Mediatization of Library on Instagram as a Promotional Medium

Fitri Handayani[1]; Rhea Rowena U. Apolinario[2] ⓘ

[1]Institut Agama Islam Negeri (IAIN) Kerinci, Jambi, Indonesia
[2]School of Library and Information Studies University of the Philippines Diliman, Philippines

Abstract

Background of the study: In addition to being a medium of communication, social media is also used for promotion media for institutions that can cause dramatization processes. Mediatization at the Library aims to understand the role of social media such as Instagram as a promotional activity in the Library of Dispusip Kota Sungai Penuh.

Purpose: The purpose of this study is to explain the mediatization of libraries through Instagram social media. Libraries use social media as a promotional medium to reach users during the pandemic.

Method: This research is a study using a qualitative approach. The collection technique is carried out by observing directly the Instagram account owned by each library of Dispusip Kota Sungai Penuh.

Findings: Dispusip Kota Sungai Penuh uses Instagram library to promote library collections, promote library activities and services, upload photos or photos of library activities, develop distribution services, especially book lending, activities within the library, etc. Instagram is a new method for the Library of Dispusip Kota Sungai Penuh Library in order to attract visitors or public leaders, especially the millennial generation. The change in the form of promotional media toward digital media can be in the form of information in visual and audiovisual form.

Conclusion: The existence of Instagram affects the pattern of promotional behavior of the Dispusip Kota Sungai Penuh Library because it has been mediated by technology.

Keywords: Library, Promotion, Instagram, Mediatization

Introduction

The development of libraries cannot be separated from the development of information technology (Begum & Elahi, 2022; Alharbi, 2016). On the other hand, the library also has four inseparable elements: librarian, book collection, the state and location of the library, and the library itself (Abdussalam, 2021). The development of education and the improvement of teaching and learning methods cannot be separated from the problem of providing educational facilities and infrastructure (Yenianti, 2019). Libraries in the era of information technology development are required to develop from library services that have shifted from pay centers to profit centers. The concept of libraries continues to grow as a reaction to dynamic social circumstances. Library promotion can be said to be an effort to introduce all activities both in terms of facilities, collection of service types, and benefits that can be obtained by each library to be known by the general public in more detail (Bolin, 2014). Promotion is basically a forum for exchanging data between organizations and consumers with the main purpose of sharing data about products or services provided to the library.

During the pandemic, all the information that had been packaged in the form of digitization and connected to the internet library was also required to be able to present services digitally (Nadi-Ravandi & Batooli, 2023). At this time the internet has expanded in various circles; this is an advantage for many people, especially for libraries (Hamad, Al-Fadel, & Fakhouri, 2022). Social media is a promotional target to promote libraries; there are many social media that can be used in promoting libraries in the pandemic era such as Facebook, Instagram, YouTube and so on. At this time, Full River City is a red zone of COVID-19 spread. Thus, libraries are obliged to increase energy sources that support online services, such as by providing digital collections, generating innovations in the delivery of services online, and providing internet and Wi-Fi networks (Neatrour, Myntti, & Wittmann, 2020; Winata, Fadelina, and Basuki, 2021).

According to Sungadi (2019), "Promotion is an attractive marketing communication mechanism that uses public relations techniques." Library promotion includes inviting the public to access the library. This provides the public with a clear understanding of what they can get from the library, what obligations they should fulfill, what rights they have, and what information they can receive (user instructions). User-centricity, in general, is one of the "currencies" in which libraries operate, and, therefore, also centers on the library in terms of decision-making about library promotion. Libraries in a broader context are forced to work professionally to separate individual needs and professional obligations, to provide optimal services and information, and to provide services. The best services contain the information that users need. Advertising is a part that conveys useful information to library.

According to Mustofa (2017), library promotion aims to introduce all sources of information contained in the library to attract the attention of the public with the aim of utilizing it optimally. Promotion can provide information and give an impression to the community which is very supportive of the ultimate goal of the library itself. Instagram services include a wide range of products, features, applications, services, technologies, and software provided to carry out Instagram's mission: to bring you closer to the people or things you like

Dispusip Kota Sungai Penuh library in the pandemic era did a promotion using Instagram as to where to share information about the library, but this promotion has not been said to satisfy the maximum need for other promotions, such as making short films and on YouTube or the introduction of libraries through online seminars in Zoom meetings. During the COVID-19 pandemic, the public can come directly to the library by complying with existing health protocols. However, the level of government visits is not like before the pandemic, this can be seen from the decrease in visits in the Dispusip Kota Sungai Penuh Library during the pandemic. The purpose of this study is to explain the mediatization of libraries through

Instagram social media. Libraries use social media as a promotional medium to reach users during the pandemic.

Method

This research is a study using a qualitative approach. Qualitative research is a method of exploring and understanding meanings that a number of individuals or groups of people are ascribed to social problems (Creswell, 2015). The collection technique is carried out by observing directly the Instagram account owned by each library of Dispusip Kota Sungai Penuh. After the data are collected, researchers analyze the data using media study theory. Data analysis techniques in this study also conducted a review of all available data from various sources (Fitri, 2019). So the researchers tried to analyze Instagram accounts with documents that were used as references.

Result and Discussion
Dispusip Kota Sungai Penuh Library Profile

Producing a smart nation is one of the goals of the State contained in the 1945 Constitution in paragraph IV. The forerunner of the life of smart citizens is by increasing attention and a culture that likes to read. The high attention and culture of reading citizens is the capital under National Development that must be given in conjunction with the needs of quality Human Energy Sources. In efforts to realize the development of an Attention and Culture Like Reading society (reading society) and citizens learning (learning society), the development and utilization of libraries is a wise and strategic decision in meeting the needs of data in the form of writing, printed works and recorded works.

Given the state of attention and a culture fond of reading, citizens are currently experiencing a lack of fulfilling what is mandated by the law of 1945. T Since, 2001, Government of Cq. National Bibliotek RI together with regional libraries, scholars, educators, authors, publishers, Observers of Reading Attention, Professional Organization of Indonesian Librarians Association (IPI) Of The Indonesian Novel Shop Association, Indonesian Publishers and Reading Attention Organization have looked to attract the Reading Attention Correctional Movement. In this kind of situation, the Full River City Government is a city that is created by expansion from the Parent Regency (Kerinci Regency), under the law of Law Number. 25 of 2008 concerning the Creation of a Full River City in Jambi Province, establishing a library and archival office sourced in the Full River City Regional Regulation; No. 10 of 2016 on the Creation and Layer of Regional Features which was then inaugurated by the Full River Mayor Regulation; No. 45 of 2016 on the Basic Duties, Uses and Working Procedures of the Bibliotechnical And Archival Office of Sungai Penuh City, which functions actively in mediating the development of reading attention for citizens for all groups, ranging from children to older people.

Historically, the Library and Archival Office of Sungai Penuh City is a local government institution that was created in the Full River Mayor Regulation No. 49 of 2012 concerning the Tupoksi Bibliotek Office and Sungai Penuh City Archives, until, on January 20, 2014, the Bibliotek Office and The Full River City Archive were established. The Bibliotechnical and Archives office began operating in a suitable operation on the anniversary of its establishment. In 2016, the Library Office and The Full River City Archives changed their status to The Office sourced from The Full River City Regional Regulation No. 10 of 2016 on the Creation and Layer of Regional Features and implemented by Full River Mayor Regulation No. 45 of 2016 on the basic duties, use and working procedures of the Bibliotek Service and The Full River City Archival. The role of the Bibliotechnical and Archival Office is the implementing factor of Government Affairs in the field of Bibliotek and The Archival of Sungai Penuh City, which is guided by the Head of The Office who is domiciled below and responsible to the Mayor of

Sungai Penuh through the Regional Secretary.

In 2019, the Bibliotech and The Full River City Archival Office submitted the Construction of a Dispusip Kota Sungai Penuh area Bibliotek Service Building sourced from the Special Allocation Fund (DAK) in fiscal year 2019, so that the Bibliotek Service Building of Sungai Penuh City Area was awakened. It supports the vision and mission of the Full River City Government, Bibliotechnical Office and Kearsipan Sungai Penuh City to carry out The 2nd Mission "Improving the quality of life of citizens who are insightful science and technology, religious, healthy and cultured," it then compiled and raised The Vision and Mission of the Library and Archival Service, **"**Making the Library and Archival As a Data Center and Learning Resource of The People of Sungai Penuh City" with the following mission: 1) Build and develop the library as a center and learning resource of the community; 2) Build and develop the duplication of regional documents/archives; 3) Foster and improve the quality of library services and archiving; 4) Preserving collections as a result of regional culture; 5) Organizing library and archival information; and 6) Improving people's reading culture.

Various efforts in the framework of library development and cultural empowerment such as bringing reading to the community that have been done in APBD Sungai Penuh in recent years include: 1) The Reading Culture Development and Library Development program; 2) Reading Cultural Interest Development Activities; 3) Activities of Helping and Development of Village / Village Library; 3) Data collection, construction, and stimulation of the library; 4) Public Library Service Improvement Program; 5) Mobile Library Service Activities; 6) Library Information Service Quality Improvement Program; 7) Activities Development of library material collection; 8) Maintenance and development of digital libraries; 9) Improve the quality of library service facilities and infrastructure.

The Government of Sungai Penuh City through the Library and Archival Office of Sungai Penuh City as a technical SKPD in carrying out basic duties, functions and work procedures as an element of implementing government affairs in the field. The Library and Archival of Sungai Penuh City has conducted library services in the Sungai Penuh City Regional Library Service Building.

Library Promotion and Archival of Dispusip Kota Sungai Penuh Library by Instagram

Dispusip Kota Sungai Penuh Library make innovations in the promotion of library services and activities by utilizing social media intelligence. Some promotional activities of The Dispusip Kota Sungai Penuh Library are as follows (Fitri, 2021): a) User education, library recognition activities with media such as library profile videos; b) Facebook, library promotion is done through Facebook by sharing images or videos of activities or visits of city library staff to school libraries and villages in Full River City. Facebook page name; Dispusip Full River City; c) Promotion through the website is: https://jikn.go.id/index.php/dinas-perpustakaan-dan-kearsipan-kota-sungai-penuh. In addition to the official website, Dispusip Kota Sungai Penuh.

Also to promote with some media by reporting activities related to the purpose of promoting the library. News links about the Full Dispusip Kota Sungai Penuh Library are as follows:
1. https://id.berita.yahoo.com/resmikan-perpustakaan-wali-kota-sungai-093044914.html
2. https://today.line.me/id/v2/article/Lppjwz
3. https://www.liputan6.com/regional/read/4326021/di-perpustakaan-kota-sungai-penuh-hati-jadi-luruh
4. https://jambi.tribunnews.com/2021/06/10/wako-ajb-resmikan-gedung-layanan-perpustakaan-daerah-kota-sungai-penuh.

Library promotion through this website is carried out by Dispusip Kota Sungai Penuh containing the latest news about the library of The Full Dispusip Kota Sungai Penuh Library, member registration, repository, one search library catalog and access to the profile of the

institution.

Dispusip Kota Sungai Penuh Library Promotion by Instagram

The name of the Instagram account used by Dispusip Kota Sungai Penuh is Dispusip.sungaipenuh where the account uses all the facilities on Instagram to do promotions such as: Instagram story facilities, upload videos, upload photos such as a race to read poetry that is shared on posters on Instagram, even live   on Instagram-related activities carried out. The next discussion concerns the concept of the display provided by Instagram.

Figure 1. Instagram view format

The form of promotion in the Library of Dispusip Kota Sungai Penuh Library is to contain the identity of the institution's name, location, phone number, library opening and closing hours, website address and logo placed in accordance with the rules provided by Instagram. Then another promotion is the promotion of activities or events and news that will be or has been organized by the library. Furthermore, there is also the promotion of services owned,   a promotion of collections owned by libraries both old collections and new collections and promotion of application-based services owned in the form of digital libraries with the name of the application in Sungai Penuh. The Library of Sungai Penuh City displays advertisements for competitions held to attract the library and attach the results of reports or achievements that have been carried out by the library or activity reports with the aim to attract the attention of library users.

Mediatization of Libraries on Instagram

Mediatization is the process of a medium as a link between individuals on the one hand with social or political or economic institutes (Schulz, 2004). Mediatization leads to a situation in which media becomes an important or primary source due to the social or political or economic forces that exist in society adjusting to the logic of the media with the aim of influencing the audience. Hjavard (2008) proposes a clearer conceptualization that can be used as a theory of media influence on culture and society. Hjarvard describes the concept of dramatization as a process of society so modern that the media can no longer be understood as separate from social and cultural institutions (Hjarvard, 2008). In this study, Instagram social media in addition to being a tool to convey messages is also an integral media from institutions

or institutions that use it whereby Instagram positions as a physical replacement tool from institutions, especially in pandemic times (Koulouris, Vraimaki, and Koloniari, 2021). This statement can be seen from the Dispusip Kota Sungai Penuh Library following or complying with the concepts provided on Instagram.

As for the rules of using Instagram as social media, users must be 13 years old or have a minimum age that is considered sufficient according to the applicable law in Indonesia (Instagram, 2019a). And must not be individuals who are undergoing criminal law (especially convicted sex offenders). In this concept, it can be seen that the Dispusip Kota Sungai Penuh As an institution follows the logic of Instagram as a medium. The Library of Dispusip Kota Sungai Penuh Library is considered a mature human individual and free from legal problems when creating an account on Instagram. So that the Dispusip Kota Sungai Penuh Library on Instagram is considered as an individual who can be punished if it violates the rules conveyed by Instagram, such as spreading false information, committing fraud or illegal acts. The second concept is mediatization of what the Dispusip Kota Sungai Penuh Library displays on Instagram.

A form of standardization follows the rules found on Instagram itself. This statement can be seen from the position of the homepage display, the size of the profile photo used, as well as the form of image or video format that can be uploaded on Instagram (Lam, Ho, and Chiu, 2023). The Dispusip Kota Sungai Penuh Library must follow all these rules and it is impossible to create a format other than the format provided by Instagram. The third concept is the type of promotional information of the Dispusip Kota Sungai Penuh Library that is uploaded on Instagram accounts and have similarities in the form of promotion of collections, promotion of activities, promotion of services. And all that is considered to be a product that can be promoted. This third concept is related to library users or audiences who are used as promotional targets by the Library of The Full Dispusip Kota Sungai Penuh.

Instagram regulates the behavior of the Dispusip Kota Sungai Penuh Library like human behavior that wants to be noticed. Instagram provides information sharing features in the form of photos, videos, stories about anything. But, according to the researchers' observations, most Instagram users will share information about personal activities. A direct feedback or response that can be done to the information provided is to give a like, provide a response in the form of comments and perform or follow actions as a follower of the giver (producer) information with the purpose of someone who has followed Instagram. You can see the latest information shared. From the above explanation about the procedure, Instagram regulates the system so that it is obeyed by the Library of Dispusip Kota Sungai Penuh which uses it. Instagram regulates content standardization through established rules for libraries to comply with those rules. This relates to the size of the uploaded file already determined by Instagram.

In the context of the content shared by the library accounts of the Dispusip Kota Sungai Penuh Library there are standards or similarities. Similarities that occur include: a) Photos from Instagram profiles using the library logo of The Dispusip Kota Sungai Penuh Library; b) Description of the self-information from the Instagram account of the library; c) Providing information about photos of activities that will be carried out or have been carried out. Information about services and collections is shared in a format. Instagram becomes a promotional media that is more noticed than other promotional media. Digital-based promotional media is more effective than conventional promotional media. This is due to the change in the promotional targets of the Dispusip Kota Sungai Penuh Library, the majority of which are digital generation. The next reason is the high interest in information from visual media of the generation.

Conclusion

Dispusip Kota Sungai Penuh library uses social media as an advertising medium in the form of promotions through Instagram providing many services, activities, and resources to users. Dispusip Kota Sungai Penuh uses Instagram library to promote library collections, promote library activities and services, upload photos or photos of library activities, develop distribution services, especially book lending, activities within the library, etc. Instagram social media, in addition to being a tool to convey messages, also becomes an integral media from institutions   that use it where Instagram positions as a physical replacement tool from the Library of Sungai Penuh City, especially in pandemic times. Dispusip Kota Sungai Penuh Library follows or adheres to the concepts provided on Instagram as well as an institution agency, following the logic of Instagram as a medium.

Acknowledgments

We would like to acknowledge and thank all those who have given valuable contributions to this study

Authors' Contributions

All authors have contributed to the final manuscript. The contribution of all authors: Fitri Handayani: conceptualization, methodology, formal analysis, writing original draft preparation, writing review and editing. Rhea Rowena U. Apolinario: writing review and editing. All authors have read and agreed to the published version of the manuscript.

Conflict of Interest

All authors have no conflict of interest related to this study.

Funding

This study did not receive any funding.

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