

## The Use of Social Media as a Promotional Tool for the Jambi City Library

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### ABSTRACT

This study aims to explore the use of social media as a promotional tool by libraries. In the digital age, libraries face the challenge of remaining relevant and capturing the public's interest. Social media, with its wide reach and popularity, offers significant opportunities to expand the audience and increase public participation in various library programs and services. This study employs a qualitative method, utilizing data collection techniques such as interviews, observations, and analysis of library social media content. The findings indicate that the use of social media is effective in disseminating information and capturing public attention. Creative and interactive promotional strategies, such as visually appealing posts, user stories, and direct engagement with followers, significantly contribute to increased library visits and usage. This study concludes that social media is a vital tool in modern library promotion strategies and provides recommendations for other libraries to optimize their use of social media.

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### INTRODUCTION

Libraries have long been recognized as centers of information, education, and culture. Libraries serve as repositories of knowledge and play a vital role. Preserving the nation's cultural heritage and promoting the culture of the surrounding community through the provision of reading materials are integral parts of a library's cultural functions (Kurniati, 2023). As providers of information services, libraries encompass various activities such as the collection, processing, presentation, dissemination, preservation, and conservation of information. Libraries have evolved and function as information centers, sources of knowledge, places for research and recreation, custodians of the nation's cultural heritage, and providers of a variety of other services (Endarti, 2022). In an increasingly advanced digital era, libraries face the challenge of remaining relevant and appealing to users. As institutions managing information, libraries must be able to compete with modern information media as a means of conveying information (Yusniah et al., 2023). The transformation of information technology has changed the



way people access and consume information; this evolution has not only led to innovation but has also shaped a new reality that is transforming the way people work, communicate, and go about their daily lives (Lubis & Nasution, 2023). Rapid advances in information technology have prompted libraries to transform their promotional strategies as part of efforts to improve service quality (Nadhifah & Akhda, 2024). Consequently, libraries must adapt to ensure their continued existence; one effective strategy for survival is leveraging social media as a promotional tool.

With the rapidly changing world, libraries face the challenge of remaining relevant and attracting public interest. Today, many digital platforms offer easy and quick access to a wide variety of information sources, causing interest in traditional libraries to decline. As times change, the number of library visitors is declining, as access to information has become increasingly easy and diverse (Afrina et al., 2023). However, to survive, libraries must adapt to current conditions. In response to these changes, libraries must take several strategic steps. First and foremost, libraries must update and improve their services to align with the needs and preferences of modern society. This could involve providing digital access to library collections, offering user-friendly library apps, or even adopting new technologies like augmented reality to enhance the user experience. In addition, libraries also need to step up their promotional efforts to reach a wider audience. This includes using social media and other digital platforms to introduce services, share information about events and programs, and actively engage with potential users. However, libraries' efforts to adapt are not limited to technology alone. Libraries also need to maintain their essence as centers of culture and education within the community. This means continuing to promote themselves through social media, organizing events, discussions, and programs that capture the interest and meet the needs of the local community.

Social media has become a highly popular and influential communication tool in everyday life. Social media platforms such as Facebook, Instagram, Twitter, TikTok, YouTube, and others offer a vast and dynamic platform for reaching a larger and more diverse audience. By using social media, libraries can disseminate information about new collections, events, services, and various other activities in a fast and interactive manner. Sharing information via social media aims to attract public interest so that people will visit and frequently use the library. Being active on social media can increase library usage (Septianti et al., 2023). Platforms such as Facebook, Instagram, Twitter, and YouTube offer significant opportunities for libraries to reach a broader audience, particularly younger generations who are more tech-savvy. The right promotional strategies can increase public awareness of the services and programs they offer, strengthen relationships with users, and build a more modern and dynamic image.

This study aims to explore how social media can be effectively utilized as a promotional tool for libraries. The study will analyze various promotional strategies and practices that have been implemented by libraries, as well as identify the factors that influence the success of social media promotions. The findings of this study are expected to provide useful recommendations for libraries in developing and optimizing their promotional strategies in the digital realm.

## **METHODOLOGY**

This study employs a qualitative descriptive method to examine the use of social media as a means of promoting libraries. Data were collected through an online survey distributed to library users to measure usage frequency, the types of information sought,

and user satisfaction with social media promotions. Data was collected through an online survey distributed to library users to measure the frequency of use, the types of information sought, and user satisfaction with social media promotions. Additionally, interviews were conducted with library staff managing social media to understand the strategies implemented, the challenges faced, and their views on the effectiveness of these promotions. Direct observations of the library's social media activities were also conducted to record posting frequency, content types, and user interactions. Content analysis of social media posts was used to identify patterns and the types of content that most captured users' attention. The study population included library users and library staff, with a sample randomly selected from active social media users and several key staff members. Quantitative data were analyzed using descriptive statistics such as frequency, percentage, and mean, while qualitative data were analyzed using descriptive techniques to identify key themes. The validity of the instruments was tested through content validity testing involving experts.

## **RESULTS AND DISCUSSION**

Research findings indicate that the use of social media as a promotional tool for libraries has proven effective in increasing visibility and user engagement. The use of social media as a promotional medium by libraries has become increasingly significant with the advancement of time and technology; today, people around the world use social media as a means of communication and to obtain information (Suwandi et al., 2023). In a survey conducted, 75% of respondents stated that users visit the library more frequently after seeing promotions on social media. The types of content that most attract users' attention are information about library events, book reviews, and literacy tips. Interviews with library staff revealed that the most successful strategies involve a combination of informative and interactive content, such as literacy quizzes and online discussions. Content analysis showed that posts with engaging visuals and videos received more engagement than text-only posts. However, the main challenges faced were limited human resources and changes in social media platform algorithms that affect post reach. Users also highlighted the importance of prompt responses from the library to questions and comments on social media to enhance their satisfaction. Overall, this study confirms that social media is a vital tool in library promotion strategies, provided it is managed effectively and adapts to changing digital trends.

### **A. The Benefits of Social Media for Libraries**

1. **Expanding Reach:** Social media allows libraries to reach a wider audience than they could through traditional promotional methods. By sharing content online, libraries can reach people from diverse backgrounds and geographic locations.
2. **Increasing Engagement:** Social media provides a platform for direct interaction with users. Through comments, direct messages, and polls, libraries can communicate with visitors, answer questions, and listen to feedback to enhance the user experience.
3. **Promoting Events and Services:** Social media allows libraries to effectively promote their events, programs, and services. By sharing information about upcoming events, discussions, book club meetings, and more, libraries can attract the interest of potential visitors.
4. **Educating and Providing Information:** Libraries can use social media to share information about their collections, online resources, reference services, and

reading tips. This can help users make better use of library resources and improve their information literacy.

5. **Promoting Collections and Digital Resources:** Social media allows libraries to showcase their new collections, digital resources, and databases. By encouraging users to explore their online collections, libraries can increase the use of their digital resources.
6. **Building an Online Community:** Social media can serve as a platform for building an active online community centered around the library. By facilitating discussions, the sharing of ideas, and collaboration among users, the library can become a hub for interaction and the exchange of ideas.

B. **Social Media Marketing Strategies**

1. **High-Quality Content:** Create content that is relevant, informative, and engaging for your audience. This could include book reviews, reading tips, program highlights, or articles about library resources.
2. **A Consistent Posting Schedule:** Establish a consistent posting schedule that aligns with your users' interests and habits. Be sure to post regularly to maintain your presence on social media platforms.
3. **Use Images and Videos:** Visual content like images and videos is more engaging than text alone. Use visual media to grab users' attention and make your posts stand out in their feeds.
4. **Promote Events and Programs:** Use social media to promote your library's events and programs. Share information about the dates, times, and themes of the events, as well as how to register or participate.
5. **Engage with Your Followers:** Build engagement by actively communicating with your followers. Respond to comments, questions, and feedback in a friendly and timely manner, and encourage discussions on relevant topics.
6. **Use Hashtags:** Use relevant and popular hashtags in your posts to increase the visibility and reach of your content. You can also create custom hashtags for specific events or promotional campaigns.
7. **Share Testimonials and Reviews:** Share positive testimonials and reviews from satisfied users about their experiences at the library. This can help build trust and generate interest among potential users.
8. **Collaboration with Users and the Community:** Engage users and the local community by inviting them to contribute to content creation or organize joint events. This can strengthen the bond between the library and the community.
9. **Promote Digital Resources:** Promote your library's digital collections, databases, and online resources through social media. Share tips, tutorials, and previews of these resources to encourage users to make use of them.

C. **Challenges and Solutions**

1. **Limited Resources:** Managing social media requires time and effort. The solution is to involve volunteers or library staff who are already proficient in using social media.
2. **Algorithm Changes:** Social media algorithms frequently change, which can affect the reach of posts. To address this, libraries need to continuously monitor trends and update their strategies on a regular basis.
3. **Security and Privacy:** Protecting user data is a priority. Libraries must ensure that information shared via social media does not violate user privacy.

## CONCLUSION

The use of social media as a promotional tool for libraries in Jambi City holds great potential for increasing visibility, community engagement, and the use of library resources. Through data analysis and a literature review, it was found that the use of social media has helped libraries in Jambi City achieve various promotional goals, including introducing services, promoting events, and raising awareness of library collections. However, despite these significant benefits, this study also identified several challenges faced by the Jambi City Library in utilizing social media. These challenges include limited human resources, a lack of coordinated promotional strategies, and limitations in effectively measuring the impact of promotions. The Jambi City Library can enhance training and support for staff in managing social media, develop targeted and measurable promotional strategies, and continuously update and improve the content shared on social media platforms. Additionally, collaboration with relevant stakeholders, such as local governments, schools, and community organizations, can also expand the reach and impact of the library's promotional efforts. The use of social media as a promotional tool for libraries in Jambi City can be an integral part of efforts to improve library access and services for the public, as well as strengthen the library's role as a center for information and learning in the local community.

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