

The Role of Social Media in Supporting The Existence of Libraries

La Ode Rusadi¹, Fendy²
Universitas Islam Makassar^{1,2}

Email: rusadilaode61@uim-makassar.ac.id (Corresponding author)

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Abstrak: The application of information technology devices to a library is the most effective step or indicator in terms of spreading the existence of a library in supporting the process of learning activities both at the elementary school level and at the tertiary level. Therefore, in this paper, the author will discuss and examine how the role of social media will be involved and support in disseminating the information needed by users as well as this social media will support the existence of a library. Because in the author's observation at this time, the intensity of the use of social media in the technological era is so great that this media can be utilized as a means of disseminating information around the library. So that the fulfilment of the need to search for and find information can be obtained quickly and easily.

Kata Kunci: Information; Communication; Social Media

I. INTRODUCTION

Science and technology have grown so quickly in recent years that they are out of control and can't be stopped. The current is so strong that it can't be stopped. This means that the world of technology has changed so quickly and in such a big way that many people have used technology to connect with each other in ways that aren't bound by place or time. In the same way, an actual learning facility like a school or university library is a place to store both traditional and digital library materials.

The rapid growth of technology and information gadgets today provides us an idea that existing people can feel a great impact. The library world is likewise feeling the effects of technological advancements. The evolution of this library is distinguished by the incorporation of technological devices that modify the majority of the existing labor activities, such as selecting, procuring, and coordinating the degree of maintenance. The technical equipment utilized in a library have aided service. The College Library, for example, is one of the libraries that has established reasonable practices in the use of technological equipment to convey knowledge. Activities or work activities performed at a library are activities that we perform on a regular basis. As a result, technology in a library provides a breath of new air to all present library managers because it can relieve activities or chores that are frequently performed in a



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library. Melting the fictitious borders of an institution, both formal and informal, might draw a library into a meaningless whirlpool.

Before the presence of technology, we can observe that locating and discovering an information Library was a container that became a mechanism of control. Still, bis Akita sees in the current situation. This position has gradually been superseded by the presence of quick information search engines, such as Google. We may use the Google search engine to find the information we need fast and without regard for space or time constraints because Google is part of the internet network and takes advantage of the availability of information in cyberspace.

In today's conditions, many libraries use social media as a promotional tool and publication. Almost all parts of the existing community have used social media to build communication relationships and search for the desired information. Therefore, seeing the conditions described above, the Library managers restructured their management by providing Wifi connections to provide convenience and flexibility to users in terms of finding and accessing the desired information sources. With the presence of social media, an institution also interacts with users more efficiently and faster so that what is to be conveyed can be done effectively.

Despite the many benefits and conveniences provided by social media to changes in life, it appears that the library has not widely used it as a means to promote or publicize the library's existence and activities that have been and will be carried out, so that this paper will provide an overview of the role of social media on the existence of the library.

II. THEORETICAL REVIEW

a. Information and Communication

The development of technology today is so fast that it results in so much information circulating, or is often referred to as the information explosion. Currently, information is needed by every human being on this earth, both information to apply and increase their knowledge, as material in quizzes or as a basis or basis for making a decision. Information is data that has been processed into a form that has value and meaning, or a piece of information can also be interpreted as a set of facts or data that has undergone processing and processing in such a way as to be able to produce something that the recipient of the information can understand.

In addition to the understanding of the information above, here are also some explanations of information from several experts:

1. Raymond McLeod: said that information is data that has been processed and then turned into a new form that already has to mean for the recipient, and the benefits can be felt in deciding the future.¹
2. Jogyanto H.M: saying that information results from processing initial data into a form of information that is more useful for the recipient and can describe actual events that can be used in making adecision.²

¹Raymond McLeod, "Sistem Informasi Manajemen,"(Edisi 10. New Jersey Pearson, 2007)

²Jogyanto H "Konsep Dasar Sistem dan Informasi (Edisi 3. Yogyakarta: Penerbit Andi,2005)

b. Information Functions

From some of the understandings and explanations above, information has a considerable role in human life. Not only that, but the information also has several functions, as described below:

1. News Sources

Information can function as a source of news that can be delivered through several media, both conventionally and digitally, and so on.

2. New Sources of Knowledge

Although many already know that information can be a source of new knowledge for others who have never received the information.

3. Providing Clarity

Accurate and precise information from a trusted source will also impact decision-making.

4. Recreation

A piece of existing information does not always have to be serious. Information can also be presented with entertaining concepts as a form of recreation of one's psychology, such as by using a narrative or interesting sentences and combining them with photos, images and videos.

5. Socializing Policies

A decision taken and enacted as a policy needs to be socialized so all elements can know properly and correctly. Correct information can be a very effective measuring tool in communicating the policy.

c. Communication

Communication has become important for human life in this environment where a human being will never be divorced from interaction with other individuals. If a person or human does not engage with others around them, they will undoubtedly have issues, particularly in their social context. There is something fundamental in communication, namely the existence of activities in terms of serving either those who send or receive messages that can transcend existing space and time, implying that we or someone can interact or communicate with someone even if the two people are in different time and space, either sending or receiving messages.

It is possible to comprehend a sort of human communication. It can be defined as a process of individual or interpersonal contact including the interchange of language symbols, such as verbal or nonverbal communication. Symbols with vocal categories can utilize sounds, writing, or a combination of the two. Symbols can interpret nonverbal categories that are commonly used in everyday life, such as symbols that use a part of the hand, specifically the thumb, which has or offers the meaning of alright in a social or community setting.

There is an effort in communication to generate a message, then divert the message and provide oneself a space for others to receive a message. Communication becomes a thing that is often done in doing or giving good services to all library visitors when it comes to doing or carrying out activities in a Library. Because library users come from a variety of tribes and cultures, the techniques of communication must also vary verbally and nonverbally so that visitors or users are satisfied with the services given.

The result of joint communication is communication in interpersonal relationships because of the similarity of perceptual orientation, the similarity of a belief and belief system, and the similarity of communication models. A form of communication will run well when the sender of the message and recipient understand each other well in conveying and receiving information. According to Walstrom (1992), communication is a process where the provision of information, ideas and feelings is not only done orally and in writing but with body language and personal appearance. Even though people speak lies but the eyes of a person are unable to lie, then besides that, the appearance or style of a person will be able to reflect the person's condition. Although some say that he does not look at someone on his appearance alone because appearance does not reflect one's behaviour.

From the explanation above, we can conclude that several points are required in the creation of communication, including:

1. The masked source is the beginning or origin of message delivery or information that aims to reinforce the message's content. There are several sources in communication, such as books, newspapers, magazines and other reading materials, both printed and digital.
2. a communicator is an intermediary between someone who conveys a message or information to others. Those who act as messengers can be accommodated either in groups or individually.
3. Communicant: What is meant by communicant is the party who gets a message or information sourced from the communicator or the person who carries the information. The person carrying this information can be an individual, group, or organization.
4. Messages are all types of information conveyed from communicators to all communicants. Information or messages are given the aim to influence or be able to change the attitudes and behaviour of others. Good communication carries information so that it can be received by the person concerned.
5. The channel used here is a medium or tool used to convey a message or information to someone, both formal and informal.

III. RESEARCH METHODOLOGY

The author uses a type of research library material (Research) in this paper. In this writing activity, the author uses literature and related library materials as material from this paper. Literature research is also a scientific activity intended to find solutions to the problems faced. In addition, the use of this writing is to see the role of social media in a library. This writing technique applies the research method of library materials, where library materials are the main object of this study so that researchers

read and then analyze them. The author also uses a qualitative research approach, a systematically arranged research concept applied in studying or analyzing an aspect that has a background without copying it.

IV. DISCUSSION

a. Social Media, Its History and Functions

In today's human development, all activities and activities can never be separated from Social Media. They may have become their daily routine using Social media as a means of daily activities both at work and as individuals. Social media today has taken a significant role in all lifelines in society. Social media was previously only used to establish friendly relationships with others far from where we live. Still, now social media has become something fundamental in any case.

Social media has become an obligation because it sees some of the benefits many people feel. Then social media is also beneficial for community life and silturahmi because of the benefits given, one of which is by erasing the distance between someone. So that people with one another feel not far apart even though they are in different cities, making communication effective and efficient.

Social media is a platform with various facilities, so it makes people who use it. In this case, what is meant is that all elements of society can carry out all their activities and social activities on this social media. Many social activities can be done, as well as communication as a form of social interaction by sending or giving and sharing information and sharing photos and videos by utilizing the facilities owned. Then from that, this social media is a manifestation of the current form of technological progress, which in this case is the Internet network. A few decades ago, when the internet appeared, it succeeded in making this social media device able to develop very quickly. Even its growth was accompanied by various kinds of facilities providing many benefits to its users. From the above description of social media, we also display social media editors from figures and experts:

1. B.K Lewis: Through his release in 2010, B.K Lewis said social media is a label on digital technology with the potential to make people connected.
2. Chris Brogan: Social media is a device that exists as a communication tool that contains various possibilities for creating a new form and interaction following technological developments and advances.
3. Dave Kerpen: Dave Kerpen calls it a sense or invention that refers to a place that will gather images, videos, writings and interaction in a network. This condition applies both individually and in groups and organizations.

b. History of Social Media

Social media has existed since immemorial, on May 24, 1984, and was initially just a series of electronic points and lines using telegraph machines, which became a pioneer in the formation of a social media Advanced Research Projects Agency (Arpanet) at that time succeeded in creating a network for an agency of the Department

of Land in the United States to provide ease in communicating with scientists from several universities at that time and sharing a Software (Software) and Hardware (Hardware) along with other data.

Then in 1987, a more comprehensive digital network called NSFNET was launched, which ran for a decade until 1997. Then in 1980 and 1990, the Internet network proliferated. At that time, online communication public services such as CompuServe, America Online, and Prodigy were introduced. Then at that time, innovation in the world of Internet communication appeared in an application called Friendster, which attracted thousands or even millions of users. The procedure for using it is so easy just by registering a registration, which in 2002, followed by the emergence of another social media application, Linkdln. In 2003 appeared, the name MySpace where this application was the most visited until 2006.

Then in 2008, an extensive application appeared namely Facebook, which transformed into a vast social media because almost all humans on this earth used it at the time of its appearance. Even search engines like Google are even far inferior to the Facebook application.

c. Functions of Social Media

Initially, social media appeared in people's lives, used only for communication. Still, in the course of time and the development of the times and science and technology, social media provides many benefits, both as a tool for social interaction in cyberspace and as a medium for buying and selling activities. Here are some of the functions of social media in public life.

1. Communication

The first function of social media is to build a good communication ecosystem for people who use it to communicate with everyone worldwide. We gather in one social media container but are in multiple places and can meet even indirectly. Using social media to communicate will eliminate time and geography boundaries.

2. Branding

The development of social media today gives so many needs for humans, one of which is branding, with branding will be able to build a self-image in the eyes of the public. People who use social media certainly have their way of branding using social media, so this is what makes social media today like the real world.

3. Place of Business

Currently, social media is used as a tool to communicate and in its development. Social media users take advantage of the ease of sharing information with everyone quickly and efficiently to promote their businesses. Utilizing social media for publication or promotion will undoubtedly be much more effective than conventional techniques such as distributing brochures, pasting pamphlets and others.

4. Marketing

The ease of accessing social media applications that make it a platform for creating a service makes it easier to do activities or business, which is one of the positive impacts of social media presence. Using social media has proven to be very effective in sharing information with someone who needs information about his wants.

In addition, companies that market their products using social media will also be significantly helped, one of which is the minimal costs incurred in marketing

d. The Role of Social Media in Supporting Library Existence

Today, the Library Technical Implementation Unit (UPT) is a unit that has a role as one of the centres in disseminating conventional and digital information. The development of science and technology brings fresh air to the development of libraries, one of the positive impacts of the development of technology today with the presence of digital applications that provide convenience for information givers and seekers. Social media is one of the many applications that can be used to find information. Seeing the intensity of social media utilization today, many units or divisions use it to publicize and promote activities so that the wider community can see and feel electability in a unit or division. Here are some of the roles of social media in supporting the existence of the Library:

1. As a Promotional Media

Social media is currently not only used as a means of conducting long-distance relationships but currently for social media libraries as a tool to promote or publish activities or activities that have been and will be carried out so that the publication or promotion carried out can increase the existence of the Library for all elements of society.

2. Community Involvement

Social media can also increase librarian engagement with the community by providing opportunities for visitors or users to provide suggestions or ideas related to programs held by the Library.

3. Sharing Information

Social media can also be used to increase librarian engagement with the community by providing opportunities for visitors or users to provide suggestions or ideas related to programs held by the Library.

4. Increase electability

Currently, social media can be used to increase the accessibility of a library for all elements of society, such as by uploading content that can be accessed online.

5. Library image enhancement

Social media can be used to improve the image of a Library, such as by uploading photos of activities that have been and will be carried out or uploading interesting and latest collections owned by the Library.

6. Collaboration

Social media today can also be used as a bridge or tool in collaborating with the Library with other institutions or organizations to expand the reach of a library and increase its existence in the community.

V. CLOSING

People's behavior in carrying out an activity or daily tasks has changed in the current era of digitization. Social media is one of the most widely utilized programs, with people from all walks of life using it to contact with publications or promote their businesses. This paper discovered several important roles of social media in improving the library's existence, such as promotion, increasing community involvement, as a source of various information and knowledge, increasing accessibility, improving the library's image, and can expand the library's network with related communities. As a result, libraries must properly use social media to optimize their function and benefits.

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