Analysis of College Library Promotion Activities: Study on the Library Department of Governance Institute of Home Affairs (IPDN Jatinangor)

Analisis Kegiatan Promosi Perpustakaan Perguruan Tinggi: Studi Pada Perpustakaan Institut Pemerintahan Dalam Negeri (IPDN Jatinangor)

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Abstract

***Problem Statement**: The author focuses on the obstacles faced in promoting IPDN[2] libraries, which are limited budget, lack of human resource capabilities, and ratification of library promotion guidelines in 2021. **Purpose**: This study aims to obtaining a clear picture and analyzing promotional activities carried out by IPDN library. **Method:** The author collects data through interviews with first and second year students, and IPDN librarians. The author also conducted observations and documentation. **Results**: The results show that the form of promotion that is beneficial for users is through brochures, displays of new book collections and social media, especially Instagram. Meanwhile, promotion through the websiteneeds further development and improvement, especially in terms of updating information and utilizing the institution's website platform. **Conclusion**: There are several forms of promotion that have not been effectively carried out, one of which is promotion through the Library Website. Furthermore, there are still promotional methods that have not been carried out, including promotions in the form of making interactive CDs, creatinglibrarian blogs, competitions and book bazaars, and Praja[3] internship programs in the library.*

***Keywords:** Promotion Activities; Promotion Forms; College Libraries.*

Abstrak

Latar Belakang: Penulis berfokus pada kendala yang dihadapi dalam melakukan promosi perpustakaan IPDN yaitu terbatasnya anggaran, kurangnya kemampuan sumber daya manusia, dan belum disahkannya pedoman promosi perpustakaan pada tahun 2021. **Tujuan**: Studi ini bertujuan untuk memperoleh gambaran yang jelas dan menganalisis kegiatan promosi yang dilakukan oleh Perpustakaan IPDN. **Metode**: Penulis mengumpulkan data melalui wawancara kepada Mahasiswa tingkat I dan II serta pustakawan Perpustakaan IPDN. Penulis juga melakukan observasi dan dokumentasi. **Hasil**: Hasil penelitian menunjukkan bahwa bentuk promosi yang manfaatnya dirasakan oleh pemustaka adalah melalui brosur, *display* koleksi buku baru dan media sosial terutama Instagram, sementara promosi melalui *Website* dinilai perlu dilakukan pengembangan dan peningkatan terutama dalam hal *updating* informasi dan pemanfaatan *platform* Website institusi. **Kesimpulan**: Terdapat beberapa bentuk promosi yang belum efektif dilakukan, salah satunya adalah promosi melalui *Website* Perpustakaan. Selanjutnya, masih terdapat cara promosi yang belum dilakukan diantaranya adalah promosi dalam bentuk pembuatan CD interaktif, pembuatan blog pustakawan, kegiatan lomba dan bazar buku, dan program magang Praja di perpustakaan.

Kata kunci: Kegiatan Promosi; Bentuk Promosi; Perpustakaan Perguruan Tinggi.

I. INTRODUCTION

Background. College library is a place for lecturers and students in carrying out learning activities. The libraries are expected to be able to provide the best services to support student academic activities. Libraries must provide collections that meet the needs of users, especially students and educators. Library staff and/or librarians

[2] Institut Pemerintahan Dalam Negeri (IPDN) is Governance Institute of Home Affairs
[3] IPDN students are usually called Praja

must also have good intellectual and emotional intelligence in order to provide the best service to users. In addition, library promotion activities can be an effort to bring university libraries closer to their users.

Promotional activity is common for a company. Promotion is known to have influence on the attitudes/behavior of consumers who are initially not interested in a product, become interested or willing to buy the product (Badollah, 2012; Gitosudarmo, 2008). With an eye to win the consumers' hearts, a company needs a promotion strategy for a product being sold. According to Gitosudarmo, promotion strategy is an activity done by using several promotion tools, such as: (1) advertisement; (2) direct contact; (3) publicity; (4) sales promotion (Gitosudarmo, 2008) . As Stanley and Jerome cited, they agreed that the purpose of promotion is to persuade and remind consumers about the products owned by the company, until finally consumers are willing to accept the services/products (Badollah, 2012).

A library can also carry out promotions for products that needs to be marketed or disseminated to users, as in a company. Library products include library collections and library services. The library collection that has been provided by the library will not have a high value if it is not borrowed, read, and practiced by its users. Correspondingly, library services will have no value if the users do not now the benefits of the types of library service itself.

Library Department of Governance Institute of Home Affairs' (IPDN library)[4], just like other colleges' libraries, performs promotion activities to users. As Suherman described, the purpose of library promotion is to give awareness to the society about the value and the importance of library for our life. The library promotion done by IPDN aims to disseminate library collections and services to users and bring libraries closer to users so that it can increase the quantity of users who visit the library and increase the users' interest in reading (Suherman, 2009).

There are at least 2 (two) forms of libraries promotions that can be carried out, such as in the form of promotion in print and in the form of activities. (Mustafa, 1996; Sudarsana, 2010). In addition, there is also a promotion in digital form. Fatmawati stated that if the collections in a college library have not been used by its users, then one of the main factors is because the library does not carry out promotion activities for its collections to users. Nonetheless, there are 6 ways mentioned by Fatmawati in order to promote college library products, which are through: (1) the library information packaging; (2) various library activities; (3) an internship program at the college library; (4) library homepage/website; (5) library administrator's web blog; and (6) optimization of the library database (Fatmawati, 2009).

Most of library promotions done by IPDN library have already been in line with Fatmawati opinion, specifically: creating an additional list of information on the latest book collections in the library information packaging, creating brochures related to library services, and making posters for new book collections. Additionally, IPDN library carries out promotions through activities such as meeting with lecturers, meeting with students, and meeting with structural official in IPDN. Furthermore, IPDN library has done a promotion through social media by creating Facebook, Instagram and YouTube accounts.

Problem. Promotion activities carried out by IPDN library are expected to be directly proportional with the library collections utilization felt by users (Fatmawati, 2009). However, IPDN library still has obstacles in carrying out library promotions, one of which is lack of budgetary support allocated for library promotion activities. Another problem faced by IPDN library is promotion activity guidelines have not been approved, especially for the promotion guidelines in 2021. Moreover, librarians at IPDN library do not prioritize promotional activities. Lastly, the human resources',

[4] Library Department of Governance Institute of Home Affairs also called IPDN library

both librarians and library administrators, have not been able to fully carry out promotional activities, especially in the form of social media accounts owned by the IPDN library.

Previous Literature Review. The study of library promotions has been carried out in several previous studies which examining the same focus of study. As stated by Mustofa in his research, a library could use social network as a promotional tool. Some of which were Twitter and Facebook as a promotional media that could promote library collections and library existence so that the excellent service and education for society would be accomplished (Mustofa, 2017). Another research, done by Sungadi, explained that promotions in a college library could be done through brochures/leaflets, a list of new books and bibliographical books, displaying collections in the exhibition hall, and uploading covers of new books collection on the library website. Sungadi emphasized that the library website could be a promotional tool that supported the promotion of college libraries (Sungadi, 2019). In line with Sungadi findings, Sukirno also found that optimizing the use of websites in carrying out library promotions was an effective way since the detailed and complete information related to library products and services were clearly seen by users through the library website (Sukirno, 2016). It was also possible to have an attractive website display and update data so that users could get a good image in meeting the needs of library collections and services. Sukirno emphasized that in order to carry out promotions through the library website media, adequate human resources and budgets were needed. Similar to the aforementioned researcher, Supriyatno stated that it would be very effective to carry out library promotions by using social media (Supriyatno, 2019). This was done by Universitas Islam Negeri[5] (UIN) Sunan Ampel library. In addition, IAIN Salatiga library also utilized social media such as Youtube account and website to promote its service activities and references (Yenianti, 2019).

Another research, done by M. Setiawan, showed that by performing library promotions at STIM YKPN through video upload on Youtube, it gave an image that library was a quiet and narrow place. Nevertheless, the message carried out in the video was not completely true since library used to be a crowded place to be visited by users. The video displayed should give an idea that library is a social space for its users (M. V. Setiawan, 2017). Related to the aforementioned study, Sari found out that in promoting college library, AI (Artificial Intelligence) skills of the librarians are needed so that they can guide users in utilizing the information provided by the library (Sari, 2019). Suharso and Pramesti, on the other hand, conducted a research about library promotion through Instagram. In Airlangga University library, Instagram was considered as an effective tool to interact between library managers and its users. The library not only uploaded photos and videos but also performed Live Instagram and promoted its library by using Instagram story (Suharso & Pramesti, 2020).

State of The Art. Referring to the previous studies above, the researcher conducted a study which focused on promotional activities at IPDN library based on Fatmawati opinion, which are through: (1) library information packaging; (2) various library activities; (3) an internship program at the college library; (4) library homepage/website; (5) library administrator's web blog; and (6) optimization of the library database (Fatmawati, 2009). The researcher uses Fatmawati's point of view because most of the promotion's forms mentioned have already been implemented in IPDN library.

Purpose. This research was carried out to obtain a clear concept and to analyze promotion activities at IPDN library.

[5] The State Islamic University

II. METHODS

The method used in this research is qualitative descriptive research. The researcher conducted interviews with the first and second year Praja (read: student) and librarians at IPDN library. Praja who became the interviewee were students who had received IPDN library promotion activities, with a total of 25 people. On the other hand, there are 5 librarians to be interviewed, whose job and duties are in the circulation services, promotion and e-resources services, as well as processing library materials. In addition, the researcher also conducted observation at the research location and took documentations related to the focus of the study. The author uses the concept presented by Fatmawati in analyzing the problems that exist in the field. Meanwhile, in performing the analysis, the researcher condensed the data, presented the data, and then drew conclusions (Miles et al., 2014).

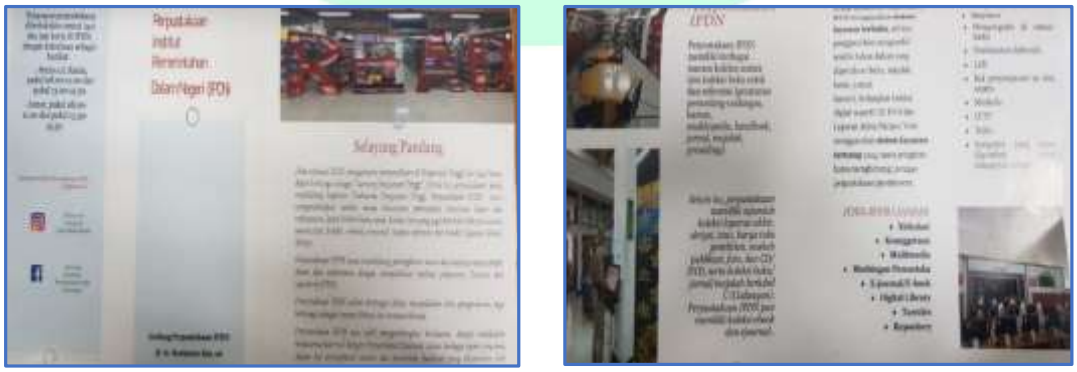
III.RESULTS AND DISCUSSION

The researcher uses Fatmawati's point of view as an analytical tool in this study. The promotion activities at IPDN library are carried out using 6 ways/forms as follows: (1) through library information packaging; (2) through various library activities; (3) through an internship program at the college library; (4) through library homepage/website; (5) through library administrator's web blog; and (6) through optimization of the library database (Fatmawati, 2009)

Library information packaging. Library information packaging can be carried out in the form of print media and Compact Disk (CD) (Fatmawati, 2009). Promotion in the form of print media are brochures, leaflets, pamphlets, banners, and posters. IPDN library also uses brochures, posters, and banners in doing a promotion. The information written in brochures contains types of library services and library code of conduct. Meanwhile, poster contains promotions related to activities/events held by IPDN library and also contains list of latest book collections as a means of IPDN library promotion. Banner, on the other hand, contains Standard Operating Procedure (SOP) of various services in IPDN library. Banner is then placed in the middle of IPDN library's room. There is also a larger banner which usually contains activities promotion organized by IPDN library that is displayed during the events.

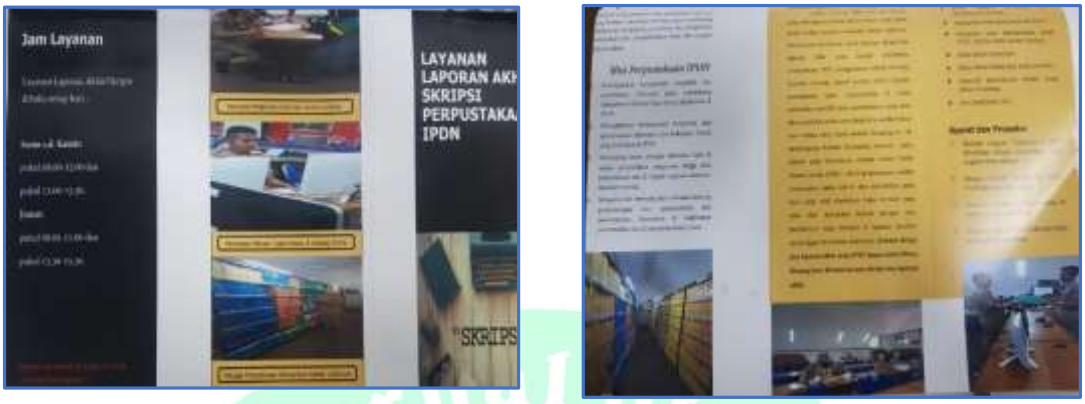
Referring to several promotional methods in the form of library information packaging, most of Praja who had been interviewed agreed that brochures were the most effective way for IPDN library to carry out promotion. Through brochures created by librarians and library managers, Praja as users can find out the types of services, library collections, and library profile. The example of brochures in IPDN library can be seen in **Figure 1** and **Figure 2** below.

Figure 1.
The Example of Brochure as a Promotion of Service Types and Library Collections



Source: IPDN Library Collections, 2021

Figure 2.
The Example of Brochure as a Promotion about IPDN Library's Types of Services for Final Report and Undergraduate Thesis Service



Source: IPDN Library Collections, 2021

Fatmawati pointed out that gift and merchandise could be an option for promoting university libraries. IPDN library gives gift in the form of books to users who diligently borrow books from the library. As stated by the Middle Advisor Librarian (Pustakawan Ahli Madya) in the field of processing library material, "It is true that IPDN library used to give gift in the form of books for Praja who diligently borrowed books from the library" (Sumiati, personal communication, 21 Juni 2021). In the researcher's opinion, gifts or merchandises can be given not only to users who diligently visit the library, but also to users who actively come to the library and use it as a place to study, to do assignments, or to have discussion. In the future, IPDN library needs to specify the criteria and schedule to give gifts or merchandise. The gifts do not have to be expensive, but it can be in the form of bookmarks or pens with IPDN characteristics on it.

Fatmawati also explained that one of the ways to promote libraries through library information packaging is by using audio visual. The Librarians can make interactive CDs that contain how to apply online catalogs, use reference materials, use indexes, or use other types of technical services so that it can help users to understand and save their time. Currently, IPDN library has not created that kind of interactive CD, but instead, the librarians give direct interactive communication to users who experience difficulties in utilizing library services.

Various Library Activities. Library activities become one of many ways for a college library to promote its collections and services. IPDN library once held a meeting with the academic society. In the meeting, the librarians gave talks about the types of services and library collections to lecturers, Praja, and structural officials. Other meetings that had been organized are promoting plagiarism check services, repository, e-book collections, and e-journal collections to the lecturers and Praja. The activities were used to be arranged on the second floor of IPDN library and/or in the lecturers' room. Nevertheless, during the pandemic, the activities are carried out online. In addition, IPDN library has held scientific meetings, such as workshop and training which also involves the academic society from other colleges or universities, especially those in Jatinangor. IPDN library also implemented the "Library Services from Home program (LSFH)" during the *Large-Scale Social Restrictions* (PSBB) period, a library policy to fight Covid-19 in Governance Institute of Home Affairs (IPDN) (Hapsari et al., 2020).

Other library activities that can be carried out are book discussion, library exhibition, book bazaar, and competition (Fatmawati, 2009). However, the last book discussion activity at IPDN Library was held in 2015. At that time, the discussed book was written by IPDN lecturers, Drs. H. Chabib Soleh, MM and Heru Rochmasjah, S.H,

M.Si, entitled "*Pengelolaan Keuangan Desa*". According to the interview with Kuncoro Galih Pambayun on June 20, 2021 at IPDN library room, it was revealed that the reason why book discussion activity was no longer held was because the IPDN library has no budget. Meanwhile, the IPDN library has never organized library exhibition, book bazaar, and competition as a means of promotion. Most of the time, IPDN library promotes collections and services through meetings with the academic society in which the activities are in the form of lectures, promotion/public campaign, technical assistance and advisory related to users' needs.

Internship Program at the Library. An internship program at the library can be a way to promote a university. IPDN library holds an internship program for Vocational High School students for three months. During the internship programs, the students will be divided into several groups that have different roles and functions in the library so that they can explore and get to know the activities in the IPDN library. At the end of the internship, the interns will know how to process library materials, differentiate the types of collections, and carry out shelving activities for library collections.

The vocational students have taken a lot of parts in library internship programs. As informed by a librarian in the field of Library Material Processing, some of vocational schools that have participated in the internship program in 2019 and 2020 are: SMK[6] Pasundang Jatinangor, SMK PGRI Jatinangor, SMK PUI Jatinangor, SMK Lugina Rancaekek, SMK Cicalengka, SMK Negeri Rancaekek, SMK Yadika Tanjungsri, and SMK Pasundan Tanjungsari. The activities that the students did were processing library materials, helping users in the collections service, shelving, and so forth in each field of IPDN library.

Figure 3.
Internship Activities of Vocational High School Students in IPDN Library Processing Room

Source: IPDN Library Dokumentations, 2019

The internship program for Praja, on the other hand, cannot be implemented yet, considering that Praja already has many activities of teaching, training, and nurturing. Fatmawati (Fatmawati, 2009) believed that internship program is an effective way to promote library to students while improving students' soft skills before entering the workplace. In the future, IPDN library plans to open an internship program for IPDN students. As stated by a librarian in the field of circulation service, "Internship program for Praja can be carried out as long as there is coordination between the library and the nurturing division. We hope that this program can be organized for

[6] Vocational High School

Praja so that they can get to know more about the library of their own college" (Setiawati, *personal communication,* 21 Juni 2021).

Library Homepage/Website. Fatmawati mentioned that through the library's website, information about what is in the university library can be disseminated to the users (Fatmawati, 2009). Through cyberspace, all of the information provided can be accessed anytime and anywhere without being limited by space and time. Therefore, users can be easily attracted to access the website. IPDN library website can be accessed on https://sites.google.com/a/ipdn.ac.id/perpustakaan-ipdn/home.

Figure 4.
IPDN Library Website (https://sites.google.com/a/ipdn.ac.id/perpustakaan-ipdn/home)

Source: IPDN Library Website, 2021

IPDN Library Website has provided various contents. It contains information related to library profile, vision and mission, organization, library management, services, regulations, membership registration, and also news. However, the content of IPDN library website has not been updated yet. The latest news listed on the website is information about library activities held in 2015. It shows that the website needs to be updated and managed better since this is an effective way to promote college library.

Another problem occurred is the platform used in the website. IPDN library still uses a simple google site platform. In fact, institutions are expected to be able to create websites with their own platforms. IPDN librarian, Kuncoro Galih Pambayun on June 20, 2021, said "In order to develop a library website, support from other work units such as IPDN IT is needed". As a result, it is expected that IPDN library can communicate and coordinate with other related work units in IPDN to support the development of IPDN library website.

Library Administrator's Web Blog. Fatmawati added that library promotion through the library administrator's web blog is also needed. The goal is to make the library administrator in every faculty in IPDN can exchange information with the institute or college library. However, no librarian at IPDN's library has their own blog as an alternative to promote the IPDN library. Hapsari, a librarian at IPDN, stated that "It is good to have a personal website blog, but the problem is no one can create it. If there is someone who can help to create the blog then it can be used to promote the library" (June 21, 2021). In this case, the librarians should be encouraged to be more creative and innovative so that the librarians can have their own website blog to help them disseminate information related to book collections, types of services and library activities.

Optimization of the Library Database. Fatmawati said that: "Optimization of the library database aims to explore in depth the types of library collections so that the bibliographic lists can be updated in the online search catalog" (Fatmawati, 2009). It can be in the form of an indexed journal articles or magazines, book bibliographies with keywords, e-journal literature, and digitization of library collections (Fatmawati, 2009). IPDN library has carried out library promotion through optimizing the library database, especially in searching for books using keywords and e-journal literature. Nevertheless based on Pambayun's findings that some university libraries like IPDN Library still lack infrastructure support due to insufficient search equipment, inadequate internet network, and limited content (Pambayun, 2021). The digitization of library collections has been carried out through an application that can be downloaded in the play store.

Figure 5.
Digital Library of Library Department of Governance Institut of Home Affairs (Digilib Praja), 2021

Source: IPDN Library Website, 2021

Digilib Praja becomes one of several options for the users especially IPDN Praja who want to read books online. IPDN Library presents Digilib Praja to make it easy for all users to access library collections. In this digital era, Digilib Praja provides solutions for users who need references as needed, since it can be accessed anywhere and anytime, especially during the pandemic.

Table 1.
Digilib Praja Book Collections, 2021

Category	Number of Titles	Number of Copies
Religion	91	124
Anti Corruption	1	2
Language and Literature	8	10
Economy	81	115
Encyclopedia	2	2
Philosophy	4	5
Law	94	177
Health	8	12
Computer	36	50
Management	81	114
Total	**406**	**611**

Source: IPDN Digital Library, 2020 (https://kubuku.id/download/digilib-praja/)

According to the table above, in total, Digilib Praja has 611 copies from 406 collection titles. All of the collections can be accessed and read by users who already have registered in the Digilib Praja application. IPDN library has also done some promotions related to Digilib Praja through Instagram, Facebook, and Youtube regarding how to use the application so that the users can understand it better. Although Digilib Praja has just been released in 2021, the demand from users is quite high. Kuncoro Galih Pambayun on June 21, 2021 said that: "We are grateful for Praja who are willing to donate books to add Digilib Praja collections. There are nearly 1000 users who have accessed and read books from Digilib Praja since the reader's interest is quite high. In the future, I hope that Digilib Praja can provide more benefits for all users."

IPDN library also carries out promotions by displaying new books on special library shelf and conducts promotions on the internet through IPDN library's social media such as Facebook, Instagram, and Youtube. Based on the interview result, it is known that promotion through displaying new books on special bookshelf at the library is more effective. Besides brochures, another effective way to promote new books is by displaying them on special bookshelf at the library.

Figure 6.
Special Bookshelf for New Book Collections at IPDN Library, 2021

Source: Research Documentation, 2021

IPDN Library promotes new book collections by using special bookshelf and also social media and posters. Based on the interview result, one of the effective ways to promote new book collections is through a special bookshelf since they can directly come to the library and borrow the books they need. The bookshelf for the new book collections is placed in a strategic spot, which is in the middle of the library and is located in front of the library entrance. Having a distinctive bookshelf for new book collections is an effective way to promote the library because it is placed in a strategic spot and it is accessible for the users when they visit IPDN library. This is supported by the previous study which stated that the strategic location of the college library room needs to be considered, just like the multimedia service room of Sultan Agung Islamic University Semarang library which is already strategic since its location close to the crowd (Faisol & Kurniawan, 2016).

Figure 7.
IPDN Library Facebook Display, 2021

Source: Research Documentation, 2021 (https://www.facebook.com/perpustakaanIPDNJatinagor)

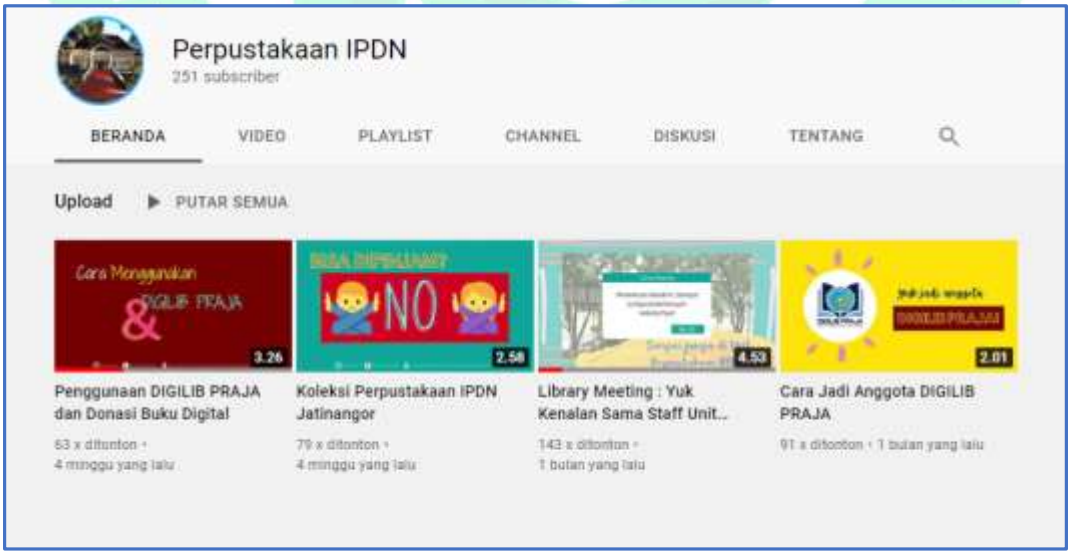
IPDN Library Facebook is one of the promotional tools owned by IPDN Library. IPDN Jatinangor Library Facebook is an internet promotion media that has been implemented by IPDN Library.

According to the information on IPDN Library Facebook above, it is known that the Facebook account is more updated than the IPDN Library website. Through the library's Facebook, information related to the types of services provided by the IPDN library for users has been disseminated. Besides, IPDN Library also has Instagram and Youtube accounts.

Figure 8.
Promotions Activity by IPDN Library Facebook, 2021

Source: Research Documentation, 2021 (https://www.facebook.com/perpustakaanIPDNJatinagor)

Figure 9.
IPDN Library Youtube Display 2021



Source: Research Documentation, 2021
(https://www.youtube.com/channel/UCujMt83PKMQBrnY2PmDncEQ)

Based on the interview result with Praja, it can be identified that another effective promotional form besides brochures and bookshelf of new collections is a promotion by using internet, such as the use of social media. Out of 3 (three) social

media owned by IPDN library, Instagram is the most popular promotional tool for users. Aldo, one of Praja who became the interviewee, stated that "As long as there is an internet connection, Instagram can be an effective way to promote the library. Praja can access it anytime and anywhere so that we can stay updated about library activities and services." IPDN library Instagram is a favorite promotional media and needs to be improved in terms of content and the quantity of content uploaded. In addition to uploading library information content, librarians at IPDN library need to organize events, such as Instagram Live, on a scheduled basis so that it can carry out interactive communication with users. This type of promotion is supported by Suharso and Pramesti (Suharso & Pramesti, 2020) in their study saying that Airlangga University library's has shown that the use of Instagram, with its features such as Live Instagram and Instagram story, can attract the attention of its users.

IPDN library promotion through social media is carried out by Aulia, a librarian at IPDN. Social media is considered to be an effective way to promote IPDN libraries. In order to increase promotional activities and information literacy, recommended to optimize information technology, social media (Pambayun et al., 2020). It is supported by a previous study stated that promotion in college library using social media can be applied to attract the users' interest, especially in the digital era (A'yunin Qurrota, 2018; Prabowo & Absor, 2019; Suharso & Muntiah, 2020; Yenianti, 2019). Nevertheless, there are still some obstacles in IPDN library promotion activities. As the researcher discovered during the interview, some obstacles faced by users were due to time constraints and internet network. Meanwhile, the obstacle faced by the library administrator is the inadequate internet network, especially Wi-Fi. As confirmed by Aulia in the library room, "Our Wi-Fi connection is not stable, whereas there are a lot of users expecting the faster and more stable Wi-Fi connection." It is contrary to previous research which stated that the internet is an aspect that plays an important role in promoting library. By using the internet, it is possible for the library to create websites, Facebook, Twitter, and Instagram as promotional media (Priyogo, 2017). With that being said, the existence of the internet is important to be considered more seriously by the leader of a college library in order to support the continuity of library promotion.

It is also expressed by one of the interviewees, in this case is Praja, who stated that apart from academic books, entertainment collections were also needed. This is supported by previous research which stated that the existence of a fiction collection has a significant influence on the motivation of student visits to the university library, one of which has been carried out by *Universitas Negeri Padang* Library (Ardhana & Nurizzati, 2021).

The most burdensome obstacle for librarians is the library promotion activity guidelines in 2021 which have not been ratified. Therefore, the library promotion activities in 2021 are carried out based on the ideas of librarians and refer to the previous year's guidelines. One of the librarians said that "Promotion guidelines are important for a library to know where the promotion is heading so that it can achieve particular target. Currently, the promotional guidelines are still in progress and hopefully, in the near future, it can be ratified" (Pambayun, personal communication, 20 June 2021).

Another problem is that there is no special training that supports promotional activities for librarians. Meanwhile, training activities play an important role in improving the quality of human resources in a library (Rahmadanita & Hasmiati, 2021). Examples of the training activities that can be carried out by librarians at IPDN are training on blog creation, drafting interesting content ideas on social media, updating data on the website, and other training that can support promotional activities at the IPDN library. Certainly, the promotional activities for college library can be carried out optimally with the support of the head of the

library. The head of the library needs to make policies that encourage the advancement of library in order to answer the challenges in today's digital world. One of which is a policy in supporting library promotion activities so that it does not only focus on conventional activities but also utilizes social media effectively and efficiently. It is confirmed by Agusta that the leader's policy is one of the driving factors in realizing the implementation of online-based services and utilizing digital media especially during the pandemic (Agusta, 2020).

Discussion of Main Research Findings. Based on the explanation above, there are several ways of promotion that have not been optimal and have not been carried out by IPDN Library. Promotions in the form of making interactive CDs, creating librarian blogs, competitions, book bazaars, and Praja internship programs at the library have never been carried out by IPDN library. Meanwhile, IPDN library's website has not been optimally used as a promotional media. It is contrary to the research conducted by Sukirno stated that optimizing the use of website in carrying out library promotions is an effective way since users can obtain detailed and thorough information related to library products and services through the library website. Suharto et al. agreed that in the digital era, libraries need to prioritize digital-based services, one of which is by using a website database platform (Suharto et al., 2020). Searching information on the websites is relatively easy, thus users can read information they need through the library website. Another study has also revealed that promotion using library websites can effectively introduce library contents to the users (Syamsuddin, 2019).

Another finding discovered when conducting this research is that IPDN library has carried out several forms of promotions which are considered effective in disseminating library information, such as in the form of brochures, new books display, and social media. The promotion through book brochures done by the IPDN library is in line with the result of previous research which found out that promotion through brochures gained visitor interest of 0.609 (B. Setiawan & Arfa, 2019). Meanwhile, promotion through social media Instagram was viewed by the interviewees to be more effective than through Facebook and Youtube. This finding is in line with the previous study which stated that promotions carried out through Instagram can most likely become a trend considering that more than seventy percent of libraries have used Instagram as a form of promotion (Mustofa, 2018).

Discussion of Research Limitations. The shortcoming of this research is that the author has not conducted interviews with users other than IPDN Praja, considering that users in the IPDN Library not only consist of Praja but also lecturers and other IPDN academic staff. Thus, the perceived benefits of IPDN Library promotion activities from the overall scope of the user category has not been illustrated. In addition, this study has not viewed the relation between promotional activities and other variables, such as users visit or the reading preferences. Therefore, the results of this study only focus on promotional activities of a university library.

Future Work. It is suggested that further research can be done while making it as a foundation to the further study. The research can be carried out at other university libraries or at the same locus but by adding other variables that have a direct relationship with the promotional activities of a university library.

IV. CONCLUSION

The present study concludes that most of promotional activities carried out by IPDN library are in accordance with the method presented by Fatmawati. IPDN library has implemented promotions through: (1) library information packaging; (2) various library activities; (3) an internship program at the college library; (4) library homepage/website; (5) library administrator's web blog; and (6) optimization of the library database. Nevertheless, there are several forms of promotion that have not

been effectively carried out, one of which is promotion through the library website. Moreover, promotions in the form of making interactive CDs, creating librarian blogs, competitions, book bazaars, and Praja internship programs at the library have not been organized at all. At last, promotions in the form of brochures, new book collection display, and social media are the most beneficial for users.

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