

**REPRESENTATION THE ETHICS OF THE LIBRARIAN IN THE
FILM OF 1001 INVENTIONS AND THE LIBRARY OF SECRETS:
SEMIOTIC ANALYSIS BY CHARLES SANDERS PEIRCE
THESIS**

Submitted to the Library Science Study Program, Faculty of Adab and Cultural Sciences, State Islamic University Sunan Kalijaga Yogyakarta, to Fulfill the Requirements for Obtaining a Bachelor's Degree in Library Science.



by:

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**LIBRARY SCIENCE STUDY PROGRAM
FACULTY OF ADAB AND CULTURAL SCIENCE
STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
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2024**

ATTESTATION STAGE



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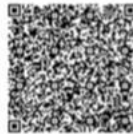
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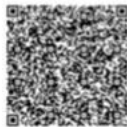
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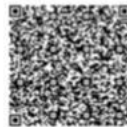
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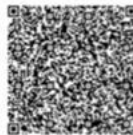
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STATEMENT OF AUTHENTICITY

STATEMENT OF AUTHENTICITY

Assalamu'alaikum Wr. Wb.

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Thus this statement letter is made and can be used as appropriate.

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OFFICIAL NOTE

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Dear Sir:
Dean of the Faculty of Adab and Cultural Science
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Assalamu'alaikum Wr. Wb.

After reading, correcting, and suggesting improvements as necessary, I, as the supervisor, am of the opinion that her thesis:

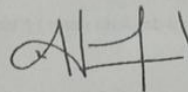
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Can be submitted as one of the requirements to obtain an undergraduate degree in the Library Science Study Program, Faculty of Adab and Cultural Science, State Islamic University Sunan Kalijaga Yogyakarta. Based on this, I hope that her thesis above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

Therefore, thank you for your attention.

Wassalamu'alaikum Wr. Wb.

Yogyakarta, 16 Desember 2024
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MOTTO

“Don't stress too much, don't listen to what people say just focus on graduating college quickly, having a good job, becoming an influencer, being happy, getting married having children, becoming a boarding mom achieved before the age of 30 aamiin”

(Nandita Dewi)

DEDICATION

Bismillahirrahmanirrahim....

I dedicate this thesis to:

My beloved family

My mother, My father, and my brother Herdiansyah Duta Putra.

Thank you for always being a family that is very supportive and patient in waiting for my process so far.

Thank you for your endless prayers and motivation.

Hopefully your wait will not be in vain and bring me to the gates of success.

Thank you to my boyfriend, M. Erfan Nur Ikhsan for your support and always accompanying me in joy and sorrow.

College colleagues thank you for your support and help, hopefully it will be a charity for you and good luck.

Last but not least, thank you for myself for struggling and not giving up, may your fatigue be rewarded with success in the world hereafter.

Aamiin...

ABSTRACT

REPRESENTATION THE ETHICS OF THE LIBRARIAN IN THE FILM OF 1001 INVENTIONS AND THE LIBRARY OF SECRETS:

Semiotics Analysis by Charles Sanders Peirce

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This study aims to determine representation the ethics of librarians in the film “1001 Discoveries and Secret Libraries” with a research focus on librarian attitudes. This research is a qualitative research with Charles Sanders Peirce's semiotic analysis approach that focuses on the idea of meaning triangle. The subject of this research is the film 1001 Inventions and The Library of Secrets, while the object of this research is the ethics of librarians. The data collection techniques were observation and documentation. Primary data sources are the film 1001 Inventions and The Library of Secrets, while secondary data comes from journals, and the internet related to the research. The result of this research is a librarian who is very good at information. Librarians are described as having a neat and clean appearance. Communicative is very structured in giving directions and conveying information so that users feel helped by the existence of the library. In addition, when serving the library, the librarian is so calm and very confident in the information he has. the attitude of the librarian is also described as a helpful figure such as fetching books, and understanding user needs. However, unfortunately the librarian is portrayed as having a flat, serious expression, not smiling and even ignoring the user's call. This of course violates one of the librarian's ethics, which is to serve in a friendly manner.

Keywords: Librarian, Ethics, Gesture, Facial Expressions, Charles Sanders Peirce, Semiotics, Film.

PREFACE

Alhamdulillahirabbil'alamin, praise be to Allah Subhanahu wa ta'ala for His abundance of Grace in the form of health so that researchers can complete the writing of a thesis entitled "Representation The Ethics of The Librarian in The Film of 1001 Inventions and The Library of Secrets: Semiotics Analysis by Charles Sanders Peirce". This thesis is written with the intention of fulfilling one of the requirements to obtain a Bachelor's degree (1) in the Library Science Study Program, Faculty of Adab and Cultural Sciences, UIN Sunan Kalijaga Yogyakarta. Sholawat and salam may remain devoted to the Prophet Muhammad SAW who has become a source of inspiration for life for his people.

The preparation of this thesis is inseparable from the obstacles that researchers face, but researchers realize that this thesis can be completed thanks to the support, input, and guidance of various parties, therefore, researchers would like to thank:

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9. The big family of the Library Science Study Program Student Association (HMPS) who have accompanied my organizational journey.
10. All parties who have helped researchers who cannot be mentioned one by one.

The researcher realizes that this thesis is far from perfect. Therefore, constructive criticism and suggestions are expected. Hopefully this research can be useful for the researchers themselves and for readers in general.

Yogyakarta, 16 Desember 2024

researcher

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CHAPTER I

INTRODUCTION

1.1 Background

In this era, media holds an extraordinary influence and role in the fabric of human life. Nearly every aspect of life intersects with media and technology. Both serve as platforms for promoting and presenting various ideas. According to Flew (2008, p. 64) stated that media convergence is the result of the intersection of three new media elements, namely communication networks, information technology, and media content. This convergence increases the power of mass media in influencing public opinion through the various content presented. As people in this era visualize things on social media, it certainly affects viewers and their followers.

In visualizing something, there are various mass communication media used such as print media, audio, and media audio-visual (film). Nowadays, media audio-visual like film has become one of the most widely enjoyed forms of mass communication across all age groups. According to Siregar (2007, p. 182), films as audio-visual mass communication media have a larger audience compared to print and audio media. This is because visual media is easier to consume than literacy-based media. Messages communicated through media audio-visual are conveyed directly, showing concrete objects. Due to this trend, films are researched more extensively compared to other media forms.

The utilization of media, especially media audio-visual (film) as a promotional tool, can certainly be used to support the image of librarians to be

better known, increasing the added value of other people's views. However, it cannot be denied that the stereotypical characteristics of librarians depicted in a film are still portrayed as old-fashioned, static, someone who looks after the library and whose job is to organize books. This is in line with research conducted by Walker & Lawson in 1993 on 30 titles circulating from the 1920s to the 1980s. This research aims to find out how society sees the librarian profession which is then presented in the movie. The conclusion obtained from the research shows that the stereotype of librarians is old single women, conservative, orderly, introspective. Rudolph (2008) conducted research on 20 movie titles circulating between 1921-2004, although no conclusions could be drawn due to the lack of samples, Rudolph noticed small changes, such as hairstyles, race, and gender. As a result, the stereotype of the librarian has not changed, namely someone who is passive and conservative. Shaffer and Casey (2013) through their research that looked at the portrayal of librarians in various world cinema, with a scope of films from the United States, Western Europe, Russia and Asia found that films around the world tend to have similarities in showing the stereotype of librarians, namely someone who is smart and bookish.

The stereotypes attached to librarians in movies are not just characterizations, but in reality, negative stereotypes in the real world still exist and are true. An article entitled *Librarians: Between Stereotypes, Challenges and Opportunities* written by Mahmud Ashari (2021) said that when he visited one of the libraries of a favorite public high school in Salatiga, the librarian in the library was a middle-aged man with bleached hair and thick glasses. Some of the library

patrons even added the title “ssssss guy” to the librarian, because of the frequency with which the librarian warned the patrons who were conversing in the library with long hisses of “sssssst” and glaring eyes. These stereotypical characteristics, if left unchecked and always included in the portrayal of librarian characters in filmmaking, will certainly have an impact on the existence of the librarian profession, especially in terms of career choices.

These stereotypical traits if left unchecked and always included in the portrayal of librarian characters in filmmaking will certainly have a negative impact on the librarian profession. The bad impacts that can occur are: 1) It has the potential to make the librarian profession underestimated, making it difficult to attract the younger generation to pursue this profession Negative stereotypes, such as portraying librarians as rigid, quiet, or unattractive, can override their professional qualities and competencies, such as information management skills, technological expertise, and digital literacy skills. 2) Reinforcing social stigma e.g. as overly stern, boring, or antisocial, can reinforce social stigma. As a result, people may feel reluctant to approach or utilize library services. 3) Hinder innovation in libraries. If negative stereotypes are maintained, people may perceive libraries as old-fashioned and irrelevant. This may reduce support for the development of libraries as centers of innovation and literacy. 4) Influence on Professional Relationships, meaning that this negative image can affect librarians' relationships with other professions This is especially true when it comes to cross-sector collaboration. The librarian profession may not be perceived as a strategic partner that has an important role to play in information management and

education. 5) Affects librarians' confidence. Librarians who are constantly exposed to negative stereotypes may lose confidence in promoting their roles. This can have an impact on productivity and work motivation. 6) Lower utilization of library services. If people have negative perceptions of librarians, it can reduce their interest in visiting the library or using the services available, even if the library has been transformed with modern technology.

This study aims to reveal representation the ethics of librarians that the producers of the film “1001 Discoveries and Secret Libraries” want to convey to the audience. In addition, it is hoped that this research can increase public understanding of the important role of librarians as guardians of ethics in information management and library services, Analyze the influence of representation in films to reduce negative stereotypes that can adversely affect the image of the librarian profession, Encourage appreciation of the ethical values carried out by librarians, so that this profession is more appreciated and considered relevant in society, and Provide insight for filmmakers to present librarian characters that are more accurate, positive, and in accordance with the reality of the profession.

This movie was chosen because it is relevant to this research, although the selection of librarian characters from Western movies aims to see how the librarian profession is represented in popular culture that has a global influence. However, to analyze the representation, indicators from the Indonesian author's librarianship theory were used because they are more relevant to the context of the ideal values of the librarian profession that want to be raised from a local

perspective. In analyzing this study, the researcher used the criteria of librarian ethics according to Hermawan and Zen in the book *Librarian Ethics*. This theory is relevant to use because it includes important principles such as integrity, responsibility, and professionalism that become the basis for assessing the role of librarians as custodians and disseminators of knowledge. In the context of *1001 Discoveries and The Library of Secrets*, these criteria are appropriate to analyze how librarians perform their duties ethically, preserve information, and support public literacy. The universal values of Hermawan and Zen also align with the moral message of the movie, making it an appropriate reference for this research. By combining these two elements, this research can provide a richer perspective, both to understand the global influence on the image of librarians and to highlight how the profession should be represented based on the prevailing professional values in Indonesia.

The film “1001 Inventions and the Secret Library” offers an opportunity to study the role of librarians in spreading knowledge and influencing civilization. One of the interesting aspects of the movie is its storyline, which reveals the hidden history of science and technology that is often overlooked or ignored in Western literature. The film has unique value as it provides a different and significant perspective on the great contribution of Islamic civilization to the development of knowledge. *1001 Inventions and the Secret Library* highlights the contribution of Islamic civilization to the development of science during the Islamic Golden Age (7th to 17th centuries).

This film was chosen because it is relevant to this research. The film “1001 Discoveries and Secret Libraries” offers an opportunity to learn about the role of librarians in spreading knowledge and influencing civilization. One of the interesting aspects of the movie is its storyline, which reveals a hidden history of science and technology that is often overlooked or ignored in Western literature. The film has unique value as it provides a different and significant perspective on the great contribution of Islamic civilization to the development of knowledge. The film 1001 Inventions and the Secret Library highlights the contribution of Islamic civilization to the development of science during the Islamic Golden Age (7th to 17th centuries). The following are some of the areas of scientific development touched upon in the movie: Astronomy (movement of celestial bodies), Mathematics (algebraic concepts), Medicine (surgical techniques and surgical tools), Technology and Engineering (water clocks, automatic machines, and innovations in architecture), Optics (understanding of how the eye works and the principles of optics), Geography and Navigation (making accurate maps and using navigation tools for navigation). This is the background for the researcher to conduct a study entitled “Representation The Ethics of the Librarian in the Film of 1001 Inventions and the Secret Library: Semiotics Analysis by Charles Sanders Peirce”.

1.2 Problem Statement

The existence of negative stereotypes towards librarians formed the formulation of the problem to be addressed in this study. The research questions

how is representation the ethics of the library depicted in the film 1001 Inventions and The Library of Secrets?

1.3 Purpose of Research

Based on the formulation of the problem that has been mentioned, the objectives of this study are to find out representation the ethics of the librarian in the film 1001 Inventions and The Library of Secrets.

1.4 Benefits of Research

The benefits of this research are as follows:

1. Theoretical-Academic Benefits

Providing a contribution to the treasury of knowledge and information, especially regarding the ethics of librarians in film using Charles Sanders Peirce's semiotic analysis.

2. Practical Benefit

Providing ideas for future research that share similar theories, especially those using semiotic analysis.

1.5 Systematic Writing

This thesis is organized based on a systematic writing consisting of five chapters, namely:

CHAPTER I Introduction, contains a background that describes the

problem of why the research was conducted, the formulation of the problem that contains the topic of the problem raised, the focus of the research which contains the limitations of the problem, the objectives and benefits of the research which contain the objectives to be achieved and the expected benefits of the research, as well as a writing systematic that outlines the stages of writing.

CHAPTER II Literature review and theoretical basis, literature review contains a description of the results of previous research that is relevant to the problem under study while the theoretical basis contains concepts that support the research conducted.

CHAPTER III Research methodology, contains the methods used by researchers in conducting research including the type of research, place and time of research, research subjects and objects, research instruments, data sources, data collection, data validation, and data analysis.

CHAPTER IV Results and Discussion, contains an overview of the film 1001 Inventions and The Library of Secret and the results of the research in the form of analyzing the image of librarians in the film using Charles Sanders Pierce's semiotic analysis.

CHAPTER V Closing, contains conclusions and suggestions from the research results.

understanding of human dignity and worth during a period often referred to as the dark ages. The teacher wanted to show the students that although this period is often perceived as a time of decline, it actually had very important aspects that contributed to the advancement of human civilization.

The students, who came from a European background, were initially skeptical and reluctant to accept this challenge. They had been brought up with the view that the Dark Ages were an era of chaos, disease and destruction, a view formed from the historical narratives they had learned and the teachings of their ancestors. They consider the period to be an extremely negative time that contributed nothing to human development.

However, their views began to change significantly after they met a wise and knowledgeable librarian. This librarian introduced them to a different perspective on a civilization that they had always considered dark. Through his guidance, they began to realize that many aspects of that civilization, especially those related to science and technology, had very meaningful and positive contributions. They discover that the Islamic civilization, often forgotten in Western historical narratives, holds many important and influential discoveries and achievements.

The film delves deeply into how many important discoveries from the past, which form the basis of modern science, originated in Islamic civilization. These discoveries not only reflect ancient knowledge, but also have a close connection to modern life. The film not only offers entertainment but also serves as an

educational tool that helps viewers understand the rich scientific heritage of Islamic civilization.

Some of the Muslim scientists featured in the movie who made significant contributions to science and technology include: Al-Jazari, an inventor and engineer known for his work in creating the elephant clock. This invention demonstrated the highly advanced technical and innovative skills of his day. His elephant clock was not only a timing device but also a work of engineering art that combined functionality and aesthetics. Al-Haytam, a scientist known as the inventor of the camera obscura. This invention was the foundation of the development of optics and photography. The camera obscura invented by Al-Haytam enabled further study of light and vision, which ultimately influenced the invention of the modern camera. Ibn Abbas, a scientist who developed ideas about airplane flight. His ideas showed highly developed imagination and scientific ambition, and provided the foundation for future developments in aviation technology. Abu Qasim Al-Zahrawi, a medical expert who made great contributions to the field of medicine, especially in the development of surgical techniques and medical devices. His work was instrumental in the advancement of medical science and healthcare. Meriam Al-Astrulabi, an astrologer who made significant advances in the creation of astronomical tools. His inventions helped in the development of understanding of astronomy and navigation, which played an important role in voyages and explorations.

1001 Inventions and The Library of Secrets presents a fresh look at the history and contributions of Muslim scientists, and emphasizes the importance of

looking at history from multiple perspectives. By connecting the inventions of the past with modern advances in technology and knowledge, the movie provides an immersive and thought-provoking experience. It invites viewers to appreciate the precious scientific heritage and broaden their understanding of the great contributions of Islamic civilization to the development of the world today. Through its approach of blending thriller with historical education, the movie manages to combine entertainment and learning in an effective way.

4.1.2 Data Produksi

A. Informasi Film

Title	: 1001 Inventions and The Library of Secrets
Type	: Short Film
Broadcast Status	: inishing Broadcast
Broadcast Date	: 21 January 2010
Producer	: Ahmed Salim
Director	: Alan Deaknis
Writer	: Tom Fickling
Genre	: Documenter
Duration	: 13 Minute 34 second

B. Main Staff

Director	: Alan Deakins
Screenwriter	: Tom Fickling

Exekutive Producer	: Phil Blundell
Producer	: Andrew Hardwick
Exekutive producer/ Producer	: Ahmed Salim
Music	: Robert Hartshorne
Cinematography	: Robin Fox
Editor	: Tom Merrin
Production Management	: Cher Brighton
Assistant Director	: Marco Ciglia
Camera & Electrical	: Jonathan Spencer & James Stomer

4.2 Figures and Characters Film 1001 Inventions and The Library of secrets

1. Ben Kingsley: as a librarian & Al-Jazari



Picture 4. 1 Ben Kingsley

Cast librarian & Al- Jazari

Source: IMDb.com

Ben Kingsley was born Krishna Bhanji on December 31, 1943 in Scarborough, Yorkshire, England. Ben began acting in stage plays in the 1960s. He soon became a successful stage actor, and also began roles in film and television. Kingsley first gained international fame for his performance in the drama film *Gandhi* (1982). His performance as Mohandas K. Gandhi brought him international fame. He won many awards including the Academy Award for Best Actor. He also won the Golden Globe, BAFTA and London Film Critics' Circle Awards. After acting in *Gandhi* (1982), Ben was recognized as one of the best British actors. In 2002, Kingsley was made a Knight Bachelor of the Order of the British Empire in the Queen's New Years Honors for his services to drama. In 2013, he received the BAFTA Los Angeles Britannia Award for Worldwide Contribution to Film Entertainment. In the same year, he also received the Fellowship Award at the Asian Awards in London, England. Ben Kingsley's character as a librarian is described as assertive, frontal, kind, and mysterious, while Al-Jazari's character is described as a scientist and inventor who acts as a tour guide in conveying knowledge about Muslim civilization in the Golden Era. He has a wise, intelligent, dexterous, and calm nature.

2. Rhiann Connor: as a Luke



Picture 4. 2 Rhiann Connor

Cast Luke

Source: IMDb.com

Rhiann Connor is an actor born and raised in the city of Glasgow. From the age of 4, Rhiann dreamed of becoming an actor and first attended the Scottish Youth theater. In 2008, Rhiann honed her skills at an LA acting camp and has since moved to Landon. In this movie, Rhian Connor plays the character Luke. Luke is a character who acts as one of Danny's group of friends. Luke has a critical character and high curiosity, but he is julid and eccentric.

3. Tara Jafar: as a Merriam Al-Astrulabi (profile unknown)

Merriam Al-Astrulabi has an intelligent character but is not clearly described by the author because Mariam's character is only described through Al-Jazari's delivery.

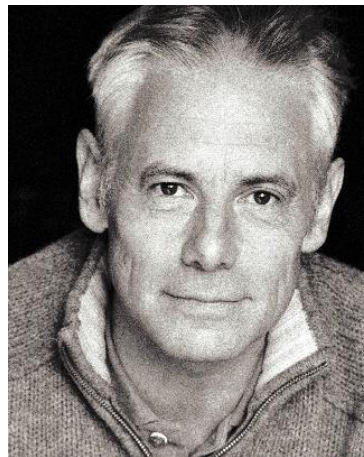
4. James Holly: as a Danny (profile unknown)

Danny is described as a student who is assigned to find out about the influence of the Middle Ages civilization era on the modern world with his two groupmates, Luke and Isabella. He has a polite, critical character, and he also has a high sense of curiosity.

5. Nicholas Khan: as a Al-Zahrawi (profile unknown)

Al-Zahrawi is known as The Father of Surgery who invented a lot of medical surgical equipment and even his equipment is still used in hospitals in the modern era. He had a quick and friendly character, and was intelligent.

6. Andrew Bridgmont: as a Abbas bin Firnas (profile unknown)



Picture 4. 3 Andrew Bridgmont

Cast Abbas bin Firnas

Source: IMDb.com

Abbas Ibn Firnas is a scientist who gives ideas about inventions related to aviation, has a high self-confidence character, full of enthusiasm.

7. Courtney George: as aIsabella (profile unknown)



Picture 4. 4 Courtney George

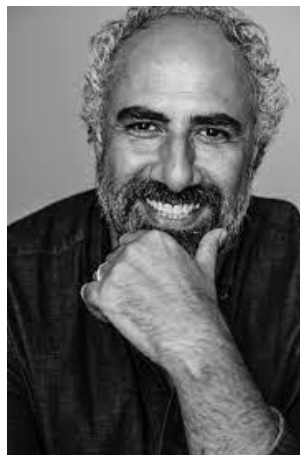
Cast Isabella

Source: IMDb.com

Isabella is a character who acts as one of Danny's group of friends.

Isabella has a critical, time-disciplined, and julid character.

8. Stewart Scudamore: as a Ibn Al-Haytham (profile unknown)



Picture 4. 5 Stewart Scudamore

Cast Ibn Al-Haytham

Source: IMDb.com

Ibn Al-Haytham is a scientist who gave the basic idea in the making of modern cameras. Ibn-Haytham has the character of a genius thinker and detailed.

9. Samantha Edmonds: as a Teacher



Picture 4. 6 Samantha Edmonds
Cast Teacher

Source: IMDb.com

Samantha Edmonds was born in 1972. She is an actress and talent agent, known for the films Casualty (1986), Betsy & Leonard (2012) and The Young Poisoner's Handbook (1995). The teacher character played by Samantha Edmonds has a firm character with a cheerful demeanor but also has a disdain for her students.

4.3 Data Analysis Film 1001 Inventions and The Library of Secrets

4.3.1 Socializing in the Community

In analyzing the librarian's socialization in the community, researchers found several scenes that represent how the librarian behaves or associates.

a. Interpretation of Scene One



Picture 4. 7

Librarians confidently show books

Sourcer: Film 1001 Inventions and The Library of Secrets

Tabel 4. 1

Identify the Relationship of Sign, Object, and Interpretant of Scene One

Sign	Upright posture, firm hand movements when pointing, steady eye contact, focused facial expressions, and clear tone of voice.
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Object	Librarians are professional, competent, and have a high sense of responsibility towards their work.
Interpretation	Librarians are perceived as competent and reliable individuals. The audience sees the librarian as someone who is able to help library users efficiently and confidently.

The results of the semiotic analysis on one of the scenes in the movie 1001 Discoveries and the Secret Library at the minute 03:17, shows a confident librarian showing a book. The results of this analysis have been confirmed through in-depth discussions with an expert in semiotics and library science, who judged that the meaning of the signs is in accordance with Peirce's semiotic theory and relevant to the context of confident librarians. The signs agreed upon by the experts that represent confident librarians are upright posture, firm hand gestures when pointing, steady eye contact, focused facial expressions, and clear tone of voice. The experts as expert judgment opined and agreed that an upright posture conveys a sense of authority and readiness, while controlled hand movements reflect mastery and clarity of message. In addition to reinforcing this, Allan and Barbara Pease (2004, p. 134) argue that open and friendly facial expressions, coupled with firm hand gestures, reflect someone who has high emotional control and confidence.

The signs shown in the photos belong to the category of sinsigns and have qualisign elements. The reason why they belong to sinsigns is because the upright

posture, hand gestures, eye contact and facial expressions are specific physical actions that can be observed directly in the image. All these elements are part of the actual event (visual or action) that represents the librarian's confidence. In this case, an upright posture shows professionalism, firm hand movements show confidence in sharing information, and steady eye contact portrays confidence. In addition, the reason relating to qualisigns is that a clear tone of voice is a qualisign because it is a quality of voice that reflects confidence, a focused facial expression also has a qualisign element, because it reflects a trait (concentration or dedication) that can be associated with confidence. In this case, the clear tone of voice reflects confidence and communication skills and the facial expression shows determination or focus.

Librarians need to have self-confidence to support their role as information service providers in the community. If a librarian has the belief that what is done is right according to what is in him, then it will be done without asking for consideration from other parties. Angelis' opinion in Roro (2018) that self-confidence is a belief in the soul of an individual in facing life's challenges. Self-confidence allows librarians to better deal with technological changes, express opinions effectively, and provide innovative services. The confident attitude of the librarian is appropriate so that the visitors believe in following the direction shown by the librarian.

b. Interpretation of Scene Two



Picture 4. 8

Librarians are sociable and communicative

Source: Film 1001 Inventions and The Library of Secrets

Tabel 4. 2

Identify the Relationship of Sign, Object, and Interpretant of Scene Two

Sign	Open posture, not crossing hands, use of hands to give friendly gestures, warm and focused eye gaze on the interlocutor, mentioning the name of the user with a semi-formal call.
Object	Ability to build good relationships with library users.

Interpretation	These signs create an image that librarians are not exclusive or rigid, but rather open to all.
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The results of the semiotic analysis of one of the scenes in the film 1001 Invention and the Library of Secrets at the 03:59 minute mark, shows that someone is sociable and communicative. The results of this analysis have been confirmed through in-depth discussions with semiotics and library science expert, who considered that the meaning of the signs is in accordance with Peirce's semiotic theory and relevant to the context of a sociable and communicative librarian. The signs agreed upon by the experts that represent sociable and communicative librarians are open body posture, not crossing arms, use of hands to give friendly gestures, warm and focused eye gaze on the interlocutor, mentioning the name of the user with a semi-formal call. An expert as an expert judgment argues and agrees that calling people by their names in a semi-formal tone to create respect while maintaining a familiar relationship. In addition to reinforcing the statement, Allan and Barbara Pease (2004, p. 102-103) mentioned that hands used to give friendly gestures (such as opening palms or subtly pointing) increase the impression of friendliness and trustworthiness.

The signs shown in the photo belong to the sinsign category and have qualisign elements. The reason why the sign is a sinsign is that the open posture sign is a real and specific physical manifestation, not crossing hands is like a certain hand position that is physically observed, the use of hands for friendly gestures is a specific physical movement at a certain moment, warm and focused

eye gaze is an actual physical action that occurs in direct interaction, mentioning the user's name with a semi-formal nickname is a sentence spoken at a certain moment is an actual manifestation (although verbal). The reason why it is a qualisign is the familiarity in the semi-formal call friendly tone of voice is an inherent property (qualisign) that signifies friendliness, warm eye gaze is an abstract quality interpreted from eye contact, friendly hand gestures such as gentle and friendly movements reflect the quality of friendliness. In this case the open body posture shows that the librarian is open, non-defensive, and ready to interact thus giving the impression that they are open to communication and accessible often also interpreted as a sign of friendliness and a welcoming attitude, When a person does not cross their arms, it can indicate openness and readiness to communicate, hand gestures used to give friendly cues indicate that the librarian is active in communication and wants to ensure visitors feel warmly welcomed, warm and focused eye gaze creates a sense of closeness and attention and using the user's name with a semi-formal nickname shows respect for the individual, while still maintaining a less formal relationship.

This shows that librarians must have strong interpersonal skills, which not only include technical skills in helping users find information, but also the ability to build good relationships with them. Communication is a constant activity in everyday life, including in libraries, where there is interaction between librarians and users. Building effective communication is instrumental in the progress and development of library institutions. Communication is very important to facilitate the tasks of librarians and eliminate misunderstandings between each other

(Hermawan danzan, 2006: 130). This is in line with what Stiawati said (161) to create service satisfaction to the community can be done in a way: ask what we can do to help the community and help and serve the community.

c. Interpretation of Scene Three



Picture 4. 9

The librarian helps the user to get the book

Source: Film 1001 Inventions and The Library of Secrets

Tabel 4. 3

Identify the Relationship of Sign, Object, and Interpretant of Scene Three

Sign	Picking up the book with two hands, eyes focused.
Object	Empathy for service, commitment to service, professionalism
Interpretation	The librarian is seen as someone who is not passive, but actively helping with a caring attitude. This creates the

	impression that the librarian genuinely cares about library users.
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The results of the semiotic analysis of one of the scenes in the film 1001 Invention and the Library of Secrets at minute 04.22, shows that someone is a helper. The results of this analysis have been confirmed through in-depth discussions with semiotics and library science expert, who considered that the meaning of the signs is in accordance with Peirce's semiotic theory and relevant to the context of helping. The signs agreed upon by the experts that represent a helpful librarian are taking a book with two hands, eyes focused. Expert as expert judgment argue that using both hands to take or give something, such as a book, creates the impression of professionalism and full attention to the task being carried out.

The reason the sign is a sinsign is that picking up a book with two hands is a specific and real physical movement, the eye focus gaze directed at the book or user is a specific and real visual sign, which can be observed at the time of the incident. In this case, picking up the book with two hands indicates seriousness and attention, which illustrates the professionalism of the librarian and also reflects respect for the book as an important object that must be safeguarded and the focused eye gaze indicates that the librarian is giving full attention to the task, which shows dedication and active involvement in helping users.

This scene shows how big a role librarians play in ensuring that patrons have easy and quick access to the resources they need. This action reflects a genuine helping attitude, an essential value in the librarianship profession. In a world that is increasingly saturated with digital information, librarians still play an important role as the link between users and information resources, both physical and digital.

The nature of the librarian profession is to provide services to users, so one of the meanings of the librarian profession is a profession that aims to help people find the information they need. The form of help provided by librarians to users can be in various forms and mediums, for example by directly finding the information or collections needed by users, or by showing how to make users finally be able to search for the information they need themselves (Heriyanto, etc 2013).

The helpful attitude shown by the librarian in the scene goes beyond administrative or technical tasks. Librarians often act as a bridge for those who may be unfamiliar with the library system or who need help finding specific resources. Here, librarians act not only as information providers, but also as supporters of learning and knowledge development. Their presence provides a sense of comfort and trust, as they know that someone is there to help them, both in finding information and in understanding how to access it.

Furthermore, the helpful attitude shown by librarians also reflects the values of professionalism in librarianship. A librarian must have good interpersonal

skills, be patient, and empathize with the needs of the users. This act of sincere help also illustrates how important the role of librarians is in improving the quality of literacy and access to knowledge. Not only do they make it easier for people to find books, but they also become an important part of the users' intellectual journey, encouraging curiosity and a growing spirit of learning.

In the end, the short scene emphasizes the importance of librarians as tireless helpers. They not only look after the library collection, but also maintain the spirit of learning and knowledge sharing. In this modern era, their role has expanded, not only as information managers, but also as active facilitators in shaping a more knowledgeable society.

4.3.2 Service to the Community

In analyzing librarian services to the community, researchers found several scenes that represent how the librarian provides a service.

a. Interpretation of Scene One



Figure 4.10

Picture 4. 10

Librarians ignore users

Source: Film 1001 Inventions and The Library of Secrets

Tabel 4. 4

Identify the Relationship of Sign, Object, and Interpretant of Scene Four

Sign	Unconcerned posture, looking away, flat face, avoidant eye gaze.
Object	The librarian's attitude is indifferent, lack of professionalism, library users are neglected, and the library environment is not welcoming.
Interpretation	Librarians who neglect their patrons are interpreted as not meeting the standards of professionalism expected of them in their roles. This creates the impression that librarians are incompetent or have no desire to perform their duties well.

The results of the semiotic analysis of one of the scenes in the film 1001 Invention and the Library of Secrets at minute 01.53, shows that someone is not cheerful when serving the library. The results of this analysis have been confirmed through in-depth discussions with expert in semiotics and library science, who considered that the meaning of the signs is in accordance with Peirce's semiotic theory and relevant to the context of not being cheerful when

serving the library. The signs agreed by the experts that represent librarians who are not cheerful when serving the users are uncaring body posture, looking away, flat face, avoidant eye gaze. Expert as expert judgment argue that body postures that show indifference, such as a bent body position or not facing the person you are talking to, create a negative impression and a lack of emotional involvement in communication. This is reinforced by the opinion of Allan and Barbara Pease (200, p. 115-116) who state that looking away or avoiding eye contact is a sign of indifference or even dislike, which can make the person you are talking to feel disrespected.

The signs shown in the photo are categorized as sinsign and qualisign. The reason the sign is a sinsign is that the uncaring posture of the body position that shows disinterest is a concrete physical action that can be observed, looking away the movement of the head away from the library is a specific and real action, the flat face is a facial expression without emotion is a concrete physical manifestation seen in the picture, and the avoidant eye gaze: eyes that do not look directly at the library is a physical manifestation that can be observed directly. The reason the sign is a qualisign is the flat facial expression the quality of indifference or disregard is reflected in this expression, which belongs to the qualisign, and the avoidant gaze: avoidance or discomfort is an abstract quality reflected in the direction of the gaze. In this case the signs are said to be librarian neglect because an uncaring posture indicates a lack of interest or involvement in the librarian's needs, looking away indicates that the librarian wants to avoid contact or conversation with the users, an emotionless facial expression gives the

impression of indifference, disinterest, or even a lack of professionalism, and an indirect or avoidant eye gaze can indicate discomfort, distrust, or a lack of responsibility towards the users.

In this scene, as a librarian, she should have shown a better response in serving visitors. Serving with friendliness is very important, because serving visitors with friendliness is not just a matter of ethics, but also about creating a positive and productive environment. This has a direct effect on the quality of library services, the social relationships formed, and the image of librarian professionalism. As a place of information services, a welcoming library can encourage wider use, increase user satisfaction, and help build better relationships between librarians and the user community. According to Kotler (2016, p. 30-35), good service, including a friendly attitude, can increase customer satisfaction (in this case, users), which in turn can increase loyalty and further use of services. According to Hernon (2003, p. 5-77) serving with hospitality can be done by: greeting with a smile and positive attitude, listening attentively, providing assistance quickly and effectively, using polite and pleasant language, and showing empathy.

b. Interpretation of Scene Two



Picture 4. 11

Librarians ensure user needs

Source: Film 1001 Inventions and The Library of Secrets

Tabel 4. 5

Identify the Relationship of Sign, Object, and Interpretant of Scene Five

Sign	Facial expressions that show curiosity, frown, focused and empathetic gaze, open hand position (making a questioning gesture).
Object	Questions and answers that focus on the needs of the users, questions that encourage the users to talk more.

Interpretation	The librarian's questions show that they want to provide solutions or assistance that are relevant to the user's needs, not just provide information that is not needed. Patrons may interpret this as the librarian's commitment to providing quality and efficient services.
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The results of the semiotic analysis of one of the scenes in the film 1001 Invention and the Library of Secrets at minute 02.31, shows that someone is trying to understand the needs of library users. The results of this analysis have been confirmed through in-depth discussions with semiotics and library science expert, who considered that the meaning of the signs is in accordance with Peirce's semiotic theory and relevant to the context of trying to understand the needs of library users. The signs agreed by the experts that represent librarians trying to understand the needs of library users are facial expressions that show curiosity, frowning, focused and empathetic eye gaze, open hand position (making a questioning gesture). Experts as expert judgment argue that nonverbal signs such as light frowning and open hand movements indicate that a person is processing information and trying to understand the perspective of the person they are talking to. This is reinforced by the opinion of Alla and Barbara Pease (2004, p. 142) who state that the open hand position used to signal asking is one way to show interest and active involvement in the conversation.

The signs shown in the photo are included in the sinsign and qualisign categories. The reason the sign is a sinsign is that the facial expression that shows

curiosity and frowning is a concrete manifestation that is seen directly on the librarian's face, focused and empathetic gaze is a real action that shows special attention to the user and the open hand position (questioning gesture) is a certain body movement that shows involvement in communication. The reasons included in the qualisign are curiosity and empathy: abstract qualities reflected through facial expressions and gaze, open hand position: reflects a friendly attitude and desire to help, which is the abstract nature of the action. In this case the librarian is said to be ensuring the needs of the user because this expression shows that the librarian is trying to understand the needs of the user. A slight frown may indicate deep thought or serious effort in interpreting the user's request, a focused gaze reflects full attention to the user, while empathy indicates emotional involvement in understanding the user's needs, and open hand gestures indicate a friendly attitude and openness to listen or understand further.

This illustrates the process of communication interaction between the librarian and the user in identifying what the user really needs through a reference interview. Therefore, it is very important for a librarian to have interview skills. According to Catherine Sheldrick Ross & Marie L. Radford (2009), conducting a reference interview requires steps such as: taking a positive approach, active listening, using open questions, using clarifying questions, repeating and confirming, and offering choices. In this scene too, the librarian acts not only as a servant who simply provides what is requested, but also as an advisor who understands the information needs of the users better than they do. This reflects

the librarian's deeper role as an intellectual guide who understands more than just the explicit request, but also the underlying need.

Professional librarianship means that a librarian must have an adequate educational background and knowledge in librarianship. This education aims to master the knowledge and skills required in the profession. It is also important for librarians to continuously improve their education and expertise to keep them relevant to the development of science, technology, and the demands of the profession. In addition, librarians must have broad knowledge, which can be obtained through reading and writing habits. Librarians also need to have skills, intelligence, responsiveness, and be future-oriented (Mantasa, 2023).

This role illustrates how librarians have a deep insight and knowledge of existing information sources, and how they can guide users to sources that may be more relevant or useful than they initially realize. In a world where information is so abundant, users often don't fully realize or understand what they need. They may request certain books or materials based on limited understanding, but librarians with their expertise can offer more appropriate alternatives, narrow the search, or provide greater context.

The librarian's proactive attitude shows dedication to the quality of service provided. Not only do librarians provide what is requested, they also have a responsibility to ensure that what is obtained by users is truly useful and suits their needs. This is a higher form of service, where the librarian acts as an "information curator," selecting and filtering information in the best interest of

the user. It also illustrates how librarians can bridge the gap between what users want and what they actually need, providing more than just technical services.

Furthermore, the librarian's actions in this scene also illustrate the importance of dialog between the user and the librarian. In the process of finding the right information, the librarian plays an active role in asking the right questions, listening deeply to the user's needs, and then providing recommendations based on a broader understanding. This shows how a good relationship between librarians and users can improve the information-seeking experience and the end result. Librarians not only provide answers, but also help users find answers that are deeper and more suited to their goals.

Thus, this scene underscores the importance of the librarian's role as an insightful guide, who not only provides access to information, but also helps steer users in the right direction according to their actual needs. This is one of the important aspects of the librarianship profession, where librarians serve not only as custodians of the collection, but also as advisors who understand the intellectual needs of the community they serve.

c. Interpretation of Scene Three



Picture 4. 12

Librarians are trying to understand the needs of the users

Sourcer: Film 1001 Inventions and The Library of Secrets

Tabel 4. 6

Identify the Relationship of Sign, Object, and Interpretant of Scene One Six

Sign	A reassuring head movement to a bookshelf, a firm step towards the bookshelf, a calm look on his face.
Object	Understanding user needs, competence and skills, comfort and confidence.

Interpretation	Librarians are seen as competent figures, not only skilled in technical matters but also understanding the emotional needs of users.
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The results of the semiotic analysis of one of the scenes in film 1001 Invention and the Library of Secrets at the 03.10 minute mark, shows that librarians understand the needs of library users. The results of this analysis have been confirmed through in-depth discussions with semiotics and library science expert, who considered that the meaning of the signs is in accordance with Peirce's semiotic theory and relevant to the context of understanding the needs of library users. The signs that the experts agreed represented librarians trying to understand the needs of library users were reassuring head movements towards the bookshelves, steady steps towards the bookshelves, calm facial expressions. Expert as expert judgment argue that calm and directed head movements show attention and certainty in an action, giving the impression that someone understands the needs of the person they are talking to and is ready to provide assistance.

The signs shown in the photo are included in the sinsign and qualisign categories. The reason the sign is a sinsign is because firm steps are concrete actions that occur in a certain time and space. This is a physical manifestation of the librarian's beliefs and goals. The reason the sign is a qualisign is because this head movement reflects an inherent nature or quality, namely confidence, this shows the librarian's disposition in understanding user needs and facial

expressions reflect the emotional qualities inherent in the librarian, namely calmness. In this case, the sign shows firm steps which indicate that the librarian is not only confident but also acts immediately to meet user needs, this sign shows that the librarian has confidence in determining the right solution for users, and this sign shows that the librarian has good emotional control, providing comfort for users.

While the user may not directly express their request clearly, the librarian is able to pick up on the hidden intentions and needs behind the request. This scene illustrates one of the most important qualities of a librarian, which is the ability to understand and interpret the information needs of the users, even when they themselves may not be able to convey them in a straightforward manner.

Librarians play a role in helping users get what they need. Therefore, library services should be attractive, friendly, fast and accurate. This means that the orientation of library services should focus on user needs, keep up with information technology, and provide friendly services. In other words, the user must be made one of the main factors in library services (Riwan, 2008).

The librarian's ability to “read” what the users mean reflects deep sensitivity and communication skills. In many cases, users may not always know how best to articulate their needs or may only have a general idea of the information they are seeking. This is where librarians act as a bridge, using their insight and knowledge to interpret vague requests and help users find what they really need. It's a process that requires patience, attention, and keen listening skills.

In addition, this scene also shows the importance of the relationship between the user and the librarian. When a librarian can understand exactly what the patron means, it shows a high level of trust and comfort in the interaction. The patron feels that they are being listened to and understood, while the librarian shows empathy by providing targeted solutions. This close relationship is not just about exchanging information, but also building a bond where the librarian acts as a partner in the user's intellectual journey.

Furthermore, the ability to understand the user's intentions is also related to the librarian's experience and expertise in handling various kinds of information requests. Experienced librarians can often recognize patterns in patrons' questions or requests, from which they can suggest relevant resources. In such scenes, librarians are not only providing transactional services, but also proactive and solution-oriented services, understanding needs that may go deeper than the initial request.

As such, this scene highlights the role of librarians as effective communicators and empathetic guides. In a world full of complex information, the ability to understand exactly what users mean is becoming increasingly important. Librarians not only provide access to information, but also play a role in helping users navigate and understand that information better, ensuring that everyone who comes to the library feels supported and assisted according to their actual needs.

4.3.3 Personal Appearance

In analyzing the librarian's personal appearance, researchers found scenes that represent how the librarian looks.

a. Interpretation of Scene One



Picture 4. 13

Librarians are well-groomed and clean

Source: Film 1001 Inventions and The Library of Secrets

Tabel 4. 7

Identify the Relationship of Sign, Object, and Interpretant of Scene Seven

Sign	Librarians wears a tuxedo
Object	Librarians are wearing neat and polite clothes.

Interpretation	Librarians look neat and polite on duty, reflecting their respect for knowledge.
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The results of the semiotic analysis of one of the scenes in the film 1001 Invention and the Library of Secrets at minute 01.51, shows that the librarian looks neat and clean. The results of this analysis have been confirmed through in-depth discussions with expert in semiotics and library science, who considered that the meaning of the signs is in accordance with Peirce's semiotic theory and relevant to the context of neat and clean librarians. The signs agreed upon by the experts that represent neat and clean librarians are Librarians wearing tuxedos. Expert as expert judgment explain that formal clothing, such as a tuxedo, reflects appearance, neatness and attention to detail. It gives the impression that the individual wearing it is serious and convincingly professional.

The signs shown in the photo are included in the sinsign and qualisign categories. The reason the sign is a sinsign is that wearing a tuxedo is a concrete manifestation of a particular choice of clothing in a specific situation. This is a sign that appears in a certain space and time, for example, for formal events, while the reason it is included in the qualisign is that neatness in dressing is a trait or quality inherent in the appearance of the librarian. This reflects attention to detail and professionalism. In this case, the reason the signs indicate a neat and clean librarian is that the sign shows that the librarian has an awareness of professional ethics and respects the librarian through a neat appearance and strengthens the

impression of the librarian's professionalism and formality, emphasizing the role of the librarian in situations that require an elegant and polite impression.

The librarian understands that the library is a special place, where valuable knowledge and literature are stored, and by maintaining a polite appearance and demeanor, she shows respect for this environment. One of the etiquettes that need to be maintained in the library is dress code. According to the Indonesian Librarians Association (IPI), the librarian code of ethics, especially in the Asta Ethics of Indonesian Librarians, emphasizes the importance of professionalism, including maintaining an appearance that supports the task of serving users well. This is in line with ethical norms that direct librarians to give a positive and authoritative impression in every interaction.

In addition, his neat and polite demeanor reflects a strong work ethic in carrying out his duties. Not only does it safeguard the collection of books and information resources, but it also maintains the image of the library as a serious and respectable place. In this context, the librarian's appearance plays an important role in building the library users' trust in the services provided, so that they feel comfortable and believe that they are in the hands of a professional who values knowledge. Thus, the librarian's respect for knowledge also sets an example for patrons to appreciate the learning process and understand the importance of the information they access.

b. Interpretation of Scane Two



Picture 4. 14

Librarians who are calm when serving users

Source: Film 1001 Inventions and The Library of Secrets

Tabel 4. 8

Identify the Relationship of Sign, Object, and Interpretant of Scene Eight

Sign	Open hand gestures, eye movements maintain eye contact with visitors, serious eye gaze without intimidating, upright posture is not rigid, eyes are not rushed, facial expressions are not tense or panic.
Object	librarians who are professional, master the field of librarianship

Interpretation	<p>A calm librarian shows professionalism in their work.</p> <p>When librarians are not rushed or stressed, users feel that librarians have control over the situation and can be trusted to provide accurate information.</p>
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The results of the semiotic analysis of one of the scenes in the film 1001 Invention and the Library of Secrets at minute 03.00, shows that the librarian has a calm attitude. The results of this analysis have been confirmed through in-depth discussions with expert in semiotics and library science, who considered that the meaning of the signs is in accordance with Peirce's semiotic theory and relevant to the context of librarians having a calm attitude. The signs agreed upon by the experts that represent librarians with a calm demeanor are open hand gestures, eye movements that maintain eye contact with the patron, a serious but not intimidating gaze, a straight posture that is not rigid, an unhurried gaze, and a facial expression that is not tense or panicked. Expert as expert judgment argue that an unhurried approach, gentle hand movements, and a relaxed facial expression are characteristics of an individual who is calm and focused in interpersonal communication. This is in line with the statement of Allan and Barbara Pease (2004, p. 156) emphasizing that an upright but relaxed body posture creates the impression of someone who is calm and confident, which is important in building trust with other people.

The signs shown in the photo are included in the sinsign and qualisign categories. The reason the sign is a sinsign is Hand movements are concrete

actions that occur in a certain space and time. This is a physical shift from an open and friendly attitude., Eye contact is a real behavior that occurs during interaction. This is a concrete sign that shows attention and focus to the user, and you show a balance between professionalism and eternity, so that users feel appreciated without feeling intimidated. The reasons including qualisign are Body posture is a quality that reflects the librarian's confidence and openness in serving users, A calm gaze reflects the quality of patience and attention inherent in librarians, and Facial expressions reflect the quality of calm and self-control of librarians in any situation.

The librarian's calm demeanor when serving the users is so important because it shows a person who is professional and competent in their field. A calm attitude for librarians can improve service quality, create a comfortable environment, build trust with users, and manage stress and conflict more effectively. A calm librarian not only shows professionalism, but can also create a good relationship with users, thus increasing their satisfaction in using library services. According to Arifin (2014, p. 108), librarians need to have good interpersonal skills to be able to interact with users effectively. One important aspect of these skills is the ability to remain calm in the midst of situations that may require extra patience and attention. A calm librarian can provide better service, especially in situations that require problem solving or answering complex questions from users. Librarians can develop a calm attitude by practicing stress management skills, improving communication skills, practicing empathy, managing time well, applying relaxation and mindfulness techniques,

and developing a positive and optimistic attitude. These approaches will not only help librarians with their

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Hermawan and Zen's theory provides conceptual guidance on the ideal professional image, particularly in the context of librarianship, by highlighting the characteristics and values that a professional librarian should possess. These guidelines serve as a frame of reference to evaluate the extent to which representations of librarians in the media or real life reflect the ideal image of the profession. The theory of Hermawan and Zen (2006) states that librarian ethics consists of five aspects, namely socializing in the community, service to the community, relationships with coworkers, relationships with superiors, and personal appearance. This study only contains three aspects, namely socializing in the community, service to the community, and personal appearance, this is because this film only features librarians and library users. Meanwhile, Charles Sanders Peirce's semiotic analysis theory serves as a tool to identify and analyze the signs that appear in these representations with Peirce's triadic concept of sign, object, and interpretant. This theory allows an in-depth analysis of how visual, verbal, and symbolic signs shape and convey meaning, including how the image of the librarian profession is represented and understood by the audience.

The results of the analysis show that the film “1001 Inventions and The Library of Secrets” mostly supports the ideal image of librarians as guardians of science, although there are some elements that are still stereotypical. The ethical representation of the librarian profession shown in the film “1001 Inventions and

The Library of Secrets” in the aspect of socializing in the community found is librarians who are confident, sociable and communicative and helpful. The aspect of service to the community found in the depiction of librarians is librarians who are unfriendly to the library, understand the wishes of the library and understand the library. In the aspect of self-appearance found is that the librarian is a figure who looks neat, clean and has a calm attitude. Validation through discussion with experts confirmed that the results of this analysis are in line with the principles of semiotics and the ideal image of the librarian profession. This representation shows recognition of the importance of librarians, but there are still elements of stereotypes, such as librarians who are not cheerful and do not serve the library. The findings contribute to the literature on the image of librarians in popular media and indicate the need for greater efforts to present more inclusive and positive representations in the media. Further research is recommended to explore other media, such as television series or digital content, to get a broader picture of public perception of the librarian profession.

5.2 Suggestion

All activities and events that occur in the movie can basically happen in the real world. Likewise, the message or impression conveyed in the movie “1001 Invention and The Library of Secrets” should be an example or lesson in living life. Here are some suggestions that can be considered for library agencies and librarians, including:

1. Librarians should have a good social attitude in dealing with various users, Librarians and professional associations can work with

filmmakers or content creators to portray librarians positively and accurately, increase public awareness of the role of librarians through social media, workshops, or digital literacy programs and Provide consultation to filmmakers to make the portrayal of librarians more relevant to the current reality of the profession.

2. Research on the ethics of the librarian in films can certainly be continued and developed apart from the film 1001 Invention and The Library of Secrets also from other films. The researcher's suggestion for further research who wants to examine this film can examine it more broadly about the concept of the library. Expand the scope of research by analyzing the image of the librarian profession in various films or other media that are more diverse. This aims to get a more comprehensive picture of how the librarian profession is portrayed in popular culture and how these representations evolve over time.
3. In addition, combine this research with other approaches such as discourse analysis or narrative analysis, to understand more deeply how movies not only portray librarians, but also shape public perceptions of the profession. Further research could include interviews with librarians or practitioners in the field to see if the images portrayed in the media match their experiences in the real world.

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ATTACHMENT

Attachment 2**PEER BIODATA****A. Identity**

Name :

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B. Education History**C. Work Experience****D. Ebility****E. Publication**

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1. Years 2008 - 2013 : SDN Raksajaya
2. Years 2013 - 2016 : SMPN 1 Karangnunggal
3. Years 2016 - 2019 : SMAN 1 karangnunggal
4. Years 2020 - 2024 : UIN Sunan Kalijaga Yogyakarta

5. Organizational Eperience

1. Vice chairman of the Library Science Student Association for the period 2022-2023
2. Chairman of the Regional Conference of Library Science students DPW 3