International Journal of Applied Research and Sustainable Sciences (IJARSS)
Vol. 2 No. 12, 2024: 1061 - 1072

# Universitas Negeri Padang Library Promotion Strategy in Attracting Visitors

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ARTICLEINFO

*Keywords:* Promotional Strategy, Library, Visitor

*Received : 25 October*
*Revised : 25 November*
*Accepted: 25 December*

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ABSTRACT

This study aims to discuss the promotional strategies employed by the Universitas Negeri Padang Library to attract visitors or users to the library. The research method used is library research or literature study with a qualitative approach to obtain data in the form of words or descriptions. The research findings indicate that library promotion strategies can be implemented through the following activities: (a) Print media, such as newspapers, magazines, and brochures; (b) Electronic media, including television, websites, and social media, which are currently popular among users, as well as radio; (c) Non-mass media, such as banners and billboards; (d) Event-based media, such as exhibitions, seminars, talk shows, and outreach programs.

## INTRODUCTION

Libraries have a strategic role as centers of information and knowledge, especially in academic environments such as Universitas Negeri Padang. As an institution that provides various sources of information, the Universitas Negeri Padang Library functions to support the learning, research and development needs of students, lecturers and other academicians. However, the rapid development of information technology has presented new challenges for libraries.

Advances in information technology have changed the way individuals access information. Previously, printed media such as newspapers and books were the main source of information, but now people prefer digital platforms that offer convenience, speed and practicality. In the digital era, social media has become a very effective communication tool to reach various groups, including students. However, Universitas Negeri Padang library still faces problems in optimally utilizing the potential of social media. Unplanned social media management and lack of interesting content cause information about library services, collections and activities to be poorly conveyed to the target audience. In addition, the promotional strategies implemented tend to be monotonous and less innovative, such as only relying on printed posters or formal announcements, making it less able to attract visitors.

This problem has an impact on the low utilization of library services by students. In fact, with more effective and creative promotional approaches, the library can increase its visibility and encourage more students to utilize the available services. Therefore, it is important to explore more innovative and technology-based promotional strategies, especially through social media, to attract students' attention and increase the library's role in supporting academic activities at Universitas Negeri Padang.

This research focuses on the importance of implementing library promotion strategies to overcome these problems. Through planned promotional activities, the library can reintroduce its value and benefits to users, so that its role remains relevant in the digital era. As a university library, Universitas Negeri Padang needs to present a promotional strategy that is in accordance with technological developments and user needs. This aims to restore users' interest and ensure that the library remains the main place to fulfill their information needs.

## LITERATURE REVIEW

### Definition of Strategy and Promotion

A strategy is a well-considered plan or way to achieve a specific goal. Marketing involves analyzing, planning, implementing, and controlling programs to meet organizational goals. In the context of libraries, promotion aims to publicize library institutions, collections, systems, and services to the community so that users can find out and make optimal use of library services (Prihartanta, 2015).

Library promotion is also interpreted as an effort to introduce various activities in the library, including facilities, collections, types of services, and benefits that can be obtained by users. The main purpose of this promotion is to

create a forum for information exchange between the library and the community to increase interest and use of library services (Supriyatno, 2019; Inderiyeni, 2020).

**Important Elements in Library Promotion**

According to Harahap (2021), there are four elements that need to be considered in library promotion:

1. **Attention:** Attract the attention of users through media such as brochures or attractive advertisements.
2. **Desire:** Generate curiosity and interest in library services.
3. **Action:** Encourages users to respond positively and utilize library services.
4. **Satisfaction:** Ensure that users are satisfied with the services provided.Strategi Promosi Perpustakaan Universitas Negeri Padang

The promotion strategy at Universitas Negeri Padang Library involves a planned approach with various methods, such as the use of social media, print publications, and cooperation programs. The main goal is to increase the library's visibility and attract more users (Rusmawati, 2017).

**The promotional methods used include:**

1. **Publication/Publicity:** Disseminating information through print and electronic media.
2. **Workshop and Training:** Organizing training on information literacy and the use of e-resources.
3. **Cooperation Program:** Partner with faculties and student organizations to organize events involving the library.
4. **Social Media:** Utilize platforms such as Instagram and TikTok to deliver information interactively.

**Forms and Means of Promotion**

Library promotion at Universitas Negeri Padang involves various media:

1. **Print Media:** Brochures to introduce collections and services.
2. **Electronic Media:** Official website and social media to access information digitally.
3. **Meeting Media:** Seminars, workshops, and talk shows to attract users.

Obstacles in Promotion Obstacles faced in library promotion can be both internal and external (Setyo et al., 2014):

1. **Internal:**
   a. Lack of librarian knowledge about marketing techniques.
   b. Traditional view of the library.
   c. Limited facilities and funds.

2. **External:**
   a. Lack of leadership commitment.
   b. Low reading culture.

c. Limited access to technology.

Solutions to overcome obstacles Efforts to overcome obstacles include:

1. Improving librarian competencies through marketing training.
2. Improving library facilities.
3. Involving library ambassadors for promotion.
4. Manage the library well to make it comfortable for visitors (Aryatama, 2020).

Universitas Negeri Padang library promotion is a strategic effort to introduce library services to the public. By utilizing print, electronic media, and interactive activities, the library can increase the visibility and use of services by users. The obstacles faced can be overcome through careful planning, institutional support, and librarian competency development.

## METHODOLOGY

The research method applied is literature study or library research, where researchers rely on various literature references to collect research data. A qualitative approach is used to obtain data in the form of words or descriptions. Literature research, or desk research, is a type of research that focuses on analyzing literature or literature. This research utilizes previous studies that are similar or relevant.

## RESEARCH RESULT

Strategy is a plan or method that has been considered and will be implemented to achieve the expected goals and objectives. Marketing involves a series of activities such as analysis, planning, implementation, and control of programs that have been carefully designed. The purpose of library promotion is as a marketing element that aims to publicize the library institution, its collections, systems, and the types of services offered. By doing this promotion, a process of approaching information to users is realized, so that they can find out what types of collections are available and what services can be accessed. For those who previously did not know or already knew but had never used library services, this promotion provides an opportunity for them to get to know and be interested in visiting or utilizing them. Thus, it is expected that the number of visitors will increase, and the use of library materials and library services will also increase. That is the hope that the library wants to achieve through this promotional activity. (Prihartanta, 2015).

Promotion is a marketing activity that aims to introduce or provide information about a product so that consumers are interested. Onny Fitriana Sitorus and Novelia Utami (in Zaim, 2020)

This is an effort made by the seller to convince buyers to accept, repurchase, or recommend certain products, services or ideas to others. In summary, the purpose of promotion is to influence the recipient's attitude, knowledge, or behavior so that they accept the concept of the promoted service or product.

Library promotion is an effort to convey library services to the public with the aim of meeting the needs, desires, and providing satisfaction to library users.

*Promotion of Universitas Negeri Padang Library*

Library promotion is an effort to introduce all activities in the library, including facilities, collections, types of services, and the benefits obtained by each library user in more detail. Promotion can also be considered a very effective tool to attract and retain customers (Supriyatno, 2019). The purpose of library promotion is basically to create a forum for information exchange between the library and the general public. This is done with the main intention of providing detailed information about the products and services provided by the library, as well as to persuade users to respond positively to the products or services offered. The following are some of the objectives of library promotion: (1) Introducing the function of the library to community users; (2) Encouraging interest in reading and encouraging the community to be optimal in using library collections; (3) Introducing library services and services to the community; (4) The result of promotion is the emergence of awareness to action to take advantage of it. (Inderiyeni, 2020).

In carrying out library promotion, promoters must have an understanding of the elements they need to pay attention to, namely:

1) Attention, where the librarian needs to divert the attention of the library users by focusing the promotion. Usually, the attention of the users can be obtained by the presence of brochures or promotional advertisements that are designed as well as possible to be attractive.
2) Desire, involves creating desire in promoting the library, so that users feel interested in finding out more about the library.
3) Action, which means a positive response from the users so that they come to the library without any pressure. This can be recognized from librarians who successfully fulfill the attraction of the library.
4) Satisfaction (satisfy), where after the implementation of the promotion, it is expected that prospective users feel satisfied with the information conveyed by the librarian. The focus of promotion is more oriented towards user satisfaction, taking into account the background, interests, and needs of users to achieve their satisfaction. (Harahap, 2021)

Planning Marketing and Promotion Strategies for Universitas Negeri Padang Library

Planning a marketing and promotion strategy for Universitas Negeri Padang Library requires a planned approach and a variety of methods. With clear objectives, effective communication, utilization of social media, and strategic partnerships, the library can increase its visibility and attract more users to utilize its services.

The low utilization rate of library services is caused by a combination of complex issues, such as economic, cultural, and sociological issues. Among these factors, socio-psychological factors are particularly significant as they

influence the use or non-use of library services. Concretely, we have the ability to influence the social psychological factors of the users by:

- Improving the habit of using the library.
- Explain how the library can meet their individual needs.
- Attempting to change the mindset and behavior of users in relation to library use. Although this task is quite demanding, it is actually one of the main responsibilities of librarians.

*Promotion Methods of Universitas Negeri Padang Library*

In order to determine the promotional method to be used by the library, a number of pieces of information are required, such as the availability of media and infrastructure, the ability of promotional staff to produce, the reach of the media, the characteristics of the target audience of the promotion (both in terms of media use and habits), the availability of funds for media production, and the length and detail of the message conveyed. The key in all promotional design is the ability to attract the attention of the audience, increase interest and attraction to the promoted product or service, create a desire to follow the promotional invitation, encourage the audience to decide to use the product or service, and finally, use all the promoted products and services so as to create a difference from the previous condition. In the context of library promotion, there are various methods or approaches used. However, these promotional methods must be tailored to the needs of users so that library promotion can reach the right target and not be in vain.

In conducting library service promotion activities, there are several methods, namely: (1) Publication/Publicity; (2) Advertising; (3) Individual Contact; (4) Incentives; (5) Creating a conducive atmosphere or environment (6) Utilizing social media, such as Facebook, Twitter, Instagram, etc. (Rusmawati, 2017)

In addition, various promotion methods will help Universitas Negeri Padang Library to increase the visibility and usage of its services. By utilizing social media, print publications, interactive activities, collaboration with faculties, email marketing, and collection exhibitions, the library can reach more users and meet its academic goals.

*Forms and Means of Promotion of Universitas Negeri Padang Library*

Library promotion is one of the important strategies to increase awareness and utilization of library services by users. Universitas Negeri Padang (UNP) as one of the higher education institutions that has a modern library also utilizes various forms and means of promotion to reach students, lecturers, and the general public. The following are the forms and means of promotion that can be implemented by the Universitas Negeri Padang Library:

a. Book Exhibitions and Library Services

Organize regular book exhibitions to introduce the latest collections to users. In addition, exhibitions can also include information about the library's excellent services, such as reference services, digital services, and discussion

rooms. This is one of the regular activities organized by Universitas Negeri Padang library.

b. Workshop and Training

Organizing workshops and training, such as information literacy training, e-resources usage, and scientific writing techniques. These activities not only introduce library services but also provide added value to users. In addition, the training held can add to the interest and promotion level of the library.

c. Cooperation Program

Cooperate with faculties, student organizations, or other institutions on campus to organize events involving the library, such as seminars, discussions, or book launches.

d. Library Ambassadors

Involving students, lecturers, and academicians as library ambassadors whose job is to promote the library to their community. This program can help create closeness between the library and users. Through this program, the library can improve library promotion strategies that can be known by all circles, from students to the public.

In the implementation of library promotion, there are various media that can be used as tools to convey the promotion. Various types of media and forms of library promotion include: (1) Print media, such as newspapers that can be used to showcase the latest books or best sellers in the market, as well as magazines that allow the library to display a brief profile and the advantages of the library with an attractive magazine design. Brochures are also an effective form of media to provide ongoing information, such as how to become a library member and tutorials on the collection lending process. (2) Electronic media, electronic media is one of the main promotional tools in the digital era. UNP Library uses an official website to provide access to information related to library services, digital collections, and system usage guides. In addition, social media such as Instagram, Facebook, and Twitter are also utilized to convey information quickly and interactively to users. (3) Non-mass media, such as banners and billboards are often used to promote special events, such as seminars, workshops, or information literacy training held by the library. These are placed in strategic areas of the campus to attract the attention of students and staff. (4) Meeting media, such as exhibitions, seminars, talk shows and counseling. Organizing such meetings is a good opportunity to attract people to the library. Being active in book fairs or organizing their own exhibitions can also increase people's direct understanding of the library. (Harahap, 2021).

In order to carry out a promotion, there are various means that can be used to support smooth promotion. This means of promotion serves as a medium that can be used by organizations or agencies to promote their products to be known by the wider community.

Promotion of library services can be implemented through various forms of means, namely printed forms, library activities, library image and identity, and utilization of human resources as promotional agents (Riski, 2021).

Furthermore, in choosing media for promotion, the library must pay attention to the tendencies of potential users. This tendency will have an impact on the effectiveness and efficiency of the promotion carried out. For example, if people have a habit of reading through digital media, then promoting through radio may be inefficient because the number of listeners is not so large, and this can result in an imbalance in promotion.

*Obstacles Faced in the Promotion of Universitas Negeri Padang Library*

All activities must face challenges, and the same goes for library promotion which is not free from various problems that sometimes become obstacles or obstacles in its implementation. These obstacles can come from within (internal) the library or outside (external) the library. (Setyo et al., 2014). The explanation is as follows:

(1) Internal constraints Qalyubi (in Kurniawan et al., 2018):

a. Librarians' knowledge of marketing science and techniques is still lacking.

Librarians have an important role in promoting library services, but their knowledge of marketing science and techniques is still lacking. This has an impact on the effectiveness of promotion and use of library services at Universitas Negeri Padang (UNP).

b. Traditional view of the library that only sees it as a storehouse of books.

The traditional view of the library as a book warehouse has a significant impact on the management and function of the library at Universitas Negeri Padang. To improve its relevance and effectiveness, it is important for the library to transform into a more dynamic information center that is responsive to user needs. This involves increased interaction with users, service innovation, as well as the utilization of modern technology in information delivery.

c. Inadequate library buildings/facilities.

One of the challenges in promoting the library is the completeness of its facilities. The condition of library buildings and facilities at Universitas Negeri Padang still faces various challenges that need to be addressed to improve user experience. With proper planning and investment in the development of new buildings as well as improved collections and technology, it is expected that UNP libraries can transform into information centers that are more effective and responsive to the needs of the academic community.

d. Insufficient funds to purchase library materials and open new services.

Universitas Negeri Padang Library (UNP) faces significant challenges related to inadequate funds to purchase library materials and open new services. Despite the construction of a new modern library building, funding remains a major issue affecting the development of library services.

e. Lack of appreciation from librarians towards library users.

Lack of appreciation from librarians towards visitors is an obstacle in promoting the library. This is also a special concern for all libraries.

(2) External constraints:

a. The commitment of the leadership in supporting the existence of the library is still lacking.
b. Library users tend to be temporary, except for special libraries and public libraries.
c. Weak organizational management.
d. Very weak reading culture in utilizing the library.
e. Social, cultural and economic conditions are not yet fully supportive.
f. Some users still face difficulties in accessing social media due to limited internet access or lack of facilities to connect to the internet, such as not having a smartphone connected to the internet network or not having a personal computer or laptop. (Aryatama, 2020)

Although librarians face many obstacles in carrying out library promotion, there is always a way out to overcome these obstacles. As the saying goes "Many roads lead to Rome," this analogizes that there are various ways to solve problems. Therefore, it is necessary to focus on finding solutions to overcome the obstacles that arise.

Fajriyani mentioned the importance of thorough and continuous preparation to ensure a smooth and successful promotion. Some suggested preparation steps include: (1) Designing the layout of the library space or building and arranging all facilities and infrastructure with maximum attractiveness, in order to motivate and attract the attention of all library visitors. (2) Encouraging library staff to always be friendly, welcoming and helpful to visitors, and to keep their appearance attractive. (3) Ensure that the collection of library materials is always complete and up-to-date, systematically organized, and free from dust. (Beru Bahgie, 2021).

Efforts that can be made by libraries include assisting librarians in developing their own interest, ability and reading habits. Libraries also need to be well managed so that visitors feel at home and comfortable. This management includes all aspects, from human resources (HR), budget, collections, to library layout (Aryatama, 2020). In addition, support from government agencies, both at the regional and provincial levels, is also very important.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

Based on the results of research and discussion, it can be concluded that the implementation of promotional strategies by the library can run smoothly if there is effective communication between librarians and users in terms of promotion.

Effective promotional activities can be well received by users if the communicator or librarian is able to convey it well, either through oral

communication or by using social media because in this era everyone must have social media. If the information can be absorbed by librarians, then they will provide feedback or responses, such as starting to utilize existing services in the library. Therefore, librarians are expected to have competence in communicating well with their patrons.

**Suggestion**

To attract library users to utilize library services, librarians can do various kinds of interesting activity programs, book festivals and exhibitions, writing competitions and creativity competitions, collaborating with other institutions, and being more active and creative on social media. By designing diverse strategies and adjusting to the needs of the users, libraries can create an interesting experience for visitors.

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