SOCIAL NETWORKS FOR LIBRARY PROMOTION

Ina Irawati
Librarian
Center of Collection Development and Processing of Library Material
National Library of Indonesia
Jalan Salemba Raya 28 A Central Jakarta Indonesia
Email : inairawati_lukman @yahoo. com

ABSTRACT

This paper intends to discuss about social networks for promotion of library. Library as an information center has responsibility to collect, to process, and to disseminate of information to the community. Library can use the development of information technology to promote their collection, their activities, and their services to the user. Promotion is an activity to disseminate information about the products so consumer can get and use them. Besides promotion by mass media, brochures, and exhibitions, social networks are believed can be used to disseminate information about library more widely and attract more public attention. The existence of social networks is an opportunities for library to increase services to the user. This paper will be focus on facebook as a tool of library promotion because facebook is a popular social networks in Indonesia. In Indonesia, facebook user about 43 million people. So, they are potensial user for library. Facebook has been used by business firms to promote their product, to discuss with consumer, and to get feed back about their product from consumer. So did the library, for example, The Japan Foundation Library in Jakarta, National Library of Indonesia. The results of brief observation can be seen that facebook in library is useful to promote library's collection, activities and services. Facebook is preferred by user because it is more interactive.

KEYWORD : Facebook, Promotion, Library

International Conference on Libraries : "Transformation to Humanize Libraries"
2nd-4th July 2012, Renaissance Hotel Kota Bharu, Kelantan

2

INTRODUCTION

Communication is a process of transferring information from a source to the receiver. Information plays a big role in every aspect of human life. Library as an information center has responsibility to collect, process, and disseminate information to user. Information can be recorded in printed media such as books, newspapers, magazines, journals. Other media is electronic media such as tapes, CD, VCD, DVD, computer files and etc.

Recently, people are now more likely to seek information via internet. Based on this condition, how libraries can still exist in fulfilling the information need of user. How libraries can take advantage of Internet technology in disseminating information and promoting their collecetion, their services, and their activities ?

People will not know about the product of an institution without any promotion. Promotion is the activities undertaken to disseminate information about products so that consumers are interested to get it and use it. Recently, almost everyone knows about internet due to their need. Internet has many functions in every aspect of human life, such as : aspect of communication, information providers, and facilities of promotion. Internet viewed from communication process is a channel to send a message, for example, we can send messages by electronic mail (e-mail) or chatting with our friends throughout the world. Other function of internet is an information provider because it is connected to many database of information in the world. The internet as facilities of promotion is usefull for disseminating information and promoting products.

The existence of social networks such Friendster, Myspace, Yahoomessenger, Flickr, Twitter, Facebook has been change our paradigm and our habit in interaction. The large social network, Facebook is a social networking service and launched in February 2004, operated and privately owned by Facebook Inc. Up to April 2012, Facebook has more than 900 millions active users and it is the best social networks in the world in 2011. Facebook users in Indonesia are about 43,06 millions (Table 1). From that situation, it is very interesting to know more about Facebook as a means of library promotion.

International Conference on Libraries : "Transformation to Humanize Libraries"
2nd-4th July 2012, Renaissance Hotel Kota Bharu, Kelantan

3

SOCIAL NETWORKS FOR PROMOTION OF LIBRARY

Hemanshu Nigam said that social networks are online communities that provide a place for people to connect with friends, meet new friends, plan socialy their lives, discover new music, trends or interests, engage with political candidates, promotes charities and express themselves creatively. The existence of social networks very usefull for library to get users, to make relationship with them, and to promote its products.

Facebook is a social networking website that allows users to add profiles with photos, contacts, or other personal information and can join the community to connect and interact with other users. Facebook has a mission to give people the power to share and make the world more open and connected. Facebook has more advantages than other social networking sites such as automatic linking, news feeds, Facebook apps, and management of a typical group. These advantages make up for a site that has the greatest social networking and wide geographic reach. In Indonesia, Facebook can be used as means of library promotion due to facebook users in Indonesia amounted to 43.06 million (Tabel 1). So, library has potential market as a target of promotion.

Tabel 1. Facebook user (Source : www.Socialbakers.com)

International Conference on Libraries : "Transformation to Humanize Libraries"
2ⁿᵈ-4ᵗʰ July 2012, Renaissance Hotel Kota Bharu, Kelantan

4

List of countries on Facebook

Tabs	Last 6 months	Last 3 months	Last month	Last 2 weeks	Last week

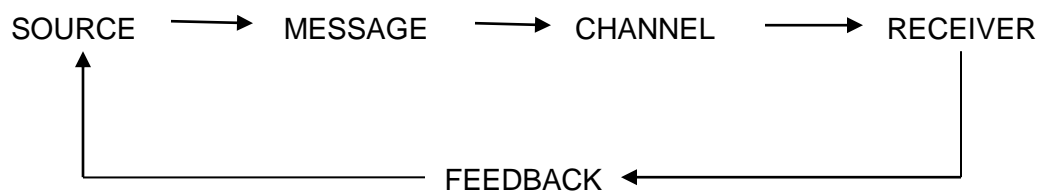| #	Country	Users ▼	Change ⬍	(± %) ⬍	Pen. ⬍
1.	United States	155 704 660	-276 800	-0.18% ⬇	50.19%
2.	India	43 497 060	+5 452 060	+14.33% ⬆	3.71%
3.	Indonesia	43 059 160	+2 229 440	+5.46% ⬆	17.72%
4.	Brazil	37 904 100	+7 450 840	+24.47% ⬆	18.85%
5.	Mexico	32 028 080	+1 906 680	+6.33% ⬆	28.48%
6.	Turkey	31 247 120	+773 840	+2.54% ⬆	40.16%
7.	United Kingdom	30 244 080	-237 220	-0.78% ⬇	48.51%
8.	Philippines	27 593 300	+2 487 020	+9.91% ⬆	27.62%
9.	France	23 597 540	+349 200	+1.50% ⬆	36.43%
10.	Germany	22 600 660	+966 280	+4.47% ⬆	27.47%
11.	Italy	21 297 400	+720 700	+3.50% ⬆	36.66%
12.	Argentina	17 784 380	+520 000	+3.01% ⬆	43.02%
13.	Canada	17 187 720	+279 340	+1.65% ⬆	50.91%
14.	Spain	15 628 200	+338 760	+2.22% ⬆	33.60%
15.	Colombia	15 620 240	+31 360	+0.20% ⬆	35.34%
16.	Thailand	13 684 540	+802 740	+6.23% ⬆	20.61%
17.	Malaysia	12 268 580	+452 380	+3.83% ⬆	46.90%
18.	Taiwan	11 530 420	+366 520	+3.28% ⬆	50.08%
19.	Australia	10 703 340	+43 760	+0.41% ⬆	50.34%
20.	Egypt	9 544 400	+614 660	+6.88% ⬆	11.86%

Promotion is the communication of the marketers that inform, persuade, and remind potential buyers of a product in order to influence their opinions or get a response (Lamb, Hair, and McDaniel, 2001). Library promotion is a forum of information exchange between organizations and users with the primary purpose of providing information about products or services provided by library. The results of the promotion is a growing awareness to action for using library's products.

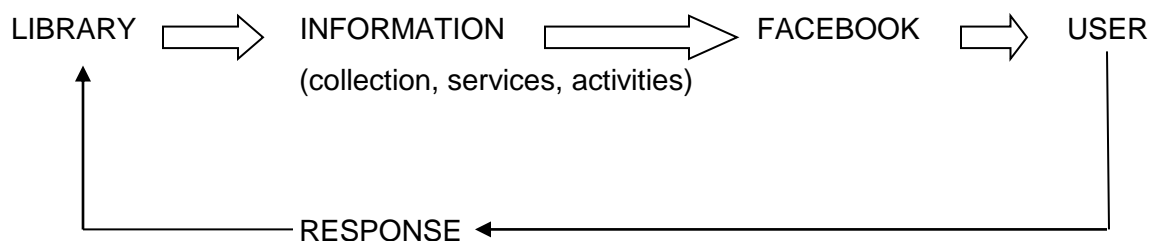Promotion of library has several objectives (Sutarno NS, 2006) such as :

1. To inform, or to notify the public to know and recognize.
2. To remind, that people always remember.
3. To attract attention, so that people are attracted to the library.

We can say that library has to inform knowledges and its product that can remind and attracting people to visit and take advantage of library.

International Conference on Libraries : "Transformation to Humanize Libraries"
2nd-4th July 2012, Renaissance Hotel Kota Bharu, Kelantan

5

Talking about promotion of library, it talks about communication process. Communication is the imparting or exchanging of information by speaking, writing, or using some other medium (http://oxforddictionaries.com). Communication is sending and receiving messages or news between two or more people so that message can be understood (http://kamusbahasaindonesia.org). It can be one way communication or two ways communication. The elements of communication process are source, message, receiver, channel, effect (Schema 1). Communication Process is process of delivering message from communicator to communicat through media or not and communicant give feedback. In the library, the communication process related to the promotion is the process of delivering information to users through Facebook and users give response (Schema 2).

SOURCE ⟶ MESSAGE ⟶ CHANNEL ⟶ RECEIVER

FEEDBACK ⟵

Schema 1 Communication Process

LIBRARY ⟹ INFORMATION ⟹ FACEBOOK ⟹ USER
(collection, services, activities)

RESPONSE ⟵

Schema 2 Promotion Process

The paper was written based on the field study at The City of Malang Public Library (East Java), Tiranus Bible Institute (West Java), National Library of Indonesia and The Japan Foundation. But only National Library of Indonesia facebook and the Japan Foundation who active provide information and update status. So paper limited to the last two libraries.

International Conference on Libraries : "Transformation to Humanize Libraries"
2nd-4th July 2012, Renaissance Hotel Kota Bharu, Kelantan

6

National Library of Indonesia

Facebook of National Library of Indonesia was created by an employee. In February 2012 facebook account was taken over by Automation and Cooperation Unit because it carry the name of institution and it need to be taken seriously. The Facebook is not official but it is fan page. AS of 8 Mei 2012, it has 3491 fans. Through Facebook. National Library of Indonesia can communicate with users directly, so users can get feedback quickly. User's question usually about the services provided by The National Library, such as how to get International Standard Book Number, collection servieces, educationa and training of librarian, and etc. The National Library of Indonesia usually share information about collection, services, and activites that organized by them.

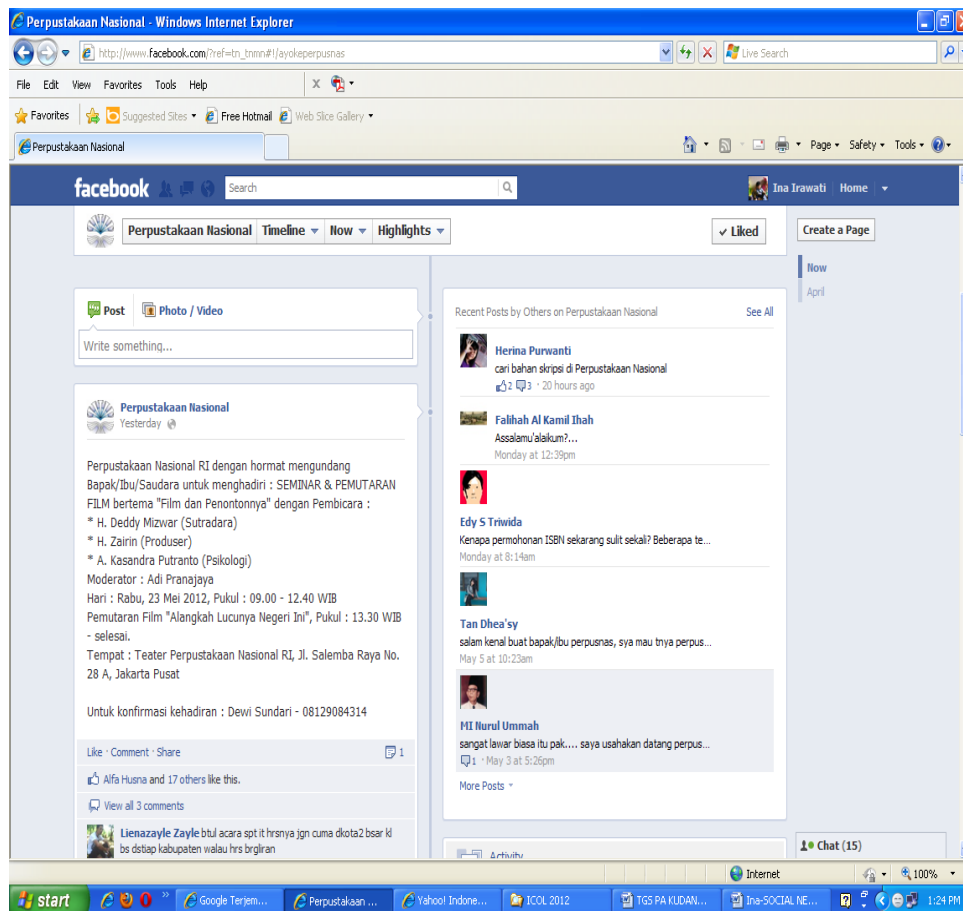Figure 1. Facebook fanpage of National Library of Indonesia

International Conference on Libraries : "Transformation to Humanize Libraries"
2nd-4th July 2012, Renaissance Hotel Kota Bharu, Kelantan

7

Figure 2. Information about event in National Library of Indonesia

The Japan Foundation Library

The Japan Foundation, Jakarta is a non-profit organization that specializes in cultural exchange between Japan and Indonesia. One of its supporting facilities is a library that serves as an information provider of social and Japanese culture. The Japan Foundation Library is a special library which collections focus on Japanese language, history, social, culture, art and literature. The Japan Foundation Library worked with Facebook in 2009 and now it has 8957 fans and open for public. The Japan Foundation Library actively update status, it provides information about its collections and services, even often providing information about activities organized by The Japan foundation.
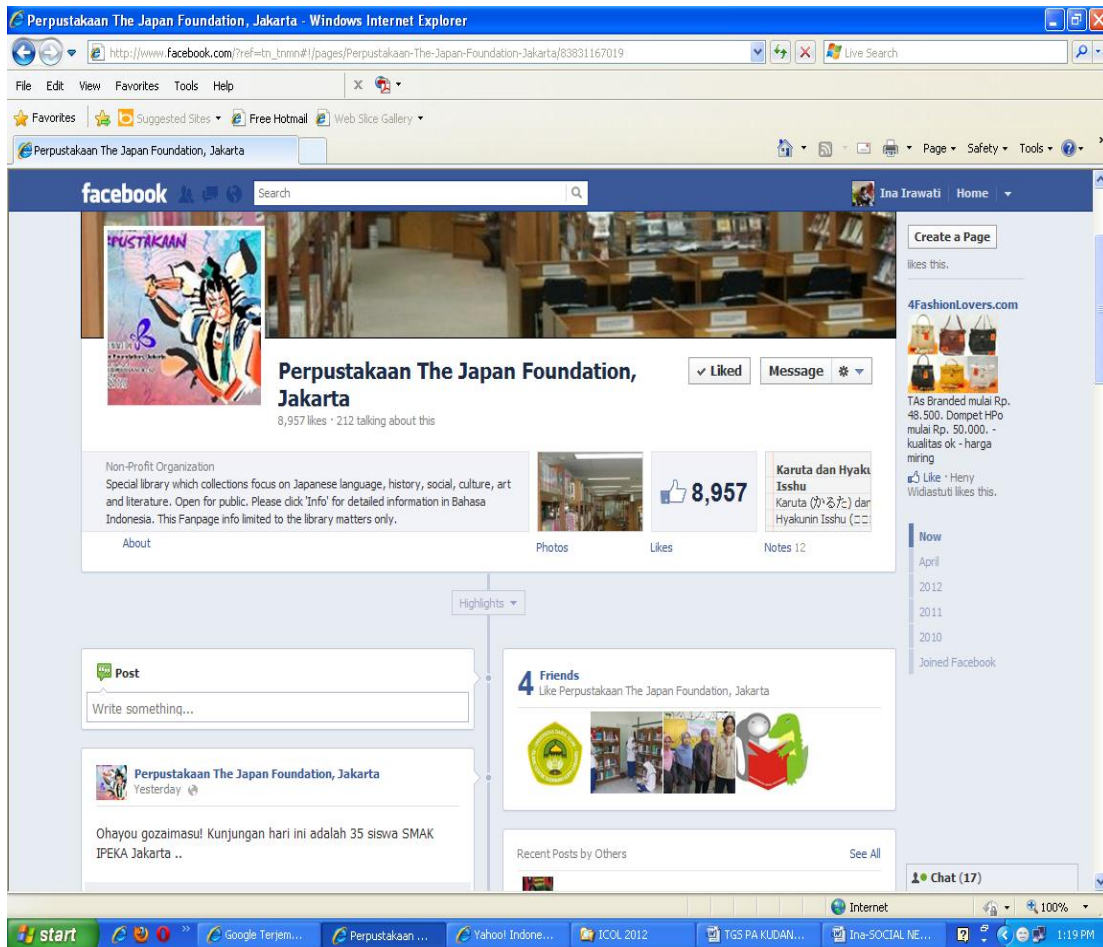
International Conference on Libraries : "Transformation to Humanize Libraries"
2nd-4th July 2012, Renaissance Hotel Kota Bharu, Kelantan

8

Figure 3. Facebook fanpage of The Japan Foundation Library

CONCLUSION

Advances in information technology is not a frightening phenomenon but has became a necessity. Information technology affects all aspects of human life, including library. Library should use it to increase services to users for example, using information technology to promote their products. Library can use as social networks, especially Facebook for promotion of library. The result of brief observation show us that Facebook is useful to promote library and users more likes communicate through Facebook because it is more interesting, interactive and get feedback more quickly.

International Conference on Libraries : "Transformation to Humanize Libraries"
2nd-4th July 2012, Renaissance Hotel Kota Bharu, Kelantan

9

REFERENCE

_____.(2007). *Libraries and social networking : the thoughts of nine experts about our increasingly online lives*. Accessed April 11, 2012 from http://www.oclc.org/nextspace/007/1.htm

_____._____. *Facebook*. Accessed April 4, 2012 from http://en.wikipedia.org/wiki/Facebook

Communication, n. ____.Oxford Dictionary [online]. Accessed April 30, 2012 from http://oxforddictionaries.com

_____.(2004).*Facebook*. Accessed April 30, 2012 from http://www.facebook.com/facebook?v=info

Growl, David. (2010). *The Function of Internet*. Accessed April 30, 2012 from http://looking-news.blogspot.com/2010/02/functions-of-internet.html

Komuniakasi [n] .____. *Kamus bahasa Indonesia*. Accessed April 30 from http://kamusbahasaindonesia.org

Lamb, Charles W. & Hair, Joseph F. & Mcdaniel, Carl. 2001. *Pemasaran*. Jakarta : Salemba Empat

Salim, Joko. (2011). *Mengoptimalkan blog dan social media untuk small business*. Jakarta : Elex Media Komputindo

Sutarno NS. (2006). *Perpustakaan dan masyarakat*. Jakarta : Sagung Seto

Thomas, Joshu. (2010). *Review of the list of the best social networking websites 2011*. Accessed April 4, 2012 from http://orangecopper.com/blog/list-of-the-best-social-networking-websites-2011

International Conference on Libraries : "Transformation to Humanize Libraries"
2nd-4th July 2012, Renaissance Hotel Kota Bharu, Kelantan

10