

PUBLIC RELATIONS COMMUNICATION STRATEGY IN EXCELLENT SERVICE THROUGH LIBRARY TOUR ACTIVITIES AT THE UNIVERSITY OF INDONESIA LIBRARY

Donna Wahyuni Laura

Universitas Bengkulu, Indonesia
E-mail: donnawahyunil@gmail.com*

Fransiska Timoria Samosir

Universitas Bengkulu, Indonesia
E-mail: ftsamosir@unib.ac.id

Diyas Widiyarti

Universitas Padjadjaran, Indonesia
E-mail: diaswidiyarti@gmail.com

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Abstract

Library tour activities at the UI Library are carried out by Public Relations under the Head of the General Administration and Facilities Coordinator. The UI Library has one public relations staff. To meet various needs, the Library must continue to improve the quality of its offerings, therefore public relations plays an important role in the running of the library tour. The purpose of the library tour is to make Library services better by providing a good experience to its participants, but there is still little research that explicitly looks at how public relations communication strategies or tactics are successful in providing the best possible service during a library tour. This study aims to describe the author's findings regarding public relations communication strategies in excellent service. The type of qualitative research is a descriptive approach. The informants in this study were public relations and additional informants who were library tour participants. The results of this study, first public relations created a route design strategy, second public relations created a human resource design, third public relations created an interactive method in the form of questions and answers during the library tour, fourth public relations published news of activities through Instagram and the website. On Instagram, public relations also published video testimonials, messages and impressions of participants after the activity took place. Furthermore, the form of excellent service provided by public relations, namely Friendliness, Speed, Truth, empathy, and very impressive, in the sense that the service gives a good impression of the Library. The form of excellent service can also be proven by the return of related agencies for library tours which indicates that the service provided is good, because the information provided can be conveyed well by the participants of the relevant agencies. The significance of this study lies in its efforts to fill the literature gap related to public relations communication strategies in excellent service in academic library environments. This study is expected to provide theoretical contributions in the field of organizational communication and provide practical input for other libraries that want to develop similar programs.

Keywords: *Public relations, library tour, excellent service, library, strategy*

INTRODUCTION

In today's rapidly developing Information Era, Libraries are very important for teaching and learning activities in Educational Institutions. As one of the largest and most prominent libraries in Indonesia, the University of Indonesia Library has an obligation to provide the best service and high-quality information sources to its users. Effective public relations (PR) communication is a tactic or method that can be used to improve a service. In addition to functioning as a means of promotion, public relations (PR) communication in the Library also helps foster positive interactions between institutions and their visitors. Of course, effective communication is essential in an institution in order to foster strong bonds between the institution and its visitors (Suriyana 2021). Therefore, it can be said that one of the characteristics of a quality institution is the development of good communication. Without good communication, it will be a challenge for an institution to fulfill its role in society. Not only that, the institution will be threatened badly if there is no good communication. This happens because of miscommunication between the information provider and the information recipient (Julianto and Agnanditiya Carnarez 2021). Given that humans are formed by the creator, communication is very important in social interaction. Communication allows others to understand what someone is saying. Communication is even needed to form an agreement. Communication will be successful if people or groups can understand what is being conveyed, the success of communication can be seen from the response or action given by the target (Tutiasri 2016). Of course, the response or action of the recipient of information cannot be separated from the service provided by the information provider. The better the service provided, the more successful the communication delivered. (Kurniawati, E., & Putri, F. 2015).

The phenomenon of excellent service in various sectors, especially the public sector, shows that the quality of service provided greatly affects the level of user or customer satisfaction. In this context, excellent service is not only a necessity, but also a standard that is sought by many organizations in order to achieve customer satisfaction and loyalty. However, although many organizations claim to have implemented excellent service, complaints about slow service, lack of friendliness, and discomfort in the service environment still often arise. This phenomenon indicates a gap in the application of the concept of excellent service which actually aims to provide fast, accurate, friendly, and comfortable services for users.

Previous literature has discussed a lot about the importance of excellent service and effective communication in creating customer satisfaction. According to Ngatini (2018), excellent service involves four main components, namely speed, truth, friendliness, and comfort. Meanwhile, Wijayani (2022) explains that effective communication involves several components, such as the sender of the message, the content of the message, the communication channel, the recipient of the message, and the resulting impact. These two studies show that both excellent service and effective communication have a crucial role in building good relationships with service users.

However, there is a research gap that needs to be considered. Most previous studies tend to discuss excellent service and communication separately, without linking the two as integral factors in building a satisfying user experience. In fact, in practice, excellent service cannot be separated from effective communication, because communication is the main means of delivering services and understanding user needs. Therefore, this study aims to fill this gap by examining the relationship between excellent service and effective communication in increasing user satisfaction.

The importance of this study lies in its efforts to integrate two important concepts, namely excellent service and effective communication, which are often considered separate entities in the literature. By linking these two concepts, it is hoped that this study can make a significant contribution to the development of theory and practice in the field of service management. In addition, the results of this study can also be a reference for organizations in designing service strategies that not only meet excellent service standards, but also pay attention to aspects of effective communication.

The main argument underlying the importance of this study is that service quality is not only determined by speed, accuracy, friendliness, and comfort, but also by the organization's ability to communicate with users effectively. Good communication allows organizations to understand user needs more deeply, provide clear information, and build better relationships with users. Thus, this study is expected to be able to provide a more comprehensive understanding of how to improve service quality through the integration of excellent service and effective communication. (Pramono, W., & Wahyudi, S. 2017)

This study focuses on public relations communication strategies in improving excellent service through Library Tour activities at the University of Indonesia Library, Depok Campus. Unlike previous studies, such as those conducted by Elvo Yuyun Andora (2023) which focused on the public relations communication strategy of the Soeman Hs Library, Riau Province, this study emphasizes how the integration of excellent service can be improved through activities that directly involve visitor interaction, namely the Library Tour. The four-step public relations process theory is used as a basic framework for analyzing new approaches that can be applied in university libraries in this fast-paced digital era. The novelty of this study lies in the application of Library Tour activities as a direct communication strategy to build more personal and interactive relationships with visitors. This is different from the research of Anak Agung Rai Tirtawati (2017) which focuses more on communication through media and educational programs at Wangaya Hospital. In the context of a university library, Library Tour functions not only as a means of introducing services and facilities, but also as an educational medium that emphasizes the importance of information literacy among students. This method is expected to be able to create a more in-depth experience and increase visits and visitor involvement in utilizing library facilities.

In addition, this study also enriches the discourse on public relations communication strategies by exploring how Library Tour activities can be integrated with social media to expand the reach of information. Unlike the approach taken at the Siti Khadijah Islamic Hospital in Palembang by Intan Muharni (2018) which uses more media broadcasts and documentation, this study shows that the combination of direct interaction through Library Tour and digital promotion can create a more effective synergy in promoting library services. Thus, this study offers a more holistic and contextual approach to public relations communication strategies to improve excellent service in university libraries.

An arrangement creates a harmonious relationship when both parties benefit from each other. Public Relations is an integral aspect of an institution, it is not a function or part that can stand alone. The development and fall of an educational institution will ultimately be influenced by reciprocal communication between the community and the institution. The purpose of this kind of communication is intended to create mutual understanding and mutual support for the creation of the goals and expectations of the educational institution (Fauzi 2018). Good service can be seen from the quality of information offered by the Institution, including the Library, which in this case is related to how visitors interact with its managers. Therefore, to ensure that

every visitor has a positive experience when visiting the Library, the Institution must develop a comprehensive communication plan, for example, the library tour activity at the University of Indonesia Library, which has a very high level of demand for visits. A successful communication plan for a library tour activity must include a number of components, including a description of the facilities, an explanation of the collection, and direct involvement of staff with visitors.

Activities such as Library Tours offer opportunities for educators, students, librarians, and the general public to explore and gain knowledge. Library Tour participants will explore and learn new information about libraries, library management, librarianship, and gain insight and knowledge related to libraries. Library Tours have several objectives, including building relationships between the community and the Library, fostering a culture of community literacy, introducing libraries, arousing public interest in visiting the Library, identifying Library information sources, and teaching the Community how to use the Library (Nur Chamdi 2019). Through Library Tour activities, visitors can see firsthand the environment, services and facilities provided, and gain the knowledge they need to utilize and develop the Library optimally for the future. A good Public Perception of the Library can be formed through Library Tour activities, because in this activity the Community and Library managers can interact directly, and enjoy the services they receive when visiting the Library. Existing research shows that effective public relations in carrying out their duties can increase user loyalty. Positive visitor experiences during Library Tour activities have also been associated with increased return visits to the Library and indicate a reciprocal relationship between Library Tour activities and visitors in terms of maximizing Library service utilization. (Ginting, S. A., & Kurniawati, D. 2023).

The UI Library building consists of 8 floors. On the 1st floor includes (internet room, IT and membership services, lounge, circulation and information services, siva UI work gallery, lockers, lecturer and postgraduate reading room, knowledge ATM, tenants, executive lounge, cinema room, floating hall, library plaza (circular field), UI works (coworking space). The 2nd floor includes (book collection room, circulation service (book lending), multimedia classroom, manuscript collection room, multimedia-korea corner room, cubicle (89 cubicles for doctoral students), discussion room, closed discussion room (3A), study room (silent room). The 3rd floor includes (UIANA collection room, literature search service, discussion room, closed discussion room (2A and 2B), study room (silent room), meeting room, plagiarism prevention service, the 4th floor includes (special collection (Chinese, Korean, Dutch textbooks), magazine and journal collection, reference book collection, discussion room, study room (silent room), meeting room). Floors 5,6,7,8 are special rooms managed by DOPF UI, including meeting rooms and auditoriums. Based on the report The UI Library UPT Public Relations quarter has received visits from 31 institutions with a total of 1,089 participants during the January-June 2024 period. The visits were conducted in the context of comparative studies, research and Library Tours. Judging from the available data, the interest in visiting the University of Indonesia Library can be said to be very high.

This research was motivated by the high demand for library tour activities at the University of Indonesia Library. Library tour activities at the University of Indonesia Library are carried out by Public Relations under the Head of the General Administration and Facilities Coordinator. The University of Indonesia Library has one Public Relations administrative staff. To meet the various needs of library tour participants, the Library must continue to improve the quality of its offerings, therefore public relations plays an important role in the running of library tour activities. The purpose of the library tour activity is to make Library services better

by providing a good and interesting experience for participants. However, there is still little research that explicitly looks at how public relations communication strategies or tactics provide success in library tour activities by providing the best possible service. Therefore, this study will discuss in detail what public relations communication strategies are, as well as what forms of excellent service are provided by the University Library Public Relations Indonesia provides to participants during library tour activities, so that library tour activities are successful and provide good experiences for participants.

RESEARCH METHOD

This study uses qualitative descriptive research. Understanding the meaning and interpreting concepts with a focus on description is a key component of qualitative research (Sugiyono 2016). This qualitative research aims to deepen the understanding of "Public Relations Communication Strategy in Excellent Service Through Library Tour Activities at the University of Indonesia Library.

This research was conducted at the University of Indonesia Library, The Crystal Of Knowledge Building, UI Library, UI Campus, Depok 1642. NPP 327606D2000001. According to Moleong in (Novita & Fitri, 2020) the research subjects are informants who can provide information about the situation and conditions of the research background, therefore in this study Public Relations becomes a research informant, who can provide detailed data and information about the research. In this case, the author also added five Library Tour visitors as additional informants, so that later the author can describe what kind of excellent service is provided by the UI Library Public Relations in the Library Tour activities. Data collection techniques in this study are observation, interviews and documentation. Through observation, the researcher sees and directly observes the activities of the Library Tour activities at the University of Indonesia Library, through interviews the author makes an interview draft by focusing on the theories and models that have been described, while at the documentation stage the author demonstrates data through images and other documentation media, such as library tour visitor data, POB (standard operating procedure) for visitors, visit request letter, and PPT for library tour activities. Data analysis in this study includes data reduction, data presentation, and drawing conclusions.

RESULT AND DISCUSSION

The art of establishing relationships with the public to foster understanding, prevent misunderstandings and misperceptions, and improve the reputation of an institution is known as (Public Relations). In their work, public relations are tasked with providing information, educating, persuading, calming people's hearts, and arousing public interest or understanding and acceptance of a situation (Rahmad 2016). Public relations is a management function that is responsible for building and maintaining good relationships between various interested parties, both internal and external.

Public relations is the culmination of all forms of planned communication, both internal and external, between organizations and all their audiences with the aim of achieving success. This is in line with management in organizations that must pay attention to public relations (Fatonah et al. 2024). Public relations is a very urgent element in an educational institution, because in terms of its function and role, public relations has many responsibilities in managing

good relations with institutions and the community. Not only that, public relations must also be able to adapt to the surrounding environment, in order to develop the resources available in an institution. In carrying out its function and role as a public relations communicator, it holds a structured reference, so that the information conveyed can be well received by the recipient. In this study, to find out to what extent the Public Relations of the University of Indonesia Library fulfills the communication strategy and excellent service through library tour activities, in this study, the author uses 5 components of the Lasswell 1948 communication model and 4 components of excellent service according to Pratiknyowati which will be described as follows:

Public Relations Communication Strategy of University of Indonesia Library

Who

The Library Tour activity at the University of Indonesia Library is carried out by the Public Relations of the University of Indonesia Library which is under the Head of the General Administration and Facilities Coordinator of the University of Indonesia Library. The University of Indonesia Library has one human resource who carries out several tasks at the University of Indonesia Library, one of which is as the implementer of the Library Tour activity. There are limited human resources in the public relations staff of the University of Indonesia Library, so the existing Public Relations makes a strategy to convey information to participants of the Library tour activity. The strategy is in the form of making a design for the Library Tour travel route and designing Human Resources implementing the Library Tour activity.

"Because the University of Indonesia Library is large, so we make a route for the library tour trip, the route that is run does not make visitors tired and boring. We also design and discuss this route as much as possible with the information that participants need. So that later the information is appropriate and can satisfy them "(Informant MA)

The library tour route is run as much as possible to introduce the services and facilities of the University of Indonesia Library to participants. The route that is run will adjust to the objectives of the request of the related agency, so that later the library tour trip is not boring and tiring for participants, which later the information will be conveyed to participants as well as possible. According to Bachtiar et.al (2024) that successful communication includes transparency, message coherence, and modification of communication culture to accommodate stakeholder requests and preferences. Planned communication not only increases stakeholder engagement, but also helps organizations achieve long-term goals, and plays an important role in building strong and mutually beneficial relationships between both parties. The right communication strategy allows organizations to communicate their values, vision, mission, and commitments, as well as listen and respond to their needs.



Figure 1: Group division with one companion

Furthermore, the Public Relations of the University of Indonesia Library made a Human Resources design. Limited human resources in public relations staff, so that public relations in library tour activities are assisted by staff outside the public relations administration. The staff who help have the competence to convey information related to the library tour in the Library, because adjusting to the large number of library tour participants by relying on one companion does not allow for coordination in conveying information. Therefore, other staff outside public relations also help in coordinating library tour participants. According to Saputra & Marta (2020) that a public relations must organize a plan before carrying out a short or long-term program, so that it can be implemented optimally. In carrying out the program, there must be assistance or cooperation between internal and external parties, with that public relations must be able to invite, explain, and teach these parties so that they can maximally contribute to a program of activities. By considering this problem, public relations made a strategy by forming a forum/group discussion on WhatsApp which was created with the name "Library Tour Task Force" with the intention of socializing/discussing the design of the Library Tour activity to staff outside the public relations administration. In this way, the trained staff will be distributed to a maximum of 35 participants with one companion who will help accompany the participants for the library tour. In line with the opinion of Mariani & Irawati (2021) so that activities run as desired, activity management is needed in the form of planning, organizing, mobilizing, and controlling, by utilizing human resources and other resources.

Says What

In the context of libraries, library promotion includes a series of initiatives aimed at attracting attention. Strategies to promote the library may involve marketing campaigns, planning special events, and using social media. Any activity carried out by the library to introduce a product or service is considered library promotion. Another purpose of library promotion is to inform visitors about the products or services owned by the Library (Tahabu et al, 2023). The Public Relations of the University of Indonesia Library has prepared an Introduction to the University of Indonesia Library material before the library tour was carried out. This material is presented in the form of a presentation related to the University of Indonesia Library. This presentation was carried out before the library tour began, with the aim of Library Tour participants getting an initial overview before going directly to see and observe the University of Indonesia Library. The presentation material is in the form of a PPT containing General Information about the University of Indonesia Library.



Figure 2: Public relations presentation before the library tour activity took place

Furthermore, the message/information delivered during the Library Tour can also be delivered according to the purpose or request of the visit from the related agency. For example, if the agency's request is "Library Management", then the explanation during the library tour will be focused on library management, for example, how the Librarians in the Library work, then later the library tour participants will be invited to the administration room, so that participants can see directly how the staff of the University of Indonesia Library work. Furthermore, if the library tour participants are from the Library Science Department, with the aim of knowing "What is the Role of the Library and How Far the Library Can Support Their Learning", then during the library tour, the companion will explain the Library in general starting from the tasks, functions, forms of service, and facilities available at the UI Library and the companion will also invite participants to see directly related information needed. Meanwhile, if the library tour participants are high school students, for example, they want to know how University of Indonesia students study, what are the faculties and study programs at the University of Indonesia, what are the services and facilities of the University of Indonesia Library, and what types of collections are in the University of Indonesia Library. Then the companion will explain the information according to the request. It is different if the library tour visitors are kindergarten or elementary school children, a library tour companion must be able to communicate as interestingly as possible, so that the information conveyed can be the center of their interest and the information conveyed can be received well.

"In my opinion, if the library tour visitors are kindergarten and elementary school children, we must be able to adjust the situation, and have a special strategy in serving children, so that as a guide we must also have competence in serving children, so that they get good service that can foster their interest in the Library from an early age".
(Informant MA)



Figure 3: Kindergarten library tour

In this case, a companion must have a special strategy in serving children, by providing services, enthusiasm and more motivation to introduce the Library to them from an early age, in order to foster their love for the Library (Hidayat, R., & Supriyadi, B. 2018). If the library tour participants come from kindergarten or elementary school children, as a companion, they must be able to provide motivation and enthusiasm so that they can increase their interest in the Library from an early age. Then, if the library tour participants come from an Architect, then the public relations or other guides will explain what the University of Indonesia Library building is like, the advantages and disadvantages of the University of Indonesia library building, what are the needs as a librarian, whether it has been met with a building like this and other related information. For example, participants who come from Faculties or Study Programs, for

Accreditation needs, the public relations will explain what information is related to Accreditation/assessment needs, for example what collections are available in the Library to support Faculty or Study Program Accreditation, how many visits from Faculties or Study Programs come to the Library, what the students do while in the Library and how the Library relates to the Faculty or Study Program Lecturers. What's even more interesting is that there are visits from participants from abroad, those who come are researchers, they come with the aim of using the Library as a source of literature, then they want to know what the services and facilities at the University of Indonesia library are like, which they can then compare with other existing libraries.

The information conveyed during the library tour is very diverse, the information conveyed will be adjusted to the requests of the visiting agencies. So, before public relations receives a library tour visit, all the information that will be conveyed has been prepared as well as possible, in order to meet the needs of visitors. Public relations makes a strategy so that the information conveyed can attract and satisfy library tour participants. Basically, public relations is basically a communication strategy that determines the success or failure of effective communication. Thus, the communication strategy, both individually and in isolation, has one function, communicating informative, persuasive, and instructive messages systematically to the target to obtain maximum results (Konggoro et al., 2022)

In Which Channel

In conveying information to the public, it can emphasize the proverb of the kung fu tze philosopher who states "if I hear I forget, if I see I want and if I make I understand". More clearly according to Henich (1993) who stated that humans memorize 10% through sight, 20% through understanding and 30% through hearing and sight. This is intended to explain that in choosing a channel for conveying information, it must emphasize the rules of understanding the recipient of information or messages (Hariyanto 2021).

Public Relations of the University of Indonesia Library uses direct information delivery media when delivering Library Tour materials and information at the University of Indonesia Library. Thus, library tour visitors can directly hear, see, feel, and ask directly what they need. The information conveyed is in the form of general information that explains the University of Indonesia Library. In conveying information, the public relations of the University of Indonesia Library also applies an interactive method, by conducting direct questions and answers with participants in the Library Tour activity with the intention that participants remain focused. Thus when they ask, the information conveyed will be obtained directly by the participants. "In my opinion, one of the difficult things about the Library Tour is that people's focus will be divided,

"they see or hear, then they also want to document, well that will be a challenge for me, so I as a public relations will create a strategy that is as interesting as possible so that their focus is not divided, so that the message I convey can be heard, understood, and received well". (Informant MA)



Figure 4: Participant Q&A

During the Q&A, participants are free to ask anything they want. One of the goals of the library tour is to get to know the library, so that the facilitator will try as much as possible to provide the information that participants need. After the library tour activity ended, the Public Relations of the University of Indonesia Library used social media channels as a place to promote activities after the Library Tour activity took place, the news information can be accessed through the website lib.ui.ac.id and Instagram @ui_library. According to Bhardwaj & Jain (2016) that libraries must apply the latest technology in promoting resources, services, and activities in the library

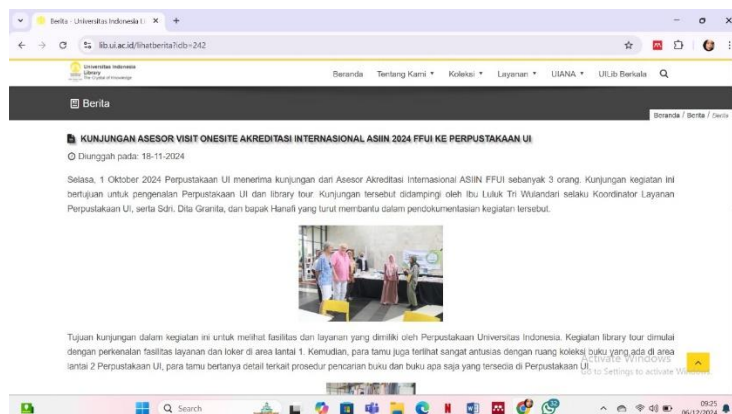


Figure 5: Form of news channel on website

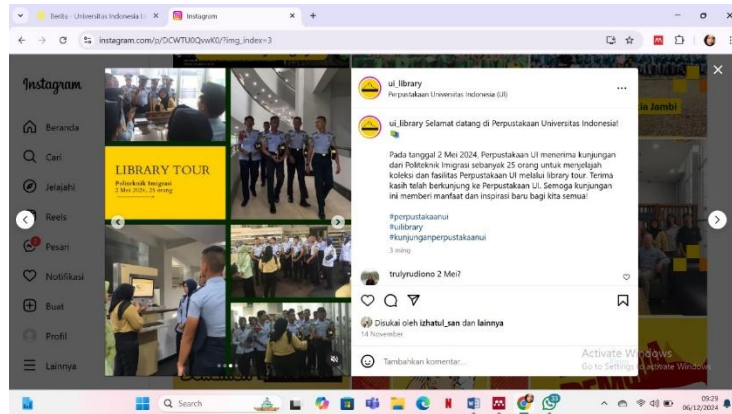


Figure 6: Form of news channels on Instagram

The news information contains documentation of activities, such as photos and videos, so that the interaction can be seen by the public, such as how participants and companions communicate in the activity. According to Kanggoro et al (2022) that mass media (internet) is a communication medium that can quickly and simultaneously spread messages to a wide audience. Information about how it works and the results that have been achieved. The main purpose of mass media is to advertise and provide information about the interests of an organization.

To Whom

The University of Indonesia Library will accept all requests for visits from all institutions in Indonesia and outside Indonesia. Participants in the Library Tour can be kindergarten, elementary, junior high, high school students and even researchers from abroad. The University of Indonesia Library does not have specific criteria for participants in the Library Tour activity. All institutions that send letters for visits to the University of Indonesia Library will be processed according to existing procedures.

The procedures for visits by institutions to the University of Indonesia Library include:

1. Sending a Visit Letter, (sending a visit request letter addressed to the Head of the University of Indonesia Library at least 2 weeks before the activity).
2. Letters can be sent via e-mail to pro.lib@ui.ac.id and library@ui.ac.id or to the University of Indonesia Library Building, UI Depok Campus.
3. Waiting for a Reply, (e-mail will be replied to within 2 working days)
4. If you have any questions, please contact the UI Library Public Relations at 0821-1389-3177 (WhatsApp)).

With What Effect

The University of Indonesia Library can measure the services provided to visitors through video testimonials of message delivery, impressions, and what they get after the visit. Not only that, the University of Indonesia Library also measures the services they provide, both from the return of the Agency for a library tour to the University of Indonesia Library by bringing participants the following year, because according to the results of the experience obtained, that there are great benefits that can be taken from library tour activities, there is enthusiasm and new knowledge that participants get, which can be used as a valuable experience to visit the University of Indonesia Library.



Figure 7: Library Tour of Imam Bonjol State Islamic University Padang

UIN Imam Bonjol Padang is an institution that every year invites its students to visit the University of Indonesia Library, the students are from the Library Science Study Program. This visit aims to conduct a comparative study to see firsthand the services and facilities available at the University of Indonesia Library so that students can gain new and memorable learning and experiences towards the University of Indonesia Library.

Excellent Public Relations Service of the University of Indonesia Library

Service is something related to an act of serving someone or a group based on what is desired. According to KBBI, the terms "serve" and "service" are related to each other. Serving is the act of helping someone to take care of what is needed. While service refers to meeting someone's needs (Kanedi, Utami, and Zulita 2017). The characteristics of excellent service include comfort, speed, reliability, empathy, and overcoming the expectations of the user (Rahmawati 2020). Excellent service has the benefits of improving relationships, improving image and increasing loyalty to the user. The basis of excellent service is an effort to provide the best possible service, which is the concern of the user. According to Pratiknyowati in ngatani, Excellent Service is a form of attitude and also a way of serving the user to satisfy, which contains 4 main components, including Speed, Truth, Friendliness and Comfort (Ngatini 2018).

To provide the best service, it is important to focus on the interests of its users. Although the starting point and the final goal of the most significant user are comparable. Excellent service in College Libraries is one of the key elements in supporting academic activities (Zhang, M., & Lee, J. 2017). Excellent service is a service that can satisfy and fulfill the desires of users. Therefore, in the context of the Library, it is said that Librarians must provide the best possible service in order to satisfy the expectations of Library users. The same is true for Library Tour activities at the University of Indonesia Library, that library tour activity implementers must provide the best possible service in order to satisfy the expectations of library tour participants. The form of service provided can be seen from the responses of participants during the library tour activity. The service provided can be proven from the findings of the author's interviews with five library tour participants who stated that the service during the library tour was very good, the companion service was very friendly and responsive, the information provided was easy to understand and when the library tour was running, participants felt comfortable, because the companion provided impressive service.

On average, participants stated that the service provided during the library tour was very good and satisfying and could describe Excellent Service, because according to the

informant's statement, library tour participants said that they were very satisfied with the service provided. The service is in the form of Friendliness, Speed, and some even say Impressive in the sense that the service provided is impressive for those who can make new experiences and lessons for them for the future. In line with the findings of previous researchers by Yusuf & Anggraeni (2022), it was stated that excellent service competencies prioritize: ability, attitude, appearance, attention, action, speed, accuracy, friendliness, comfort.

The excellent service provided can also be proven directly from the video testimonials of participants who convey their impressions and messages during the activity. The words of the participants can directly describe the form of service assessment that public relations provides. The Public Relations of the University of Indonesia Library asked participants to convey the results during the library tour activity. The results are in the form of a video "what they say". In this video, participants describe the feelings they feel.

"Sometimes we also ask for testimonials from them after carrying out the visit. The testimonials are in the form of videos that they convey in the form of "messages and impressions, and what they get" after the visit. The goal is that we as the implementers of library tour activities also know what the participants' impressions are of the University of Indonesia Library and also know what services we provide to them". (Informant MA)

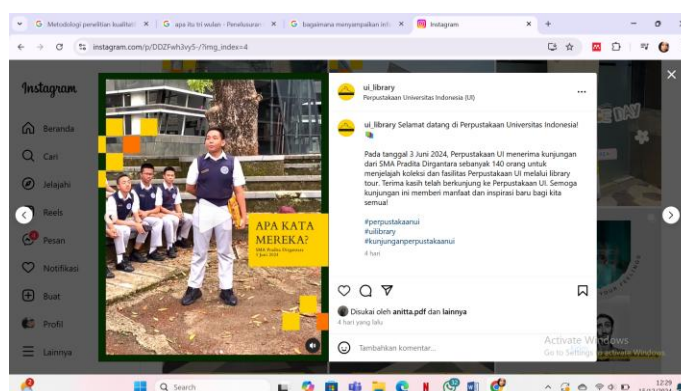


Figure 8: Video testimonial delivering "What They Say"

With the presence of video testimonials from visiting participants, the form of participant satisfaction during the activity can be seen. Because in the video testimonial, participants convey their messages and impressions during the activity and also convey what they felt during the library tour activity. In the theory of Integrated Marketing Communication (IMC) by Schultz, Tannenbaum, & Lauterborn (1993), effective promotion requires the integration of various communication channels so that messages can be conveyed comprehensively to the target audience. IMC emphasizes the use of media that is in accordance with the characteristics of the public. According to Kotler & Armstrong, Integrated Marketing Communication (IMC) is a concept for an organization in integrating and aligning communication channels in delivering messages clearly, coherently, and being able to provide consumers with confidence in the products offered/marketed. The implementation of Integrated Marketing Communication (IMC) or integrated marketing communication aims to be able to provide/spread the message of a product to consumers/the public with a clear and consistent message. On the other hand, Integrated Marketing Communication (IMC) is also useful for increasing brand awareness of a brand which will maintain consumer loyalty to the product/brand (Safitri et al., 2022).

This analysis shows that the Public Relations of the University of Indonesia Library has implemented various strategies in order to meet the standards of excellent service at the University of Indonesia Library. The strategy can be in the form of providing the best possible service to library tour participants by utilizing the resources available at the University of Indonesia Library. With this strategy, the needs of participants can be met optimally.

CONCLUSION

Based on the results of data analysis in research related to Public Relations Communication Strategy in Excellent Service through Library Tour Activities at the University of Indonesia Library. It can be concluded that the communication strategy that public relations applies to library tour activities is very helpful in the process of running the library tour. Public relations of the University of Indonesia implements it in accordance with existing standard operating procedures, using good communication and in accordance with the steps of the existing communication strategy.

In the first strategy, public relations makes a design related to the library tour route, the route is made as much as possible so as not to tire participants from going around the Library, the route will also be adjusted to the objectives and requests of the visiting Agencies, so that the information provided can be conveyed and meet the needs of participants. Furthermore, the second strategy, public relations makes a human resource design, although the public relations staff only consists of one person, by comparing the number of participants per visit is quite large, public relations makes the maximum possible strategy in the form of assistance from staff outside the public relations administration, by creating a forum to discuss library tour activities, by socializing library tour activities to staff outside the public relations administration to be able to guide the course of the library tour, the forum is in the form of a WhatsApp group "library tour task force". Then the third strategy, namely Public Relations creates an Interactive method during the library tour. The interactive method applied is in the form of direct interaction and Q&A between participants and guides related to library tour activities, for example, after each visit to one service, public relations will provide an opportunity for participants to ask about what they need, then participants will be free to see and discuss directly with the officers in the service, in that way participants will always focus on this activity, which later participants will better understand and comprehend what is being conveyed. The fourth strategy, Public Relations of the University of Indonesia Library creates news and press releases on the lib.ui.ac.id Website and Instagram @ui_library, the news is published with the aim of documenting activities, which then the public will be able to assess and see directly the service and direct interaction of participants and guides of library tour activities. Not only that, public relations also asks participants to convey messages and impressions that they felt during the activity in the form of video testimonials which are then uploaded to Instagram @ui_library.

Then the excellent service provided by the Library Public Relations is very satisfying, which can be proven by the response of library tour participants who stated that the service provided, in the form of Friendliness, Speed, Truth, empathy and very impressive, in the sense that the service provided can give them a good impression of the University of Indonesia Library. Not only that, the excellent service provided can also be proven directly from the return of the Agency for the library tour, because based on the experience of the visiting agency, the library tour activities carried out at the University of Indonesia Library have a good impact on the teaching and experience that participants get, so it can be concluded that the information

conveyed by the companion during the library tour activity has been conveyed well by the participants.

SUGGESTION

To improve excellent service through Library Tour activities at the University of Indonesia Library, the Public Relations communication strategy must focus on optimizing this activity as an interactive and educational media. Library Tour can be an opportunity to introduce various library services directly, such as facilities, collections, and technology. The use of visual aids such as posters or videos can enrich the visitor experience and convey information consistently and attractively. In addition, this activity can be integrated with collecting feedback from participants to evaluate and improve the quality of library services. Library Tour activities must also be adjusted to the needs of different audiences. For example, for students, the tour can focus on services that support their studies, while for lecturers, it emphasizes more on research collections and other academic facilities. Collaboration with other parties, such as faculties or student organizations, can also increase audience engagement and reach. Thus, Library Tour not only functions as a physical introduction to the facilities, but also as an effective means of communication in strengthening the relationship between the library and its users.

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