

THE ROLE OF LIBRARIAN COMPETENCE IN IMPROVING EFFECTIVENES IN MEMORABILIA SERVICES AT THE BUNG KARNO PROCLAMATION LIBRARY TECHNICAL IMPLEMENTATION UNIT

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Abstract

This study aims to examine the role of librarian competencies in improving the effectiveness of memorabilia services at the Bung Karno Proclamation Library. As part of the preservation of national historical heritage, memorabilia services require technical, interpretive, and educational management. This study employs a descriptive qualitative approach, utilizing data collection techniques such as participatory observation, semi-structured interviews, and documentation. The findings reveal that librarian competencies, including internal motivation, personal traits, self-concept as custodians of cultural heritage, historical knowledge, and communication and technical skills, significantly contribute to service quality. Librarians not only act as collection managers but also as educational and cultural agents. Visitors' evaluations of librarians indicate high levels of satisfaction, particularly in terms of communication and information presentation. However, service effectiveness can still be improved through institutional support such as ongoing training, institutional policies, and the use of digital technology. These findings provide a clear practical basis for institutional policymakers to design continuous professional development programs and implement structural support policies to ensure the sustainability and cultural relevance of memorabilia services. This study recommends strengthening librarians' competencies holistically and fostering cross-institutional collaboration as strategies for enhancing sustainable and culturally relevant memorabilia services.

Keywords: *Librarian Competence, Memorabilia Services, Service Effectiveness.*

INTRODUCTION

Libraries serve as centers of information and knowledge, but they also play an important role in preserving the cultural heritage and history of a nation. This function makes libraries an educational tool capable of fostering historical awareness and cultural identity among communities. As times change, libraries are expected to do more than just store and provide library materials; they must also offer interpretive and educational services, especially in the

context of preserving national historical and cultural values. This aligns with the findings of (Nugraha 2013), who states that cultural preservation requires not only physical preservation but also an understanding of the philosophical values embedded in cultural heritage.

One form of service that reflects this role is the provision of memorabilia collections, which have high historical, symbolic, and cultural value. These collections generally consist of objects or documents closely related to important events or national figures, requiring handling that is not only technical but also interpretive. According to (Basuki 2003), memorabilia cannot be treated like ordinary collections due to their unique and symbolic nature, thus requiring professional and targeted management.

In managing memorabilia collections, an approach is needed that is not only technical but also interpretive. To achieve this, librarians must have the ability to understand the historical context and be able to communicate the values contained in the collection in a communicative and educational manner. Therefore, managing memorabilia collections requires professional human resources with the ability to provide library services, particularly those related to culture and history. As emphasized by the IFLA Competency Guidelines for Rare Books and Special Collections Professionals, librarians must act as trusted stewards of cultural heritage, equipped with interpretive and outreach competencies to engage the public meaningfully (IFLA 2020).

In this context, the Bung Karno Proclamation Library is one of the institutions that plays a strategic role in preserving memorabilia directly related to Ir. Soekarno, the proclaimer and first President of the Republic of Indonesia. This collection not only serves as a source of historical information, but also as a means of education and reflection on national values for the wider community. The memorabilia services at this library have great potential in fostering public historical awareness, provided they are managed with an appropriate, professional, and user-centric approach. According to (Anna 2017), libraries play an important role in preserving and promoting cultural heritage through their regional networks and dissemination efforts. In this regard, the library acts as a bridge between the nation's cultural heritage and contemporary society, which requires access to information rooted in historical values (Hidayah 2018).

The effectiveness of memorabilia services is not only determined by the completeness of the collection or physical facilities alone, but also depends heavily on the competence of librarians in managing and presenting information to the public. These competencies encompass various aspects, including technical skills in processing special collections, interpersonal communication skills, interpretive skills regarding the historical significance embedded in the collection, and a professional attitude in providing services oriented toward user satisfaction. Meaningful engagement with cultural heritage collections requires an integration of technical expertise, interpretive ability, and communicative sensitivity approach that has been emphasized in international frameworks for heritage management (UNESCO 2021). Librarians are expected to bridge the historical values contained in memorabilia collections with the diverse information needs of users. This aligns with the view (Sutarno 2004), which states that professional librarians must possess multidimensional competencies to meet the demands of specialized information services, including collections of historical and cultural value. In this context, librarians serve not only as information providers, but as cultural interpreters who connect memory with meaning.

However, the success of memorabilia services is not limited to the availability of a complete collection or representative physical facilities. The main factor determining the success of these services is the competence of librarians as information managers and

interpreters of history. This competence includes an adequate understanding of historical context, technical skills in processing special collections, interpersonal communication skills in bridging information to users, and a professional attitude in providing services. According to (Schultz-Jones dan Oberg 2015), librarians handling special collections must possess multidimensional competencies to ensure that users receive access to accurate and valuable information. Such competence requirements are often mandated by national library standards and international professional frameworks, such as those published by the International Federation of Library Associations and Institutions (IFLA), which stress specialized knowledge for cultural heritage collections. Therefore, this study is crucial as it specifically investigates the implementation and gap between these required standards and the actual competencies demonstrated by librarians in the unique context of memorabilia services at the Bung Karno Proclamation Library.

Previous studies have shown the importance of librarian competence in supporting the quality of library services, but the main focus is still limited to aspects of communication or service in general (Maharani dan Swasono 2024). Librarian competence, which includes knowledge, skills, and professional attitudes, has been shown to influence user satisfaction levels, although its individual contribution is still debated. Other studies also emphasize that excellent service can only be achieved if librarians possess competencies that align with the evolving needs of information and technology (Baihaqy dan Masruri 2024).

However, studies that specifically examine how librarian competencies affect the effectiveness of memorabilia services, particularly in institutions such as the Bung Karno Proclamation Library, are still very limited. Therefore, this study aims to comprehensively examine the role of librarian competencies in enhancing the effectiveness of memorabilia services at the Bung Karno Proclamation Library Unit. The need for a more in-depth analysis of all aspects of librarian competencies, including knowledge, skills, and professional attitudes, arises due to the limitations of previous research, which only focused on general elements of librarian services.

This research is urgently needed to fill this gap by providing a comprehensive analysis of the multi-dimensional competencies required for this specialized cultural heritage service. Accordingly, the main objectives of this study are clearly established. Fundamentally, this research seeks to analyze the extent to which the three core aspects of librarian competence knowledge, skills, and professional attitudes significantly contribute to the overall quality and effectiveness of memorabilia services at the Bung Karno Proclamation Library Unit. Beyond this core analysis, the study also intends to identify the various internal and external factors that can either support or hinder efforts to achieve optimal memorabilia services, ultimately ensuring they remain oriented toward maximum user satisfaction.

RESEARCH METHOD

This research method uses a descriptive qualitative approach with the aim of gaining an in-depth understanding of librarian competencies and the effectiveness of memorabilia services at the Bung Karno Proclamation Library. The qualitative approach was chosen because it is suitable for examining social phenomena holistically and contextually, as stated by (Moleong 2014), that qualitative research aims to understand phenomena in depth from the participants' perspective. The data collection techniques used include participatory observation, semi-structured interviews, and documentation.

Observations were conducted directly by the researcher by observing the activities of librarians in providing services, including their interactions with visitors. This technique aimed to obtain empirical data occurring in the field. Observations allowed the researcher to understand the social context and unwritten customs. Semi-structured interviews were conducted with librarians and visitors to explore in depth their perceptions, experiences, and views on memorabilia services.

In addition, documentation techniques were used to complement and verify data from observations and interviews. This involved reviewing institutional documents, such as Standard Operating Procedures (SOPs) for memorabilia management, internal training reports, and relevant library policies. Documentation in qualitative research also serves as a data source that can strengthen the credibility of findings.

RESULT AND DISCUSSION

The role of librarian competence in memorabilia services is crucial, given the historical and cultural characteristics of the collection. Memorabilia services require librarians to have not only technical skills in information management, but also a deep understanding of the historical context and cultural values contained in each object, as highlighted by (Istiana 2024). At the Proklamator Bung Karno Library Unit, memorabilia holds strategic value as a representation of the history of the national struggle and the identity of the proklamator figure. Therefore, librarian competencies are key to ensuring services that are not only informative but also educational and inspirational.

The results of the study found several findings based on librarian competencies using five indicators from the interview instrument. The following is a description of these findings:

Table 1. Findings Based on Librarian Competency Dimensions

Indicators	Key Findings	Sources/Data
Motivation	Initial interest is high but unstructured; motivation is supported by the spirit of service and readiness as an ASN.	Source B and H
Personal Traits	Maintain service quality, be proactive about collection conditions, responsive to visitor needs.	Source H and L
Self-concept	Feeling as a guardian of cultural heritage and a connector of Bung Karno's thoughts.	Source B and H
Knowledge	Have an in-depth understanding of the history and value of the collection; deficiencies in the new collection.	All Resource Persons
Skills	Public communication, service excellence, digitization, and technical collection management.	Source B and H

Motivation and Structural Support

The findings show that librarians have high internal motivation and a sense of personal responsibility towards preserving the nation's cultural heritage in memorabilia services.

However, this motivation is still individual and has not been supported by the institutional system. When internal motivation is not supported by an adequate structural framework, the potential for developing librarian competencies tends to stagnate and is difficult to develop optimally in the long term (Dalkir 2017).

Therefore, institutional support is needed in the form of policies, programmed training, and a reward system that encourages continuous professional development. This is in line with the statement of (Varlejs 2016), that the development of librarian competencies must be supported by institutional policies and continuous training so that the role of librarians remains relevant and effective in the context of local culture and history.

With comprehensive institutional support, librarians will have more optimal space and resources to carry out their professional functions, including in managing memorabilia collections that have high historical and symbolic value. Such structural support will ultimately improve service effectiveness and strengthen the library's position as an institution that preserves the nation's collective memory (Ajeemsha dan Madhusudhan 2014).

Multidisciplinary Competence

To manage memorabilia services, librarians must have skills that are not only limited to technical abilities, but they must also understand the history and culture relevant to their collections. This is important because memorabilia collections are not just physical objects, but contain ideological, nationalist, and educational values that need to be understood in depth. Therefore, a multidisciplinary approach is important so that librarians are able to convey information fully and contextually to visitors. As stated by (Lankes 2011), librarians today are required not only to be information managers, but also learning agents and knowledge facilitators who are active in building social and cultural understanding of library users.

The ability to relate the content of the collection to the historical background and information needs of users will increase the effectiveness of the service, as well as strengthen the role of librarians as a link between cultural heritage and today's society. Thus, librarians not only function as information managers, but also as agents of preserving national values that actualize cultural heritage through library services (Overall 2009).

Such competencies will strengthen the relevance of libraries as institutions that not only store, but also revive the nation's collective memory through educational approaches based on culture and history. This competency strengthens the existence of the library as a dynamic institution that not only functions as a repository for documents and artifacts, but also as a vehicle for public learning that is able to reconstruct historical narratives in an adaptive and communicative service format. According to (Wardhani dan Sari 2018), today's libraries must be able to present services based on local and national cultural values in order to strengthen people's identity awareness of their nation's history.

Communication and Technology Skills

The ability of librarians to establish effective communication with visitors is one of the important factors in creating quality library services. Good communication not only creates an atmosphere of friendly and inclusive interaction, but also helps visitors understand information more clearly and comfortably. In addition, the use of information technology, such as the use of digital applications to collect and deliver data, has been shown to increase service attractiveness and service reach. With the combination of technology and interpersonal communication, there

is additional value in services because it can meet various user needs more efficiently and attractively (Chukwueke dan Idris t.t.).

According to (Nada 2021), the transformation of technology-based library services must be balanced with the communication competence of librarians so that an effective and useful information transfer process occurs for users. Assessment of the overall quality of memorabilia services is inseparable from the perception and level of satisfaction of users with the performance of librarians. Aspects such as the librarian's depth of knowledge of the contents of the collection, communication skills in explaining the historical context, and readiness to use technology are the main indicators in evaluating the effectiveness of the service. Positive perceptions from users reflect the success of librarians in combining interpersonal skills and technology synergistically, which ultimately contributes to improving the image and function of the library as a center for cultural preservation and education of the nation's history.

As emphasized by (Wilson dkk. 2016), service quality is strongly influenced by customer perceptions, and user satisfaction is the main indicator in assessing the success of a service, including in the realm of information institutions such as libraries.

The following are the results of visitors' assessment of the service quality:

Table 2. Service Quality According to Visitors

Aspect	Assessment
Librarian Knowledge	Accurate and informative.
Communication	Friendly, communicative and responsive.
Satisfaction	Height. Collections and information are easy to understand thanks to visual approaches such as photos and the Isukarno app.

Librarian competence has a significant contribution to the effectiveness of memorabilia services at the Bung Karno Proclamator Library. These competencies not only include technical skills in collection management, but also skills in providing services that are responsive and oriented to the needs of users. Competent librarians are able to manage memorabilia collections with high professional standards, including physical management, cataloging, and presentation of information in accordance with the characteristics of these special collections. This has direct implications for increasing accessibility and public understanding of the historical and symbolic value of stored memorabilia, so that library services become more meaningful and relevant.

In addition, librarians also act as educative and cultural agents who connect the historical context and ideological values promoted by the institution with the information needs of users. This role requires mature interpretative and communication skills so that historical messages can be conveyed effectively and inspiringly to the public. Libraries play a vital role in cultural heritage preservation through educational outreach, community engagement, and the professional competence of their staff, which directly influences service quality and cultural impact (Talawar 2023). Thus, the multidimensional competence of librarians not only improves service quality, but also strengthens the library's function as a center for cultural heritage preservation and a medium for non-formal education. This finding strengthens the proposition that librarians not only act as information managers, but also as educative and cultural agents who have a direct influence on the quality of services provided (Selviana, Nadjib, dan Bahfiarti 2017).

Based on these findings, there are several practical implications that can be used as strategic references in developing memorabilia services. Specifically, institutional decision-makers should integrate these findings into their human resource development (HRD) strategy and performance evaluation system. Studies show that effectively linking HRD with strategic planning is critical for ensuring the workforce's competence and organizational success in libraries (Knight 2015). This integration means that competencies such as historical knowledge and interpretive communication skills must be clearly defined in job descriptions and serve as key metrics in the librarians' performance appraisals. First, it is necessary to strengthen the capacity of librarians through continuous training programs that focus on historical and cultural aspects, especially related to Bung Karno's history and thoughts. Then the use of digital technology, such as the Isoekarno application, needs to be optimized to support information dissemination and expand access to memorabilia collections more widely and interactively. A humanistic-based service approach that prioritizes interpersonal communication competencies needs to be improved as part of efforts to build positive relationships between librarians and service users. Strengthening collection management can be done through inter-institutional collaboration, institutional cooperation, and historical donation program initiatives, to overcome limitations in the acquisition and preservation of relevant memorabilia collections. Formalizing collaboration with external cultural institutions (such as museums and archives) should be established as a policy to enrich the collection and enhance the educational outreach of the services, a practice supported by international professional standards for special collections management (IFLA 2020). This collaboration has been proven to increase the effectiveness of preserving, organizing, and presenting historical collections in a more comprehensive and useful way for the community (Tupan dan Djaenudin 2022).

CONCLUSION

The results of this study show that librarian competencies play a very important role in improving the efficiency of memorabilia services at the Bung Karno Proclamation Library. These competencies include internal motivation, a proactive personality, a sense of responsibility as custodians of cultural heritage, in-depth historical knowledge, and relevant technical and communication skills. Librarians not only act as collection managers, but also as educational and cultural agents, playing a role in translating historical values to the public.

Although librarians are highly committed, findings show that there is still a need for more systematic institutional support, such as ongoing training, institutional policies and digital tools. On the other hand, the use of information technology and interpersonal communication approaches have been shown to improve the quality of interactions and visitor satisfaction. Therefore, strategic steps to improve the quality of library services in a sustainable manner include: (1) Establishing a Continuous Professional Development (CPD) framework for librarians; (2) Allocating a dedicated budget for digital infrastructure related to memorabilia access; and (3) Setting specific performance evaluation metrics to measure the effectiveness of the memorabilia service. This approach, alongside encouraging cross-agency collaboration and optimizing digital technology, is key to enhancing the service quality.

SUGGESTION

Based on the findings of this study, it is recommended that librarians continue to improve their competence on an ongoing basis, particularly with regard to historical knowledge,

communication skills and the utilisation of digital technology. Library managers should provide institutional support in the form of regular training and professional development policies. Furthermore, collaboration with external institutions, such as museums, archives and cultural organisations, should be expanded to enrich collections and enhance the educational value of memorabilia services. Future research is expected to examine the effectiveness of this service quantitatively, thereby strengthening the generalisability of the findings.

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