

Promotional Strategy in Library of Widya Mandala Catholic University Surabaya

Yustria Olivia Arifin¹, Dhini Dwi Kartikawati¹, Endang Fitriyah Mannan²
and Muhammad Rifky Nurpratama²

¹Library Studies, Faculty of Vocational Education, Airlangga University, Indonesia

²Faculty of Vocational Education, Airlangga University, Indonesia

Keywords: Promotion, Library Promotion, College Library, Unika Widya Mandala Surabaya.

Abstract: The library is not only silent, but it tries to pick up users to have the services they have provided, creating a good impression of the library. One of them through library promotion. This article discusses the promotion strategy used by the Widya Mandala Catholic University Library Surabaya. Explain the methods, as well as the tools used in the promotion process. The research method is a qualitative method with a descriptive approach. For the process of data analysis, derived from data interviews using literature from books and journals. The results found were promoted as visits to other libraries, and used as a means of promotion, and developing repositories and promoting them as superior services. Where the results of the library were visited increased, especially the visits to the web library owned by the Surabaya Widya Mandala Library.

1 INTRODUCTION

The process of education in universities that prioritizes innovation, the development of scientific and technological research, makes university libraries the heart of the university (Hernoko *et al.*, 2022). Based on Indonesian Law Number 43 of 2007 concerning the library, the library is defined as the institution that manages collections of written works, printed works and/or record works in a professional manner with a standard system to meet the needs of education, research, preservation, and recreation for visitors (Romadhona, 2020). Along with the development of information technology, librarians are required to be more creative and innovative to provide various services and facilities for visitors with the aim of improving the quality and reputation of the library itself (Harisanty, Shafira and Isbandy, 2020). Libraries can be made successful and useful in supporting facilities, and the services are widely used by students, and library materials are widely used as reference sources and references in making scientific works. Therefore, a special strategy is needed to promote library services and services (Sunyowati *et al.*, 2022). Libraries Fulfilling Library Needs According to Gitosudarmo

(2008) promotion is a way to increase consumers so that they know the products offered by the company then consumers are interested in buying these products (Subagyono, Chumaida and Romadhona, 2022). According to Gitosudarmo (2008) promotion strategy is an activity aimed at consumers so that they can find out the products offered by the company then consumers become happy to buy the product (Romadhona, Subagyono and Agustin, 2022). Some ways that can be used as advertising promotion tools, sales promotions (sales promotions), direct contact (personal sales), publicity (publication).

Mustafa (1996) states that the purpose of library promotion is to introduce information and services provided while introducing to the information centre community and persuading potential users that information services can be enjoyed by users (Romadhona, 2020). According to Qalyubi (2003) explains that the purpose of promotion is to influence knowledge, influence attitudes and behaviour, persuade to accept concepts, service and introduce ideas or goods promoted.

Preferably, libraries have specific policies related to library promotion and develop specific plans and strategies along with the heads and other library staff. Library promotion advertisements according to

Sulistyo (1993) as follows: (1) Promotional media outdoors. Outdoor media is advertising media that are usually large in size, installed in open places such as on the roadside, in the centre of the crowd, or in other special places such as on buses, in buildings, on walls and so on. Outdoor promotional types include billboards, billboards, and banners. (2) Indoor promotional media (indoor media). Indoor media that is advertising media that are usually small or medium sized that can be installed in the room. The types of media in the room (indoor) include posters, floor stands, storefronts, and leaflets/brochures (Romadhona, 2022).

The library promotion facilities consist of printed promotional facilities, promotional tools in the form of electronics, and promotional facilities in the form of library activities. (1) Printable promotional facilities (Mustafa, 1996) among others are brochures, posters, library-specific folders, bookmarks, library-specific publications, library logos and symbols, newsletters, and library signs. (2) Electronic-shaped promotional facilities (Supriyanto, 2008), among others, television, which is one of the electronic media that is very widely used by the public in seeking information. Besides being an entertainment media, television is also often used for media promotions. Others are the internet which are in the form of "networks", by creating the possibility of communication between networks throughout the world. The development of technology makes the internet as one of the most popular promotional media tools for consumers (Romadhona *et al.*, 2022). With the internet, an institution can promote its products quickly and precisely. The next promotion in electronic form is radio, which is the most common thing done by an institution or organization. Radio has millions of listeners who will listen to broadcast information. The more often it is heard to the public, then indirectly the community will know and recognize a product that is promoted through the media. (3) Promotions in the form of library activities (Mustafa, 1996) include library exhibitions, lectures and seminars, bazaars, competitions and quizzes, library tours, film screenings, socialization, and procurement of mobile libraries.

To achieve a good promotion strategy, it is also necessary to create a promotional program first, the promotion program means to set goals or priorities first after that, the next step is to determine the action and develop the right work plan. To achieve a promotion strategy can also be done by collaborating with third parties because in all libraries it cannot be done if the library is independent. Therefore, it is

important to collaborate, especially on promotions. The cooperation can be carried out with agencies such as: national libraries, educational institutions, provincial libraries, city libraries, publishers, and bookstores.

2 RESEARCH METHOD

The method used in this research is my qualitative method. The data collection technique is the study of accounting and comes from interviews. The location of this study was at the Widya Mandala Catholic University Library in Surabaya. To find out the results of his research, the authors analysed the data from the interviews, the literature study that came from books and journals. This research is intended to find out the promotion strategy in Widya Mandala Catholic University Library Surabaya.

3 RESULTS AND DISCUSSION

Widya Mandala Catholic University Library Surabaya implemented a promotion strategy since the establishment of the library. Strategies carried out in several ways including brochures, websites, library classes, conduct activities such as book reviews. Usually the activities carried out, come from invitations given by the faculty, for example the faculty asks resource persons and library materials for making proposals. Libraries carry out promotional strategies by adjusting what is needed by the academic community and more scientific communication. An example is that now the library is more focused on processing repositories and OJS (*Open Journal System*). The Unika Widya Mandala Library promotes gradually from year to year due to several factors such as human resources, facilities, and infrastructure, etc.

The purpose of the promotion strategy carried out by the Surabaya Widya Mandala Library is to increase visits both to the library to utilize existing collections and collection of repositories and library websites by academics or other universities which will later share knowledge. The core of the purpose of library promotion, according to Gupta *et al.* (2006) is to focus on services to users or people who visit the library. The benefits after implementing the strategy include visits that are more increased than before, both from students and from other universities/institutions, for now more visits online at the repository.

As for the plan or development of the library for the future, the focus now is on the development of an independent book lending service and the independent loan lending service. In the future, efforts will be made to develop social media libraries so that they can be optimized. The steps to be taken by the Unika Widya Mandala Surabaya library are in line with the concept expressed by Schmidt (2007) that traditional library services must change to accommodate new types of users and new types of use. Schmidt (2007) also revealed that promoting services is an important component of service delivery. Many libraries have exceptional services and products, but users don't know their availability. *Branding* and *badging* are terms used by libraries to ensure that services are marketed effectively.

Promotional steps in terms of *branding* so far that has been used, among others, in print through brochures, while in electronic form through library websites. The Unika Widya Mandala Surabaya library has social media (Facebook) but for now it is not too optimal because the lack of human resources in the library is a major factor. Constraints when carrying out promotional strategies, namely HR. HR constraints have indeed become an obstacle for many libraries, especially in Indonesia, East Java, especially Surabaya, but with many similarities the constraints have finally led to *knowledge sharing*. It was revealed from the informant's statement, namely:

In where at first, we have constraints and the constraints that we seek a solution after getting a solution as well as a university library other university and with prose s there appeared the sharing of knowledge. (HR)

Sharing knowledge about promotional processes and strategies, not only through face-to-face. However, it was revealed that sharing knowledge about promotions had been carried out by visiting or benchmarking other libraries in Indonesia, and even foreign libraries were visiting the library of Unika Widya Mandala Surabaya to share and gain knowledge. Revealed from the statement of the following informants:

For more cooperation, starting from Local, Provincial and National level cooperation. For international cooperation, we usually visit the library there to make a visit, and on the contrary foreign universities also visit our library. (HR)

The purpose of the visit which had been carried out by librarians of the Unika Widya Mandala Surabaya Library was to explore various aspects of the library. Besides being a visit to explore promotional strategies, behind that is the process and

documentation of the visit that can be used as a means of promotion as. Implicitly, the documented visit will be uploaded to the library's website and is expected to give the brand in the form of an impression that the Unika Widya Mandala library is promoting itself to other libraries and giving the impression that the library is not passive, or not moving but to pick up knowledge. This was revealed by the following statement from the informant:

The purpose of the visit is usually to see what facilities are in the library. As seen on the website, if there is a visit from any university, it will enter the library website. (HR)

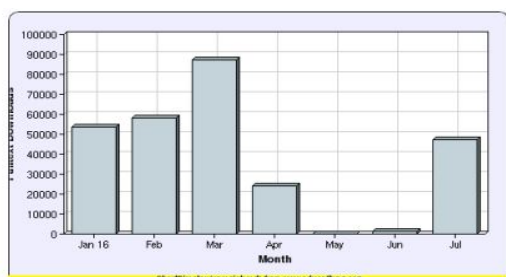
Widya Mandala Catholic University Library did a gradual promotion strategy in accordance with what was needed by students / visitors to the library at that time. After focusing on the development of the repository and socialization to promote that the Unika Widya Mandala library has a good repository. However, once again human resources are the main obstacle in implementing the promotion strategy carried out by the library both in terms of number and ability.

The Head of Widya Mandala Catholic University Surabaya Library has plans to better manage the library's social media as a means and place to promote the library to be more optimal. Because now the library still relies on the website as a digital promotional tool that can be accessed by anyone. Social media is considered a means of promotion that is quite influential to increase visits, therefore it will soon be followed up to be used as a means of library promotion.

In addition, the library also strives to provide services and facilities tailored to the environment and desires of visitors with the aim of improving the quality and quality of the library. As is already the case now, namely independent lending services and lending and returning lockers independently. The Widya Mandala Catholic University Library will gradually expand the collaboration network which will indirectly affect library promotion. If there is more cooperation, the implementation of promotion strategies outside the library at the regional, provincial and national levels will be easier.

The promotion strategy carried out by the current Widya Mandala Catholic University Library for the development of the repository is pay off. Not only accessed by visitors in Indonesia, but also widely accessed by visitors from abroad. Making this repository gets a positive response from the users, as evidenced by the participants of the socialization in each campus exceeding the quota provided. The socialization was first conducted in 2015 with

lecturers and employees, and then continued in 2016 to socialize to students throughout the Unika Widya Mandala Surabaya environment.



Source: Featured Achievement Work Attachment 4 (Nugraari, 2016)

Figure 1: Repository Visitor Statistics.

From the graph of the visitor repository statistics, during January to July there has been an increase and a decrease. On average, the repository is accessed by more than 50,000 users. Unfortunately, in April there was a significant decline with only around 20,000 users accessed. In May and June data and server transfers were made which resulted in the repository being inaccessible for 2 months. The Unika Widya Mandala Surabaya Library Repositor reaches the 30th rank of the best repository in Indonesia by Webometrics. Development continues to be made so that the UKWMS library repository ranking can increase in the next few years. Promotion will continue to be carried out so that many users use the repository.

Based on all the data and facts that have been discussed, the steps of *branding* that have been carried out by the Unika Widya Mandala library show that still relying on promotions for the purpose gives a good impression. This step is not wrong because it is indeed one of the goals of library promotion, as written by Triningsih (2016) that the promotion according to the Indonesian Librarians Dictionary is the exchange of information between organizations / institutions and consumers with the main purpose of providing information about products or services available in the organization and persuading prospective customers to react to the product or service. Promotion aims to: 1) attract attention; 2) creating an impression; 3) arouse interest; 4) get a response; 5) influence to accept ideas, concepts, or goods that are promoted.

The promotion that has been carried out by the Unika Widya Mandala library, if it is adjusted to the concept of promotion goals according to the dictionary of Indonesian librarianship, it is still limited to the first and second points, namely

attracting attention and creating an impression. This can be seen from the steps of their promotion by benchmarking or visiting other libraries, then the results are uploaded through their official website. Other steps such as developing their repository service and promoting it that libraries already have digital services that can include the desire of young people for digital collections.

Again, this step is not wrong, but if it is adapted to the needs of today's users, then this step cannot fully cover the wishes of library users. Current library users according to Schmidt (2007) continue to want basic services - competence, reliability, responsiveness, timeliness, honesty, and caring approaches. Where they want help with access to information. A brand wants to read material both in print and online. They want everything to function effectively and they want help to make sure they use resources effectively.

Schmidt (2007) added that the social experience of visitors is very important. Here it can be assumed that by serving the repository, the user can search the digital collection in its place. But not only that, the social experience they are actually looking for, such as convenience, speed of accessing the repository, completeness and variety of collections, the ease of sending responses and expecting quick reciprocity is more value, which can build the social experience of the user.

In addition to branding, badging is also an important point in the promotion of libraries that can add more value and build the social experience of library users. Unika Widya Mandala can implement badging in a way that is already commonly done by organizations or companies such as cafes or restaurants by building logos, symbols, and slogans. Where in the end the logo, symbols and slogans can be remembered by the users to create new and even unique social experiences. It can also be expected to reach a wider promotional market, namely people outside the campus. Because if the promotion is analyzed by the Widya Mandala Unika Library all this time, it still mostly includes internal markets such as library activists, students as visitors and other internal environments. Although the data from the repository visit stated that there were visitors who were not from internal students, but the impact could not be felt directly in terms of *branding* the library's name image and direct visits to the library.

As for what has been mentioned also, the means of promotion are carried out through the website and there is a desire to develop social media libraries to better reach a wider audience. The thing that is done is already good, but evaluation is still needed,

especially evaluation of the website used. This will affect people's interest in accessing and reading websites and their content. So far, the website that is used, it is considered not enough to represent a good promotional container, because in terms of design and content it has not been neatly arranged etc. Therefore, while using social media, a website can be developed to become a better and better forum for promotion.

Rahardjo (1997) further details the abilities that librarians have in helping library promotion, namely special expertise such as (1) journalism, which in this case includes knowledge and skills in arranging brochures / bulletins, editing, writing in mass media, magazines, printing, publishing or compile video scripts etc.; (2) hearing technology, which includes photography knowledge, film / video production including acting and directing; (3) design, to be able to make posters, arrange "layout" brochures, make souvenirs etc.; (4) exhibition techniques, including arranging space, use of furniture, irradiation and others; (5) spatial planning, which is needed to provide a comfortable and safe space, including a library signaling system. The last and very important is (6) communication, which is needed by each librarian to be able to communicate the library to the user, whether through individual dialogue, discussion, or public speaking.

In other words, as librarians, what can be done to support promotion is to market and promote their services, so that new skills and knowledge are needed. For example, such as librarians must be good at listening and responding. The smallest and lightest thing is to give a response and a friendly impression such as saying, "Have a nice day". Such light things are needed and at the same time the availability of mobile and friendly librarians is expected to always be there by the users. As Schmidt (2007) stated that library users still need and appreciate real help from real people (librarians) and they expect to find those (librarians) easily

4 CONCLUSIONS

Promotion strategies can indeed be done in many ways and methods. Promotional facilities can also be done with various media including print media, electronic media, and even through useful activities. Promotions carried out by the Unika Widya Mandala Library include brochures, activities such as book reviews, and through library websites. Henceforth, the library will focus more on the management of library social media. Other promotions carried out

by the Unika Widya Mandala Library are visits or benchmarking to other libraries then the results are uploaded through the website as a further promotion. Then the next promotion is the development of the repository, which is proven by the achievement of the performance results of the Widya Mandala Catholic University Library in Surabaya, among others: (1) Visitors increase each year to utilize collections of both physical collections and digital collections. (2) Increased visitors to the repository of more than 50,000 visitors both from domestic and abroad and ranked 30 in the Webometrics version. (3) The existence of the latest services, namely independent lending services and independent locker lending.

The advice that can be given is that this promotion step by the Unika Widya Mandala Surabaya library is still at the stage of attracting attention and creating an impression. Not at the stage of arousing interest, getting responses, and influencing to accept ideas, concepts, or goods that are promoted.

REFERENCES

- Gitosudarmo, I. (2008) *Strategic Management*. Yogyakarta: BPFE.
- Gupta, D.K. et al. (2006) *Marketing library and information services: International perspectives*. KG Saur München.
- Harisanty, D., Shafira, E. and Isbandy, S.H. (2020) 'Library Automation System in Library University of Sebelas Maret Indonesia: Migration From UNSLA to SLiMS', *Library Philosophy and Practice*, pp. 1–14.
- Hernoko, A.Y. et al. (2022) 'Urgensi Pemahaman Perancangan Kontrak dalam Pengembangan dan Pengelolaan Obyek Wisata di Desa Kare, Kabupaten Madiun', *Jurnal Dedikasi Hukum*, 2(3), pp. 231–244.
- Mustafa, B. (1996) *Library Service Promotion*. Ministry of Education and Culture: Open University.
- Nugraari, C. (2016) 'Featured Achievement Work Attachment 4', *Architecture Institution Repository, Widya Mandala Catholic University Surabaya* [Preprint].
- Qalyubi, S. (2003) *Basic Science Library and Information*. Yogyakarta: Department of Library and Information Sciences, Adab Faculty.
- Rahardjo, A. (1997) *Set library promotion strategies. Delivered at the Technical Meeting of the Second Level Setwilda Library in East Java*.
- Romadhona, M.K. (2020) *Pengaruh Keterlibatan Kerja Dan Keterikatan Kerja Terhadap Tingkat Intensi Turnover Serta Dampak Pada Organizational Citizenship Behavior Karyawan Engineer (Studi Pasca PHK Massal pada Karyawan PT. Tjiwi Kimia Tbk. Sidoarjo)*. Universitas Airlangga.

- Romadhona, M.K. (2022) 'Does the Pandemic Affect Unemployment Rate in East Java? (A Study of Pre and Post COVID-19 Pandemic in 2016 to 2021)', *The Journal of Indonesia Sustainable Development Planning*, 3(2 SE-Policy Paper), pp. 164–176. doi:10.46456/jisdep.v3i2.308.
- Romadhona, M.K. *et al.* (2022) 'Improving Digital Platform As Tourism Development: A Economic Beneficial For Umbul Ponggok Community, Klaten, Central Java', *Jurnal Pendidikan Sosiologi Undiksha*, 4(3), pp. 102–114.
- Romadhona, M.K., Subagyo, B.S.A. and Agustin, D. (2022) 'Examining Sustainability Dimension in Corporate Social Responsibility of ExxonMobil Cepu: An Overview of Socio-Cultural and Economic Aspects', *Journal of Social Development Studies*, 3(2), p. 130.
- Schmidt, J. (2007) 'Promoting library services in a Google world', *Library management* [Preprint].
- Subagyo, B.S.A., Chumaida, Z.V. and Romadhona, M.K. (2022) 'Enforcement of Consumer Rights Through Dispute Settlement Resolution Agency to Improve the Consumer Satisfaction Index In Indonesia', *Yuridika*, 37(3 SE-Civil Law), pp. 673–696. doi:10.20473/ydk.v37i3.34943.
- Sulistyo, B. (1993) *Introduction to Library and Information Sciences*. Jakarta: Main Gramedia Library.
- Sunyowati, D. *et al.* (2022) 'Can Big Data Achieve Environmental Justice?', *Indonesian Journal of International Law*, 19(3), p. 6.
- Supriyanto, W. (2008) *Library Information Technology*. Yogyakarta: Kanisus.
- Triningsih, C. (2016) *The effectiveness of the promotion strategy of the Atma Jaya University Library Yogyakarta*.