

The Role Of Instagram Social Media In Increasing Students Visit At The Library Of UIN Sunan Kalijaga Yogyakarta, Indonesia

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Abstract

Advances in information technology have had a great impact on libraries. Not only in terms of the progress of information systems but also a pattern of communication and information delivery. Instagram is one of the most popular social media for millennials. This is what makes the UIN Sunan Kalijaga library actively use Instagram as a more effective medium for conveying information. The purpose of this study was to determine the role of social media Instagram in increasing interest in visiting the UIN Sunan Kalijaga Yogyakarta library. The researcher uses a descriptive qualitative approach to explain the role of social media Instagram in increasing the interest of visiting users by analyzing posts on Instagram. The results show that the Instagram social media of the UIN Sunan Kalijaga library has several roles and objectives, namely 1) to inform, 2) to persuade, 3) to influence, 4) to educate, and 5) to entertain. From the results of the analysis, it can be concluded that social media Instagram provides many roles for libraries to encourage interest in visiting users and utilizing library services.

Keywords: Instagram; Social Media; University Library; Visit Interest

A. Introduction

The beginning of the library transformation period in the era of technology is characterized by the emergence of a new paradigm in the world of modern services, users, demanding effective and effective service and openness to access to information that is up to date and accountable. According to Hartono (2019), the library is an institution that is tasked with providing and collecting information, managing, and processing information, disseminating information and preserving information. The presence of an era where the speed and ease of access to information process its challenges for libraries because libraries are essentially institutions or institutions providing information services. It also gave rise to a change in the new mindset that was originally a library as a book depot into a modern multimedia library (Hartono, 2019).

The progress of the times encourages libraries to continue to improve with the flow of their development which was originally only considered as a place to store books, now transformed into an institution providing multimedia information with waiting for the user system to be promoted to users, it happens to meet the information needs for users. The development of information technology in recent years has had an impact, one of which is the ease and openness of information access. Social media is becoming a way to access information quickly and efficiently. According to Nasrullah (2015), social media is a medium on the internet that allows its users to present themselves or interact, cooperate, and share communication with other users to create social ties virtually. Interactions that occur through social media

facilitate in terms of communication and cooperation. The library that was once book storage that transformed into a multimedia information service provider must have consideration of the concept of information accessibility.

Several research results show that many libraries have tried social media as a tool to improve the library image (Cuddy, et al., 2010). The existing facilities on social media are considered to be able to help libraries such as in conducting broadcast-based promotions as well as marketing library resources and services (Castonguay, 2011). As the results of a survey conducted by Estonian librarians revealed that many use social media Facebook to spread libraries and duplicate library websites (Li & Tang, 2013).

In general, social media is widely adopted and applied in the various company or business activities with the main objective of marketing and rebranding the company's products and services (Xiang & Gretzel, 2010). However, over time, social media has become a trendsetter in various activities and disciplines, ranging from the business environment, health, politics, and entertainment to the world of education. Looking at Ranganathan's law on Library Science, that Library is a growing organization. The term is following the current development of the library that the library has been able to go beyond the walls or physical buildings. Therefore, libraries must continue to develop to move their roles and functions to meet the needs of their users.

Smeaton and Davis (2014) state that libraries have sufficiently embraced technologies such as social media. However, there are still many public libraries and school libraries that are still slow to commit to using social media (Khalid & Richardson, 2011; Si & Chan, 2011). The American Library Association stated that the purpose of implementing social media is to create interaction with library users so that library programs and services can be accessed. In addition, the use of social media in a higher education environment can be used to provide university news, announcements of new books, as well as for information related to education and research (Linh, 2008).

Slightly different from the opinion of Khan & Bhatti (2012) who explains that the use of social media is important to attract the attention of online users and help distance learning. Thus, it can be said that social media also serves to attract users' interest in the library. More benefits are obtained by the library because it can carry out promotions with minimal costs (Palmer, 2017). Besides being able to improve the library's image, several benefits of using social media for libraries are 1) increasing the number of library web users, 2) being able to increase reading and literacy awareness programs, 3) increasing user involvement in library activities and 4) increasing library community development (Shafawi & Basri, 2018).

What needs to be understood in the use of social media in a library environment is how the library can provide the widest possible information access to users. That is, what is very important to note is that users can get access to information so that the information they needed can be met. According to Hartono (2019), the concept of accessibility is the degree of ease that a person achieves with objects, services, and environment, which includes four things, namely; 1. Core accession. 2. Accession of Information, 3. Reliability of the system, 4. Ease of understanding the language of control. The accession of library information can run the mindset promoted to users.

The massive development of information technology and the rapid flow of information trends, show changes in user behavior towards conventional procedures. The need for fast and efficient access is coveted now realized thanks to the development of information technology. Change or transformation must occur, in the face of the transformation of human information technology divided into five groups, namely; 1. Innovator 2. Early adopters 3. Early majority 4. Late majority 5. Late

adopters (Hartono, 2019). According to Dian Wulandari (2011), the Net generation recognizes the value and resources of libraries, but for them, the internet is something that promises ease of access and speed of access and ease of use. For this reason, the accessibility of information is an important component in the transformation of libraries in the information technology era.

College libraries are libraries located in universities, their subordinate bodies, and institutions affiliated with universities with the main aim of helping universities achieve their goals (Sulistyo-Basuki, 1993). The existence of libraries in universities is very important to achieve the core mission of universities. Therefore, Kuh & Robert (2003) stated that the university library is a physical embodiment of the core values and activities of academic life as well as a central role in the academic environment.

The importance of the existence of a library for universities also requires libraries to provide excellent service to users. Libraries should be able to build students' information literacy skills and develop their critical thinking skills. A study conducted by Kuh & Robert (2003) explains that students who frequently come to the library tend to have a higher level of information literacy and also a study conducted by Larry A. Braskamp shows that students who participate a lot in library academic activities are quite correlated with critical thinking skills of students (Nelson & Kuh, 2005). Thus, it can be concluded that the library must strive to continue to attract students' interest to visit the library so that students have information literacy skills and can think critically.

UIN Sunan Kalijaga Yogyakarta Library is one of the universities that actively use social media for various library activities and services. There are various social media used by the UIN Sunan Kalijaga library, namely YouTube, Twitter, and Instagram. However, researchers are more interested in analyzing social media Instagram from this library, because they see a large number of followers, namely 20 thousand followers. While the number of posts that have been made there are as many as 2,428 posts. Therefore, researchers will analyze the role of social media Instagram in increasing interest in visiting the UIN Sunan Kalijaga library.

B. Research Method

This study uses a qualitative descriptive approach to explain the role of social media Instagram on the interest of visiting users at the Library of UIN Sunan Kalijaga. Qualitative research is research related to the thoughts, perceptions, opinions, or beliefs of a subject (Sulistyo-Basuki, 2006). Researchers collected data by observing social media Instagram belonging to the UIN Sunan Kalijaga library with the @perpusuinyogyakarta account. The researcher will analyze the posts made by the library and map out what roles are given by the library through Instagram social media. After all the data is collected, the researcher analyzes the data and provides an interpretation of the data which can then be concluded.

C. Discussion

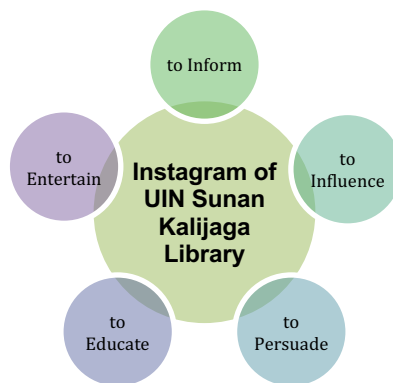
Analysis of Instagram Usage of UIN Sunan Kalijaga Library

Social media has been widely used by libraries to support various activities, especially in the current era of information technology. Social media as one of the information technology products is considered quite effective in helping library activities, especially in disseminating various information in the library. The presence of social media in the library environment is expected to be able to provide convenience and speed of access to information for users to find out many things about the activities carried out by the library.

The university library of UIN Sunan Kalijaga Yogyakarta is one of the libraries that utilize social media Instagram. The social media Instagram belonging to the UIN Sunan Kalijaga library with the @perpusuinyogyakarta account has 20k followers and 80 followers. The UIN Sunan Kalijaga library has used Instagram social media about 5 years ago. To be precise, the library first posted activities on September 8, 2016, and so far there have been 2,436 posts.

Utilizing social media Instagram as a medium for disseminating library information certainly provides many advantages. In addition to not requiring expensive fees, Instagram is considered capable of providing faster information by reaching more users, especially young people. Libraries can share various kinds of information with users by presenting it in the form of images or attractive designs so that it is easier for users to understand. As is the case with the UIN Sunan Kalijaga library, which uses Instagram to share various library activities and service information to users.

Researchers made observations on Instagram social media accounts belonging to the UIN Sunan Kalijaga Yogyakarta library on the @perpusuinyogyakarta account and observed the types of information posted on Instagram. Based on the results of observations, it was found that the UIN Sunan Kalijaga library shared posts on Instagram with various types of information with the aim of; 1) to inform, 2) to influence, 3) to persuade, 4) to educate, and 5) to entertain. The mapping of the types of posts is based on the various types of information contained in the posts.



Picture 1. Mapping the types of information posted from the Instagram library of UIN Sunan Kalijaga

1. To Inform

One of the purposes of using social media is to provide information to readers. This is also done by the UIN Sunan Kalijaga library which uses social media Instagram to provide various information to users. Researchers observed posts from Instagram belonging to the UIN Sunan Kalijaga library and found several posts intended to provide certain information to users. Among the contents of the information is information about covid-19, types of library services, library visiting hours, information about certain activities, and giving announcements.

Among the announcements that were informed by the UIN Sunan Kalijaga library to users was information about Covid-19 which was designed in the form of attractive images, accompanied by short descriptions and a kind of caricature. Usually, in addition to posting pictures, the UIN Sunan Kalijaga library also provides additional, more complete explanations in the writing column. Here's a picture of the post the library did:

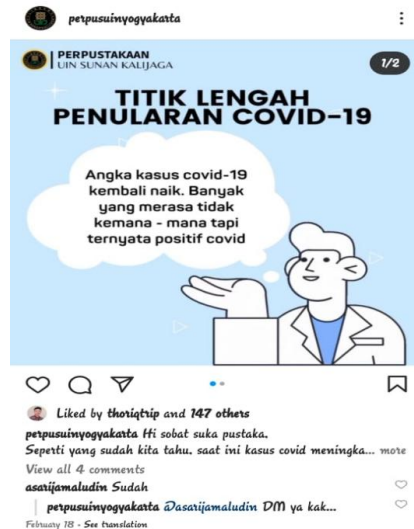


Figure 2. Image posting information about the transmission of covid-19

From the post, it can be seen that the library is trying to provide information related to the case of the spread of Covid-19 which is rising again in the Yogyakarta area, so the public must be more vigilant. The library also provides educational advice to users to prevent and reduce the spread of cases. From this, we can conclude that the library uses social media Instagram to provide information to users about the conditions and situations that are currently warm in the community. This also shows that the library has a concern for the safety and health of its users.

2. To Persuade

Social media is not only used to provide information to readers, but social media users can also motivate readers through inspiring posts. Like what the UIN Sunan Kalijaga library did, which also posted photos of the winners of competitions or competitions. The researcher saw that the library distributed the pictures to persuade readers to be motivated to win the competition. The library tries to give an example to the users that there is a high appreciation for the users who can win a competition. Here's an example of a post intended to persuade readers:



Picture 3. A Photo Of One Of The Users Who Won The Competition

From the picture above, we can see that the UIN Sunan Kalijaga library tries to persuade the users by showing competitive activities that can be participated by the users. In addition, the library indirectly persuades users to want to visit the library actively to get a great opportunity to get an award from the library as described in the picture.

3. To influence

In addition to persuading, the Instagram library of UIN Sunan Kalijaga is also used to influence users to do good things. This is done by the library by posting writings in the form of quotes or verses of the Qur'an containing good deeds. Libraries copy texts or writings from various sources, such as recommendations from religious figures or people who are considered to be role models for many people. Here's an example of a library post aimed at influencing users to do good:



Picture 4. Instagram Posts Contain Recommendations For Study

The post shows that the UIN Sunan Kalijaga library also uses Instagram to convey utterances of kindness through aphorisms from religious figures or scholars. The post above is a form of speech to users to be more enthusiastic about studying which is a pearl of wisdom from one of the great Islamic scholars, namely Imam Syafi'i. Considering that the UIN Sunan Kalijaga campus is an Islamic-based campus, the library also tries to influence its users to do good by Islamic teachings.

4. To Educate

The social media Instagram of the UIN Sunan Kalijaga library is also used to provide educational information to users. This is done by the library by providing new knowledge and insights to users. Libraries usually post the meanings of foreign terms related to libraries but perhaps not many users understand. This is done by the library so that users get new knowledge about the library. The following is an example of a library post aimed at educating users:



Figure 5. The Library Explains A Term In The Library

The picture above is an example of a post on the Instagram library of UIN Sunan Kalijaga which provides knowledge about the term “Bibliocrim” in the library. From this post, we can see that the UIN Sunan Kalijaga library is trying to educate its users by providing a new understanding of bibliocrime, namely acts of destruction of collections or library materials. In addition, the post is expected to be able to educate users so as not to destroy library materials in the library. From this, the researcher can conclude that the Instagram library of UIN Sunan Kalijaga is also used as a medium for providing new knowledge to users.

5. To entertain

The use of Instagram social media in an agency or institution is usually identified as a medium for delivering information to the public. However, the UIN Sunan Kalijaga library provides a unique and different post by posting entertaining pictures. This is usually done with activities in the form of mini-games such as picture guessing quizzes that can be followed by all users. Each user can provide an answer in the comments column and if the answer is correct and fast, they will have the opportunity to get a prize. The following is an example of an image post intended to entertain readers:



Figure 6. Instagram post guess the picture mini-game

From the picture above, it can be seen that Instagram social media is not only used to inform users of new activities or knowledge but can also be used for entertaining activities. According to researchers, this type of post is very good for encouraging users to follow activities on the library's Instagram account, because users can take quizzes for free, and can be a good step to increase the number of library followers. From this, it can be concluded that Instagram social media can also be used as an entertainment medium for users so that users.

D. Conclusion

In the current era of information technology, people need more information media that is fast and effective to meet their information needs. As an information provider institution, the library has started to provide easy access to information for users by utilizing social media, namely Instagram. Instagram is one of the social media that is widely used by the public, especially millennial children. The UIN Sunan Kalijaga library is one of the libraries that actively uses social media as a medium for conveying information to users. The use of social media Instagram is used by the UIN Sunan Kalijaga library to post various kinds of information. The types of posts that the researchers got posted were made with a specific purpose, including; 1) to inform, namely, posts that contain new information from the library that users need to know, 2) to influence, namely posts intended to influence users by displaying a role model or someone successful to motivate users, 3) to persuade, namely posting, aimed at persuading users to make more use of library services, 4) to educate, namely posting intended to provide education or new knowledge to users so that they can add insight to them, and 5) to entertain, namely posting intended to provide entertainment to users through mini-games or simple games. From this analysis, we can understand that the UIN Sunan Kalijaga library has used social media Instagram for various purposes, which in essence is for users to get access to information more quickly and effectively. In addition, social media also serves as an introduction to libraries that can reach a wider audience.

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