

# Promotion Program Strategy and Library 101 ORM (Online Research Management) as a Form of Recognition Activities: Case Study in University Library Airlangga Surabaya

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**Keywords:** Promotional Strategies, Promotion Library, Library.

**Abstract:** Promotional activities by library is used as a communication activity between organisasi and consumers with the main purpose of introducing the product or service provided. The purpose of this study was conducted to determine promotional strategies undertaken by Airlangga University Library. This study uses a qualitative method in the which to get the data the authors observe your and direct observation in the program of activities, interviews to the parties concerned to the program of activities. This is done to get results that valid about how promotional strategy at Airlangga University Library. This study examines how marketing information services at Airlangga University Library. By examining four parts items, namely the planning is done, implementation, promotional tools used, and the constraints that occur in the process of activities. This study extends the knowledge in the promotion of the library with scientific Researchers collect views and suggestions, Also Identifies the main implementation issues emanating from relevant literature or previous research, and comparing whether there is common ground on the four sections researched or differences.

## 1 INTRODUCTION

Promotion is one form of an institution's efforts in introducing the goods and services to the wider community that aims to make its products and services can be recognized and used by the public, as well as in the library. Library is required to be able to introduce information and services that they have so that people can take advantage of library services (Rahayu, 2016). Marketing helps organizations in the process of developing quality products and services, taking into account first of all the needs of customers, which aims to increase awareness of products and services and their use (Garoufallou *et al.*, 2013). Promotional activities at the library is very important to be able to introduce the activities and facilities in the library to library users.

Promotional activities by library is used as a communication activity between organizations and consumers with the main purpose of introducing the product or service provided by the organization with the distribution channel. According Triningsih promotional activities have the purpose of inducing the consumer to react to a product or service. The promotional activities are very important so that

consumers know the services provided and the benefits to be obtained (TRININGSIH, 2016).

As one of the activities program at the University Library Airlangga mandatory for new students, Library 101 and ORM (Online Research Management) should be the needs of Airlangga University students in preparation to take advantage of all the facilities available in the library. Library Event 101 is an activity that is intended for students of diploma and bachelor to know more about the ins and outs of the library. Starting from any collections owned by the library, how processes at the circulation, any existing facilities, to how to use Reviews These facilities. The important point is the students Began to force in 2017, the library can borrow books when they are attending this event. Whereas the Online Research Management is a mandatory activity for the graduate program (Anna & Harisanty, 2019; Harisanty *et al.*, 2020).

So that users want to take advantage and get to know the library it is Necessary to do the promotion. Promotion at college libraries required careful planning is therefore a need for a strategy to run a promotion library. In the library of the University of Airlangga. Promotion strategy that should be used is

to communicate with the user directly, in cooperation with other parties so that users' needs can be met and create promotional programs to increase of interest in the user visits. The concept of promotion is defined as company-oriented approach that can help organisation to convince customers to buy or use the products or services offered without taking into accounts Reviews their needs. Basically, promotion orientation is described as the only approach that focuses on customers who will depend on reciprocal exchanges and interactions with the organization's long-term customers. Therefore, the application of the concept of effective promotion will Strengthen the library to take over not only a reactive role responding to the real needs of the community but Also on the active role of studying and analysing the needs (Yorke, 1984). In addition to the above, the use of the information media also needs to be improved as a tool to promote a program of activities in Airlangga University Library.

With the sale, the activities the library will be easily identifiable to the user of the library so that they can get to know the library, knowing collections owned, Determine the types of services available, as well as the benefits to be gained users. It is expected user interested to visit and take advantage of the library to the fullest. Therefore, the authors take the topic Promotion Strategy Library Program 101 and ORM as a form of introduction activities at Airlangga University Library. The purpose of the article are: 1) Introducing the program of activities in the library of the University of Airlangga; 2) Provide education about the facilities and services available at Airlangga University Library; 3) Increasing interest in visits to Airlangga University Library.

## 2 LITERATURE REVIEW

### 2.1 Library Promotion

Library campaign needs to be done so that all activities associated with the library services can be known and understood by the user. Promotion is one component of marketing, to promote institutional, collections, system, and types of service, then there was a process approach to the user. Users become aware of what's collection, what services are available, while not yet know or know about but never take advantage of services will know then attracted to come or take advantage of, so that visitors increases, the use of library materials or services of the higher library service (Bushing, 1995), As this is the desired expectations library.

According Sudariyah Nasution in Darmono promotional purposes is to introduce or raise the image and popularity of the goods or services sold. According to Asri in Darmono Essentially destination promotion activities are as follows: (a) informing items, namely to provide information to prospective buyers full of goods on offer; (B) persuading, to persuade potential buyers to purchase goods or services offered; (C) reminding, remind consumers about the presence of a particular item, that consumers do not bother to look for items needed and where to get it (Darmono, 2009).

The benefits of a promotion by Junaidi items, namely: (a) provide information, promotional activities can serve as a conduit of information to the general's public or the information seekers. Promotions can provide more information; (B) and Seduce persuade, persuade and Seduce seekers of information and influence, serves as an information tool can also serve as a tool to persuade and woo prospective information seekers to the library; (C) create the impression, with an update of information seekers will have a Certain impression of the products released. For that a library trying to create an impression to Reviews those who seek information; (D) as a communication tool, in carrying out promotional activities indirectly communicating a library with the wider community (Nabila & Erlianti, 2021).

### 2.2 Library Promotion Strategy

In carrying out the promotion strategy there are essential elements that must be considered (Arga, 2015). That is:

1. Planning: Planning is needed as a strategy to communicate or convey a message to the community for the work program to be realized, the following stages: a). Problem analysis: The analysis was conducted to identify issues that will be the basis of the sale; b). Identification of the target audience and controlling variables for each: Segmentation of the audience is used to recognize the entire audience. In addition to recognizing the entire audience, segmentation is also used for the selection of media it is highly influenced by branding and positive image on to the library; c). Work analysis and Plan: Phase planning and implementation of activities and involve many planners, requires a system that allows us to explain the campaign activity and its relation to planning, delegating, and monitoring; d). Budget: The budget is important in planning, because in our planning must take into accounts the budget

that will be incurred in the preparation and implementation of the campaign.

2. **Implementation:** Implementation is a process of decision-making of a theory related to the design and the selection of messages right channels to achieve the goals set. In the library promotional activities require a means of promotion. Promotion is divided into several forms, among others: a printed form, the form of the activities of libraries and electronic form. Promotion of the library in printed form, is brochures, posters, leaflets, flayer, a special folder library, newsletter, annual reports, bookmarks (bookmarks), and a library's guidebook. Promotion of the library in the form of library activities is a library exhibition, lectures, seminars, fairs, calendars library, tour the library (library tour), meetings with authors, book launching and discussion.

One important factor to the success of library services marketing is promotion. As a rationale to carry out promotional activities is communication, because with the expected interaction communication between producers and consumers. Communication will go well if the received message together with the message sent. Promotion as a form of business communication that bridges the gap between producers and consumers is the main route leading to the mind of the consumer. Therefore, a manufacturer of a product or service should be across the path to communicate the product to the user or potential consumers (Riah, 2009).

### 3 RESEARCH METHOD

This research uses case study method with descriptive qualitative approach in which to get the data the authors observe and direct observation in the program of activities, interviews to the parties concerned to the program of activities. This study used a descriptive study i.e research that aims to describe and explains a state in accordance with the actual reality or what it is (Farihah, 2006). This study aimed to obtain information, understand, and reveal the facts based on the circumstances in the field related to the publishing strategy 101 and ORM Library program as a form of introduction activities at Airlangga University Library.

The data source is used that is 1) Primary data, the data collected by the author directly from the first source or object where research is conducted. In this study, the authors obtained the primary data directly from the study site is librarian authorities in

implementing the program. 2) Secondary data's, is data obtained or collected from sources that already exist. Secondary data are typically taken from documents (reports, other people's papers, newspapers, and magazines). Secondary data is data that is obtained in the form of ready-made that can be either published or in a digital file.

## 4 RESULT AND DISCUSSION

Airlangga University Library is a library that stands above meet the objectives of their parent institutions namely Airlangga University. Likewise, with the strategy of the campaign carried out. Airlangga University Library doing promotions that are part of the field to invite and attract and meet the needs of students in the field of information. Library resources of the various types of library materials can be found therein. Students can meet the information needs by utilizing existing library materials in the library to suit individual needs. Promotion strategy itself has a purpose and function effectively greeting very help libraries to be better known by students or users.

### 4.1 Planning

Emotional branding is a new paradigm in the world of marketing means creating emotional nuances with the aim of emotional closeness between the brand and the consumer (Vredevelt, 2018). Library as an institution, information service company can implement the concept of emotional branding to create emotional nuances that will foster closeness emotionally between libraries with user in hopes will feel satisfied with the services Provided and they will be user faithful, so that the utilization rate of the library will increase of Emotional branding in the library can be created particularly subject through the performance of librarians who are trying to build a good relationship with user. Some of the strategies that can be implemented a user that greets first, user greeted by name, knowing the information that is needed Often, notify the updated information, creating the impression is ready to help, showing happy dialogue, be a good listener, wear complete uniforms with name tags and librarians Often around greet user. Implementation of emotional branding in the library requires a change of mindset and spirit to keep the imagination of library management, for the development of library service quality in accordance with the demands of society (Komariah *et al.*, 2016).

#### 4.1.1 Analysis Problem

Promotion is introducing services across the existing activities in library be known by the users. Promotions library is basically a forum for the exchange of information between organization and consumers with the primary purpose of providing information about the products or services provided by the library, persuading the general public to be creative in the products or services offered (Afriani & Yunaldi, 2012), Library campaign needs to be done so that all activities associated with the library services can be known and understood by the user. Promotion is one component of marketing to promote institutional, collections, systems, and service type of service, then there was a process approach to the user.

Unknown promotion 101 and ORM Library program is important because the program will also be useful in supporting the learning activities which in the lecture course requires resources as well as digital books and journals. Where to take advantage of facilities such as borrowing books required to have a certificate 101 and ORM Library. It requires students to participate in activities so that the role of the promotion strategy was successful.

#### 4.1.2 Identification of Target Audience and Controlling Variables for Each

In the face of the challenges in creating a positive image, there are strategies that can be done in terms of internal and external library. Thus, we can conclude that, to foster a positive image of the library is required strategies and synergies as well as the responsibility of all aspects of the library. Recommendations for librarians is very important to develop personal branding. Furthermore, to the library after successfully building a positive image should be able to maintain and restore the current image crisis (Restanti, 2015).

Library campaign is a series of activities designed library so that people know the benefits of a library through collections, facilities, and products or services provided. It can be said that the library campaign aims to propagate the library to the outside world with the main goal is the specific users so that through promotional activities are expected to know and utilizing community services and facilities in the library (Sudiar *et al.*, 2017).

The target market of promotional activities and ORM Library 101 program is an active student of Airlangga University. Library 101 new students of its targets is S1, D4 and D3. While the ORM itself new targets are students of Airlangga University Graduate

Program. This campaign targets are very helpful for the library. Goals are to be Achieved by individuals, group, or the entire organization. Targets are Often Referred to with the goal. Goal useful in guiding management decision-making and establish criteria for measuring job.

It can be concluded that the campaign targets the new student and active student of Airlangga University students, the which means that determines whether or not the library forward. Due to student suggestions that encourage libraries to provide excellent service or the best service.

#### 4.1.3 Work Analysis and Plan

The plan or plans are document used as a scheme to achieve the goal. Planning is the process of defining the organization's goals, create a strategy to achieve these goals and develop a plan of work activities of the organization. Planning is an important process of all management functions because no other functions of planning, organizing, directing would not be able to walk (Pacios, 2017).

Based on the results of research conducted by Wulandari and Nugraha (2012) Showed that one important factor that Affects the interests of students come to the library is a library as place items, namely the usefulness of a library room where the comfort of the room that inspire users to learn to be the highest indicators. The results of this study further reinforced by research conducted by the Widjaja & Halim (2014) the which shows that the factor of library as place is the highest factor that Affects the user to come to library (Setiawan, 2015).

It can be concluded that the plan in conducting promotional strategy has been implemented in accordance with what has been the goal of the strategy, the library planning promotion strategies to realize the objectives of the library. Planning positive activities that can foster students' curiosity towards the library.

#### 4.1.4 Budget

Preparation of the budget in promotional activities 101 and ORM Library activities are only provided on the speaker alone, the budget for presenters who delivered material it like to be expressed as a snack as it is. There is no special project for allocation funds for these activities is the responsibility of the library that is realized by the library itself.

In this case, in fact the promotional aspects of Airlangga University Library is less Likely there is a concern Because The budget allocation for the implementation of promotional activities of the



library is Also very limited. Besides, the ability of librarians to manage the library is still very limited. It takes determination of effective strategies for the promotion of Airlangga University library.

To the authors hope that in terms of promotion there someday budget in terms of promotion is fulfilled again in terms of promoting the library to the consumer, Also in order to librarians Involved in the promotion of the library more creative and innovative again later to find a gap in order to generate interest in reading its (Pahlefi, 2013).

## 4.2 Implementation

One effective way to break through the barrier and the barrier of communication between the library and its users is by the way libraries conduct activities that involve library staff nor the user so that communication can run well and on target.

Back again to the campaign conducted by the library, an activity that is important to help the library itself to introduce anything that can be promoted by the library. Facilities, types, and what kind of service capable of attracting the attention and curiosity of the public to come to the library. There are several forms of promotional activities carried out in the form of sale in the form of iklan, promotion in the form of online media, promotions in print, as well as promotion in the form of activity.

From the interview Haril known that Airlangga University Library in running promotions and disseminating information via online media as well as disseminating digital poster about 101 and ORM Library activities on social media such as twitter, facebook and instagram. On social media fairly rapid dissemination of information leh because the library utilizing social media in the promotion of the library.

Not only was the library also participated in the Display SMEs be conducted to introduce students to the SMEs in Airlangga University. At the time of the activities of the SME Display the libraries set up a leaflet which will be distributed to students. At the time of this promotion held unfavorable conditions to be explain clearly inform students about the program and ORM Library 101 this to the students. However, the fact that students who come to the library to follow 101 and ORM Library program spelled out a lot of it can be attributed to the habit of behaving millennial generation and capture information. Where at the beginning of the provision of such information is less conveyed but in fact serve targeted students understand and follow a series of activities.

Libraries in carrying out promotional activities would certainly have a goal to the library. The

promotion aims to improve and develop science, a place to learn and rekreasi. According to Andrew in Pahwani sale has four objectives are: (a) to Attract attention, (b) to create an impression, (c) to generate interest, and (d) to Obtain feedback (Pahwani, 2015), Meanwhile, According to Suherman purpose of promotional activities is to sensitize the public on the importance of libraries for life (Suherman, 2009), Therefore in order to promote and encourage public interest in the library needs to do promotion of libraries objective being to inform products, facilities, and services to potential users or the public.

Guided by the library that promotional purposes promotional activities 101 and ORM Library program at Airlangga University Library has been running well and also from the information passed on by informants that the growing number of user and also the number of participants in the program. So the purpose of the library itself in the promotion is not to preach or give information to the user.

## 4.3 Promotion Facility

Promotion of libraries (Pahwani, 2015) is one activity that is in library and become a very important part of which has its own role to attract paara library users. In the promotional activities of the library, the library itself certainly also carry out promotional activities. According Nyono (2010) who said that the sale of the library is one of stu aspects of marketing, it is important to reach good service. Library campaign is a series of libraries designed to allow students to close the library (Nyono, 2010).

Implementation of promotional activities undertaken by Airlangga University Library in the Library program 101 and ORM. According to Agung Budi Kristiawan, Sos, SA which is one of the librarians or the staff who work in the field of Library Information Service or the Public Relations explained that the implementation of promotional activities undertaken by libraries, among others through social media that with the spread of digital poster on a social media held libraries such as Facebook, Twitter and Instagram. This is done aims to attract students and library users. Given that the millennial generation who tend to be more interested in smelling with digital content makes the promotional activities undertaken by Airlangga University Library adjust to the situation and the progress of time.

The promotion can be done through a variety of activities in which these activities involve the whole staff of libraries and library members. The promotional activities can be either formal or informal activities, can be done in the scope of library

existence library and outside the library environment itself. We recommend that libraries have a written policy regarding the promotion and detailing various purposes and the strategies used.

From interviews with library staff in mind the conditions that exist today are sufficient, although there were no librarian or librarian. Librarians are there already retired and one had to move the task to Jepara. Actually there is a graduate of the Open University library, but still honorary and is still waiting for graduation. In addition to librarians, the office also does not have expertise in the field of archives or archivists. So that informants expect their new experts and competent. The staff at the library is now sufficient to serve the community, but there is no librarian or library majors pure. There is only one and was about to graduate from their study. On average the existing staff of the library is not purely scientific but from the other placed in the library. Even the Public Library in Brebes not have librarians, because there are librarians who retired in early July. Another informant also explained that there is enough staff in number when viewed from the ratio of the building and the existing library visitors. Just not the experts libraries or librarians who are in the Public Library of Brebes. So that the performance of the existing staff less than the maximum Just not the experts libraries or librarians who are in the Public Library of Brebes. So that the performance of the existing staff less than the maximum Just not the experts libraries or librarians who are in the Public Library of Brebes. So that the performance of the existing staff less than the maximum (Raharjo, 2016).

## 5 CONCLUSIONS

Promotion in libraries is critical to ongoing activities in the library. As done by Airlangga University Library in the Library program promoting 101 and ORM has. Where this program is very useful for students as the target library. Students will certainly need a library when undergoing lectures, as well as a source of reference which must be derived from a valid source. This can be obtained at the library through a collection of library books and journals subscribed. Therefore, with the promotion of Libray 101 and ORM programs at the University of Airlangga course can help students to get education about Perpustakaan user Airlangga University.

For further development, the authors provide suggestions were to be useful and to help promote programs that exist at Airlangga University Library, especially the 101 program and Online Library

Research Management, for a better future. The need for their Human Resources to promote program activities at Airlangga University Library. It needs a brand ambassador or ambassador read at Airlangga University Library as one of the implementations and the active role of academicians to help program activities at Airlangga University Library. Optimizing the use of social media and the madding as media promotion activities. Cooperating with each faculty in the University of Airlangga in terms of providing material about program activities at Airlangga University Library during the introduction period of campus life, to create a more uniform delivery of information.

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