information in conducting promotional activities using the right strategy based on the state of the library.

3. For researchers, this research can add experience, knowledge and information in the field of library science, especially related to library promotion strategies in increasing library visitors after the pandemic

1.4 Systematics of Writing

Writing systematics is the arrangement of discussions in research that is written systematically, so that it is arranged in an orderly and consistent manner. The systematics of discussion in this study is arranged in chapter by chapter, which in total consists of five chapters, as follows:

CHAPTER I INTRODUCTION.

This chapter consists of the research background which is the basis of the reasons for the selection of the problem, the formulation of the problem in the research, the purpose and benefits of the research and the systematics of the discussion.

CHAPTER II LITERATURE REVIEW AND THEORETICAL BASIS.

This chapter consists of a literature review, which is a description that is relevant to the problem being researched. In the literature review, the results of research conducted by other researchers with similar topics are presented. Second,

it contains a theoretical foundation which is a concept and theoretical basis that underpins research.

CHAPTER III RESEARCH METHODS.

This chapter consists of the type of research, the subject and object of the research, the informant, the research variables, the data collection technique, the data analysis technique and the determination of the validity of the data as well as the stages of the research.

CHAPTER IV OVERVIEW AND DISCUSSION

This chapter discusses and analyzes the results of research on Library Promotion Strategy in Increasing Interest in Visiting Users Post-Pandemic of the Library of 'Aisyiyah University Yogyakarta and Alma Ata Library Yogyakarta.

CHAPTER V CLOSING

This chapter consists of conclusions and suggestions, the final part of writing a bibliography and research appendices.

CHAPTER V

5.1 Conclusion

Based on the results of research conducted on post-pandemic library promotion strategies at the University of 'Aisyiyah Yogyakarta (UNISA) library and the Alma Ata Yogyakarta University library in increasing post pandemic library visitors, it can be concluded that the two libraries have strong similarities in terms of the same main objectives, namely informing users that library services have returned to normal and encouraging return visits to the library. In an effort to achieve these goals, both utilize social media as the main promotional tool, involve lecturers in information dissemination, and emphasize the importance of direct communication with users. However, there are little bits of difference in the implementation of their strategies, namely in the aspect of building communication with users, UNISA Library relies more on WhatsApp Blast for communication, while Alma Ata University Library Yogyakarta focuses more on Instagram and TikTok. Alma Ata also has special activities such as "Sapa Kapus" which UNISA Library does not have. In terms of collecting feedback, Alma Ata uses online surveys and suggestion boxes, while UNISA relies more on direct interaction.

Both libraries also collaborate with third parties, but with different focuses. UNISA Library emphasizes internal collaboration through the heads of study programs, while Alma Ata involves study programs and

lecturers in the learning process and invites high school students to visit the library. In terms of making promotions, both libraries use a promotion mix, including advertising, sales promotion, public relations, personal selling, and direct marketing. However, they have different special programs. UNISA has programs such as movie night and SHIOL (Sweet Hour In Our Library), while Alma Ata has Perkustik (Acoustic Library) and co-working space facilities. Despite the differences in approach, both libraries show a strong commitment to ensuring their services remain relevant and meet user needs in the post-pandemic era. They continue to strive to increase visitation interest and user participation through various innovative promotional strategies.

5.2 Suggestion

Based on the conclusions that have been presented above with the results of research that has been obtained about the similarities and differences in promotional strategies in increasing library visitors at post pandemic carried out by the Library "aisyiyah Yogyakarta and Alma Ata Library Yogyakarta, then the suggestions that can be conveyed here, are as follows:

1. 'Aisyiyah University Yogyakarta Library

   In the effort to improve the effectiveness of promotions and attract library visitors at 'Aisyiyah University Yogyakarta Library, the author has compiled some suggestions that are expected to provide new perspectives and fresh ideas. These suggestions are

addressed to the promotion team and are designed to help increase the visibility of the library to attract more visitors by considering and implementing the following suggestions.

a. Improving the quality of feedback-based services by developing a more structured feedback system through online surveys and suggestion boxes can help the library to continuously improve its services. It also gives users the opportunity to express their needs and expectations, so that the library can customize its services according to user demand.

b. The PUSPA (Greeting Library) program can be expanded into a larger initiative to build a community of readers and researchers on campus. This could include the formation of book discussion groups, interdisciplinary research forums, or library-facilitated research mentoring programs. These initiatives will strengthen the library's position as a center of intellectual activity on campus..

c. Optimizing the use of social media, while the library is already active on various social media platforms, it is important to continuously monitor emerging social media trends and tailor content to be more relevant and engaging to students by using interactive features such as polls, Q&A sessions, and live streaming to increase user interaction. In addition, consider

collaborating with campus influencers or alumni who are active on social media to extend the reach of the promotion.

d. Develop more diverse educational content on platforms such as YouTube and TikTok, such as tutorials on using library facilities, literature search tips, or book discussion series that can attract more students. Consistent and informative content can build user loyalty and increase the frequency of visits to the library.

e. Conduct periodic evaluations of the promotional strategies in place using analytical data from social media and direct feedback from students by developing promotional plans that are more adaptive to user needs and current conditions, ensuring that the library is always at the forefront of providing services that benefit the academic community.

2. Alma Ata University Yogyakarta Library

In the effort to improve the effectiveness of promotions and attract library visitors at Alma Ata University Yogyakarta Library, the author has compiled some suggestions that are expected to provide new perspectives and fresh ideas. These suggestions are addressed to the promotion team and are designed to help increase the visibility of the library to attract more visitors by considering and implementing the following suggestions.

a. Alma Ata Yogyakarta Library has utilized various social media platforms, but it is recommended to continue exploring more

interactive and engaging content formats, such as video tutorials, podcasts, or short web series that can be accessed by students and lecturers. The library could also consider creating a blog or vlog featuring library activities, book reviews, and tips and tricks on accessing academic resources.

b. Develop a book review program by considering the challenges in developing a book review concept, the library can collaborate with lecturers or students to hold regular book discussions that are broadcast through social media or webinar platforms. This can add to the attractiveness and relevance of the program. Book review programs that involve authors or experts in a particular field can also be attractive and increase user participation.

c. The utilization of evaluation data by conducting periodic evaluations should be deepened by using more detailed analytical data on user habits, content preferences, and most active visit times. This data can be used to optimize promotion schedules and the types of activities offered. In addition, user satisfaction surveys can be an important tool in identifying areas that require improvement.

d. Improving the quality and variety of content on social media, even if the library is already active on social media, it needs to ensure that the content produced is engaging and relevant to the target audience. Libraries can take advantage of existing features

on platforms such as Instagram Stories, TikTok Challenges, or YouTube Shorts to attract users' attention in a more creative way and in line with current trends. In addition, involving users in content creation, such as short video competitions about the library experience, can increase engagement and create a sense of belonging among students..

e. Development of more inclusive and diverse programs Considering that the library has a diverse target audience, it is important to develop programs that also reflect this diversity. For example, the PERMATA program for new students can be further developed with specific orientation sessions for international students or students from certain study programs. The library can also organize events that appeal to different groups, such as cross-cultural discussions, international film events, or exhibitions of student work from different disciplines.

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