School Library Promotion Programs to Increase Reading Habit

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Abstract-  Promotional program is needed by libraries for engagement with potential users, include in the school library. This research aimed to describe the school library programs to promote reading habit and the inhibiting factors faced by the school library in developing promotional programs in State Junior High School 2 Magelang. This study used a qualitative method with a descriptive approach — data conducted from the head of the library, library staff, and students. Data collection technique are observation, depth-interview, and documentation. The data analysis technique used interactive analysis model of Miles and Huberman consist of data reduction, data display, and verification. The data validity using source triangulation and technique triangulation. The result of this study shows that (1) the school library programs to promote reading habit among students is a brochure that is rarely updated so that the information inaccurate. Thus, few students are aware of library brochures. Lacking student motivation in library competition and user education is only carried out during new student orientation period; it does not have a significant impact to persuade students to go to the library. (2) the internal factor is a) lack of librarian's competence in library promotion techniques and strategy so that the promotion program not optimal; b) small building and library facilities so that students are less comfortable; c).funds for collection development and create new services; d) less librarian's appreciation of library users.

Keywords—school libraries, library promotion, promotion obstacles

1. INTRODUCTION

The new era of information abundance and the ease of individuals obtain the information increasing the libraries roles in managing and disseminating information. Development of information and communication technology (ICT) also makes libraries must be responsive to various changes and improve their services. In Indonesia, the existence of school libraries in teaching and learning process is essential based on Law No. 20 of 2003 article 45 paragraph 1 concerning the National Education System, clearly states that the educational standard of facilities and infrastructure includes learning spaces, sport facilities, worship place, libraries, laboratories, playgrounds and other learning resources needed to support the learning process including the use of information technology and communication. School facilities and infrastructure also mention Government Regulation Number 19 of 2005 article 42 paragraph 2 states that library has become an infrastructure that must be owned by schools to manage books and other learning resources as part of educational facilities.

As institutions, schools are required to organize and develop school libraries. Dictionary for Library and Information Science define school library a library in a public or private elementary or secondary school that serves the information needs of its students and the curriculum needs of its teacher and staff, usually managed by a school librarian or media specialist. The collection usually contains books, periodicals, and educational media suitable for the grade levels served [1]. Technological devices nowadays make it easy for individuals to obtain the information needed causes of the low of students to visit the school library. Two factors caused this condition, internal and external factor. Internal factor are the students not interest in the library; they do not have time to visit and the existence of technology. While the external factor is the library space is not extensive, facilities were not adequate, librarians were unfriendly and lack of reading interest [2].

State Junior High School (SMP N) 2 Magelang is one of the schools that manage the school library as a learning resource and support teaching and learning process. As an integral part of a school, the library not maximally utilized by students. Students visit the library only when they need the information or instructed by teachers. Based on observations made, found that there is a significant decrease in school library users in the past three years. Library annual report showed that yearly user statistics had decreased, as shown in figure 1.

Figure 1. Library Visitor per year

Data shown concluded that the number of library visitor is decreasing even though the number of library members remains as 768 members. The average number of library visitor last year was only 37 to 38 students per day mean that only 5% of the total library members.

Furthermore, library staff also explained that the library did not develop the collections in the last two years exclude textbooks. The teacher also mentioned that they had adapted ICT-based learning system that encourages students to use the internet to meet their information needs related to learning materials and complete assignments so that students chose the own devices than school library because the library does not provide digital-sources services to students. Moreover, inadequate library paradigm such as unfriendly service by the staff, lack of library facilities, students’ low interest in reading and library socialization not well organized makes students do not know about the activities held by the library. In the end, students consider the library as a boring place and unpleasant place.

This condition certainly can overcome by the school library with promotional programs. Libraries must recognize and realize the importance of promotional programs in a library, especially school libraries, have one of the tasks to increase student habit in reading. Promotional activities are an effort to inform or offer service/products to consumers to buy or consume them for specific purposes. Library promotion expected that public could know the services provided by the library so that it makes the public interested in visiting and utilizing library collection and services. The importance of library promotion is also expected to increase library visitors, especially at school libraries so that students can use the services provided optimally. This study aims to describe the promotional activities that have been carried out by the school library to increase reading habit among students and obstacles in promoting.

1. METHOD

This research using a qualitative method with a descriptive approach. This study aims to describe the school library promotion program at State Junior High School 2 Magelang (SMP Negeri 2 Magelang). Data collected by informants are the head of the school library, library staff, and students with the purposive sampling method. Data collection techniques using observations, depth-interview, and documentation. The data analysis technique used the Miles and Huberman model stages that are data reduction, data display, and verification.

1. RESULT AND DISCUSSION
2. School Library Promotion Programs

Based on observations, it can identify that there are several promotional programs conducted by the school library of State Junior High School 2 Magelang.

1. Printed Brochure

Promotion activities using printed media is one of the traditional methods that have been used by many organization to promote something or disseminate information. Strategy to use brochures is simple to compare than other media. It is enough by providing text-based information about library both services and collections available to users or the public.

The school library of State Junior High School 2 Magelang makes brochure once every school-year to distribute for visitors as promotional tools. The segmented target of this media is the entire school community, especially students and school guests who visit the library. The brochure planning activities are carried out by the head of the library altogether with the library staff. In distribution practice, brochures distributed manually. Unfortunately, the brochure distribution is not carried out optimally so that individuals do not know the existence of libraries through brochures. Promotional tools using brochures at State Junior High School 2 Magelang did not work well because only a few students were aware and got brochures, the library did not distribute brochures but only provided at the library. Besides, the information available in the brochure is not updated periodically so that the contents are not following the actual library conditions.

It concluded that the library staff of State Junior High School 2 Magelang are passive in library promotion programs using brochures. It is under Laksmi opinion which stated that the main obstacle in promotional programs is that the librarian is less proactive in disseminating information such as putting brochure in the information desk. Furthermore, the purpose of brochures making visitors know about the library and interested in visiting library is not achieved [3].

. The school library should be more active in distributing brochures and updating the information so that students can find out information about the library. Promotional tools using brochures are practical and inexpensive. Brochures also very useful in provide grooved information such as how to become a member of the library, circulation system in the library and others. Opportunities in promotional programs using brochures are quite significant, research related to effective media of library promotion mentioned that brochures are the most effective technique in promoting library services and resources compared to other traditional tools such as leaflets or posters [4].

1. Library Competition & User’s reward

Another form of promotion strategy carried out in creating library awareness among students is library competition. This competition implemented once a year and followed by all classes in the school. The competition system has the concept that each class was developing and managing the library. Student participation in this competition is quite high. Based on interviews result with students, it found that students’ had the poor motivation to participate in this competition. The chances of winning this competition are quite small. The third form of library promotion activities in increasing reading interest in State Junior High School 2 Magelang is giving rewards to students once every school year. Rewards gave to most active borrower students. Library competition and rewards at the school library are one way of library promotion strategy and how library to encourage students to visit library to utilize library collection. Based on the results of research conducted before at the university library, found that there was a positive relationship between rewards and increased student interest in visiting the library. The higher the quality of promotional activities through rewards, the higher the students’ interest to visit library [5].

1. User Education

User education in library activities aims to introduce the library to users related to library collections, library facilities, services, and the program provided. Dictionary of Library and Information science define user education as all the activities involved in teaching users how to make the best possible use of library resources, services, and facilities, including formal and informal instruction delivered by a librarian or other staff member one-on-one or in a group [1]. User education in the library of State Junior High School 2 Magelang held at the beginning of the school year during the student orientation period. These activities were given in the school hall by the head of the library and attended by all new students. This activity is classified as a promotional activity because it aims to introduce the school library so that new students can use the library as a learning resource while they are studying at school. User education provided by the school library accordance to user education component stated by Chalukya, there are librarians introducing new students, familiarizing users who have little or no information-seeking skills at all with a broad range of library resources in order to develop library skills, and librarians educating users on how to find materials manually or electronically using Online Public Access Catalogue and others [6].

Library promotion activities carried out by the school library aims to introduce the existence of library and to introduce students about library utilization such as collections, facilities, and services so that it will attract students to visit and use the library. Indirectly, these promotional programs will enhance the role of the school library in increasing student reading interest as Origou stated on his research that librarians should carry out orientation programs in order to keep the student abreast with the availability, accessibility and use of information resources in the library. The school library has a significant role in improving reading habits among students, one of them with promotional programs. School librarian or media specialist should play an active role in order to cultivate and imbibe reading habit to pupils and students through promoting the library as a valuable source of teaching and learning [7]. It is related to library functions includes education as a primary source of information for students independently to develop student abilities, assist in conducting research, and as a place for student learning.

Kotler defined promotion as all marketing mix tools that play an influential communication role. The library services and facilities provided by the school library must be promoted actively so that the target group always realizes its central role as a learning partner and information sources. Several methods in library promotion are publications, advertisement, personal contacts, incentives, and creating a comfortable atmosphere in the library [8]. Based on the identification results in this study, all methods have been carried out by the library, but the implementation is not optimal so that the result is not in line with expectations.

School Library Promotion Program of State Junior High School 2 Magelang

The promotion concept

Library Promotion Program

1. Printed brochures
2. Library Competition & user rewards
3. User Education

Reading habit among students

Figure 2. Library Promotion Program of State Junior High School 2 Magelang

The library promotional program of State Junior High School 2 Magelang aims to foster reading interest among students so that reading habit and hobbies arise. Based on the identification of promotional programs, it is still to encourage the students' awareness in library. Reading activities have not been carried out by the library but only tend to introduce or increase awareness of the school library. There are four objectives or reading interest program activities. First, encourage students reading activities. Second, teaches the ability to interpret reading material. Third, developing the ability and awareness of reading material type; and fourth, developing an appreciation of written work or creating papers (writing product) [8].

2. Inhibiting factors of library promotion

In promotional programs, the library gets obstacles so that promotional programs are not optimal. Based on the results of this study, the inhibiting factors can divide into two factors, internal and external factors. Internal factors are caused by the libraries and library staff themselves, while external factor comes from outside the library environment such as management, leaders, culture, and organizations.

The first internal factor is librarian competence in marketing and promotions. The head of the library and library staffs does not have a library science education background so that they are less aware of promotional programs. While the library staffs only participated once at library training but it was not related to library marketing or promotion techniques. Moreover, the head of the library and library staffs have no experience related to promotions. Promotion competence is one of the librarian core competencies in the national work competency standard in Indonesia. This competency relates to knowledge, skills and works attitudes needed to introduce, disseminate and utilizing library resources and services to the community. Patil stated in his research that librarian should know various marketing strategies and technical knowledge such as use of internet, web page design, and presentation skills [9]. Second, library building and facilities are inadequate, and user area is not extensive, there are only three computers connected with internet available and lack of bookshelves. These conditions make students not comfortable to stay in the library. Third, library funding is focusing on collections acquisition and develop library facilities. There is small portion for library promotional programs fund so that library staffs cannot develop promotion programs. Fourth, the weak appreciation of library staffs to users and unfriendly service in the library. As stated by Oriogu, librarians should be user-friendly so that students will have high zeal to use the library.

The external factor is a lack of leadership commitment to supporting and develop the existence of the school library. The school leader did not participate in collaboration with library programs but only approving all existing programs carried out by the library. Supervision by the school principal can improve the school library as a learning resource center. Continuous supervision will help school librarians in overcoming all existing library problems. It also stated that the result and accuracy of decision making influenced by the leadership style. Involving the librarian in supervision programs will help strengthen, enhance the role of the library as a learning resource center [10]. Second, the use of the school library temporary only utilized during school break and when the teacher assigns students to the library. Third, poor-library management. The task in the organization not following the organizational structure. Management programs handled by a library staff so that programs do not run optimally. Fourth, low-reading habit among students proved by library users who have utilized circulation services in the library around 1 to 10 students per day, very low when compared to the total library members. The student has lack of awareness to read because they only read or borrow books if instructed by the teacher to do the assignment.

1. CONCLUSION

This research is significant in that it described promotional programs developed by the school library to facing a decline of visitor number. It, however, has several limitations. First, the research only identified and explained library promotion programs generally. Promotional programs are not explored more in how they implemented managerially. Second, the research informants limited to the head of the library, library staffs, and students. This study did not involve teachers and principals for supporting data.

In summary, the result in this paper explains the importance of library promotion programs that are to promote the use of available reading material in the library and create awareness among student, optimize the use of library materials, and to improve the image of the library. The school library of State Junior High School 2 Magelang have implemented promotional programs for library existence and introduce libraries such as services, collections, and facilities to students. Many promotional programs implemented. First, information-dissemination is using printed-brochures. This program did not run well because the information provided is not updated regularly and brochures not distributed to students. Second, Library competition and user reward. The library competition is devoted to classes in school to manage and develop a library in the classroom while user’ reward focused on the most active students in circulation services at the school library. The main problem in this program is lack of student motivation to this activity and the program also not sustainable. Third, user education aims to promote and introduce library to new students or pupils. This program only held once a year and not have a significant impact on persuading students to go to the library or improve students reading habit.

Inhibiting factors on library promotion program to improve reading habit among students divided into two significant factors are an internal factor and external factor. Internal factor is a) Librarian less aware of the promotional program at the school library. The librarian also do not have any competence in marketing or library promotion; b) Library building and facilities are limited and inadequate so that students not comfortable to visit library; c) library funding focused to collection acquisition and develops the facilities, and d) weak appreciation from library staff to users. External factors are a) lack of leadership or principal commitment to support library promotional program; b) temporary library users; c) weak management activities, some still neglected; and d) low reading habit among students, moreover library circulation statistic still low in transactions.

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