

Social Media Library Service Solutions in the Pandemic Era: A Case Study of University Libraries in the Special Region of Yogyakarta Indonesia

Risty Prasetyawati (ristyhanan@gmail.com)
Jenderal Achmad Yani University of Yogyakarta
Madinatul Munawwarah Ridwan (madinamunawara@icloud.com)
Muhammadiyah Enrekang University
Anna Nurhayati (annanurhayatisapen@gmail.com)
Regional Library and Archive Office of Yogyakarta

Abstract

Covid-19 is a new virus that has suddenly spread in several countries, even now the affected countries have reached 213, as a result. Each country issues a policy and physical distance even lockdowns on a small and large scale to break the chain of spreading the virus. This condition has made many public service agencies make adjustments, including libraries. The College Library is a place for students to carry out learning, research, and community service activities. The library then searches and presents information according to user needs. In the context of this service, there is social interaction between librarians and librarians. Different conditions occur in this pandemic era, everyone is asked to maintain distance and minimize direct physical contact. Information management institutions such as libraries need to try harder in ensuring the needs of users and must be able to guarantee the quality of access to information provided so that libraries can still be used by users wherever they are, especially from their respective homes. In the Special Region of Yogyakarta, Indonesia, many university libraries have closed their libraries but still open online services. They began to use social media applications such as whatsapp, instagram, facebook, youtube, twitter, telegram, etc. to communicate and support library services. In addition, it also optimizes digital library services and applications mobile digital library such as Ipusnas and Ijogja. From the above background, the author was moved to conduct research with the theme "Social Media Library Service Solutions in the Pandemic Era: A case study on a University Library in the Special Region of Yogyakarta, Indonesia. This study is one of the studies with a case study approach to higher education libraries in Yogyakarta. The method used is literature review. The purpose of this study is to find out obtain an overview of how the University Library services in the Special Region of Yogyakarta, Indonesia during the Covid-19 pandemic took place. The results of this study indicate that social media is one of the solutions in serving users, among others; facilitate access to library information with users, library promotion media., media to deliver student material during online learning.

Keyword: Social Media, Library Service, Covid-19 virus

A. Background

Covid-19 is a virus that has suddenly spread in the world. As a result of the very fast transmission, most countries have issued policies and physical distance, even lockdowns on a small and large scale, to break the chain of spreading the virus. This right has an impact on shifting the basic structure of life in all fields, including the field of education. Since the onset of the virus, Indonesia has imposed closure of schools and colleges, and provides for learning in networks. This condition has made many public service agencies make adjustments, including libraries as information provider services.

Libraries as social organizations, have encouraged learning and teaching through the acquisition, organization, storage, preservation and readiness of knowledge or information for use. The emergence of a new virus called Covid-19, which suddenly emerged, and the rapid spread in China in December 2019 had an impact on educational activities such as schools and lectures to be temporarily suspended in order to prevent the spread of the Covid-19 virus more widely, this also had a major impact on library services (Zhu et al., 2020).

The College Library is a place for students to carry out learning, research, and community service activities, which is better known as the Tri Dharma Perguruan Tinggi. A tradition that has been developing so far, higher education academics come to the library to access information. The library then searches and presents information according to user needs. In the context of this service, there is social interaction between user and librarians. Different conditions occur in this pandemic era, everyone is asked to maintain distance and minimize direct physical contact. Information management institutions such as libraries need to try harder in ensuring the needs of users and must be able to guarantee the quality of access to information provided so that libraries can still be used by users wherever they are, especially from their respective homes, one of which is by utilizing social media.

College libraries are less fortunate than other types of libraries such as regional, school and village libraries. At least college libraries have *repositories*, *ebooks* and even *ejournals* that can be accessed online which can be accessed by students in the midst of this pandemic. Especially with the addition of social media

such as Facebook, Twitter, WhatsApp, Instagram, Telegram and YouTube which can be used to promote and share information needed by users efficiently and quickly.

The meaning of social media in this research is online media where it is possible for everyone to be involved in it and can invite anyone who is interested in and share details publicly. The use of social media is very influential on a person's life, especially now that the use of social media is increasingly widespread, not only among teenagers, parents and children are also increasingly using it.

Hamade says that popularity and use of social media especially among young people has increased rapidly in recent years, and this has given space to libraries for services such as pandemic conditions that can only be done online (Hamade, 2013).

In Indonesia, especially the Special Region of Yogyakarta (DIY), university libraries physically close their libraries, but still open online services using social media. Based on field data using a questionnaire, from the total number of college libraries there are 59 respondents. The results of the initial analysis of social media ownership show that 64% have a website, Facebook 40%, Instagram 54%, Twitter 22%, YouTube 18%. College libraries largely shut down the library but keep open the online services / online, in average they began to use social media applications to communicate and support library services, optimize digital library services, and mobile digital libraries. The social media used include instagram, facebook, whatsapp, twitter, youtube, and others. These services are designed by utilizing information technology products that minimize physical interactions between librarians and patrons. This effort was made to prevent the transfer the virus of Covid-19 from user to librarians and vice versa. Thus libraries and librarians are able to contribute in reducing the number of additional suspect Covid-19.

From the above background, the author is moved to conduct research with the theme "Social Media Library Service Solutions in the Pandemic Era: A case study on a University Library in the Special Region of Yogyakarta, Indonesia. This study aims to obtain an overview of how the University Library services in the Special Region of Yogyakarta, Indonesia during the Covid-19 pandemic took place.

It is hoped that this description can be used by college libraries to make improvements and improve the quality of information services provided in the future because the pandemic period has not ended.

B. Research method:

The method used is a literature review, where literature is collected from various sources such as books, journals, scientific articles that are interrelated. Data analysis was carried out descriptively.

C. Literature Review

1. Social Media

Social media is best understood as a group of new types of online media, which share most or all of the characteristics namely, participation, openness, conversation, community, and relationships (Mayfield, 2008). In another opinion, social media is an internet-based application that allows the creation and exchange of content created by its users, and can be seen by various groups without limits (Kaplan, AM. & Haenlein, 2010).

Social media is online content created using publishing technology that is very accessible and scalable, from this technology there is a shift in the way people know, read and share news, and search for information and content. There are hundreds of social media channels operating around the world today, with the top three being Facebook, LinkedIn, and Twitter (Dailey, 2012). Social media also has a function to maintain organizational identity, opportunities for building relationships, the ability to control issue management and opportunities for promotion (Reitz, 2012). Therefore, libraries in this pandemic era are actively using social media to stay connected with the visitors who are in their homes. For librarians who have an entrepreneurial spirit, social media is very helpful and its existence is very much needed, in addition to interests related to libraries, this can also build related networks and expand networks (Fatmawati, 2017).

Libraries use social media to fulfill a variety of purposes, with most of them being focused on promotion. However, communication with users can be even more intense. because currently social media is equipped with two-way communication designed to gather feedback (for example for collection development). In addition, with social media libraries can build services in *real-time* because of the involvement of the users. On the other hand, social media is also increasingly seen as a tool for collection management (Francis, 2014).

2. Library Services.

Library services are the provision of library materials and sources of information appropriately as well as the provision of various services and assistance to users according to the needs of library users. presenting library materials and information sources according to users, meaning that in library services, librarians need to pay close attention and ask for input from users on the needs of library materials or information (Rahayu, n.d.). Library services are services provided by libraries to users. Library activities are service activities that can be grouped into 2 groups of services, namely, technical services and library services, because of that, the good and bad of library operations depend on the satisfaction of the library users with the services provided, thus it can be said that the image and success of the library in carrying out its functions is determined by performance. library services (Rahayu, n.d.).

D. Discussion

The existence of the Covid-19 pandemic, the government made social restriction policies on a small to large scale. Therefore, libraries are transformed by changing conventional services into online services by maximizing information and communication technology, one of which is through social media. Various kinds of social media that can be used in library services, so in this study the authors limit the study by analyzing social media, including instagram, facebook, whatsapp, twitter, and youtube. There are 124 universities in DIY, both public and private,

and 92 of them have joined to become members of the Indonesian Higher Education Library Forum (FPPTI) DIY.

The survey has been conducted since January 2, 2021 by looking at the library's website and social media. In addition, questionnaires have been distributed using google form to all FPPTI DIY members and as many as 75% of the members have filled in. The questions in the questionnaire included whether the member library had a website, instagram, facebook, whatsapp, twitter, youtube, and their opinion on the use of social media as a tool to support library services during the Covid-19 pandemic.

1. Social Media for Library Services in the Pandemic Covid-19

Librarians are currently aware of the potential of social media such as Facebook, Twitter, YouTube, LinkedIn, Skype, and Google+, and other social tools and are making efforts to integrate them into library services such as library orientation, new arrivals library resources, reference services, selective information dissemination (SDI), and customer service in general. especially in the midst of the Covid-19 pandemic, librarians must think hard and hone their creativity in providing the best service to users by utilizing various existing social media.

Social media as a channel for the dissemination of Web-based information is rapidly permeating all aspects of libraries and information services. Also, it was observed that social media is fast becoming the most preferred means of building social / professional networks among librarians, while it is also being used to communicate with potential library users, as well as extending information services to other remote users especially in the academic community (Quadri, G.O. & Idowu, 2016).

Social media tools mostly MySpace, Facebook, Twitter, LinkedIn, Delicious, Flickr, Blogs, Wikis, Youtube, Podcasts, and Hi5 have enabled libraries to connect their users and allow librarians to adopt new roles by placing themselves on the social front with users (Ezeani, C.G. & Igwesi, 2012). By reading blogs, group posts, and message boards, librarians

become active participants, able to anticipate and advise customers as needed. Social media tools also allow libraries to link various profiles of their customers which keep them abreast of their information needs (Friday & Ngozi, 2020). According to Hamade (Hamade, 2013), the popularity and use of social media, especially among students and the young population, has increased rapidly in recent years. This has provided space for utilization for the various library services that are now provided online. There is no doubt that the Covid-19 pandemic has affected libraries, especially in services that are usually carried out face-to-face between librarians and librarians, therefore libraries use social media to send information to visitors who cannot visit the library directly.

With Covid-19 and other lockdown regulations put in place by the government, the vision of libraries must go beyond physical library services to digital and convenient ways where library users and customers can be reached even in their remote locations. Here, library users and customers do not need to physically come to the library (Collins, G. & Quan-Haase, 2012). The use of social media for libraries can also improve communication between librarians and librarians and also give big changes to libraries in promoting and providing information quickly and accurately.

2. Adoption and social media issues for library services in the Covid-19 era The Covid-19

Pandemic virus covid-19 spreads very quickly, giving great anxiety not only in Indonesia but all over the world, the library which is one of the information service organizations is also one that feels a loss by the spread of the covid-19. Since the declaration of the Covid-19 pandemic in the world, the adoption of social media tools in libraries has become anxious. The Covid-19 pandemic has opened many shortcomings in libraries in providing efficient services to customers. For the most part, social media tools have supported library services and have increased efficiency and fast information delivery to library customers (Friday & Ngozi, 2020).

Lockdowns were introduced in several countries in an effort to reduce the level of the spread of covid-19, this is also what motivates libraries to adopt the use of social media as a means of approaching readers in the midst of a pandemic that is not known when it will end. Aharony (Aharony, 2012) revealed that library personnel can make social media adoption such as blogs to post information related to professional, personal and both issues on the same platform.

Libraries and users recognize the importance of adopting social media for personal and professional use. Hence, these social media tools have been adopted in most of the library service delivery. Since the Covid-19 pandemic, several libraries have started publishing electronic research guides and online tutorials while integrating help content and virtual reference services into their Facebook pages and Websites (Adeleke, A. A. & Habila, 2012).

E. THE CONCLUSION

Social media used by the college libraries in DIY are the website, facebook, instagram, twitter and youtube. The use of social media during the Covid-19 pandemic is one way of service that allows librarians or libraries to be able to interact with user, in addition to helping facilitate access to library information with users, social media can be used for library promotion. Some libraries are also a medium for delivering student material during online learning.

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