

## THE SOCIALIZATION OF THE LIBRARY AS AN EFFORT TO PROMOTE LIBRARY INFORMATION SERVICES IN SOCIO-COMMUNICATION'S PERSPECTIVE

Bakhtiyar<sup>1</sup>, Dianita Rohmatin Setyani Nugroheni Arisal Fika Bakti<sup>2</sup>

<sup>1</sup>Lecturer Department of Library Science, Wijaya Kusuma University, Surabaya  
Email: bakhtiyar@uwks.ac.id & bakhtiyar.fisipuwks@gmail.com Website: wayangsufi.com

<sup>2</sup>Librarian Madrasah Aliyah Negeri 1 Mojokerto  
E-mail: dianita@man1mojokerto.id & saysay.nita@gmail.com

### ABSTRACT

*The research intends to describe (1) the rationalization of socialization of the existence of libraries, (2) the socialization is empowered to promote libraries, (3) constraints of library socialization. The research is an objective of comprehensive analysis of details, related to the most important content, namely; rationalization of the socialization of the library's existence intersects with library promotion. The scope of the study is concentrated on the most important topics, namely the importance of library socialization to be empowered to promote library services. The implementation of analyzing requires critical thinking on phenomena, aims to apply conceptualization in historical developments in the past or is happening. Research uses a historical approach, characterized by realistic critical assessment of the development of a thought. Information sources are primary as the most important element in the primary data base. The method of collecting data, using a research library by reading various kinds of literature on the topic of library socialization and promotion of the useful values of the library, aims to synchronize and harmonize the flow of thought. Data analysis is descriptive qualitative, sourced from an analysis of various kinds of reading materials that are accurate, up to date theoretical, research and not research. The validity of research is realized by requiring efforts to empower content analysis, positive value and constructive analysis of various conceptual meanings in research. Observation is used as a basic element to support theory construction. The research results are; (1) Library socialization to promote library services is the most important marketing strategy, because as the most effective and efficient means of continuous reminding, of the urgency of libraries as centers of learning and information resources, literacy service providers and recreational media. (2) library services can be used optimally, so library socialization is needed to promote library information services. Implementation of promotion not only using electronic media and print media, but also requires direct action by librarians, (3) library socialization constraints include internal constraints and external constraints.*

**Keywords :** Library; Library Promotion; Library Socialization

### INTRODUCTION

Nowadays, people's information needs are very diverse along with the times and the information available is also increasingly diverse. In accordance with the opinion of Abdul Kadir (2003: 31), [1], states that information is data that has been processed into a form, which has important value and meaning for the recipient and is very useful in making decisions now and in the future. . The diversity of existing information, none other than

always accompanied and followed by advances in science and technology, which are progressing so rapidly. Humans in this era of globalization no longer have difficulty finding the information and news they want, because it is very easy to get by accessing the internet. This convenience occurs because the information media is readily available and no longer uses print media that are spread or obtained by subscription, among others; newspapers, magazines, books and others. However, currently there is no subscription, information is very easy to obtain using mass media which is easily accessible, fast and cheap.

Listening to the increasingly rapid development of the era, especially in the field of science and information communication technology (ICT), the library, which is an information provider institution, also continues to make various changes and developments in order to keep pace with developments, with the aim of providing various needs. information for the public. This means that the library organization must have the ability to adapt quickly and correctly to the various changes that are happening in the realities of social life. This is where the role of libraries is very much needed, be it school libraries, college libraries, public libraries, Community Reading Gardens (TBM), and others. In order to support all library activities, it is necessary to have community participation that takes advantage of information services to always use the library as a center for information sources, learning resources and entertainment centers. In addition, people can take advantage of various facilities for internet access and computers that have been provided by the library.

In the direction of an information society, there is a quite resonant slogan, namely no day without information and no time for a minute without being present and receiving information. Information needs in society are increasingly becoming a necessity for life as is the need for food and drink. The more widespread the variety of wants and needs for information in people's lives, the fulfillment of these information needs must be realized by the library. So that people can know and understand the importance of library institutions, a library institution really needs continuous promotion through library socialization activities to the public. Socialization is a general concept that can be interpreted as a process, in which individuals learn through interactions with others, about patterns and ways of thinking, feeling and acting, all of which are very important in order to gain effective social participation. In short, the meaning of socialization is a process that continuously occurs as long as humans live (Suyanto, 2010), [2]. Library socialization is aimed at all people, especially users who have never or still do not know the benefits of using libraries. Library outreach activities are very much needed and must be carried out by various libraries, with the aim that the public knows and understands and feels the values of the benefits of libraries to be able to improve the quality and standard of life welfare for mankind. In general, socialization activities have been packaged in a work program called information literacy, with the aim that the public can become information literate. The function of library socialization is none other than to inform all activities of the library organization, both the various services that are already available, expanding knowledge, fulfilling the required information,

In addition to providing information services for knowledge and thinking insights to the public, especially library users, it turns out that library socialization in social reality is the most effective media that can be used as a medium to promote various services provided by libraries as well as the latest innovations and creativity with the aim of the community, especially users, to be broader and more flexible in utilizing the services of various newest products from the library, among others; promoting Ebook Application services, promotion of Self-Upload Services through Repositories and Online Library Material Extension Services during the pandemic. In carrying out library outreach activities, in fact, it is

necessary to have librarians who have competence, innovation and high creativity, to carry out various packaging of information that can attract the interest of the community, especially users. In the end, library socialization will be able to create a library, which has a good and positive brand or image in society.

Starting from the reviews above, then This study intends to describe and describe the urgency of library socialization in the promotion of library information services. Talking about library socialization and promotion is something that is very interesting and never-ending to be talked about all the time. Therefore, it can invite experts and observers of the library to participate in discussing, studying and researching it. Therefore this study limits the scope by using a socio-communication perspective.

### THEORETICAL FRAMEWORK

Research and studies on the topic of library socialization and promotion are found in various scientific journals, because this topic is very interesting and is a crucial problem in library institutions. Therefore studies and research in the field of socialization and promotion are very diverse, warm and interesting to discuss, studied in various dimensions of scientific perspectives. The studies and research for the socialization and promotion of the library include the following;

First Sungadi (2019: 149-150), [3], in his study concluded that: (a) librarians and library staff must always strive to find very appropriate ways to adapt to contemporary requirements of the demands and expectations of potential readers, (b ) Limited budgeting funds and demands for current technological developments and their application have created a new paradigm in marketing library information products, resources and services, (c) Currently various libraries have prepared marketing library information services which is a golden opportunity, so that this opportunity is not taken or seized by other commercial vendors, (d) the library is required to have a marketing plan and promote various library activities,(d) library staff must be able to master and understand library marketing, theory and its application in practice such as Web 2.0 which is very useful for activity promotion, vision and mission in order to create a positive, constructive image of library institutions.

Second, the research results of Isran Elnadi (2019: 106), [4], which have the aim of: (a) knowing the user's knowledge of the University of Bengkulu library facilities, (b) knowing the user's skills in using information retrieval tools, (c) knowing speed and accuracy of the user for information retrieval. Meanwhile, the results showed that users had known the presence of locker facilities by 57%, those who did not understand internet usage, namely 47%, those who understood browsing through the internet 23% and had understood 30%. Respondents who do not understand the subject and the author are 41%, and those who understand the search for collections on the shelf through the subject and the author are 34%. They already know there is a photocopy of 27%, for those who don't know there is a cpy photo service 46%. Respondents who understand the rules for borrowing and returning collections are 14%, and those who don't understand are 51%. Those who understand and utilize the reading room 64% because the atmosphere is pleasant. Respondents' responses to communication between librarians and pemustaka went well and harmoniously amounted to 69%. Those who understand referral services are 60%, 17% do not understand and those who fully understand the availability of referral services are 23%. Respondents do not understand environmental socialization 57% means that they really need user guidance provided by users in order to know and understand various library activities. Respondents' responses to communication between librarians and pemustaka went well and harmoniously amounted to

69%. Those who understand referral services are 60%, 17% do not understand and those who fully understand the availability of referral services are 23%. Respondents do not understand environmental socialization 57% means that they really need user guidance provided by users in order to know and understand various library activities. Respondents' responses to communication between librarians and pemustaka went well and harmoniously amounted to 69%. Those who understand referral services are 60%, 17% do not understand and those who fully understand the availability of referral services are 23%. Respondents do not understand environmental socialization 57% means that they really need user guidance provided by users in order to know and understand various library activities.

Third, the study conducted by Munisah, Siti. (2019: 39), [5], by obtaining the results of the study; (a) In order to optimize the use of library collections, it is very necessary to carry out continuous promotion, have programs and through the use of various media and supported by competent human resources in the field of libraries, (b) collections managed by libraries should be based on suitability for interests. , education of its users, (c) In the implementation of promotional activities, it is very important and requires the declaration of programmed steps, the existence of order and the utilization of ICT.

Fourth, Ifonilla Yenianti (2019: 223-224), [6], in the study he wrote, the objective is to discuss; (a) the essence of promotion in libraries, (b) the benefits and purposes of using social media as a media for library promotion, (c) the types of promotions carried out by the IAIN Salatiga library. The writing uses an ethnographic approach to describe the organizational culture in the implementation of library promotion. The results of the study show that promotion is a library marketing activity as a key to the existence of library use by its users. The existence of social media is very supportive as a means of supporting promotion, making it very easy for librarians to communicate with users. IAIN Salatiga Library utilizes social media websites,

## METHODS

### A. Object of Study

This research always focuses on objects that are very basic in nature, in order to discuss existing realities, which have a focus on analysis based on studies that have a very detailed comprehensive nature which is very important in relation to very urgent content and become the main component to be studied and discussed (Bakhtiyar and Fahriyah, 2020: 40), [7], iesocialization rationalization of the existence of libraries in society. Library socialization becomes urgent because it always intersects directly with empowerment in library promotion, and there are still many obstacles in the implementation of library socialization, both constraints originating from the internal library itself and constraints that come from the external library.

### B. Scope of the Study

The scope of the study adjusts for the accuracy of the object of discussion so as not to experience research bias, because research analyzers have scope for various analysis activities on fundamental objects, by utilizing subjects that have the main focus of the study (Bakhtiyar and Yanuastrid Shintawati, 2020: 61 ), [8], namely the importance of library socialization which is used to promote information services provided by the library. For this purpose, a precise strategy is needed by determining a communication strategy to implement a marketing strategy so that various library information services can be maximally utilized by the user community.

### **C. Conceptualization**

The greatness of library socialization is a management role of libraries to be able to internalize the values and norms contained in library institutions, so that all people can use library information services correctly and optimally. In reality, library socialization is always used to promote information services offered and provided by libraries. More importantly, in promoting it, libraries are required to have an accurate strategy by making strategic planning, namely making communication strategies to determine various policies, which impose appropriate marketing strategy management, in accordance with the realities that occur in people's lives, especially library users. . In this day and age, in the implementation of the library information services marketing strategy carried out by using various means for library promotion, including through; electronic media, print media and so on and most importantly must be supported by the hard efforts of the librarian.

### **D. Approach**

Analysis implementation, in fact, there is a need for a thought that has a very critical character, and must be in accordance with the phenomena contained in existing social realities, with the aim of being able to make an application of the conceptualization of historical stretches in the past or is happening. Therefore, this research is very suitable with using historical approach type research (Bakhtiyar dan Imas Rahmadhul Hidayah, 2020: 55), [9]. Research with this type of historical approach is an excellent and precise research because the characteristics of the investigation are very critical and realistic towards the development and shift of a thought. Information sources that have a primary character are functioned as the most important elements that can be used and analyzed, because they are considered the main elements, namely primary data. (Bakhtiyar, 2021: 19), [10].

### **E. Data Collection Method.**

In the collecting data for this research, always use the research library to its fullest, by acting in carrying out various activities to read critically from various types of literature, which have topics with studies that discuss thoroughly and deeply (Bakhtiyar and Fahriyah, 2021: 21) , [11], regarding library socialization, library useful values, communication strategies, marketing and promotion strategies of libraries, constraints on the implementation of library socialization and the use of facilities or media for library promotion. The goal is none other than to get synchronization and harmonization of the flow of thought,

### **F. Study Analysis**

The data obtained were analyzed using descriptive qualitative analysis, with the starting point from the source of analysis of various reading materials, which are very accurate and up to date which are very theoretical studies, research and not research. (Bakhtiyar and Imas Rahmadhul Hidayah, 2020: 35), [13]. In order for the validity of the study to be realized, all efforts are needed by using content analysis, which has many positive and constructive uses in analyzing the meanings contained in various conceptualizations that are so important (Bakhtiyar, 2020: 11833), [14], namely library socialization. , norms and values of library benefits, determination of communication strategies, marketing strategies and library promotion, constraints in the implementation of library socialization and utilization of library promotion facilities or media. Performing observations in order to observe the role of libraries in library socialization as a means of library promotion,

## RESULTS AND DISCUSSION

### 1. Socialization

Socialization is a long process in which there is interaction between human groups in which there are various processes within humans to share experiences and knowledge, and interact in all aspects of life. In Vander Zande's thinking in Ihromi (2004: 30), [16], it is explained that the notion of socialization is a process of social interaction to get to know and understand ways of thinking, feeling and behaving so that they can play an active role in social life.

Socialization can also be given the meaning of the process in life that has been lived by each person in society including various attitudes and habits, norms and values, knowledge, aspirations and hopes, expertise, where in the socialization process there is a very complex social control, which furthermore, forming children can become social individuals and can play a role in accordance with what the community hopes. Socialization can also be interpreted as personality development so that individuals can live in conformity with the demands of their group and culture. Socialization has been directed before for the sake of the existence or existence of society, social groups and culture (Rhoma 2013), [17].

In conducting library socialization, it is highly demanded and highly expected that this socialization activity can support the information services provided by the library. Libraries are always eager to introduce the values of the benefits of the library both in terms of services, facilities and infrastructure owned by the library, with the aim that the community, especially library users, in empowering the library does not experience confusion and difficulty when visiting to carry out library use activities. Therefore, library socialization must be planned and proclaimed as best as possible and must be carried out continuously, gradually and continuously. The goal is that people do not just get to know the library in passing,

If socialization is related to the process, socialization can be divided into various types. As Peter L. Berger and Luckman in Setyoningtias (2018), [18], state that socialization consists of 2 types, namely; (1) Socialization is primary in nature, the very first socialization, has been experienced and carried out by individuals when they were young, starting to learn to become members of the family and society. This socialization has been running when individuals were still children. (2) Secondary socialization is a continuous socialization process after individuals undergo primary socialization, so that it can introduce and give understanding to individuals belonging to certain groups to society.

### 2. Promotion

Promotion in the Indonesian dictionary (1998: 702), [19], it is interpreted as an introduction. Edangkan on the other hand, promotion is defined as a persuasive communication activity through information marketing techniques that have various forms. Promotion as an online activity for exchanging information, between objects the informant is aiming at. The library is an informant who will provide an explanation of library services, to introduce the ins and outs of the library to users. Promotion is a very important activity carried out by each institution, especially for institutions in the business and service sectors. Whatever products and services have been produced, it is useless if it is not known and utilized by some consumers (Darmono 2001: 175), [20].

Promotion is actually an activity, carried out by the seller in order to persuade the buyer to be willing to accept and sell again. Therefore promotion plays an important role in being able to influence the attitudes and behavior of its consumers, so that they are willing to

accept the concept of services that have been offered. This is where the library plays a very important role in selling information to the public, especially users. The hope is that the information that has reached the hands of the library user community can be forwarded to others, who have something in common, namely that they still need information services provided by the library.

Promotion is a part of marketing activity, which is closely related to promotional planning activities and meeting user needs. The promotion has the following objectives (Tjiptono 2008: 221), [21]:(1). Inform the audience about the ins and outs of the product,(2). persuade target customers, namely influencing the audience to buy,(3). Remind that is to refresh information that has been received by the public. Meanwhile, in the thoughts of Jerome and Andrew in Darmono (2001), [22], it is argued that library promotion activities have at least 4 objectives, namely: (1) attracting attention, (2) creating an impression, (3) growing interest, (4) get a response.

#### **A. Purpose of Promotion Activities through Library Socialization**

Library promotion is a long process containing a series of library activities that have been designed and proclaimed, with the aim that the public knows and knows and is able to properly understand the various important meanings of the useful values of a library institution through the services provided. Promotion of library services is very urgent to be implemented immediately all activities are always closely related to library services, can be known and understood by the public. Social reality describes that appreciation for the existence of libraries can be felt less or low, it is proven that the community is still low in utilization of libraries.

Promotional activities through library socialization can be considered as library activities which is very reasonable to be implemented by libraries, in order to support library services of library insights related to libraries today. Some people who use libraries or library visitors sometimes still don't know and know much about the products that are in the library. Even more than that, there are still many people who have never visited the library, so they do not know for sure about the role of the library in the midst of community life. The purpose of carrying out library promotion is according to Edsall's thinking (Mustafa, 1996: 21), [23] none other than; (a) provide a level of public awareness of the importance of library information services, (b) motivate public interest to empower libraries,

In order to support the usefulness and function of the library so that it is more advanced and good. Again, various facilities and infrastructure are needed that are very supportive of promotional programs, through socialization so that people can get to know and know and understand more about the functions and roles as well as the usefulness of libraries today and in the future. In library promotion activities it is very important to use various methods or techniques which are tailored to the needs of the user, with the aim of being able to reach the target targets precisely and not in vain. According to Assauri Sofyan (2007: 268-269), [24] that there are 4 main variables contained in promotion, as follows; (a). Advertising. Promotion always involves the existence of sponsorship or non-personal, the use of media such as television, newspapers, magazines, radio. (b). Personal selling. Promotion orally through an oral conversation to consumers. (c). Sales promotion is an extension of the arm of a large agent whose function is to market their products to consumers. (d). Publicity. Promotions that have a commercial nature and are published in order to attract consumer interest.

Nowadays, the promotion of libraries is no longer using radio, but in keeping with the times, namely promotion through the use of social media. Even though promotion is carried

out through social media, library promotion must still be well and properly planned or programmed, so that the main goal of library promotion can be achieved efficiently and effectively. The benefits of promotional programs are very strategic using the method This socialization, where the socialization will have a very positive and constructive impact in introducing the library to the library users wherever they are. There are several objectives that can be felt from the implementation of promotional activities through the implementation of library socialization to the public (Tabihaba 2017), [25] as follows;

1. Introducing the functions, roles and useful values of libraries to the community, both users who have used the library or those who have not.
2. Developing interest in reading and being able to encourage or motivate the community to always make optimal use of the library collections and always be able to increase the number of people who read the library collections.
3. Introducing the newest and current library services that are not widely known and recognized by the public.
4. Providing awareness to the public, of the existence of various library information services or services as well as to use it as well as to expand and develop public knowledge, understanding and understanding of the values of library benefits, so that the public always supports various library activities.
5. Library socialization can be a design declared as a library work program, which can be included in various library work programs or information literacy programs for the community.

### **B. Promotion Strategy through Library Socialization**

In carrying out library socialization activities, several strategies are needed to be able to realize this program properly and correctly. The success of a library socialization is not only capable of providing materials or materials, insights and knowledge about the ins and outs of the library to the public, especially users. However, benchmarks or indicators for the success of library outreach activities are constructive positive impacts that can be felt immediately after the socialization program is implemented. Therefore, in reality, it turns out that an active role is also needed from several librarian teams or library managers, in order to support the smooth implementation of library socialization activities.

The really promotion of libraries through library socialization is a positive and constructive activity to be able to introduce the ins and outs of library institutions. The objectives of library promotion are: (1) providing information to the user community regarding the existence of various information services or services as well as activity programs that are already available in the library, (2). Generating and developing the interests and desires of the user community towards the useful values of the library and its services, (3). Fostering and maintaining and developing the level of public awareness of users of library services and activities, (3) increasing the use of libraries and understanding the values of the usefulness of libraries in people's lives,

Listening and paying close attention, the purpose of library promotion is very urgent to be implemented and followed up continuously. Therefore it really needs a variety of methods or methods that are very precise as the way or method of promotion carried out in the business world, so that the promotion of libraries can reach the target and right on target, get very excellent results. Strategies in the implementation of library socialization activities can grow, emerge and originate from the creative and innovative ideas of the library managers themselves. Because in general, librarians who have the ability to be innovative, inspirational and creative, so that he always has a wealth of new bright ideas and has a way or

method to increase the development and progress of the library which has become his duty and responsibility. There are various strategies that can be used to support various socialization activities to promote libraries (Tabihaba 2017), [26] as follows:

1. Build effective, dynamic and synergistic communication to the community, especially users, which is the use and implementation of communication in all promotional activities carried out. Therefore, it is necessary to have the ability to communicate dynamically and synergistically to users, the environment, facilities and collections available in the library. Attitude to communicate in the implementation of promotional activities can be shown by looking at indicators of ability and insight, very integrity or the ability to communicate effectively with various parties related to the library.
2. Establishing and fostering cooperation with third parties, because in fact there is no single library that is capable or capable of providing perfect services to meet the information needs of visitors, therefore it is very necessary to build synergistic cooperation, especially in library promotion services. Collaboration can be carried out in various daily or incidental activities. The implementation of this collaboration can be carried out through various closely related organizations, among others; education, various types of libraries, publishers, government, bookstores as well as with institutions or agencies and people who are competent with libraries, NGOs.
3. Making and determining promotional programs very precisely or precisely, namely: setting targets or priority scales; determine procedures and preparation of performance plans. In making promotional programs, it is necessary to determine the approach used, namely: through advertising, personal contact or the creation of an atmosphere, through publications and the provision of rewards.

This strategy can be applied very much when library socialization activities are carried out, which at the same time the output can be in the form of promotion of various library services as well as various public information needs, especially for library users. Therefore, it really needs a precise strategy so that the socialization and promotion of the library can achieve its stated goals appropriately, effectively and efficiently.

### **C. Library Socialization as a Communication Strategy**

In order to realize the objectives of library socialization which function to promote the library appropriately, effectively and efficiently, it is necessary to have a good and correct planning strategy by the library institution. In the galibnya strategy, namely a planning (planning) and management in order to achieve goals. Usually the definition of organizational communication strategy is an optimal effort as well as a very realistic planning goal. R Wayne Pace, Brent.D. Petersen, M. Dallas Burnett (in Onong, Uchjana Effendy 1984: 32), [27], in his book "Theniquet for Effective Communication" indicates by stating emphatically that the main purpose of a communication strategy is not: (1). To secure understanding: the communicant understands the message conveyed. (2). To establishes acceptance: guidance to the recipient after the message is understood and received. (3). To motivation action: motivation for organizational activities.

The essence of promotion in the context of communication is actually a very communicative persuasive mechanism of marketing through the use of various public relations methods or techniques. This means that a library organization is very obliged to be able to communicate various products, services, activities, collections and other information services to all its users. Promotion is actually part of library information services to inform the various sources of information that have been provided, both in the form of non-digital

collections and in the form of digital collections. Therefore, in carrying out promotional activities, the library is obliged to always be able to adapt to the development and advancement of ICT.

Bakhtiyar (2017: 40-41), [28], have described that the goals of library organizations can be realized by achieving them appropriately, effectively and efficiently, if there is a design or declaration that is strategic, precise, good and correct. Even more than that, a plan must have a very creative, innovative and very visionary character. Strategic planning in any library organization that is engaged in providing information services is very urgent, because it can support and assist library organizations in:

- a. Think logically, strategically, creatively, innovatively, realistically, visionary and constantly develop by using effective and efficient strategies in order to achieve the achievement of organizational goals.
- b. Clarify the goals of the organization and the direction of development of the library organization.
- c. Creating and determining priorities to be achieved by the organization.
- d. Considering, making, producing and deciding current decisions or policies by considering various logical consequences that could occur in the future.
- e. Developing a strong foundation so that it becomes a coherent and solid foundation for decision making and decision making.
- f. Using wisdom to be able to provide flexibility or optimal flexibility in areas that are different from each other under organizational control.
- g. Make and determine decisions with the greatest precision through across levels and functions.
- h. Solve various problems that arise in the organization and must be able to provide solutions to problems appropriately, effectively and efficiently.
- i. Handling or resolving various situations that are always changing quickly, effectively and efficiently.
- j. Build excellent, dynamic, synergistic and synchronized group work to collaborate based on the expertise of each member of the organization.

The communication strategy has a lot to determine the success in various communication activities. As for developing the best communication strategy, it requires librarians to understand the purpose and function of the macro and micro communication strategies. The macro approach means that the library organization is studied as a global structure that has been interacted with in its environment. The micro approach means that the library is more focused on communication within existing units or sub-units. Communication at this level that is really needed is communication between group members, communication in the nature of providing orientation or training, communication in order to maintain the climate, communication for the sake of providing supervision or providing instructions or work guidance or communication in order to understand satisfaction with work in carrying out duties and obligations. (Muhammad, 2002: 75-76), [29].

The librarian's role in the flow of internal communication is a significant object for library leaders. Therefore, librarians should make a very accurate and mature communication strategy plan, as well as inform the message of the library organization's policy towards improving the quality of education, by maximizing the use of the library as a center for learning and information resources. In the process of delivering messages, it can be carried out by informal communication as well as formal communication. Through informal communication, the message can be conveyed directly (direct) through a non-structural

approach. Librarian has the ability to understand and understand various characters and attitudes and behavior of library users. Therefore, the message that is informed must be known and understood by them. To make it better, it must be supported by coaching the message that has been conveyed. The next step is the obligation to provide motivation to the library user community in every activity of utilizing information services provided by the library.

#### **D. Correctional Reading Movement**

The library has a function as a center of learning and information resources for the community, especially readers, which are stated in the Law on the National Education System of the Republic of Indonesia, Law Number 20 of 2003, article 45, [30], which is about educational facilities and infrastructure, that in each educational unit formal and non-formal are required to provide facilities and infrastructure to meet the interests of education in accordance with the development of the physical, intellectual, social, emotional and psychological potential of students. The role of schools is very important to support and realize learning habits through optimizing the use of libraries.

Libraries in social reality really show a reference to a room, part of a building, or the building itself contains a collection of library materials, which have been arranged and arranged systematically, very easy to find and use whenever needed by the user. When many users carry out their daily activities, it turns out that there are still some people who are unable to leave their habit of reading. Even though not everyone has the habit of reading even though they have a lot of free time. The movement likes reading as the most important component and really needs serious attention from all circles. The movement to read fond of reading has very positive and constructive goals for the nation and state. The aims of the fond reading movement are; (1) increasing people's interest in reading, (2) adding and expanding the horizons of thinking insight and knowledge, (3) being the basis for determining strategies in increasing people's interest in reading. Interest in reading cannot just arise suddenly, but it must be cultivated and must start early and requires various optimal efforts to make it happen. There are ways that can be used in developing interest in reading in society, namely: (1). Socializing the useful values of the library. (2). Socialization of the use of information services provided by the library. (3). Library membership socialization. (4). Socialization of reading to families and communities. (5). Information search dissemination. (6). Inviting kindergarten / early childhood children to visit the library. (7). Disseminate library information to the public. (8). Hold a literary script reading competition.

#### **E. Implementation of Socialization for Promotion of Excellent Library Services**

Library socialization which functions for promotion in reality requires good, effective and efficient communication, so that it should be carried out continuously every day, and at all levels or strata of society, with the aim that a common perception, image and positive image of the library can be realized. . Therefore, planning or communication strategy is very important and must be made and determined by library leaders, so that the direction, future goals, priority scale of targets and targets can be achieved quickly, effectively and efficiently. Kesatuannya must be contained and can be seen in real terms in the library socialization activities which function for the promotion of libraries. There is a library promotion,

As for the implementation of socialization for library promotion can be done in various forms. Because promotion is part of marketing, library socialization in the form of promotion can be an excellent form of marketing strategy and is able to attract public attention and interest to various library activities, including available information services or services.

There are several media that can be used to socialize the library, especially to promote excellent library services, among others;

### **F.1. Using electronic media**

#### **F.1.a. Radio**

Radio is an audio medium, therefore it forms and contains advertisements that focus on incidental information. For example, the library activity program that is carried out and the continuity is only weekly. Library socialization by means of radio is very effective because it has a wide reach with the target community in general and a wider range.

#### **F.1.b. Television**

This media is a very effective media used in the promotion of a product or service because it has a wide reach and has an audio-visual media form. Library socialization through television can reach the target community of a country. The people of a country can witness the various information services or services that have been served by the library.

#### **F.1.c. Internet**

The Internet is a storehouse of information and is a human-oriented information resource and will never be saturated, considering that information is very necessary and very valuable, where the speed to obtain it will determine the next development. The website has very interesting utilization for a library, which can provoke or attract the attention of users to make visits and take advantage of the various services available in the library. The existence of the internet has turned out to be very important benefits, among others; (1) can obtain the required information quickly and accurately, (2) information on the internet can be trusted, (3) available information can be accessed easily. (4) communication occurs at a low cost, (5) the media obtains various information regarding advances in science, technology and various advances in aspects of life, (6) maintains and develops family, group and organizational relationships, because it can carry out correspondence or correspondence quickly, (7) can form discussion groups and businesses,

#### **F.1.d. Social media**

As Russo (2017), [31] argues, social media can be an effective and efficient means of promotion through the provision of various content, because of the urgency of video, images and podcast media that can be used as promotional material by providing detailed and very practical descriptions or called social trifecta which is a strategy for content production and daily channel management in order to add criticism and suggestions, tips, for example, which can be seen on websites and social media.

David Lee King (2015), [32], states that there are various types of social media that can be used by libraries to carry out promotions, among others; Youtube, Google Plus, Facebook, Instagram, Twitter, Tumblr, Pinterest, LinkedIn, Vine, Snapchat and Flickr. As for the benefits of using social media for libraries according to Nuning Kurniasih (2016), [33], including; (a) can reach a wider target audience at a low cost, (b) there is an increase in interaction with the community, (c) it can increase library users by passing promotional activities on social media, (d) it can increase community participation in order to build libraries to be even better, (e) able to increase the occurrence of collaboration with many parties which have an impact on library services can be stronger,

## **F.2. Print media**

### **F.2.a. Newspapers**

Newspapers as a means of library socialization to promote libraries, usually can be used for the sake of disclosing new collections of library materials or various best-selling books in the market and libraries have already collected. Library socialization through the media of this newspaper is expected to be able to attract and steal the attention and high interest of the community, to always take advantage of the information services provided by the community to the fullest.

### **F.2.b. Magazine**

Magazines as library socialization media can be used for promotion, generally used to briefly display library profiles and the various advantages and characteristics of a library.

### **F.2.c. Brochure**

The brochure is a means of library socialization which is used for library promotion. The use of this brochure has proved to be very effective in informing various channeled information, for example: how to obtain membership, how to borrow and return library collections.

## **F.3. Exhibition**

Book fairs are a very good place to invite people to come to the library, so for that the library must be very diligent in taking an active role in book fairs or often holding their own exhibitions. Held Library exhibition, is expected to achieve the goal of being able to attract the attention and interest of many people, in order to always take advantage of the information services provided by the library. Besides that, the book fair is a very effective place to introduce the various services available in the library.

## **F.4. Poster**

IPosttest sinya in addition to writing can also be in the form of images. The purpose of making a poster is to attract attention and interest, which is to get a glimpse of interest and attention when people pass around the poster display. The essence of posters is as a form of library socialization media which has a promotional function, which can usually be made using large paper.

## **F.5. News latter**

The news latter is as a medium is used in providing specific information to a number of people in an orderly manner. The news latter contains various kinds of news and articles in brief. News letters are continuous in nature to contain: editorial, brief and detailed information about services, activities, up-to-date collections, various facilities and library regulations, and sometimes illustrations or pictures that can attract interest and attention. or you can also insert quizzes.

## **F.6. Bookmark**

Bookmark is one of the means for library socialization which is very useful for promotion, which is used to provide signs or dividing marks on book pages. The goal is to be able to impose limits on the pages that have been read, which can later be read again. In order to attract more attention and interest from users, a logo or a variety of very interesting images can be given.

### **F.7. Library-specific publications**

The library's special publication is a library socialization which functions for promotion in the form of a publication, which is published by the library itself, among others; manuals or guidelines for library use, booklets, library calendars containing various activities carried out by the library.

### **F.8. Lecture**

Library socialization serves to promote the library in the form of a lecture, which shows the presence of one or two people speaking at a particular forum, and the others as audiences or listeners. Lecture in general is an activity that has a discussion about the situation and conditions of library and librarian services or how to use the library. The lecture can be carried out as a medium for user education.

### **F.9. Seminar**

Activities that are carried out with a long preparation and have a very broad scope can use seminars. The seminar is an activity that can be used to promote the library. The target in the seminar is very broad, because the information conveyed in the seminar is accepted by many people, who generally come from various regions.

### **F.10. Various activities in the library**

Lots of activities that can be done in the library, among others; drawing and coloring competitions, storytelling, information retrieval, library tours, bazaars, film screenings, and so on. Library outreach activities for that promotion, can use a form of marketing strategy with communication strategy planning, which is used as an effort to increase public interest in reading. Of course, the strategy that is implemented must be carried out by packaging the best possible, innovative and very creative, so that it can be developed continuously and continuously, with the hope that the community is highly motivated and motivated to take advantage of the various services available in the library.

## **G. Barriers to Promotion Through Library Socialization**

In promotional activities through socialization, of course, it is not just carried out smoothly according to your wishes and expectations. Of course, there are several obstacles in it when the library will carry out promotional activities through socialization. The obstacles can come from within or from outside. Promotional activities that focus on socialization must really hit the readers, so it is very necessary to have smart, directional and unique innovations in order to carry out and achieve the objectives of the library socialization program properly, effectively and efficiently.

There are obstacles that are often experienced by libraries in carrying out promotions through socialization according to the opinion of Qalyubi (2007), [34], which states that the obstacles in the socialization of the implementation of library promotion consist of internal constraints and external constraints. The constraints that come from the internal library itself include; (1). Librarians' knowledge of information marketing knowledge and methods is so weak. (b). The traditional point of view of the library that still considers the library to be a storehouse of books. (c.) A library is still considered a building with inadequate facilities. (d). Purchasing library collections and providing the latest services is inadequate. (e). Librarians' appreciation of library users is so low. While the barriers that come from external libraries include; (a). The leadership commitment to sustain the library's existence is minimal. (b). Library users are only temporary, except for special libraries or public libraries. (c).

Organizational management is not very strong. (d). The reading culture of the community in utilizing the library is so weak. (e). The teaching staff is very lacking in giving assignments to students that can force them to utilize the library.

In the implementation of library socialization activities, in reality, good management is needed to carry out library promotion activities, it is not easy as turning two palms, but a very long and very tiring struggle is needed. The reality of the implementation of library promotion, is often faced with obstacles that are quite complicated to find in the handling solution. The various obstacles in the management and development of library promotion activities are;

### **G.1. Less Strategic Location**

There are still many educational institutions that place the location of the library in any place, even in the very back corner of the school building. Besides that, the area for the library is generally not very wide or the library area is very narrow. The impact is very less positive on the existence of libraries, even libraries are considered a less important part in the world of education and perhaps the existence of libraries is considered very trivial among educators and students. The location of the library is not strategic, making the library not the center of attention so that it is difficult to get interest from students to use it. Over time and dragging conditions and situations like that, it has very serious implications, namely the library is abandoned by its librarian,

### **G.2. Library room**

Not all libraries in Indonesia have good and magnificent library space. In general, libraries, especially village libraries and school libraries, are still unstopable. In fact, they only have a narrow or small library space. The narrow indicator of the library space becomes very clear, it can show that there is no planning for library development to be advanced and very grand. In the case that the library is the center of information sources and learning resources, its existence is very important in the midst of society, which should be the trigger and driving force of the advancement of the nation's civilization.

### **G.3. Library collection**

The problem of managing and developing library collections, usually libraries, especially school libraries, only hopes for a decline in government assistance. There is no effort to obtain it independently, resulting in an imbalance in the percentage between groups / classifications of collections available in the library. The results of observations still show that the library collections, most of the percentage are still dominated by textbooks and story books or storytelling, which in no way indicate the existence of good and correct planning for library development. Therefore, the indicator of the minimum library collection can show that the library is small and has no quality in supporting the reading culture and literacy culture of the community. To a book thing is a window to the world,

### **G.4. The role of libraries has not been understood by the public.**

There are still a large number of people in society who do not understand and understand the duties and obligations as well as the role of libraries for social life. The consequences are very serious libraries are considered to never exist, so that people never take advantage of the information services provided by the library. Even if there are those who utilize library information services, the gradation is very low. Therefore, libraries must be very aggressive in conducting library socialization, so that their existence, duties and

obligations, their roles and functions can be recognized, understood and understood by the community. The goal is none other than so that the community continues to make the most of library information services, so as to create a culture of reading and a culture of high literacy in society.

#### **G.5. Managing HR**

In general, human resources for managing libraries are not qualified and do not have the knowledge or expertise to manage libraries properly. This condition is of course very sad, that matters regarding library management tend to be given to educators or people who are not knowledgeable about library management, but they just want to do the job. Even in many libraries, those assigned to library managers are staff, all of whom are very far from the existing requirements. As a result, the progress of the library cannot be achieved optimally and will even be abandoned by its users.

#### **G.6. Library Existence Image.**

Because the image that develops in society is not very positive about the existence of libraries, there is a reluctance of the community to use the library as a center of learning and information sources. The image of the library that is less positive, will even bury deeply the desire and interest of the community to utilize libraries and have a very serious result is the abandonment of libraries which in the end the existing libraries are not functioning at all by the community. Therefore, to create a positive constructive image of libraries, libraries must be able to package library information services as best as possible, to be socialized and promoted actively and very aggressively in the community.

#### **G.7. User Participation**

The general public only knows lending and borrowing and reading library books, and even then it is carried out in a very short time, namely in their spare time. Especially in schools that give students the opportunity to read in the library with very little time, so it is very necessary to include reading activities as part of the curriculum. Without being included in the curriculum, reading is very difficult to internalize and it is impossible to create a reading culture in people's lives. Likewise, not many people think that libraries must be able to progress and become magnificent. This condition can still be considered much better, if it is compared to the condition which shows that the public has absolutely no interest in reading. So that user participation can increase, Therefore, library socialization is needed by promoting vigorously and continuously, so that people will know more about, know and understand the proper function of the library. The positive impact is that the user community will always take advantage of the library as optimally as possible and all existing activities will definitely get high participation from its users.

#### **G.8. Budget**

The budget given for the purpose of developing a library is usually uncertain, because there are no definite provisions about how much budget is provided for the development of library progress on a regular basis, which can be obtained from a source that finances it. Especially the budget in the school library which can only be obtained from collecting student fees while it is really needed. But sometimes there are those who impose fines for violating library regulations. Moreover, the condition of many village libraries is very worrying, because the source of the funds is not clear where they come from. Therefore, in general, it can be said that the library budget is very uncertain. Even though it exists,

### G.9. Library Shelters Management

The management of library shelters generally does not properly understand the function and important role of libraries for the nation's civilization. Therefore, they generally do not believe in the development of libraries. Moreover, they are very reluctant to spend huge funds or budgets for library development and management. As a result, libraries will be very slow to develop according to the development and progress of ICT, so that the quality of information services provided by libraries is less than optimal. In the end, the level of utilization of library services does not increase. It is even possible that a drastic decline occurs. As directed by Tjuparmah (2008), [35];

*"The library shelter organizations have not provided appropriate support with the operational needs of ICT-based libraries, especially in procurement of library content. Libraries are still being marginalized and still are considered umbai worms. "*

It is still often and widely found that the leadership of higher education is very lacking in appreciating the existence of libraries. The little appreciation for the library is actually an important factor that can hinder the improvement and strengthening of the quality of education. A serious consequence is that libraries do not have the ability to carry out their duties and functions optimally which is more due to the limited resources available (Santoso, 2001), [36]. Moreover, the conditions in school libraries and village libraries are even worse in giving appreciation to the existence of libraries.

The numberThe constraint on the implementation of library socialization which is very functional in promoting the library, should not be used as a barrier, it must even be perceived as a whip for librarians, so that they are more active and strong at work, they must be innovative with high creativity according to the times. Especially in this era of globalization of information, librarians are required to have the ability, expertise and various skills to apply ICT, so that they can get facilities and adaptative abilities to shifts and developments and advances that occur in communication media. In contemporary times, librarians have the ability to move innovatively and creatively in carrying out library socialization which functions to promote various types of information services,

### CONCLUSION

1. Library socialization is essentially very important to be carried out continuously, gradually, sustainably and continuously to promote excellent library services, which is a library marketing and communication strategy, which has a very important meaning, because it is the most effective and efficient means, in order to constantly remind you about the urgency of the library as a learning resource center, information source, literacy service provider and as a recreation medium for its users. Therefore it takes hard work, responsibility, painstaking and creativity, all parties related to the existence of the library.
2. Excellent library services can be utilized optimally by users, so it is very important to provide awareness to all levels of society, of the importance of library existence, it is necessary to socialize libraries, in order to promote the existence of libraries with various information services that have been provided. As for the embodiment of library socialization to promote information services, which is implementation of the library marketing strategy in its implementation, not only using electronic media, social media, print media, but the need for direct action from library managers.
3. Constraints in the implementation of library socialization consist of constraints originating from the library itself and external constraints. In more detail, the obstacles in the socialization of the library consist of; (a) the location of the library is less strategic, (b)

library room, (c) collection of library materials, (d) the role of the library has not been understood by the public, (e) human resources for library management, (f) library existence image, (g) user participation, (h) Budget, (i) library management.

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