



## BOOKS PROMOTION THROUGH INSTAGRAM TO ATTRACT USER ON BOOKS BORROWING AT MAIN LIBRARY OF SYIAH KUALA UNIVERSITY BANDA ACEH, INDONESIA

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### **Abstract**

*To achieve and transform their society become good reader on their institution in digital aged, The Main Library of University Syiah Kuala using social media to promote collections and services with hope that will be easier to reach all students and attract them to visit library and become good reader. The main Library of University Syiah Kuala used ones of social media "Instagram" to promote and attract visitors to come, read and borrow books in the library since February 6, 2016, with the username @perpustakaan\_usk, until now the number of followers it has reach 11,700 followers with 2,315 posts. The aims of this paper to explore books promotion through Instagram to attract user on books borrowing at the Main Library of University Syiah Kuala Banda Aceh. This study used qualitative method to gather the data. Interview conducted with ten users who is followed The Main Library of University Syiah Kuala on Instagram account. Based on the finding shows that the books promotion through Instagram to attract user on books borrowing at the Main Library of University Syiah Kuala Banda Aceh has a good influence toward user. The promotion through Instagram makes it easy for users to find books/collections, facilities provided, and making it easier for users to know about the information they needed as well.*

**Keywords:** Books promotion, Instagram, and Syiah Kuala University

### **1. INTRODUCTION**

The main library of University Syiah Kuala (USK) was founded in 1970, at that time it was still using the Faculty of Economics building. The library had a status as a Technical Service Unit or called UPT in 1980. In 1994 the library building had its own building which was erected side by side with the Unsyiah Administrative Center. Since April 1994, with the Rector Decree No. 060 of 1994. The vision of USK main library is to become a leading and competitive scientific information center in Southeast Asia. And the missions are to provide collection needs that are relevant to the users, develop a central repository of local content (deposits) that are open access, organizing excellent service that meets minimum service standards, and develop a standard library automation system. Moreover, to achieve and transforming their society become good reader on their institution in digital aged, USK main library also using social media to promote collections and services with hope that will be easier to reach all students and attract them to visit library and become good reader.

Library promotion is an activity to introduce the library facilities, collections, types of services, and increase user interest to using all information and resources provided by library. Promotion has an important role in a library. One that requires library promotion is the university library. To attract or invite users of using the library services can be done by informing the title of new books and new types of services provided by the library [1]. Promotion can be done with the help of social media. Social media is an online media, where users through internet-based applications can share, participate, and create content to support or promote library resources and increase the number of users on using library

collection and facilities [2]. One of social media that have been used to promote library collections or books is Instagram. The main Library of University Syiah Kuala also uses Instagram to promote and attract visitors to come, read and borrow books in the library since February 6, 2016, with the username @perpustakaan\_usk, until now the number of followers it has is 11,700 followers with 2,315 posts. Moreover, the aims of this paper to explore books promotion through Instagram to attract user on books borrowing at the Main Library Syiah Kuala University in Banda Aceh.

### **1.1 Promotion**

According to [3] promotion is one of the elements in the marketing mix that are used to inform, persuade, and remind about the products. According to Kotler, promotion includes all the tools in the process marketing mix, whose main role is to conduct more effective communication persuasive nature. Meanwhile, according to Belch and [4] promotion is defined as the coordination carried out to regulate the channels of information and persuasion to inform a product, service, or idea. Library promotion is basically a forum for exchanging information between library and users with the primary objective of providing information about a product or service services provided by the library while persuading users to react to the products or services offered. Based on Riza [5] library promotion is a communication activity with existing and not existing users to let them know about the services that exist. Meanwhile, [6] stated that library promotion is an activity to introduce library in terms of facilities, collections, and types of services that provided by library to increased user interest on using library services.

Promoting the library services has a specific purpose that can benefit the library. Rangkuti (2009) explained that, In general, promotional activities carried out must be based on the following objectives: First, behavior modification. The purpose of this promotion is to change behavior and opinions community and strengthen existing behavior. Library always trying to create a good impression of himself or encourage society to uses and offered product or service. Second, tell. Promotions are also informative, meaning that promotions are carried out to inform the public about the products or services offered. Third, persuade. Promotions that are persuasive. Persuasive promotion can gear towards encouraging purchases. However, companies/institutions often do not want a fast response but prefer to create an impression to have a long-term influence on people's behavior. Fourth, remind. This reminder promotion is done to maintain the brand product in people's hearts and needs to be done. So that the company/institution at least trying to retain existing buyers.

Furthermore, another thing that must be known in promoting a library is the elements of promotions. Qalyubi (2007) state that the elements of promotion are: First, attention. Attention-grabbing message is the first step in doing promotion, where the message will be known, known, and remembered by users. The element of attention in question is determining the first step in introducing the collections in the library to users by do attractive promotions. Second, interests. Interested means that the message conveyed creates a feeling of curiosity observe and want to hear and see carefully. This happens because of user interest in the message conveyed. As for the element of interest is meant by creating an impression from the promotion, then the user interested in knowing more about the collections in the library. Third, desire. Existence of a desire related to the user's motives in choosing a product. The elements of desire in question are after there is interest, the user will want to know more about the collections their needs in the library. Fourth, actions. With a strong desire, users make decisions about products offered. The element of action in question is after the user knows what collection is needed, the user will look for it the collection and read and borrow the collection. Fifth, satisfaction; create



and maintain a satisfying and enjoyable experience from products that are offered, so that users will come back again and refer the product to his friends [7]. The elements of satisfaction in question are by providing a sense of comfort so that users are satisfied with the service given by the library, so that the user will come back again to read or borrow the collection they need and invite their friends as well to take advantage of the services provided by the library.

### **1.2 Instagram**

According to Pratiwi [8] Instagram is a photo sharing application that allows users take photos, apply digital filters, and share them to various social networking services, including the user's own. Meanwhile, based on Arbi [9] state that Instagram is a photo sharing service application that allows users to take pictures and give filter then distribute it on social media. Lim and Yazdanifard [10] explained the function of Instagram: Firstly, means for sharing photos. Instagram not only serves to share photos or videos, but also edit photos as well as via Instagram then can be upload on social media platform such as: Facebook and Twitter. Secondly, communication interaction between Instagram users is not only through photo sharing or sharing activities video and via direct message, but you can also give advice through the comment's column that provided. Thirdly, marketing tools. In the modern era, many businesspeople or product/service sellers are starting to take advantage of online marketing. Not only through the official website but also through social media. Fourth, looking for inspiration. Instagram is not just about sharing personal photos or videos. However, there are also many who like posting interesting and unique videos, one of which is DIY. With limited duration users can directly watch the main point.

The development of Instagram as a social media continues to increase, this is proven on the official website [instagram.com](https://www.instagram.com) which mentions on the 22<sup>nd</sup> September 2015 there were 400 million Instagram users. Instagram also has a feature for support promotions such as photo or video editing features for uploaded views more interesting, the caption feature that contains information from a photo or video uploaded, the hashtag feature or often seen with the "#" sign which can facilitate an photos or videos discovered by other users, for example library photos can be include #library, and so on. Next features providing location markings that function so that other users can find out information the location of the uploaded photo or video. The existence of these Instagram features is helping the promotion process because the dissemination of photos or videos is easier to find by Instagram user.[11]

### **1.3 Interest and Borrowing Concept**

Interests can be grouped as traits or attitudes that have certain tendencies. Interests cannot be grouped as innate, but its nature can be cultivated, studied, and developed [12]. Slameto [13] says that interest is a feeling of liking and interest in a thing or activity, without anyone telling. Meanwhile, according to Azmie [14] interest is a person's tendency to behave accompanied by feelings of pleasure or pleasure. Interests can be classified into three types. Shaleh and Wahab [15] classified the three types are: Firstly, based on the occurrence. Interests can be divided into primitive interests and cultural interests. Primitive interest is an interest that arises because of biological needs or body tissues. While cultural interest or social interest is an interest that arises because of the process of study. Secondly, based on the direction. Interest can be divided into intrinsic and extrinsic interest. Intrinsic interest is interest directly related to the activity itself. While extrinsic interest is interests related to the goal of the activity. Thirdly, based on the way of expressing. Interests can be divided into four; first of all, expressed interest

is an interest that is expressed by asking subject to the reality of activities that are liked or not, from the answer interest can be identified; second, manifest interest is an interest that is expressed by making observations directly on the activities of the subject or by knowing his hobby; third, tested interest is an interest expressed by inferring from the results of the answers to the given objective tests, high values on an object or the problem usually shows a high interest in it; fourth, inventory interest is an interest that is expressed using standardized tools, which usually contains questions that addressed to the subject whether he likes or dislikes several activity or an object in question. Based on the explanation, it can be concluded that interest is the something that a person to have or get what he/she wants, in this case regarding the interest of the user to make a loan in library.

Furthermore, in the library services circulation is often called the activity of borrowing library materials or activities related to borrowing and returning library materials [1]. Meanwhile, according to Yusup [16] collection/books borrowing is a service provided by the library to users in the form of lending collections or resources information for some time. Based on the explanation above, it can be concluded that borrowing is an activity of circulating library collections for reading in the library or borrowed to be taken out of from the library for study or recreation purpose. Based on the explanation two concept above, it can be concluded that interest in borrowing is an interest of users to borrow existing collections library within the specified time. Darmono [17] explained that the lending system for each library is not the same depending on the condition of each library. So that the library always develops a lending system that best suits the needs of the library. The borrowing method is often referred to as a circulation control system or system circulation. Based on Panjaitan [18], whatever the lending system used by library, the lending system must be able to provide answers to questions following; who borrowed the book; when the return date is; what book only borrowed on certain days; books on any subject borrowed; how many books per subject are borrowed; what books should be returned to certain date; how many books are back on a certain date.[19]

## 2. RESEARCH METHOD

This study used qualitative method to gather the data. Interview techniques are applied to find out user opinions about the books promotion through Instagram to attract user interest on books borrowing at The Main Library Syiah Kuala University in Banda Aceh. Interview conducted with ten users who is followed The Main Library of University Syiah Kuala on Instagram account. Transcriptions of interviews are analyzed by using techniques open coding, axial coding and select coding are taken from ground theory are applied for data analysis with research questions as guidelines. The fifth elements are being used as interview guidelines are related to attention, interest, desire, action, and satisfaction on book promotion through Instagram. Bellow show information of the respondents on table 2.1

Name	Department
Hidaytul Wahdaniyah	FKIP
Afriandi Habibi	Ilmu Sosial
Siti Muhardiannisa	Kedokteran
Abi Yusril P	Ilmu Sosial
Ruhma & Dina Ulyana	FKIP
Anisairufah	Hukum
Fadlan Akbar	Teknik
Irna Sukriani H	PPKN
Achmad Istawa	MIPA



### 3. RESULT AND DISCUSSION

In this study, researchers used several fifth elements of promotion to describes user perceptions regarding the books promotion through Instagram to attract user on books borrowing at the Main Library Syiah Kuala University in Banda Aceh. The fifth elements are attention, interest, desire, action, and satisfaction as interview guideline. An attention message is the first step in promoting, where the message will be known, and remembered by the user. As for the elements Attention in question is to determine the initial steps in introduce the collections in the library to users by do attractive promotions. Based on the results of interviews conducted by researchers from ten users, eight people say that the promotion done by the library attracts the attention when first time they saw the post about the book to borrow the book. Yet two people out of ten says unattractive promotion by the library.

Interested means that the message conveyed creates a feeling of curiosity observe and want to hear and see carefully. This happens because of user interest in the message conveyed. As for the element of interest is meant by creating an impression from the promotion, then the user interested to know more about the collections in the library. Based on the results of interviews conducted by researchers from ten users, eight people say they are interested in knowing more about books after reading the caption posted by the library. As stated by a user that "the caption that often seen when the admin posts a book using light words so make us interest to know more about the book and want to borrow it". However, unlike the other two users, they said that the caption posted by the library less interesting, and it would be nice if the caption did not just write the title of the books, but also by doing a review of the book.

Desire is related to the user motives in choosing a product. The elements of desire in question are: After there is interest, the user will want to know more about the collections that their needs in the library. Based on the results of interviews conducted by researchers with ten people, six users say that the book posted is related to the book they need and motivates them to borrow the book. While the other four users said that the book posted by the library on the Instagram account is not the book they are need. With a strong desire, users make decisions about products offered. The element of action in question is after the user knows what collection is needed, the user will look for it the collection and read and borrow the collection. Based on the results of interviews conducted by researchers with ten users, nine users said that they were interested and motivated to borrow books from the library, because the books they need are there after seeing posted by admin on Instagram account. User said that "once I was opening my Instagram account, I accidentally saw a library post about a book, which at that time was the book that I needed. After I saw the post, I came to the library to borrow the book." While one user said that "less interested" to borrow a book that is posted, because the book I needed was not posted."

Create and maintain a satisfying and enjoyable experience from products that are offered, so that users will come back again and refer the product to his friends. The element of satisfaction in question is provide a comfortable feeling so that users are satisfied with the services provided by library, so that users will come back again to read or borrow the collection they need and invites his friends to take advantage of it services provided by the library. Most of users say that after seeing books and facilities that promote on Instagram account, they go to the library to get the books, and they feel satisfied with library services as well. As stated by the user that "I am motivated to come and borrow books at the library after seeing posted on Instagram, because library

provides book/collection that I need. I am happy asked friends to go with me to the library and using collections and facilities there as well.” However, this study only explorer based on students’ opinion on books promotion through Instagram to attract user on books borrowing at the Main Library of University Syiah Kuala Banda Aceh and did not discuss the impact of book promotion using Instagram to increasing students reading interest in USK. More over, future studies on the impact of book promotion through Instagram or social media on increasing student reading interest in USK can be consider.

#### 4. CONCLUSION

The main library Syiah Kuala University (USK) was founded in 1970, at that time it was still using the Faculty of Economics building. The library had a status as a Technical Service Unit or called UPT in 1980. In 1994 the library building had its own building which was erected side by side with the Unsyiah Administrative Center. Since April 1994, with the Rector Decree No. 060 of 1994. The vision of USK main library is to become a leading and competitive scientific information center in Southeast Asia. And the missions are to provide collection needs that are relevant to the users, develop a central repository of local content (deposits) that are open access, organizing excellent service that meets minimum service standards, and develop a standard library automation system. Moreover, to achieve and transforming their society become good reader on their institution in digital aged, USK main library also using social media to promote collections and services with hope that will be easier to reach all students and attract them to visit library and become good reader.

Based on the results finding, it can be concluded that the books promotion through Instagram to attract user on books borrowing at the Main Library Syiah Kuala University in Banda Aceh has a good influence toward user. The promotion through Instagram makes it easy for users to find books/collections, facilities provided, and making it easier for users to know about the information they needed as well. However, they are some suggestions, user hope that library not only posted about the title of books/collections but also doing a review about the book to make more interesting for users. However, this study only explorer based on students’ opinion on books promotion through Instagram to attract user on books borrowing at the Main Library of University Syiah Kuala Banda Aceh and did not discuss the impact of book promotion using Instagram to increasing students reading interest in USK. moreover, future studies on the impact of book promotion through Instagram or social media on increasing student reading interest in USK can be consider.

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