

NATIONAL LIBRARY OF INDONESIA BRANDING STRATEGIES THROUGH ANCIENT MANUSCRIPT AND RARE BOOKS COLLECTION

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ABSTRACT

The evolution of marketing strategies are changed all of theories and methods in marketing, including in libraries in marketing their products and institution. One marketing strategy that evolves today is Branding, Branding is a collection of theory and practice which aims to measure, build and manage the reputation of an institution. National Library of Republic Indonesia has a collection of 10,612 manuscripts and more than 80,000 copies of rare books, those are a great strength for the National Library Republic of Indonesia to make them as their Brand Ambassador in marketing the institution.

The result of this effort is UNESCO declared Three ancient manuscript of National Library Of Republic Indonesia entitled Negara Kertagama as Memory Of The Word in 2008 and La Galigo also Babad Dipanagara as Memory Of The Word in 2011. Various attempts were made by the National Library of Republic Indonesia to set branding with the ancient manuscripts and rare books such as conducting literacy programs and the transcription of manuscripts, as well as promotion the rare books and manuscripts, cooperation with local and foreign researcher, and cooperation with international institution such as UNESCO and others, however, there are some constraints and obstacles encountered by National Library of Republic Indonesia to promote the ancient manuscripts and rare books including budget policy, the difficulty of procuring ancient manuscripts and rare collectibles scattered in Indonesia and Overseas as well as the difficulty of finding native speakers of languages used from the ancient manuscripts and rare books in Indonesia.

KEYWORDS: *Marketing Strategies, Branding Strategies, National Library Of Indonesia Marketing, Ancient Script, Rare Books*

INTRODUCTION

The Era of globalization makes the world spin faster and creates an intense competition among each other, not just corporate organizations are competing to get profit from products that it generates, the countries in the world. the countries competing in terms of tourism promotion, interest investors, attracting buyers from all over the world to buy their products, and more. The competition is clearly demanded them to be slick Pack the image of the country in order to be able to attract the interest of the "target market". The library is a growing organization as it's time need to make fundamental changes, not just changes in infrastructure and human resources but also the need to make a change or revolution in the field of marketing its products. Library products are currently not only services that are visible and invisible, one library is a collection of services, in particular the collection of rare and ancient manuscripts.

The National Library of Indonesia here after called NLI as the Centre of a national deposit, which has thousands of ancient manuscripts and rare Collections. Talk about ancient manuscripts and rare collection is talking about Either a culture which is one of the results of thought resounding society Archipelago in the past. The NLI realize that ancient manuscript and rare collections as the the nation's cultural heritage is unique and it has a good reputation as a promotion items. Aware of the power our ancient manuscripts and rare collection we change the strategy to promote our Institution with ancient manuscript and rare collections as our main icon or the Brand Ambassador for the institution do branding strategy or strategies to position themselves as a leader in the management of advanced or through the library collections and a collection of rare ancient manuscripts as a marketing agent in marketing our institution's to become the number one library that has ancient manuscripts and rare Collections about Archipelago Culture In the world especially among students and researchers.

ANCIENT MANUSCRIPT AND RARE COLLECTION IN INDONESIA

Ancient manuscript collection of Rare documents & in any form that is written by hand or typed that hasn't been printed or made the printed book or manuscript more than 50 years old (Cultural Reserve ACT No. 5 of 1992, chapter I, article 2)

Ancient Manuscript and Rare collection is one of the core collection NLI who became one of the powers of the national library. The current NLI have 10,612 more collections of ancient manuscripts and 80,000 thousand more rare books that amount has

not been included in the library collection are scattered within and outside the country, as well in the collectors hand.

BRANDING THEORIES

Branding theory has been the subject of a popular and significant developments have been experiencing which makes it the most sought after topic when were about to launch a new product. Concepts and theory born from development the theory of the four main elements of the marketing mix, formerly known as the 4 P's (Product, Price, Place, Promotion), which popularized since 1967.

Branding is a collection of theory and practice which aims to measure, build and manage the reputation of an institution Branding is defined as "a set of theories and their application that aims to measure, build and manage the reputation of an institution/product. According to the definition, branding it serves to build, develop, and maintain Imaging (reputation) nice about an institution/product. This theory is based on the results of observation and research stated that the success of an agency in the global market competition was deeply influenced by brand image agency/product.

According to Kottler the function of branding is to make perspective as:

- Brand as product, is a representation of the attributes of the products attached its brand identity, inter alia on the class attributes of the product quality/value added, the association with the user, and the country of origin.
- Brand as organization, is the identity associated with the company in terms of innovation, caring environment, cultural work, value-the value of the company, and programs – programs of the company.
- Brand as a person, a feature of identity that reflects the personality of a brand, among others, masculine, feminine, strong, luxury, active, funny, casual, etc.
- Brand as symbol, is a representation of the brand identity of the most strong, which involves visual imagination that are cohesive related with the identity of the brand of the three elements above.

IMPLEMENTATION OF THE BRANDING STRATEGIES.

Implementation of the branding strategy of the National Library of Indonesia through the ancient and rare manuscripts collection is done with four ways as follows :

(1) Translation and Transliteration ancient manuscript and rare collections

Translation and redirection characters in the ancient manuscript and rare collections into Bahasa Indonesia and latin alphabets needs to be done in order to make it easier to spread the contents of the ancient manuscript and rare collections.

(2) Promotions Through Exhibition

NLI often perform exhibition of the ancient manuscript and rare collections inside and outside the country, this effort is to introduce our culture of the archipelago in the ancient manuscript and rare collections, to get interest from international community to come and research our ancient manuscripts and rare collections in the National Library of Indonesia.

(3) Cooperation with local and foreign Researchers

NLI collaborates with various prganizations such as like universities, Indonesian History Community and professional associations who have the same concern to the ancient manuscripts and rare collections, NLI also have some cooperation with foreign researchers from other countries such like Netherlands, Australia, United States etc, one of the manuscripts that are being meticulously by national library is the babad dipanegara.

(4) Promotion Through International Institutions

NLI also has close cooperation with UNESCO in promoting manuscript and rare collections. When UNESCO established the Memory of the World Program in 1992. impetus came originally from a growing awareness of the various state of preservation of, and access to, documentary heritage in various parts of the world. Indonesia has become member of this program since 2005 and since then NLI `actively recommend our collection to be a Memory Of The World and Through this institution some of our manuscript such like the la Galigo and Nagara kertagama get the predicate as memory of the world.

CONSTRAINT AND OBSTACLES

- a. There are so many Scattered abroad manuscripts and rare collection, so as a part of cultural repatriation, NLI established special teams search the manuscript abroad.
- b. There are more than 746 language in Indonesia (Depdiknas, 2008) increasingly hard to find speakers of the original language manuscripts owned by the National Library of Indonesia.
- c. Budget Policy in the promotion an also purchase or acquisition new manuscript is still bureaucratic and less flexible.

CONCLUSION

Ancient manuscripts and rare collections as a national asset of our country need serious attention because it included information talking about the ancient manuscript and rare collections is talking about information, as the ancient manuscript and rare collections has value information is of course very valuable both reviewed the history script itself nor the information written on the manuscript.

Aside from the information content of the ancient manuscript and rare collections and a collection of rare there is a unique collection can be use as a strong agents of marketing or brand ambassador for institution of and also in the wider scale it can also be use as our country icon or our country brand ambassador.

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