

UTILIZATION OF INSTAGRAM SOCIAL MEDIA TO DISSEMINATE INFORMATION REGARDING LIBRARY COLLECTIONS

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Receive : 13 Oct 2023
Accepted : 23 Feb 2024
Published: 04 May 2024
DOI : 10.30829/jipi.v9i1.17954

Abstract

This study aims to analyze the use of social media instagram @pustaka.kementan as a means of disseminating information on library collections. This study uses a qualitative method with a case study approach. This research was conducted by observing and analyzing the @pustaka.kementan instagram account based on the category of utilization of Instagram content. The results of the study show that the Ministry of Agriculture Library has made good use of social media, especially Instagram, through @pustaka.kementan. Of the 100 posts in 2023 until April, @pustaka.kementan is mostly used for information/knowledge sharing, then for library marketing or promotion, one of which is regarding library collections. While the category of dissemination of library information and requests for input is still rarely done.

Keywords: *information dissemination, instagram, library collection, utilization, use of social media instagram.*

INTRODUCTION

The Center for Libraries and Dissemination of Agricultural Technology (Pustaka, now the Center for Agricultural Libraries and Literacy) of the Ministry of Agriculture is a special library that has a collection of books and references, which are very important in supporting research, development and innovation activities in the agricultural sector in Indonesia. Pustaka is the oldest agricultural and biological library in Indonesia. At the beginning of its establishment, Pustaka was part of the Bogor Botanical Gardens which had the function of providing literature in the field of botany for visiting researchers conducting botanical investigations in tropical areas. As a special library in the agricultural sector, the majority has collections related to biology and agriculture which are managed directly by the Ministry of Agriculture. Pustaka began collecting library collections in 1842, until now developing its collections, both in printed form such as books and magazines, as well as in CD-ROMs and electronic databases. Apart from that, Pustaka also develops library collections by subscribing to e-journals and e-books.

In the digital era, social media is used as a means to interact, communicate and build networks through online communication media. Social media plays an important role in disseminating information to the wider community in all fields. Brogan (in Fitriani, 2017) defines social media as a new set of communication and collaboration tools that enable many types of interaction that were previously unavailable to ordinary people. Social media is a forum that allows users to communicate and share information. The most popular social media to date

is Instagram. In agreement with Zuhri and Christiani in Mafar (2020) they say that currently, Instagram is the social media that is most popular with many people.

Initially, Instagram was a social media application that functioned to manage photo content and share it with other Instagram users. Later in its development, Instagram was transformed into an application specifically designed for the mobile phone user community, according to the Stiletto Book Team and Afandi (2019). So Instagram has become a popular social media platform for disseminating information and reaching a wider audience. Instagram allows users to take pictures or videos, edit them, use filters, add captions and share them. In Indonesia, Instagram is still one of the most popular social media. Based on data from Napoleon Cat, there are 109.33 million Instagram users in Indonesia as of April 2023 (Rizaty, 2023). This number increased 3.45% from the previous month, namely 105.68 million users. It is hoped that the Ministry of Agriculture's library as a library via Instagram @pustaka.kementan can be used as a means to promote and disseminate information related to the Ministry of Agriculture's library collection which is in line with its main task, namely carrying out library management and disseminating information on agricultural science and technology. Although according to Istiana in Wijayanti (2022), service institutions such as libraries, Instagram is generally only optimized for informing library announcements such as the latest collections, nearby activities and information regarding late book returns, it has not yet become a communication medium.

According to Chan, Lam and Chiu (2020), Instagram content categories related to libraries are divided into 4 categories, namely dissemination of library information, marketing or promotions, information/knowledge sharing and requests for input from users. Dissemination of library information may contain content related to service opening hours, closure of certain services, opening of special services, recruitment of new staff, or the library community. Meanwhile, marketing or promotion can take the form of information about the collections owned, library activities, what facilities and services are available in the library. In the information/knowledge sharing content category, it can be information originating from outside the library institution, words of wisdom, information from other institutions, commemoration of certain days (both national and international). Meanwhile, the content requests input for improving library management in the future, surveys of collection needs by library users, and others. Through social media, libraries can disseminate content regarding the services they have, activities they organize and accelerate the dissemination of information for Kaffah, Indah and Syam library users (2021).

Research related to social media was previously conducted by Dwiyantri and Irawati (2019), namely "The Role of Social Media in the Dissemination of Agricultural Information in the Bogor Library". This research shows that Pustaka has a social media selection policy which is carried out by Pustaka based on the library's targets. The social media used by Pustaka to disseminate information are Facebook, Twitter, Instagram and YouTube. Social media plays an important role and can help Pustaka as a media for promotion and dissemination of information specifically in the agricultural sector to community users.

This is also found in research conducted by Akagha (2021), namely "Use of Social Media in Delivery of Reference Services by Librarians in FUTU Library", social media has been recognized globally as an important way used by librarians to promote research, teaching and learning. learning in an academic environment. Social media is used to manage library reference services effectively and efficiently to meet user preferences. The use of social media has a significant influence on the delivery of reference services in the FUTU library. Then "Using Instagram Social Media as a Library Promotion Media at the Agricultural Literacy and Library

Center (Pustaka)" was also carried out by Suwandi, et al. (2023). In this research, using AIDA (Attention, Interest, Desire and Action) analysis, it was found that the promotion carried out by Pustaka was quite good. Photo or video content, titles and captions are quite interesting and informative.

These three studies show that research regarding the use of social media in libraries has been carried out. However, this research is to identify the use of Instagram @pustaka.kementan media in disseminating information, especially information on the Pustaka Kementan library collection through Instagram content categories according to Chan, Lam and Chiu. This research is interesting because it is important to look at content categories, especially on Instagram, in disseminating library collection information, whether Pustaka Kementan has classified its posts based on Instagram content categories so that the purpose of sharing posts via the @pustaka.kementan platform can be conveyed directly to its users. In this case, efforts are being made to increase the role and function of the social media Instagram @pustaka.kementan as a means of disseminating information related to the Ministry of Agriculture's library collections. It is hoped that it can increase access to library information and help researchers and the public access quality and trusted reference sources in the agricultural sector. Based on the background that has been presented, the author is interested in conducting research related to the use of social media Instagram @pustaka.kementan as a means of disseminating information on library collections.

RESEARCH METHOD

This research uses a qualitative research method with a case study approach. Case studies are used to find out more deeply and in detail about a problem or phenomenon to be researched (Yin, 2014). This research was carried out by observing and analyzing the Instagram account @pustaka.kementan. The data used in this research is all content uploaded via posts from the Pustaka Ministry of Agriculture Instagram account from 2023 to April when the author conducted the research. This data will be analyzed based on content categories by Cham, Lam and Chiu in Mafar (2020). Content categories are grouped into dissemination of library information, marketing or promotions, information/knowledge sharing and requests for input to users.

RESULT AND DISCUSSION

The Agricultural Library and Literacy Center (Pustaka) is a special library located on Jl. Ir. H. Juandar No. 20, Bogor. The library has a collection of books and references, which are very important in supporting research, development and innovation activities in the agricultural sector in Indonesia. Therefore, Library users are quite diverse, ranging from employees in various work units within the Ministry of Agriculture, students who need references and researchers. Instagram is widely chosen as the current favorite social media because the majority of its users are the millennial generation, according to Wallis (2014), many people are interested in having Instagram. So the library disseminates information through the use of social media Instagram in order to reach a wider range of library users.

According to Cham, Lam and Chiu (2020) the use of Instagram content by library managers is categorized into 4 groups. First, dissemination of library information containing content related to service opening hours, closure of certain services, opening of special services, recruitment of new staff or the library community. Second, marketing or promotional content

can be in the form of information about collections owned, library activities, facilities and services available in the library. Third, information/knowledge sharing in the form of content about information originating from outside the library institution, pearls of wisdom, information from other institutions, commemoration of certain days (national and international). Fourth, requests for input in the form of posts related to user surveys or surveys of collection needs by library users (Suhendar et all, 2023).

Pustaka with the Instagram account @pustaka.kementan has been followed by 13,690 followers with 2,007 posts after joining in December 2017. Information about the library is open to the public on Monday – Friday along with a shortlink in the Instagram biodata @pustaka.kementan. In 2023 until April, Pustaka has posted 100 posts.

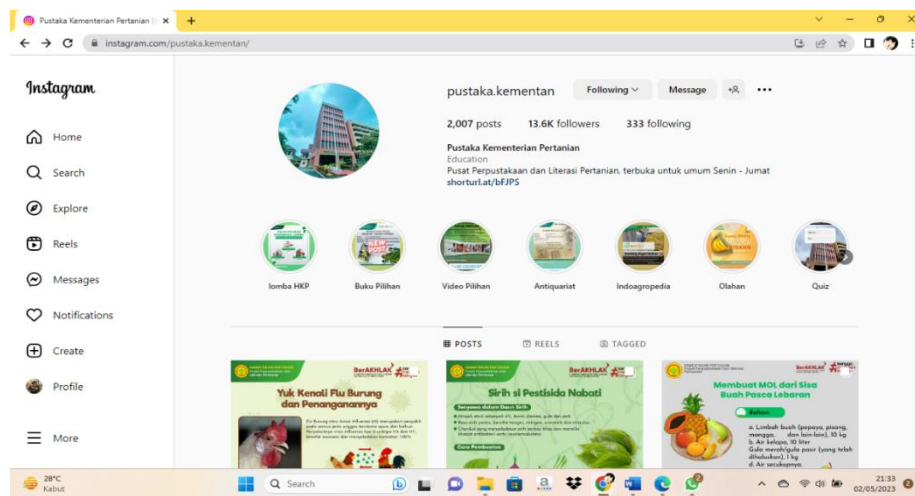


Figure 1. Instagram @pustaka.kementan

Based on total 100 posts on the @pustaka.kementan account, only 1 post in the library information dissemination category contains library services temporarily closed on Eid al-Fitr 1444H and holidays with Eid. Furthermore, there were 42 posts in the library marketing or promotion category, consisting of 18 posts related to information on library collections in Pustaka, 20 posts related to library activities and 4 posts related to information on library facilities and services. In the information/knowledge sharing category there were 55 submissions and in the user input request category there were 2 submissions until April 2023. The search results can be described in the following table:

Table 1. Table of Instagram content utilization @pustaka.kementan

No.	Instagram Content Categories	Number of Posts on @pustaka.kementan
1.	Dissemination of library information	1
2.	Marketing or promotion	42
3.	Information/knowledge sharing	55
4.	Request user input	2
	Total Shipments	100

Of the 42 submissions in the library marketing or promotion category, 18 library collection information submissions by Pustaka were packaged in an attractive and informative way for users. The submission contains information regarding the title of the collection, author

and publisher, year of publication, number of pages, information on the contents of the book and includes a link so that readers can access the repository online. The captions used also use Indonesian which is clear and easy to understand, as well as communicative. There is the prefix "Friends of Pustaka" in the post caption which is a greeting and address for users or followers of the Instagram account @pustaka.kementan. So followers will feel more familiar and invited to discuss or listen together to the information presented by @pustaka.kementan. Library promotion is a persuasive marketing communication mechanism using public relations techniques (Ekatama in Mustofa, 2017). In this case, Pustaka has carried out marketing or promotions as well as communicating with users through these posts.

Apart from that, there were 20 posts related to library activities and 4 posts related to information on library facilities and services which were still in the marketing or promotion category. Content in this category really needs to be maintained, as an effort to attract the attention of Instagram users @pustaka.kementan to continue joining, getting information and taking advantage of the collections owned by Pustaka. According to Darmesta in Zuhri and Christiani (2019), promotion is very functional for libraries, because with promotion we can advance the library and introduce it to the entire user community.

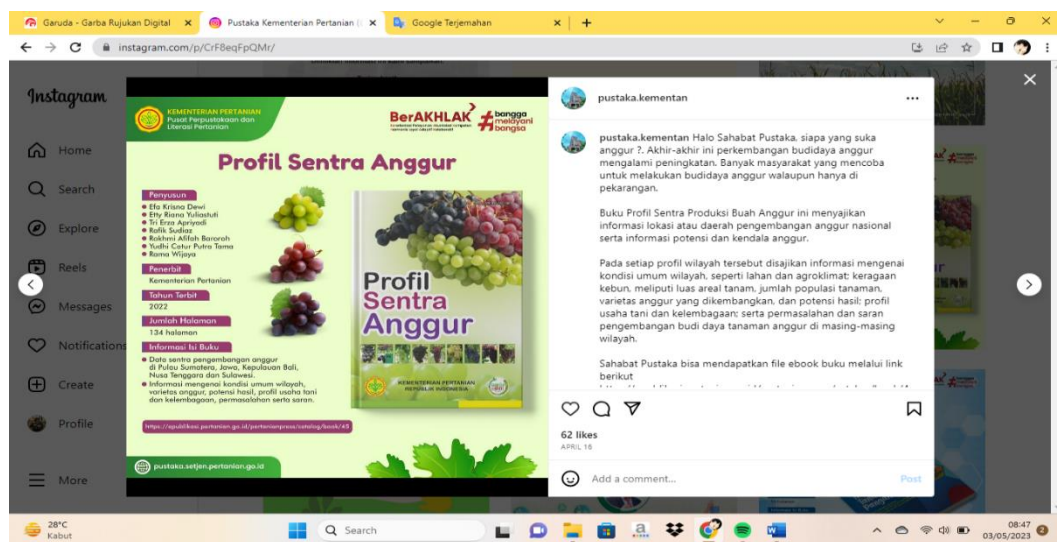


Figure 2. Example of a @pustaka.kementan post regarding library collection information

In the information/knowledge sharing category, there are quite a lot, namely 55 posts with details, 28 posts related to knowledge sharing and education on agricultural products, 12 posts commemorating certain days, although there are duplicate posts on greetings for Eid al-Fitr, 10 posts related to quotes or words of wisdom and 5 other posts such as the birthday of the Minister of Agriculture and the inauguration and handover of the position of Head of Library, as well as information regarding changes to the nomenclature of Library in early 2023.



Figure 3. Example of a post in the information/knowledge sharing category

The library also doesn't forget to post something related to the user survey or ask for 2 user input. The first post is "What is your resolution for 2023?" Library managers invite library users to make resolutions, which open up opportunities for users to express their hopes and desires, including for the Ministry of Agriculture Library. The second post concerns Pustaka Kementan's request for Sahabat Pustaka to fill out the Service Quality Perception Survey (SPKP) and Anti-Corruption Perception Survey (SPAK) forms for the Ministry of Agriculture in 2023 this April.

This data shows that in 2023 until April, when the author conducted the research, the library's use of Instagram social media was mostly used for information/knowledge sharing, and then for library marketing or promotion. In the library marketing or promotion category @pustaka.kementan the majority sent information related to library collections and activities carried out by Pustaka Kementan. This information includes exciting visits, technical guidance or training and book reviews. Meanwhile, content in the category of disseminating library information and requesting input is rarely used in the library's use of Instagram social media, as can be seen from the number of posts.

CONCLUSION

The use of social media Instagram @pustaka.kementan in disseminating information on library collections has gone well in promoting and disseminating information related to the library collections of the Ministry of Agriculture. In accordance with its main duties, namely carrying out library management and disseminating information on agricultural science and technology. Based on the content utilization category, @pustaka.kementan uses it most in library marketing or promotion, one of which concerns library collections with a total of 53 posts and information/knowledge sharing with 42 posts. In the other 2 categories, dissemination of library information and requests for input amount to 1 and 2 submissions respectively, starting from 2023 to April.

SUGGESTION

It would be better if the manager of the Instagram account @pustaka.kementan could increase the use of Instagram social media in the category of disseminating library information and requesting input as a medium of communication with users so that they can reach a wider audience regarding information about libraries, user satisfaction in using collections, library facilities and services, information needs. library users as a reference for developing library collections or suggestions and input from users who can advance and improve the quality of library services at the Ministry of Agriculture's Library.

THANK YOU-NOTE

This research could be carried out well thanks to assistance from various parties. The researcher would like to thank Ministry of Agriculture library for providing the researcher with the opportunity to conduct this research.

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