

## BRANDING STRATEGY TO INCREASE INTEREST IN VISITING USERS

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### Abstract

*Currently, the public does not have a good perception of libraries. The public still considers libraries to be just old buildings that store old books, there are still people who do not understand the role of libraries as scientific institutions. Many people lack awareness of the role of libraries so they are reluctant to use library services. Therefore, libraries need to do branding so that the public can understand the unique value and role of libraries well. This study aims to determine whether branding positioning has an effect on increasing interest in visiting, branding personality has an effect on increasing interest in visiting, branding identity has an effect on increasing interest in visiting, branding communications has an effect on increasing interest in visiting, and branding positioning, branding personality, branding identity and branding communications simultaneously have an effect on increasing interest in visiting visitors at the Bung Hatta Proklamator Library, Bukit Tinggi. This type of research is quantitative descriptive. The population in this study is the number of visitors who visited in 2023 totaling 190,178 people. The sample in this study was 100 respondents using the Sample Random Sampling technique. The data analysis methods used are Instrument Test, Classical Assumption Test, Multiple Linear Regression Test and Hypothesis Test using SPSS Version 24 for Windows. The results of the study indicate that branding positioning has an effect on increasing interest in visiting, branding personality has an effect on increasing interest in visiting, branding identity has an effect on increasing interest in visiting, branding communications has an effect on increasing interest in visiting, and branding positioning, branding personality, branding identity and branding communications simultaneously have an effect on increasing interest in visiting*

**Keywords:** Branding Strategy, Increased Visiting Interest, Library Users

## INTRODUCTION

Libraries carry out branding activities to provide a positive image of a library so that they continue to use the library and even love and enjoy the world related to libraries. This is in line with the library which plays a role in playing a role in improving the quality of individuals in society for the progress of the life of the nation and state (Sari, 2020). A branding should be made unique and easy to remember by everyone who knows or hears it for the first time. This is done as a form of promoting it to the wider community. The easier the branding is to remember, at least it makes it easier for the library to attract the interest of visitors. Libraries must compete with many digital platforms such as Google, Amazon and others. Libraries need

to have a brand that sticks in the hearts of users in an effort to have certain characteristics. For example, KFC fast food with the branding "jagonya ayam" then the library needs to have at least one branding to strengthen the library's brand.

Munazar and Budiman (2021) in their research entitled "Branding of the Bogor Botanical Garden Library as a Marketing Strategy to Become Better Known", the results of their research show that the advantages or uniqueness of the Bogor Botanical Garden Library is the complete collection of books on botanical gardens that are not owned by other libraries. The Botanical Garden Library also stores antiquarian books from the 18th century. These books are very useful for tracing the history of the Bogor Botanical Garden which is currently submitting to UNESCO as one of the World Heritage Sites (WHS). In addition, the branding image at the Bogor Botanical Garden Library aims to be better known to its users. Furthermore, research conducted by Azizah, et.al. (2024) with the research title "Analysis of the Cahaya Pustaka Library Branding Strategy in Increasing Student Reading Interest at SMP Negeri 29 Surabaya", where the results of the study show that integrating branding strategies can increase reading interest and student involvement in the library. Active involvement of schools, including teachers and library staff, is also a key element in the success of a branding strategy.

The difference between the two studies above lies in the branding strategy that is applied effectively to libraries with diverse user targets, for example a combination of the general public and students, the lack of exploration of the role of digital media in supporting library branding, and the absence of the above studies linking library branding strategies with cultural or historical preservation efforts, especially in the context of libraries that have unique collections.

The purpose of this study was to determine and analyze each variable of branding positioning, personality branding, identity branding, and branding communication that have a positive and significant partial effect on increasing visitor interest, and to determine and analyze branding positioning, personality branding, identity branding, and branding communication simultaneously have a positive and significant effect on increasing visitor interest. In the digital era, libraries face challenges from digital information sources. Effective branding can help create an image that the library remains relevant and offers unique value compared to digital alternatives. With strong branding, more users will be interested in using library services, thereby increasing the library's function as a center for literacy, education, and community. This study basically connects the concept of branding with the social and educational role of libraries, creating a synergy that can provide a real impact on increasing user interest and visits.

Effective branding not only attracts attention but also builds emotional relationships and trust with users. Without a good branding strategy, libraries may have difficulty attracting the interest of an increasingly digital-oriented society. The results of this study can be a basis for library managers to design services based on the needs and preferences of users. A successful branding strategy can increase the frequency of visits by users, both for academic and recreational purposes. By attracting more users, the library can strengthen its position as a center for literacy, information, and community innovation. Good branding can increase the public's positive perception of the library, which has an impact on support from the government, donors, and other partners. Based on the background above, the author is interested in researching "The Influence of Branding Strategy on Increasing User Visit Interest at the Bung Hatta Proklamator Library, Bukit Tinggi".

## RESEARCH METHOD

This study uses a descriptive quantitative research method. Sugiyono (2017) states that quantitative research is defined as a research method based on the philosophy of positivism, used to research a certain population or sample, data collection, using research instruments, quantitative/statistical data analysis, with the aim of testing the established hypothesis.

Siregar (2019) states that population is the whole (universe) of research objects, which can be humans, animals, plants, air, symptoms, values, events, attitudes and so on. The population in this study is the number of visitors to the Bung Hatta Bukit Tinggi Proclaimer Library in 2023, totaling 190,178 people.

Siregar (2019) states that a sample is a data collection procedure, where only a portion of the population is taken and used to determine the desired nature and characteristics of a population. In this study, to determine the number of samples (n) used, the Slovin formula approach is used. The number of samples to be used in this study is 100 respondents.

The sampling technique in this study used Simple Random Sampling. Siregar (2019) stated that simple random sampling is a sampling technique that provides equal opportunities for each member in a population to be sampled. The data analysis techniques used in this study consisted of instrument testing (validity and reliability tests), classical assumption tests (normality tests, heteroscedasticity tests and multicollinearity tests), multiple linear regression analysis, hypothesis testing (partial tests, simultaneous tests) and determination coefficient analysis (R<sup>2</sup>).

## RESULT AND DISCUSSION

### Instrument Test

The validity test in this study used a significance level of 5% with a total of 30 respondents so that an rtable value of 0.361 was obtained. If rcount is <rtable, then the instrument item is invalid. And if rcount > rtable then the instrument item is valid. Based on the results of the validity test of the questionnaire in this study, the rcount of all instrument items was greater than the rtable at a 5% error rate and a 95% confidence level for 30 respondents, namely 0.361. Thus, the instrument items in this questionnaire are valid, and valid questionnaire items can be used as instruments for further research.

Data reliability testing in this research used the Cronbach's Alpha method. If the Cronbach's Alpha value is smaller than 0.6 then it is included in a level with poor reliability. A value above 0.7 to 0.8 is an acceptable level of reliability, and a value above 0.8 is a good level of reliability. In this research, the reliability test uses the SPSS for Windows 24 program. The calculation results are as follows:

**Table 1. Reliability Test Results**

No.	Variabel	Cronbach's Alpha Value
1	Brand Positioning (X <sub>1</sub> )	0,914
2	Brand Personality (X <sub>2</sub> )	0,925
3	Brand Identity (X <sub>3</sub> )	0,980
4	Brand Communications (X <sub>4</sub> )	0,924
5	Increased Visiting Interest (Y)	0,864

**Source: Primary Data Processing Results, 2024**

Based on the table above, it can be seen that the Cronbach's Alpha value of each variable carried out on 30 respondents is greater than 0.6. Thus, the reliability test of all instrument items, namely the 38 question items in the questionnaire, can be said to be reliable, because the Cronbach's Alpha value for each variable is greater than 0.6.

### Classical Assumption Test

The results of normality testing using the histogram graphic method are as follows:

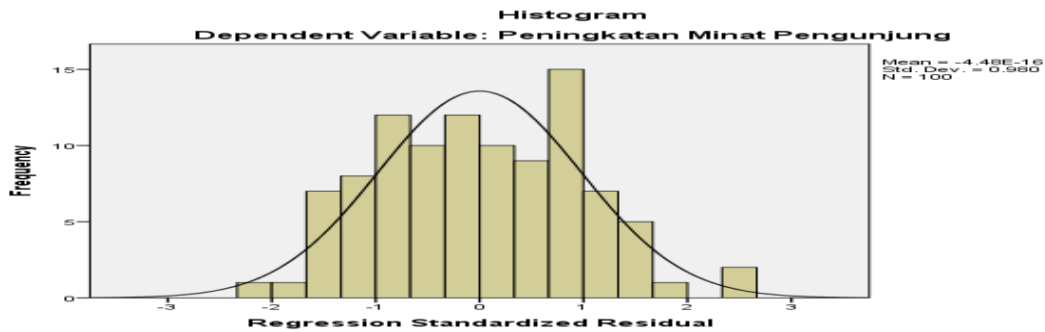


Figure 1. Normality Test Results of the Histogram Graph Method

Based on the image above, it can be concluded that the variables in this study have met the data normality requirements. This can be seen from the shape of the graph which follows the shape of a bell.

Apart from the normality test using histogram graphic analysis, researchers also used P-P Plot graphic analysis. The results of normality testing using the P-P Plot graphic method are as follows:

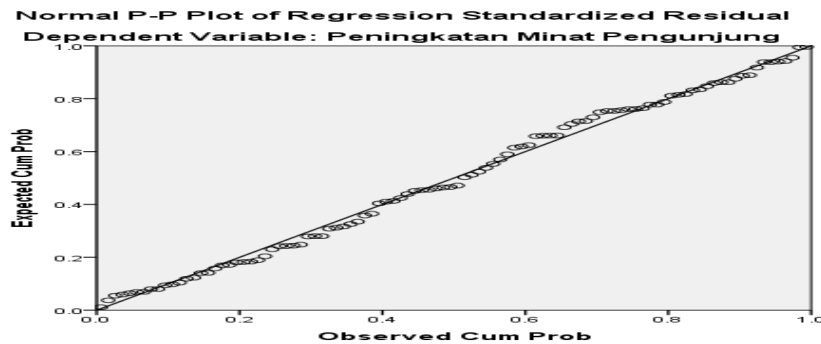


Figure 2. Normality Test Results of the P-P-Plot Graphic Method

The results from the image above can be seen that the P-P Plot graph has spread points following and approaching the diagonal line. So it can be concluded that the residuals are normally distributed.

Apart from the normality test using histogram graph analysis and P-P Plot graphs, researchers also used the Kolmogorov-Sminornov test by looking at the level of significance. The distribution of research data is declared normal if the probability value (sig) is  $> 0.05$ . A good regression model is a model that has normally distributed residuals. The results of the normality test with the Kolmogorov-Sminornov test are as follows:

**Table 2. Normality Test Results of the Kolmogorov-Sminornov Method**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.38896203
Most Extreme Differences	Absolute	.053
	Positive	.047
	Negative	-.053
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.  
b. Calculated from data.  
c. Lilliefors Significance Correction.  
d. This is a lower bound of the true significance.

Based on the table above, it is known that the significance value of 0.200 is greater than 0.05 or  $0.200 > 0.05$ . Thus it can be concluded that the data tested is normally distributed.

The multicollinearity assumption states that independent variables must be free from symptoms of multicollinearity where symptoms of correlation between independent variables are indicated by significant correlation between independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal or the correlation value between the independent variables is not equal to zero. Symptoms of multicollinearity can be seen through cuutof which includes the Tolerance value and the Variance Inflation Factor (VIF) value. This symptom is found if the Tolerance value is  $\geq 0.01$  or the same as  $VIF \leq 10$ . The results of the multicollinearity test are as follows:

**Table 3. Multicollinearity Test Results**  
**Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Branding Positioning	.299	3.343
	Branding Personality	.214	4.663
	Branding Identity	.150	6.687
	Branding Communications	.247	4.054

- a. Dependent Variable: Peningkatan Minat Pengunjung

From the calculation results, the tolerance value for each equation is greater than 0.1, where:

- Branding Positioning variable (X1) tolerance value is  $0.299 > 0.1$ .
- The Branding Personality variable (X2) tolerance value is  $0.214 > 0.1$ .
- The Branding Identity variable (X3) tolerance value is  $0.150 > 0.1$ .
- The Branding Communications variable (X4) tolerance value is  $0.247 > 0.1$ .

Meanwhile, the results for the Variance Inflation Factor (VIF) value for each equation are smaller than 10 where:

- Branding Positioning variable (X1) VIF value is  $3.343 < 10$ .
- Branding Personality variable (X2) VIF value is  $4.663 < 10$ .
- Branding Identity variable (X3) VIF value is  $6.687 < 10$ .
- Branding Communications variable (X4) VIF value is  $4.054 < 10$ .

So it can be concluded that the regression model does not contain symptoms of multicollinearity, meaning that the independent variables do not influence each other.

The heteroscedasticity test is carried out to test whether in a regression model there are differences in the variance and residual data. In this research, the heteroscedasticity test was carried out by analyzing graphic plots between the predicted value of the dependent variable (ZPRED) and its residual (SRESID). The results of heteroscedasticity testing with graph plots are as follows:

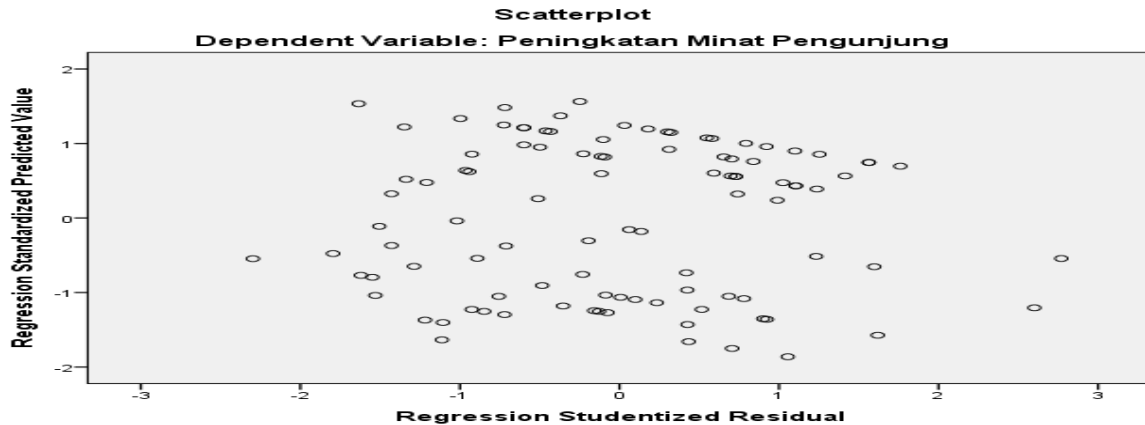


Figure 3. Heteroscedasticity Test Results of the Sactterplot Graph

Based on the graph above, it can be seen that the dots do not form a regular pattern. The dots in the graph are scattered randomly (do not form a pattern). So it can be concluded that the data in this study did not occur heteroscedasticity.

### Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effect of branding strategies on increasing visitor interest in the Bung Hatta Bukit Tinggi Proclaimer Library. The results of this analysis are as follows:

Table 4. Results of Multiple Linear Analysis

		Coefficients <sup>a</sup>		Standardized Coefficients Beta	t	Sig.
Model		Unstandardized Coefficients B	Std. Error			
1	(Constant)	-13.131	1.881		-6.982	.000
	Branding Positioning	.185	.075	.142	2.470	.015
	Branding Personality	.297	.057	.355	5.241	.000
	Branding Identity	.313	.097	.262	3.228	.002
	Branding Communications	.316	.075	.267	4.227	.000

a. Dependent Variable: Peningkatan Minat Pengunjung

Based on the calculation results in the table above, the following regression equation can be obtained:

$$\hat{Y} = \alpha + bX_1 + bX_2 + \epsilon$$

$$\hat{Y} = -13,131 + 0,185X_1 + 0,297X_2 + 0,313X_3 + 0,316X_4$$

From the equation above, the regression coefficient can be interpreted as follows:

1. Constant value ( $\alpha$ ) = -13.131 means that if branding positioning, branding personality, branding identity and branding communications are constant, then the increase in visiting interest will be -13.131.
2. The value  $bX_1 = 0.185$  means that if branding positioning increases by one unit or 1% it will cause an increase in visiting interest of 0.185, if other variables are considered constant.
3. The value of  $bX_2 = 0.297$  means that if branding personality increases by one unit or 1% it will cause an increase in visiting interest of 0.297, if other variables are considered constant.
4. The value  $bX_3 = 0.313$  means that if branding identity increases by one unit or 1% it will cause an increase in visiting interest of 0.313, if other variables are considered constant.
5. The value of  $bX_4 = 0.316$  means that if branding communications increases by one unit or 1% it will cause an increase in visiting interest of 0.316, if other variables are considered constant.

### Hypothesis Testing

The partial test (t test) is carried out to determine the effect of the independent variable (X) partially on the dependent variable (Y). The results of the analysis are as follows:

Table 5. Partial Test Results (t Test)

		Coefficients <sup>a</sup>		Standardized Coefficients Beta	t	Sig.
Model		Unstandardized Coefficients B	Std. Error			
1	(Constant)	-13.131	1.881		-6.982	.000
	Branding Positioning	.185	.075	.142	2.470	.015
	Branding Personality	.297	.057	.355	5.241	.000
	Branding Identity	.313	.097	.262	3.228	.002
	Branding Communications	.316	.075	.267	4.227	.000

a. Dependent Variable: Peningkatan Minat Pengunjung

Based on the results of the t test it can be seen that:

1. The tcount value of the branding positioning variable is 2.470 and ttable is 1.98525 so  $t_{count} > t_{table}$  ( $2.470 > 1.98525$ ) and the significant value (sig.) is  $0.015 < 0.05$  so it can be concluded that the branding positioning variable has a positive and significant effect on increased interest in visiting visitors to the Proclamer Bung Hatta Bukit Tinggi Library, thus Hypothesis 1 is accepted.
2. The tcount value of the branding personality variable is 5.241 and ttable is 1.98525 so  $t_{count} > t_{table}$  ( $5.241 > 1.98525$ ) and the significant value (sig.) is  $0.000 < 0.05$  so it can be concluded that the branding variable has a positive and significant effect on increased interest in visiting visitors to the Proclamer Bung Hatta Bukit Tinggi Library, thus Hypothesis 2 is accepted.
3. The tcount value of the branding identity variable is 3.228 and ttable is 1.98525 so that  $t_{count} > t_{table}$  ( $3.228 > 1.98525$ ) and the significant value (sig.) is  $0.002 < 0.05$  so it can be concluded that the branding identity variable has a positive and significant effect on increased interest in visitors to the Proclamer Bung Hatta Bukit Tinggi Library, thus Hypothesis 3 is accepted.



4. The tcount value of the branding communications variable is 4.227 and ttable is 1.98525 so  $t_{count} > t_{table}$  ( $5.241 > 1.98525$ ) and the significant value (sig.) is  $0.000 < 0.05$  so it can be concluded that the branding communications variable has a positive and significant effect on increased interest in visiting visitors to the Proclaimer Bung Hatta Bukit Tinggi Library, thus Hypothesis 4 is accepted.

Meanwhile, the simultaneous test (F test) in this research is to test the significance of the influence of variable X on Y simultaneously. The results of the simultaneous test (Test F) are as follows:

Table 6. Simultaneous Test Results (F Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1847.198	4	461.799	229.700	.000 <sup>b</sup>
	Residual	190.992	95	2.010		
	Total	2038.190	99			

a. Dependent Variable: Peningkatan Minat Pengunjung

b. Predictors: (Constant), Branding Communications, Branding Positioning, Branding Personality, Branding Identity

Based on the table above, you can see the Sig value. equal to 0.000 is smaller than 0.05 or  $0.000 \leq 0.05$ , it can be concluded that branding positioning, branding personality, branding identity and branding communications simultaneously influence the increase in visiting interest. If we look at the comparison of the Fcount and Ftable values with a significance level of 5% using the formula  $F_{table} = df_1 = k-1$ ,  $df_2 = n-k$ , we get the formula (k; n-k), which produces the number (4; 95). Based on the Ftable value (2;90) it is 2.47. So it can be concluded that Fcount is greater than Ftable or  $229,700 > 2.47$ , thus Hypothesis 5 is accepted.

### Coefficient of Determination Test (R2)

The coefficient of determination (R2) test is used to measure the proportion or percentage of the model's ability to explain the dependent variable. The coefficient of determination ranges from zero to one ( $0 < R^2 < 1$ ). If R2 is getting bigger (approaching one), then it can be said that the influence of the independent variable (X) is large on the dependent variable (Y). This means that the model used becomes stronger in explaining the influence of the independent variable on the dependent variable and vice versa. The results of the determination coefficient test calculation (R2) can be seen in the following table:

Table 7. Coefficient of Determination Test Results (R2)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.952 <sup>a</sup>	.906	.902	1.418

a. Predictors: (Constant), Branding Communications, Branding Positioning, Branding Personality, Branding Identity

b. Dependent Variable: Peningkatan Minat Pengunjung

From the table above, it can be seen that the coefficient of determination (R2) is 0.906 or 90.60%, which means that the variables branding positioning, branding personality, branding identity and branding communications together influence the variable of increasing visiting interest by 90.60%. This can be interpreted as meaning that 9.40% is influenced by other variables outside the variable equation that were not studied.



## CONCLUSION

Based on the results of data analysis and discussion that have been conducted, it can be concluded based on partial tests that branding positioning has a positive and significant influence on increasing interest in visiting. This means that the way the library positions itself in the minds of potential visitors has succeeded in increasing the attractiveness of the library, Branding personality, which reflects the unique character and image of the library, has also been shown to have a positive and significant impact on interest in visiting. Visitors tend to be more interested in libraries that have a strong and prominent "personality", Branding identity - which includes visual elements such as logos, colors, and communication styles - appears to support an increase in interest in visiting positively and significantly.

A consistent and easily recognizable identity plays an important role in attracting attention, Branding communications, or communication strategies to convey library values and services to the public, also have a positive and significant effect. Effective communication helps build better relationships with audiences and increases interest in visiting and Based on the Simultaneous Test (F Test), the four dimensions of branding (positioning, personality, identity, and communications) together contribute significantly to increasing interest in visiting. This shows that a holistic and integrated branding approach provides more optimal results than focusing on one dimension alone.

## SUGGESTION

Based on the results of the research, discussion and conclusions obtained, the advice given is that it is hoped that the Bung Hatta Bukit Tinggi Proclamator Library must continue to maintain consistent performance of librarians and library services so that it can increase interest in visiting visitors.

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