

## READINESS AND PREPARATION OF LIBRARIANS IN MANAGEMENT AND DEVELOPMENT OF PUBLIC READING PARK (TBM) IN INDONESIA AS AGENT OF SOCIAL CHANGE IN SOCIOLOGICAL PERSPECTIVE

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### ABSTRACT

*This study intends to describe the readiness and preparation of librarians in the management and development of TBM as agents of social change in society. Research focuses on an analysis based on a comprehensive detailed study of content that has high and primary urgency, namely the role of TBM as an agent of social change in society. Research has the appropriate scope, precise and unbiased. research is covered in in-depth analysis activities, based on the focus of fundamental and primary studies, on the management of the role of TBM as agents of change in society, through the role of assistance activities utilizing TBM information services. Various analytical activities, it turns out require critical thinking, apply a conceptualization of historical traces in the past or is happening. Therefore, it is very suitable to use historical approach research, which is a research in the form of a critical critical inquiry into the development of a thought. Primary information sources are the most used elements as primary data. In historical approach data collection techniques, utilizing library research is carrying out literacy reading activities that have subject matter, TBM and its role in society, social change agents and TBM information services. Analysis of research uses descriptive qualitative, relying on the source of analysis of various reading material theoretical, research and not research. So that the validity of the research is realized, it requires the empowerment of content analysis, useful for analyzing the meaning of important concepts, the role of TBM and agents of change in society. Observation is used as an important element, to support the construction of the theory. The results showed that; (1) TBM has a strategic role and becomes an agent of social change in society, (2) librarians must have the readiness and thorough preparation of the basic elements for the management and development of TBM as agents of social change.*

**Keywords :** Agent for Social Change; Role; Community Reading Gardens (TBM)

### INTRODUCTION

Indonesian society is now in the era of society 5.0, all life activities towards digitalisation. Of course, various fields of life are always closely related to the application

of information communication technology (ICT). In addition, it is also called the era of globalization, which always indicates the activity of free competition in all fields of life. The goal of modernization is nothing but an effort to improve the quality of life better than the previous situation. Automatic effort, it must be done as much as possible, which can only be achieved by way of efforts to improve the quality of human resources. Realizing quality human resources must also be achieved by making efforts to expand the horizons of knowledge, where all of that can only be achieved by conducting intense reading activities and routines on a daily basis. The low level of awareness of the importance of reading activities in people's lives, caused by many factors that can influence them including; (1). High poverty, so you can't buy books or reading material. (2). The location of the library is far from where people live. (3). There are still no parties who are able to mobilize and motivate the importance of reading to the community.

TBM as a government program stated in the Law of the Republic of Indonesia Number 20 of 2003 concerning the National Education System article 26 paragraph 4, [1], non-formal education units consist of course institutions, training institutions, study groups, community learning center centers, majelis taklim, and similar education units. Efforts to improve the quality of human resources in the form of reading garden programs have actually started in the fifties, namely Taman Pustaka Rakyat (TPR). In 1992/1993 changes and updates were made, namely the TBM activity program. The existence of TBM is highly anticipated for the realization of learning society, which indicates a high level of community reading culture.

As an important component of the social structure, TBM is very much tied to the structure of the community, where the function of TBM is also very closely related to the condition of the community around it. TBM must always be able to provide information services according to the scope of its reach, namely the community covered in its service area (Pawit M. Yusuf, 2016: 146-147), [2]. TBM as an institution that provides library collections is very much needed by the community and serves as a centrality in organizing effective education and guidance and education as well as information centers. The formation of TBM is very identical to the ideals of the community, because TBM is formed as a manifestation of the will of the community. As an institution TBM has a function to be able to gather information and has a broad scope that includes the surrounding environment. TBM and its characteristics are evidently capable of acting as agents of change in society.

In order to be able to produce a variety of positive constructive social changes in society, the library really needs the implementation of strategic actions, especially in the selection of library materials and libraries should always be designed according to the needs of the audience in the region (Hasan in Dian Sinaga, 2004: 82), [3]. TBM has a very strategic role which is related to changes in society, as a mediator between the source of information and infrastructure and its users. TBM is a non-formal educational institution for the community, where users can learn independently, deepen and utilize available information resources. The existence of TBM activities is greatly added to be able to strengthen and improve skills and expertise, as well as the ability to develop the horizons of thinking broadly, for the provision of independent business in order to improve the dignity of the nation so that it is better than before.

Based on the explanation that has been described, the research conducted has the purpose of describing the readiness and preparation of librarians in the management and

development of TBM as agents of social change in society. Given the many TBM activities can support learning activities as well as various infrastructure and learning facilities in the community. Studying TBM certainly attracts the interests of various experts with different disciplines. Therefore this research study limits the scope of the discussion using the perspective of sociology.

## LITERATURE REVIEW

In reality, the studies and discussions and research on TBM turned out to be quite a lot in number, due to very interesting interest from experts from various disciplines. The studies, discussions and research on TBM include; The first is a research report by Entin Dyah Purnama Putri and Ary Setyadi (2019: 81), [4], which aims at describing efforts to increase children's interest in reading through "language arts" activities in TBM Wadas Kelir. The results of the research show TBM Wadas Kelir's effort to increase children's interest in reading through the activities of "language arts", among others; activity of writing poetry, writing experience stories and describing and others. In addition to increasing interest in reading, it turns out these activities can channel children's talents and interests, sharpen intelligence and be able to have writing and drawing skills.

Second is a study conducted by Dian Sinaga (2004: 78) which aims to describe the role of public libraries as agents of social change. The results of the study show that the library which is a social institution turns out to have a very big role in social change, because it is very closely related to the provision of information and sources of information very urgently needed in people's lives. Considering that information is a powerful force for increasing the potential of society, including increasing human resources.

Third is a study conducted by Yaris Yulianto and Ana Irhandayaningsih (2019: 377), [6], aimed to find out the role of the Uplik Rumah TBM to empower the people of Pledokan village in Semarang. The results of the research are the role of the Uplife Rumah TBM in community empowerment consisting of; (a). increasing knowledge through the Taman Bacaan and Mobile Uplik program, (b) there is an increase in skills through the Art Studio program and Creativity Workshop, (c) the availability of various infrastructure facilities in the community consists of; the availability of various library materials, lending collections, the availability of art tools, carrying out marketing activities and providing health services with treatment activities at no charge.

## METHOD

### A. Research Object.

This research is based on the study discussion by focusing an analysis based on detailed comprehensive studies of content that has high urgency and importance (Bakhtiyar, 2019: 154) [7], namely on the role of TBM as an agent of social change in society. Understanding of the role of TBM as an agent of social change, in fact can not be separated with the social dynamics of society leading to the era of society 5.0. resulting in very rapid shifts and changes in every dimension of people's lives. Therefore TBM must be able to manage its role as an agent of change, so that there will be a change in society towards an era of society 5.0. Realizing social change, it is not easy because it must be done through a long, continuous, continuous and continuous process. However,

constructive positive efforts must not be eliminated and must be carried out continuously with the noble goal of creating constructive positive change, so that people gain development and progress in all fields of life both material and non material.

#### **B. Scope of Research**

Research has an appropriate, appropriate and unbiased scope, in which research is covered in in-depth analysis activities, based on the focus of fundamental and primary studies (Bakhtiyar, 2019: 14), [8], towards the management of the role of TBM as agents of change in society, through the role of assisting activities in the utilization of TBM information services, in particular realizing the information literacy community at a high level. Of course, with that information literacy, the community will be able to develop all the potential they have to move towards constructive positive change both materially and spiritually.

#### **C. Conceptualization**

The essence of the management of the role of TBM as an agent of change is the optimal efforts of TBM in empowering all the information it has to be utilized by the community, so that people are more quickly motivated to make various changes in their life dimensions. In fact, social changes that occur in society are very much determined by the willingness of the community itself to always introduce constructive positive information. Therefore TBM can play a very important role as an agent of social change in society.

#### **D. Approach**

Various activities to analyze this research, it turns out it really requires critical thinking, to be able to apply a conceptualization of historical traces of the past or is happening. Therefore, this research is very suitable to use historical approach research (Bakhtiyar, 2018: 67), [9], which is a research that is a critical critical inquiry into the development of a thought. Primary information sources are the most elements to be used, as primary data. (Bakhtiyar, 2018: 78), [10].

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

In historical approach data collection techniques, can utilize library research optimally by carrying out various literary reading activities that have subject matter (Bakhtiyar, 2020: 11833), [11]. TBM and its role in society, agents of social change and information services carried out by TBM. The aim is none other than synchronization and harmonization in the conceptualization thinking flow, which has been contained in the analysis of data that is realistic.

#### **F. Research Analysis**

Research analysis uses descriptive qualitative, relying on the source of analysis of various reading material theoretical, research and not research. (Bakhtiyar, 2020: 45), [12]. Research is very important in studying, studying carefully to evaluate various factual facts and trying to find solutions to the problems that arise in the phenomenon. (Bakhtiyar, 2019: 6-7), [13] In order for the validity of research to be maintained, the analysis carried out requires the use of content analysis, which is very useful for analyzing the meaning of various important concepts (Bakhtiyar, 2020: 3), [14] the role of TBM as an agent of change in society. Observation is used in this research as an important element, to support the construction of theory. (Bakhtiyar, 2020: 49), [15].

## DISCUSSION

### **A. *Napak Tilas* ( take a step back ) of the Development of TBM**

Indeed, the history of TBM has been around for a long time. Mulyana (2008), [16] released baha in the 1910s Balai Pustaka was tasked with being a concurrent publishing body as a censor for reading material belonging to the colonial government, and had given birth to more than 1000 people's libraries (volksbibliotheek). All of which are aimed at advancing movement efforts and contributions to the bumiputera intelligence school. Various special library parks have sold and collected books published by Balai Pustaka. However, at that time, it turned out that there was a conflict between the traders and the borrowers of the books so that the distribution of written reading material on the Malay market was later accused by Balai Pustaka of being illegal material.

After Indonesia's independence, throughout the 1950s the government was very enthusiastic in organizing the establishment of a people's library and was called the Taman Pustaka Rakyat (TPR), which served as a means of eradicating illiteracy. TPR is formed by consisting of types. In type A, it is for the village, type B is for the district and type C is for the Province. Until 1959 there were 1,469 TPRs established at level A, 192 at level B and 19 at level C (Nurmasari 2017), [17].

There was a change in political constellation and regime change, which was followed by a people's library program and was eventually abandoned. At the end of the Soeharto government, the administration of the reading park was moved again. Beginning in 1992/1993, the Directorate General of Out-of-School Education provided assistance in the establishment of approximately 5,000 reading parks in various regions, aimed at emphasizing the level of illiteracy and developing reading interest. In addition to the initiation from the government, there were also community initiatives to promote the establishment of the reading garden. In the 1970s commercial community library modeling emerged, including book and comic book rentals. Furthermore, in the 1980s there was a non-commercial community library, focusing on services for children. Community libraries have been established and developed in various parts of urban areas in the island of Java (Septiana 2007), [18].

Not long ago in 1977 there was an economic crisis that in the end the reading garden formed by the government experienced a bleak period and its fate became unclear. Moves to the formation of decentralization and regional autonomy, resulting in the transfer of accountability of education management, from the central government to the provincial and district / city governments, so that the impact on the condition of the reading garden is increasingly neglected or neglected. So many local governments do not care or care in maintaining, fostering and developing the existence of reading gardens (Haklev 2008), [19]. As in Haklev's notes, the government's "reading park", no long-term planning was made through a transparent operationalization system. Various collections of library materials are only focused on books on Pancasila, various doctrines from the government and various propaganda activities of Suharto politics. The impact makes the existence of the reading garden increasingly unappealing and does not gain legitimacy from the public.

Independent reading parks began to stretch and come to life again, around the early 2000s. The resignation of Soeharto's keprabon has opened the opportunity to develop a very dynamic aspect of national life. Various social problems arise again and there are various parties who want to contribute together with the people to make various changes in

society, and one of the contributions is in the form of reading gardens, community libraries, and public literacy.

TBM is a medium for the development of community learning for the creation of a reading culture and literacy culture is a place of centrality in accessing a variety of reading material, which is very appropriate to the situations and conditions that are very real and various information needs that are needed by the surrounding community. More than that TBM is to provide services to the interests of residents who live nearby, which consists of all strata of society by not distinguishing age, sex, religion, social, economic, cultural, educational level and others

### **B. Conceptualization of TBM**

In the Guidelines for the Implementation of Community Reading Gardens (2006: 9), [20], it is explicitly written that TBM is a place that is built and managed by the community or government, which provides various access to reading material services for the surrounding community, for the sake of education throughout life in order to improve the quality and standard of living of the surrounding community. As Sutarno NS (2006: 19) argues, [21], states TBM has the responsibility, authority and rights of the local community in its development, management and development. Therefore it is very important to foster a sense of belonging and responsibility. As for Amrin's opinion (2011: 04), [22], that TBM is an institution that conducts reading service needs that are very useful for each person or community group around TBM, in order to foster interest in reading and the realization of a high literacy culture.

Various opinions can be concluded that TBM is an institution that provides reading material services to community groups in an area, in order to foster interest in reading the community. The community has awareness and is very understanding and appreciate that TBM is very much needed. Community interest in the existence of TBM must always be maintained and improved so that the community can get the information needed to make various changes in aspects of their lives.

### **C. Conceptualization of Change Agents.**

In accordance with the thoughts of Robbins and Coulter (Supriyanto, 2016: 32), [23], that agents of change are people acting as catalysts and managing the changes that occur. In this case Soerjono Soekanto (1992: 273), [24]. argues that those who want change are called agents of change, that is, one person or group of people gains the trust of the leaders of one or more social institutions.

Another thought and broader understanding is the opinion of Griffin and Pareek (Wibowo, 2006: 118), [25], which states that agents of change are professionals, have the task of helping the community to carry out development or form targets, focus on problems, looking for solutions to solutions, managing assistance, planning actions aimed at improving situations and conditions, dealing with various difficulties and evaluating the results of planned efforts.

A conclusion can be drawn that a change agent is a person or an organization, an institution that works together to influence the community both internally and externally to make a change as expected and planned. Of course, changes that occur and are expected in society have a positive constructive nature.

### **D. Purpose of Community Reading Gardens as Agents of Change**

In the Community Reading Garden Management Handbook (2006: 1), [26], it is stated that TBM has objectives including; (1). Generating and increasing interest in

reading, so as to realize a critical and intelligent society and always adapt according to the progress of science and technology. (2). As a forum for learning activities for the community (3). Supports in improving literacy skills. (4). Eradicate illiteracy.

The purpose of TBM mentioned above is very much in line with the objectives of the agents of change in society. The goals of change agents are;

- (1). Realizing the will of change in society. TBM always to make a change from ignorance and backwardness to a smart and intelligent society. Inviting the community to always learn for life and eradicate illiteracy, information blindness becomes information literate society.
- (2). Establish and foster synergistic interactions in an effort to implement change. In reality TBM always builds and fosters synergistic communication and interaction with the community through the provision of information services to the maximum in order to create user loyalty at a high level.
- (3). Always evaluating the problems faced by the community. TBM should always carry out evaluations of various community developments, so that they understand and understand various problems experienced by the community, especially the problem of the low interest in reading the community. Furthermore, looking for solutions to the problematics of low interest in reading in people's lives.
- (4). Carry out various changes with real action. TBM has carried out the will of change in society in a real way, namely to bring about change towards an intelligent and intelligent society by having a high reading culture and information literacy.
- (5). Maintain stability and increase change. TBM is obliged to maintain the stability of changes in society, has the meaning to always maintain the progress of interest in reading and the level of community literacy. If necessary, TBM must accelerate to improve the reading culture and the level of information literacy in the community.

#### **E. The Function of Community Reading Gardens as an Agent of Change**

TBM is very central to the centrality of learning resources functioning as a medium to facilitate lifelong education, by providing a place of learning to obtain information that is needed by the community. As for the Community Reading Park Management Handbook (2006: 2), [27], it is mentioned that the TBM function includes; (1). Media for learning process attend, and is a supporter of educational programs outside of school, especially literacy programs. (2). Sources of information originate from books and reading material, adjusted for the interests of the people around them. (3). Sources of research by providing a collection of library materials for library studies. (4). Reference sources by providing a reference collection to facilitate the learning process and academic activities. (5). A source of entertainment by providing a collection of recreational reading material to make use of free time

TBM in carrying out its activities is able to provide information services to the community and the social reality shows that the various functions of TBM, in fact, are very much in accordance with the function of the agents of change in society, where the functions of the agents of change consist of :

- (1). Cataliyst (Mediator). TBM always motivates to move a community to immediately make changes according to changing times by improving the culture of reading and information literacy culture.
- (2). Solution Giver (Providing problem solving) TBM is able to provide solutions in solving problems that occur in change by providing maximum information services to the public.
- (3). The Helper Process (Providing Assistance) TBM always provides assistance in the search for information that is very necessary in the process of change that occurs in the community.
- (4). Resources Informations (TBM) TBM can act as a liaison with sources of information that are needed in various problems that occur in society.

#### **F. Utilization Value of TBM**

TBM has a use value as a driver of changes in reading culture and literacy culture of the community with the final goal of realizing the manifestation of a literate and high literacy culture. This means that people will have critical thinking that is realistic and has a high civilization, which is obtained independently by doing intense reading activities. In the Community Reading Garden Management Guidelines (2006: 1), [28], TBM has many benefits including:

1. Developing interest, love and reading.
2. Expanding the learning experience for the community.
3. Developing learning activities independently.
4. Acceleration in the process to master the technique.
5. Development of effective reading skills.
6. Expanding the horizons of thinking about the progress of science and technology.
7. Training for accountability with compliance with prescribed regulations.
8. Facilitate in completing tasks .

The benefits of TBM are none other than to foster interest in reading, a love of reading and to always add horizons to broad-minded insights into science and technology. In addition to TBM being able to provide ease in obtaining reading materials that are needed by users, it turns out that TBM has carried out a variety of constructive positive activities in fostering interest in reading and literacy culture in society.

#### **G. The Role of TBM in Overcoming Social Problems and Reading Gardens**

In this decade, the community has been confronted with various social problems that have arisen, among others; poverty, natural disasters, social and economic disparities, moral degradation, crime rates, domestic violence, forced evictions, human rights violations, political changes and events, climate change and so on. Such social reality, like it or not, must be faced by the community either consciously or unconsciously. All of them have never been taught by national education institutions or their officials. Education is limited to a climate that is capable and can uphold in the achievement of competition, and tends to assume that social problems are only a side effect of national development. As a result there is an assumption that social problems that occur do not need to be worried. Though it is very clear the impact is very severe on people's lives.

Therefore, various social problems that occur, become increasingly soon to be taken seriously through efforts to find solutions to the right solution, which is very actively involved, especially the next generation (Healy 2017), [29]. At this crucial point, the

literacy movement is very capable of contributing. TBM literacy movement can lead to literacy initiatives and contextual education education, which was born from an understanding of the educational context of social problems in society. TBM activity programs include; reading and writing, introduction to computer and internet applications, art activities and others are very helpful media for the introduction of various social problems in the community.

#### **H. The Role of Taman Bacaan as an Agent of Change in Society**

As stated by Selo Sumardjan (Soejono Soekanto, 2001: 336), [30], social change is the changes that occur in social institutions in a community, which influences society. on social systems that include values, attitudes and patterns of behavior among groups in a society. TBM with owned resources can be positioned as an agent capable of motivating changes in people's lives. TBM can be categorized as an agent of social change, if;

- (1). TBM is expected to be able to contribute a lot to people's lives.
- (2). TBM is always expected to be able to help the community to take advantage of free time to be more useful.
- (3) TBM is always expected to be able to improve democratic life and make people aware of being able to become good citizens.
- (4). TBM can be empowered for the media to grow the will of lifelong learning.
- (5). TBM can make a very important contribution in increasing economic growth.

In order to peddle the changes above, TBM carries out activities in the form of strategic actions, especially in the selection of various reading materials which will be used as collections of TBM library materials. In addition, TBM must know the background of the community served by age, religion, livelihood, and so on.

TBM is obliged to carry out its role which is to carry out its main tasks and obligations. Considering the role that is carried out, it is very decisive and strongly influences the achievement of the specified vision and mission. In the social reality TBM is very meaningful, if it is able to carry out its role in accordance with its duties and responsibilities. In order to increase interest in reading, TBM must have a very strategic role as stated by Muhammad, Hamid (2010: 81), [31], that the role of TBM includes ;

- (1). TBM has a role as the centrality of information, so that the surrounding community always visits TBM, because the collection of available library materials is needed by the community. Therefore TBM must have a varied variety of library material collection, so that it is able to meet the information needs of the surrounding community.
- (2). TBM has a role as a centrality to expand the horizons of thinking and science. Therefore TBM should collect various knowledge information including newspapers, magazines, dictionaries, books about Indonesia and others. In addition, TBM must provide readings containing application knowledge and textbooks to support school students.
- (3). TBM has a role as a place of intellectual recreation that is educational, so TBM must design optimally so that readers can feel comfortable and get pleasure. Therefore TBM also provides a variety of humorous reading both comics, novels and others.
- (4). TBM has a role as a center of guidance and guidance in shaping the nation's character. Therefore TBM must provide a variety of reading material that

has a close relationship to the science of religion, autobiographical figures of heroes, history, psychology and others.

- (5). TBM has a role as a centrality to foster and develop various expertise and skills, Therefore TBM must facilitate the community by providing a collection of readings containing practical skills, can be electronics, agriculture, fisheries, carpentry, craftsmanship and animal husbandry and others.

Sutarno NS (2006: 68), [32], stated that TBM can play its role in society, because TBM as an information center for education, research, preservation of national culture and entertainment is very cheap and useful. These roles when detailed, TBM has a variety of roles which include; (1). Acting as a mediator, connecting information sources with science. (2). Acting as a media to foster synergistic communication between fellow users, between TBM providers to users. (3). Acting as an institution to improve the culture of reading and literacy culture. (4). Has a role as an initiator, innovator, facilitator, mediator and motivator in information services. (5). Has a role as an agent of change and development as well as cultural agents in society. (6). Has a role as a non-formal educational institution in society, fostering for independent learning by utilizing information. (7). The TBM officer has the role to provide guidance, counseling and consultancy to the user community through user education and internalization of the importance of TBM in the community. (8). Acting as a collector and preservation of collections, so that they always remain intact and good, because all human work products have very high values and cannot be measured in price.

### **I. Librarians' Readiness and Preparation in the Management and Development of TBM as Agents of Social Change**

Libraries and librarians are like two face one coin, inseparable. The progress of a library is thanks to the presence of reliable, professional and quality librarians. It is in the hands of the librarian that the progress of a library can be determined, because the librarian is the motor that drives the mechanism of activity of the library organization. Therefore the function and role of TBM as an agent of social change cannot be separated from the role of the librarian as the activator. This means that the Librarian really has the biggest share as an agent of social change.

Of course, an organization or person cannot be called an agent of social change so easily, because it cannot be arbitrary to be able to act as an agent of change because it requires various elements of skills that must be mastered properly and correctly. Therefore, if TBM is to be called an agent of social change, the librarians involved in it must have good preparation and readiness. The fundamental elements that must be possessed by librarians in the management and development of TBM as agents of social change are as follows :

#### **I.1. Mastery of broad knowledge**

In the management and development of TBM in the future requires librarians to have a very broad mastery of science, given the rapid progress of science and technology. Various information needs of users are also increasingly varied both in variety and type. Therefore, librarians in providing information services to users, are expected to have extensive knowledge, in order to be able to meet the information needs of the ever increasing development.

## **I.2. Mastery of information sources**

The information needs of visitors are growing very rapidly in accordance with the changing times, even the information needs have changed to needs that are intrinsic to the needs of food and drink. In order to be able to guarantee the needs of the visitors, the librarians are expected to be women to have mastery of various sources of information, in order to be able to meet the various information needs of the users, so that the satisfaction of the visitors can be realized, which then forms the loyalty of the library user towards the existence of the library.

## **I.3. Technical skills**

Technical skills in TBM are very important including recording the development of TBM membership, processing library materials, administration and so on. All technical skills must be mastered and understood, so that in providing services to visitors can be implemented quickly, precisely and very thoroughly. The aim is to be able to provide services effectively and efficiently.

## **I.4. Mastering managerial knowledge**

Managerial knowledge in TBM organizations, becomes the main capital to be able to carry out its tasks and functions in order to run optimally. The division of tasks, strict performance direction, objectives, planning and implementation of TBM performance. In fact the librarians involved in TBM are managers in their fields. Therefore the mastery of managerial knowledge is very mandatory for librarians to have, in order to manage and develop TBM as an agent of social change in society.

## **I.5. The mastery of ICT applications**

In the current era is called the era of information globalization, so it cannot be separated from the development of ICT. Likewise for the management and development of TBM, it is always ensured that the requirements for ICT applications are always very high. Therefore, librarians must be able to apply ICT for the advancement of the existence of libraries by providing prompt and accurate services.

## **I.6. Mastery of communication**

Communication activities must occur every day at TBM, between users and students, users with other users and fellow librarians. In providing information services to users, the skills and expertise in communication must be mastered properly and correctly, so as to avoid the existence of mis communication. Through this communication there has actually been a planting of library values, so that users are perceived positively. Library users will give an impression and assessment of the excellent service provided by the librarians. The aim is to be able to realize effective, synergistic and harmonious communication between librarians and users. The positive impact is the positive appraisal that is constructive to the existence of TBM as an agent of social change in society.

## **I.7. Focus on the existence of TBM**

Every librarian's performance is very obligatory to focus on the existence of TBM both in the present and in the future. Librarians must be very concerned about the progress that can be achieved by TBM in the future, so that they can prepare TBM optimally in order to realize TBM's very noble vision and mission. Given the focus on the existence of TBM is the main capital that must be embedded in the hearts of the librarians, so that TBM will be realized as an agent of social change.

## **I.8. Capable of developing technical and work procedures**

In carrying out the duties and obligations, librarians are always demanded, capable of developing various techniques and working procedures properly and correctly, so that in providing information services to the visitors can run optimally. Of course the techniques and work procedures must refer to the achievement of maximum service quality, so that they are able to meet the user's satisfaction. Technical errors and work procedures can result in the occurrence of failure in creating the TBM image. Therefore, every librarian in TBM must be truly capable in mastering good and correct working techniques and procedures, so as to produce a positive constructive TBM image in society.

#### **I.9. Ability to carry out research**

In its development librarians who are in TBM, are required to be able to conduct research, especially research in the field of user satisfaction, utilization of TBM collections, constraints faced by TBM and so on. The benefits of the research must have value in the future management and development of TBM. From this research, we can know with certainty the direction of the development of user demands and requests for the role of TBM as an agent of social change.

#### **I.10. Ability to write**

Librarians in the future is expected to be able to write both in newspapers, magazines, scientific journals and proceedings. The ability to write can carry the name of a TBM institution that is managed and developed. The very positive impact is that TBM has received public appreciation and formed a positive image for the existence of TBM itself.

#### **I.11. Responsiveness and adaptive to innovation and willing to accept change**

Responding to various shifts and changes in the dynamics of social life, the librarian is required to have responsiveness and ability to adapt to various developments and changes that occur, as a result of the introduction and application of new innovations. Therefore, the Librarian is obliged to accept various positive and constructive changes, so that TBM can be very adaptable to the challenges of changing times.

#### **I.12. Responsiveness to take existing opportunities**

In facing the challenges of changing times, librarians must have the ability to be able to take all the opportunities that exist, and be used to manage and develop TBM optimally and more advanced. Without taking the opportunity, it is certain that TBM will become stagnant, so that it will not experience significant progress in the community and will have a direct impact on reducing the level of visitor visits to TBM.

#### **I.13. Oriented to the future**

Seeing and listening to the development and progress in all areas of life, the librarian must have an attitude to always be oriented towards the future of the existence of TMB in society. Therefore, librarians will be able to make good planning in the management and development of TBM as agents of social change, because librarians have anticipated early on in order for TBM to continue to exist in the community.

#### **I.14. Confidence attitude**

Confidence as a positive attitude must be a characteristic that must be inherent in every librarian, in facing the challenges of changing times. This attitude will have a very positive impact on better and more advanced management and development of TBM. Librarians must be fully confident that they are able to realize TBM as an agent of social change in society.

#### **I.15. Social sensitivity**

Librarians in carrying out their duties and responsibilities in providing information services to users, are always expected to have social sensitivity. Especially sensitive to the development of demands and requests for information by users, who are felt increasingly growing information needs. Of course, librarians must strive to provide a variety of varied and types of information needed by users, so that the TBM image in society becomes increasingly constructive positive.

#### **I.16. Social aspirations**

Librarians in their hearts must always have high social aspirations. This means that librarians must have confidence that their ideals to realize TBM as an agent of social change can be realized. Without having high social aspirations, it can cause the management and development of TBM will run stagnant and difficult to experience development.

#### **I.17. No fatalism**

Librarians should not be inflicted with fatalism. This means that librarians are required to always make efforts so that TBM can play a role as an agent of social change to the maximum and not be able to easily give up and accept what it is (nerimo ing pandom). In the management and development of TBM, librarians must always try optimally with a variety of ways to be able to realize TBM as an agent of social change in society.

#### **I.18. Social empathy attitude**

In carrying out services, librarians are expected to have social empathy towards the visitors, especially those who have difficulty in finding the information they really need. The existence of a high sense of social empathy in the heart of a librarian, then a sense of arising always helps every user who needs information. The librarian's empathy attitude had a very positive impact on the improvement and strengthening of the TBM image in the community, which then manifested an appreciation of the constructive positive nature of the existence of TBM in the community.

#### **I.19. Not afraid of challenges and obstacles**

Librarians must not have the attitude of giving up easily to the various challenges and obstacles they face. This attitude is very positive for every librarian to have, so that it will be very easy to find various solutions to the various problems that he faces in accordance with the changing times.

#### **I.20. Friendly attitude, courtesy, respect and respect for others.**

Librarians in the implementation of providing information services to users are expected to always develop friendly, polite attitude towards TBM users. In addition, it also needs to develop an attitude of respect and respect for others both fellow colleagues and with TBM users. These attitudes in reality, can foster a positive impression and a high sense of appreciation from visitors to the quality of TBM services. Furthermore, there will be a high level of customer loyalty towards the existence of TBM and high appreciation from the community.

#### **I.21. Elegant, neat and smiling appearance**

The librarian's performance must always appear elegantly and neatly and show a face that is smiling and pleasing to TBM users. Sour, grumpy and cruel faces must be thrown away in conducting information services to users. The elegant and neat appearance can arouse the sympathy of the visitors, especially when the visitors are served by showing

good attitude and smiling, it can cause a sense of satisfaction with the services provided by TBM. Satisfaction in pemustaka then develops into an attitude of loyalty towards TBM, so that TBM will be able to act as an agent of social change in society.

#### **I.22. Discipline, having efficient and effective performance**

Librarians in carrying out their duties and obligations must have a high level of discipline, respect their time and make the best use of it to work efficiently and effectively. Discipline has a positive impact on improving the performance of librarians in developing productivity and high quality work, so that it can be expected that TBM can manifest itself to act as agents of social change in society.

#### **I.23. High creativity and innovative power**

In working for librarians, it is highly demanded to have a high level of creativity and innovation, so that libraries are highly appreciated by the community and subsequently there is a high level of visitor visits to TBM. Creating a variety of innovations in the field of information services in a very creative way will be able to invite the attention and interest of the community to always take full advantage of TBM prime services. Of course the performance of the librarian must be based on an attitude to be always visionary towards the management and development of TBM as an agent of social change.

#### **I.24. Ability to work as a Team**

TBM performance is a team performance, therefore librarians are required to have the ability to work in a team, by dividing tasks clearly and in detail so as to avoid overlapping when performing performance. The ability to work in a team is what will be able to raise and realize TBM plays an active role as an agent of social change to the fullest.

#### **I.25. Capable of being a Public Relations (PR) TBM**

Librarian is highly demanded to be able to play a role as a PR TBM. This means that librarians are able to bring TBM to be more recognized by the community and are able to bring the community to always use TBM's prime services optimally. Librarians become the main mirror for the development and progress of TBM in gaining public appreciation, so as to increase the high number of visits and utilization of TBM prime services by the community. Therefore, librarians must be capable as TBM PR, which in turn will greatly facilitate TBM to actively participate as agents of social change in society.

### **CONCLUSION**

Based on the discussion above, it is obtained that the original research shows that the role of TBM: (1) as a centrality to drive public literacy, so that it can realize creative, innovative and constructive literacy as well as contextual learning, so as to internalize the values and norms of Indonesian society, among others; the value of mutual cooperation or social solidarity, please help and collaborate, living in harmony together. (2) as the centrality of the most important source of information for the development of knowledge, (3) is a medium for forming, building, guiding and fostering community among fellow visitors. (4) as a guide and guidance to provide consultation to users, (5) internalize the importance of TBM for many people. Librarians involved in the management and development of TBM, must have readiness and preparation, to have mastery of the basic elements of TBM management and development, to support the realization of TBM as an agent of social change.

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