The Use of Social Media by the Library of State Islamic University Sunan Kalijaga Yogyakarta during COVID 19 Era

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ABSTRACT

The spread of COVID 19, stated as peandemic by WHO, has affected the performances of libraries, includng that of the Library of State Islamic University Sunan Kalijaga Yogyakarta. The lockdown policy executed during the pandemic time has made the library unaccessable in an off-line way, in spite of the fact that users need library services whatsoever. As the academic activities in the State Islamic University Sunan Kalijaga Yogyakarta are done on-line, the library has to develop a particular strategy to stay supportive to the academic life, and it is for this purpose that the library has made use of the social media. This paper is intended to identify the use of social media by the Library of State Islamic University Sunan Kalijaga Yogyakarta in serving its users during the pandemic time. This research uses qualitative approach to explore the characteristics of social media contents, using observation technique, that is by observing the library's social media accounts of Instagram and of Youtube, two platforms most accessed by the users. While data analysis is done by using content analysis to classify the sorts of information posted in the social media.

The research result shows that during the pandemic time, starting from March to December, 2020, Instagram is the social media most used by the library to support its services. It is used to post information and important events happening in the library or in the State Islamic University Sunan Kalijag Yogyakarta. It is also used to make possible interactive dialogues with the users by using IG Live. There are 242 posts in the library's Instagram account, ranging from information (announcement) concerning the library, promotion (about activities, collections, and library services), Question and Answer (questions asked by the users, which are then posted in Instagram), Information of how to access the collection and services, Interactive Dialogue, library activities sharing, information about books received as gifts, congratulatory remarks, Memories of library. At the same time, Youtube is used to post videos of the library activities. There are 25 videos posted with various contents, such as promotion, important information of the library services, information of how to access the collections, library activities records, and congratulatory remarks. In addition, Whatsapp is also used to support the library services.

Keywords: academic library, social media, COVID 19, library services.

A. Background

The wide-world spread of COVID 19, since March 2020, has affected our daily life. This pandemic has eventually forced most countries to make lockdown policy. The execution of this policy has significantly affected most fields of life, where academic life is no exception. Schools and universities have been closed since March, 2020, and teaching-learning activities are done on-line. This lockdown policy has also affected library services, making library collection be accessed in an on-line way only. Responding this pandemic, many libraries in the world come with the idea not only of adjusting their services but also with introducing new kinds of services in order to stay serving and communicating with their users (Koulouris, 2020). Libraries need to communicate with their users to make sure that their services during the pandemic time are known and useful for their users. There are many ways by which information of library services can be conveyed, and one of them is social media.

Social media is the forefront of all technologies that have had disruptive impacts on existing infrastructures; it provides an innovative paradigm to find solution for cultural, sociological, and technological problems (Deb Roy, Mei & Zeng: 2014). Social media with its user-generate content character is a symbiosis in the new media culture that enable the users to participate (Nasrullah, 2014: 31). This in turn will potentially become an abundant information source of the social world, which includes interactions, attitudes, opinions, and virtual reactions against all that happens in the real world (Qua-Haase, 2014). Social media usage becomes a daily routine activity for most people. It is of no surprise that the use of social media in the society increases year after year as showed in *We Are Social*. Based on the data from *We Are Social* in *Digital* 2020 (https://wearesocial.com/digital-2020), the amount of active social media users increase as many as 9.2 % from the year 2019 to the year 2020, where in the early 2020, the active social media users reached the amount of 3.8 milliards. This number may increase as the society is facing the pandemic and social media compensates the people's mobility. Social media is used not only individually but also by institutions and organizations, either for business purposes or social ones.

Library is one of the institutions that use social media, and during the pandemic time it uses social media more extensively. What has been done by public library can be an example of how social media is used by library to keep its users be informed of the changes that happen in the library, as well as to promote library services ranging from e-book, streaming media, to virtual programming, and from virtual storytelling to online knitting group (Public Library Association, 2020, as cited by Koulouris in 2020).

The Library of State Islamic University Sunan Kalijaga, having the duty of serving the academic society, is pushed to initiate innovative services during this COVID 19 pandemic. Social media is then used as an alternative way of developing an on-line library services. This is why the library uses social media more intensively to support its services. Considering the diversity of the users, which consist of under graduate students, graduate students, researchers, and lecturers, it is important to choose the right social media. This paper aims to explore the use of social media to support library services during COVID 19 era.

B. Literature Review

1. Social Media and Social Communication

The birth of Internet has affected the whole aspect of social life. Internet, a product of technology most used by the society, has enabled the people to interact with each other both physically and virtually (Alyusi, 2016). It is through virtual interaction that people

from different places in the world are connected; even this kind of social interaction gives the rise of what is called on-line community. With the rise of social networking sites like Friendster in early 2000s, this kind of social interaction finds its fertilizer. The term of social media actually has multiple meaning much debated among the experts as it is related to several aspects such as tools, platform, and social phenomena it causes (McCay-Peet & Quan-Haase, 2014). In a specific sense, social media is understood as a group of Internet-based application that enables people to create and exchange user-generated content (Kaplan and Haenlein, 2010). Conceptually, the term "social media" has something to do with such other terms as social networking sites (SNSs) and on-line social network (OSNs). In 2003, come into existence such websites as MySpace, Friendster, and Facebook, which are then taken as the early stage of social networking development (Deb Roy, 2014). The changing trend, in which the term "social networking site" turned into "social media," can be traced back to the years of 2009-2014 when this term was most frequently used than ever, and this changing trend is said to have relation with platforms, such as Twitter, Instagram, Pinterest, and Snapchat (McCay-Peet & Quan-Haase, 2014). According to Nasrullah (2016) a platform is considered social when it has in it six characteristics; they are, network, information, archive, interactivity, simulation of society, and content by users (user-generate content).

2. Library and Social Media

Social media, with its six characteristics as explained by Nasrullah, can be used in various fields, including the field of library. The use of social media even had started long time ago. Based on the research result published in 2014 (Taylor and Francis Group, 2014) we can see that as many as 70% of the total libraries in the world have had used social media for various purposes, including for promoting library services. In its early development, social media is considered unsuitable for supporting such service as reference and some other services and it cannot be used to replace face-to-face reference service (Michael Ahenkorah-Marfo, 2016). The use of Facebook and MySpace by library can be taken as examples of how library benefits from the available social media to reach its users in an on-line way. The development of social media in recent decades has been used by libraries to support their performance, particularly for marketing their services and as communication medium as it provides them with real-time channel for communication, information sharing, and interactive dialogue anytime and anywhere, using portable mobile devices (AL Awadhi, 2018). Empirical studies on social media in various countries show that Facebook is the most used platform, followed by Twitter (Koulourish as cited in Choi and Joo, 2018).

It is undeniable that social media plays an important role in the activities of information dissemination and sharing during the pandemic time. It helps librarians to perform their obligatory tasks of sharing valid information concerning COVID 19, especially as most people are not able to come to the library during the pandemic time (Okike, 2020). At the same time, librarians as information professionals, who know well of library collections, printed or electronic, are strongly demanded to help the users to access the collections during the pandemic time. As institutional supporters, collection managers, information disseminators, internal planners, community supporters, government partners, trainers and educators, and information community builders, librarians can play their important role in disaster mitigating when dealing with an endemic or pandemic (Featherstone, 2008). Therefore, librarians with skillful ability in using the digital technology can contribute much in organising, retrieving, analysing, and sharing information (Chisita, 2020).

The increase of social media usage in the society has encouraged people to make discussion and do research on social media, both social media as platforms and social media in general. Many inter disciplinary researchers are interested in doing a research

on social media and social media users, in which these researchers, who have different backgrounds, focus on their research questions (Mayr and Keller, 2014). This has initiated various approaches on social media researches. In this paper the research is aimed at answering the question of the pattern of social media usage in the library.

C. Methodology

This paper aims to identify and explore the purpose of the use of social media by the Library of State Islamic University Sunan Kalijaga during this COVID 19 pandemic. Accordingly this research can be categorized as descriptive-qualitative, although the analysis is done using quantitative data. This research focuses on the use of social media from March to December to find out:
1) The platform of social media being used
2) The purpose of using social media from March to December

1. Data collecting technique

Data collecting is done particularly by using observation method . The researcher observes the library's social media accounts, like Instagram and Youtube. This is done to find out the number of posts and their contents during the pandemic time, from March to the end of December, 2020. The research focuses on Instagram and Youtube, because the information the library shares in social media like Facebook and Twitter is the same information it shares on Instagram. As for Youtube, the case is a little bit different. The information the library shares in Youtube is not always the same information it shares on Intsgram, because the library only shares information in Youtube in the form of video.

2. Data analysis

The collected data, taken from a number of sources, either qualitative or quantitative, are then to be analyzed using content analysis. Each post found in Instagram and Youtube will be analyzed to find out the sort of the information and the purpose of sharing it, and to identify the sharing intensity of each post.

D. Finding

The Library of State Islamic University Sunan Kalijaga Yogyakarta has been using social media for promoting its activities long before the COVID 19 pandemic happened. Social media is used by the Library of State Islamic University Sunan Kalijaga Yogyakart for a number of purposes, including for recording the activities of the library. Based on an interview with the librarians and on the result of observation on social media used by the Library of State Islamic University Sunan Kalijaga, there are several platforms that the library uses to reach its users; they are Twitter, Facebook, Instagram, and Youtube.

1. The Use of Instagram
The use of Instagram before COVID 19

The Library of State Islamic University Sunan Kalijaga Yogyakarta has been intensively enough using social media long before the pandemic time. It shares information in Instagram almost every day for various purposes. Based on the researcher's observation on the library's Instagram account, it can be said that the use of Instagram before the pandemic time, from January 2nd to the middle of March, 2020, is for sharing:
1) General information

2) Posts in this category include general information concerning such thing as short announcement of the working hours of the library (at what time it opens and at what time it closes), scholarship information, activities held by the library, like the dialogue held in cooperation with the Iranian Culture Consulate in Jakarta (posted on January 29, 2020), and information about user education for the new students of graduate program (posted on February 13, 2020)
3) News
4) The library uses Instgaram mostly to let people (users) know the library's activities, by posting relevant photos, like the photos of librarian discussion (posted on March, 12), of book discussion (February, 17), of Turnitin training for students, and of Mendeley training for volunteer students (27 January). In addition, Instagram is also used by the library for sharing information of important events, like when some other librarians (for example, librarians from University of Udayana Bali) visit the library, and for sharing information of the library's achievements, like the awards received by the library and its librarians, and also for sharing information of volunteer students of library science coming from other universities, etc.
5) Promotion
6) The main reason of using Instgaram for promoting library services is the fact that this social media is most used by most students of the millennial generation in such a manner that a message is easily conveyed. The library uses Instagram for the purpose of promoting its collection and services. The collections promoted by the library include new collection of magazine (January 2), collection of electronic journal subscribed by the library, new books (January 13). In addition, the library also promotes some books of its collection by sharing interesting quotes of the books in order that the users will be interested to read the books. While, for the purpose of promoting its services, the library introduces the service of Difable Corner (posted on January 11).
7) Greeting
8) The library also uses Instagram for sending congratulatory remarks, such as congratulatory remarks for the new elected rector, for New Year, and for some other important moments.

The Use of Instagram in the COVID 19 Era

The library posts information on Instagram almost every day. Based on the researcher's observation on the contents posted on the library's Instagram account, there are 9 purposes of the library's posts.
1) Announcement
   There are two kinds of announcement posted on Instagram. *First*, announcement of the library's activities, like its service policy (at what time it opens and starts giving its services), its policy on fine during the pandemic time, and the schedule of off-line services from March to August. It is important to know that the library gives its on-line service, starting from March to May, and then it also gives limited onsite services, starting from June. *Second*, general announcement or information, like an invitation for a discussion on Single Tuition Fee by the university. There are 44 posts of announcement.
2) Promotion
   There are 51 posts containing information of promotion. This kind of content is posted for the purpose of promoting the library's activities, such as IG Live held by the library and the activities of the Iranian corner, and also for the purpose of promoting the library's collections, such as the collection of e-book, which can be accessed for free during the pandemic time, and the new collection. In addition,

the library also promotes the new services developed during the pandemic time, like Si Carik, an application for knowing the history of borrowing by the users. In order to support the university's program, this type of content is

also posted for the purpose of marketing the merchandise sold by the Business Center of State Islamic University Sunan Kalijaga Yogyakarta.

3) Question and Answer

There are 24 posts of question and answer in Instagram. They contain information of questions on how to access electronic collection, operational hours of the library during the pandemic time, procedure of borrowing and returning books, and some other new services offered by the library during the pandemic time.

4) Guidance on how to access collection and service

As the library gives on-line services, it is important that the users be familiar with them. Although these on-line services have been offered by the library long before the pandemic time, many users are not yet accustomed to them and they ask questions about these services through Whatsapp or Instagram direct message. Information of how to access collection and services is packed in an interesting animation in order that the message is easily conveyed. This type of post is sometimes intended to revise the previous contents or as an update. There are 20 posts containing the guidelines on how to access collection and services.

5) Interactive dialogue

This type of content is actually intended to send greeting remarks to the users through Instagram, asking them what they do during the pandemic time, and reminding them of the rooms of the library. Therefore, there are only two posts in this category.

6) Submission of books as gifts

The library has always tried to encourage lecturers, students, alumnae, and relations, who write books, to give away copies of their books to the library. And the library has always recorded the moments when they submit the books, and in this pandemic time this activity is done with complete health protocol. There are 10 posts showing the writers submit their books.

7) Congratulatory remarks

Posts of congratulating remarks are aimed at congratulating people in the moments of National or Islamic Days, inauguration of new elected rector, and academic achievements.

8) Memory of the library

Posts of this category express the librarians' longing for the situation when the librarians and the users make real interaction with each other, as the pandemic has made the librarians serve the users only in an on-line way for two months. There are 4 videos posted on April-May.

No	Purpose	Type of Information	Quantity		Name of Information/activity
1	Announcement	1. Information of service	41	44	Service policy, working hours, library closing, policy of fine, scheme of on site service June-August
		2. General information	3		Invitation for a discussion of Single Tuition Fee
2	Promotion	1. Library's activities	27	51	Library's activity with Iranian Corner, IG Live (Library services, library visit day, dialogue)
		2. Library's collection	20		New bookd, ebooks to be accessed for free
		3. Service	3		Si Carik, Sunan Kalijaga corner
		4. Information of product	1		Merchandise from Business Center
3	Question and Answer		24	24	accessing for the last assignment, user education,
4	Information of how to access collecton and service	1. How to access e-resouces	7	20	accessing Institutional Repository and journal
		2. How to upload scientific works	5		Uploading lecturers' articles, last assignment
		3. Service accessing	8		How to follow user education, how to borrow books
5	Interactive Dialogue		2	2	Questions for users about what they do during the pandemic, parts of the library they like most
6	Sharing the library's activities		55	55	Routine activities (coordination meeting, etc.), webinar, IG Live, user education, library visit by other libraries and university officials
7	Information of books submitted as gifts			10	Receiving books from individuals or institution, and from the writers
8	Congratulatory remarks		32	32	National and Islamic Days, lecturers' achievements, condolance, official inauguration, welcoming new students
9	Memory of the library		4	4	Videos expressing longing for the library
Total number of posting			232	242	

Table 1. The number of Instagram use in COVID era

Out of the eight categories of post, three categories win the biggest number; they are, posts for sharing the library's activities (55 posts), posts for sharing activities held by the library (51 posts), and posts of announcement (44 posts). These three categories of post are interconnected. The library intensively gives the users information of new things in the library; therefore, it sometimes sends the same information in a different form, to make sure that the information reaches the users. When the library is preparing an event, for example, it will keep informing the users about the event before the event takes place, and when the event is about to take place, the library will send reminders to the users through Instagram. This is done to make sure that the users will not miss the event held by the library. When the event is going on, the library records it and then shares the record on Instagram. By doing so, the library has made every effort to make important information reaches the users. Other than that, during the pandemic time, the library has to adjust its policy to the policy of the university; this has made the library keep informing the users everything about its policy, like its service hours, which have to be line with the policy of the university. The other important thing about using Instagram is that the library benefits much from it during the pandemic time; it uses Instagram to provide the users with guidelines on how to access its collection and service, and this is important for the users as they have to do the access by themselves during the pandemic time. Other than that, the guidelines are made partly because so many users ask questions about how to access the library collection and service.

In addition to the posts it makes on Instagram, the library also holds interactive dialogues with the users through IG Live. This is done very often during the pandemic time with the same purpose; that is, to send important information concerning the library's collection and services. In these dialogues, the users can ask questions to the librarians. Each librarian has his/ her own expertise, such as information system and reference service, and this enables the users to ask the right question to the right person. IG Live is also used as an alternative medium for doing the annual activity of Library Visit Day. This event is done in the form of a dialogue with the lecturers of State Islamic University Sunan Kalijaga who are pursuing their studies in foreign countries so that the users feel like being taken to the libraries in foreign countries, like the library of McGill University in Canada, the library of Chicago University in the United States of America, the library of University of South Australia, and the library of Institut National des Appliquess Centre val de Loire in France.

2. The Use of Youtube

Youtube is used for sharing videos of activities held by the library, such as IG Live and webinar. There are 25 videos uploaded by the library. They contain such information as the library's policies (2 videos), library service promotion (13 videos), guidance on how to access the library's collection and services (4 videos), records of the library's activities (5 videos), and congratulatory remark (1 videos). Youtube is used to complete the information posted on Instagram. While information in the form of pictures (photos) is emphasized on Instagram, information in the form of videos in Youtube helps the users to understand more of the messages.

No	Type of Infromation	Quantity	Name of Information/ Activity
1	Information (to informa)	2	Policies made by State Islamic University Sunan Kalijaga in the pandemic time, on-line service in new normal time
2	Promotion	13	Dialogue through IG Live with the librarians to introduce the

			library sections (circulation, reference, information, Institutional repository) and various services
3	Guide on how to access collection and services	4	Digital collection retrieval, guidlines to access e-journals, procedure of borrowing books and returning locker keys, procedure of borrowing and returning books
4	Records of the library's activities	5	Library visit day, talk show on writing and publishing
5	Congratulatory remarks	1	Ied Mubarrak Syawal 1st, 1441
Total Number of Youtube Use		25	

Table 2. The use of Youtube

3. The Use of Whatsapp

In addition to Youtube and Instagram, the library also uses Whatsapp application. It is used to reach the lecturer-users in particular and the other users in general. While most students use Instagram and Youtube, only some of the lecturers have Instagram account, making them miss some of the needed information from the library. This is the reason why Whatsapp application is used to send information of the library's collection and services to the lecturers. In addition, Whatsapp is also used by the users to order books they want to borrow and ask questions about the library's collection and services. During the pandemic time, the users are advised to firstly order books they want to borrow, and when the books are ready, they will be told to take the books in the library.

E. Conclusion

The Library of State Islamic University Sunan Kalijaga Yogyakarta uses Instagram intensively to support its services in two ways: by posting photos and videos containing important information and events happening either in the library or in the university, and by holding IG Live to have interactive dialogues with the users. There are 242 posts on the library's Instagram account with such contents as announcement (general information and information concerning the library), promotion (for the library's collection, services, and activities), question and answer (questions asked by the users through various applications are then posted on Instagram), information of how to access the library's collection and services, interactive dialogues, the library's activities sharing, information of books submitted as gifts, congratulatory remarks, and memory of the library. At the same time, Youtube is used to share information in the form of videos. There are 25 videos uploaded on Youtube. They contain such things as promotion, important information of the library's collection and services, information of how to access the library's collection, records of the library's activities, and congratulatory remarks. In addition to these two platforms, Whatsapp application is also used to support the library's services.

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