

Marketing of Library and Information Services Through Website: a Case Study on The Official Website of Tengku Anis Library, UITM Kelantan Branch, Malaysia

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Abstrak

The purpose of writing this article is to find out how the implementation of library marketing and information services carried out by the Tengku Anis Library UiTm Kelantan. The method used is a literature study of scientific articles relevant to the topic and observation on the Tengku Anis Library website. The results show that library marketing activities and information services are carried out by Tengku Anis Library. One of the media is the official website as a form of their adaptation to technological developments. In conducting information marketing activities, the process starts from analyzing market opportunities, selecting target markets, developing a marketing mix, and developing marketing strategies and managing marketing programs. They have implemented these four steps so that the marketing process until the product reaches the library users can take place well. However, there is one thing that is still lacking in the process, which is the relatively lacking aspect of market segmentation. The author recommends conducting more specific market segmentation activities so that the intended market is more appropriate so that the product can be used evenly.

Kata Kunci: Information Marketing; Tengku Anis Library; Official Website

A. Introduction

In today's era, marketing is no longer seen as something that is only done by people who sell. If in the past people interpreted marketing as part of the buying and selling of goods, then in the current era, it is not only goods that are traded, but also information. Libraries, as one of the institutions dealing with information, also conduct information marketing activities. This is done with no other purpose than to introduce the information they have to the public, so that they use and utilize the information. As a form of adaptation to the rapid development of technology in the current era, library marketing activities and information services are also carried out with the help of technology, one of which is with online media in the form of a website.

To explore more in-depth information and knowledge related to information marketing in libraries, there are several studies conducted by academics to find out about the implementation of information marketing in libraries, especially information marketing in digital form. The first research was conducted by Grace Effiong Etukudo and Luqman Ayanlola Atanda in 2022 with the title "Marketing of Library and Information Services in Nigerian University Libraries: An Entrepreneurial Perspective". The purpose of this research is to analyze the situation in university libraries in Nigeria and later determine the reasons behind the necessity of entrepreneurial activities and marketing of library services. Etukudo and Atanda used the Narrative Textual Case Study method for this research, which fully utilizes secondary sources of information where data is obtained from scientific journal articles, research papers, and other reliable online sites. In addition to data collection, they also conducted discussions with professionals in the world of information communication technology and libraries. The results showed that libraries, marketing, and entrepreneurship are closely related to each other. Librarians must have knowledge related to entrepreneurship because later marketing activities in the library will be effective if they include entrepreneurial knowledge so that the library can grow, develop, and have good impact on society (Etukudo & Atanda, 2022).

The second research was conducted by Amir Latif and Ikram Ul Haq in 2023 with the title of the article "Marketing of Library and Information Services in Medical College Libraries in the Punjab Pakistan". The purpose of this study was to investigate and find out how the marketing of library and information services occurs in medical college libraries in the province of Punjab, Pakistan. The method used in this study is a descriptive survey. The population was 55 people who oversaw medical college libraries (public/private). The population answered 72 questions contained in a questionnaire made by the researcher. The results of the study show that library marketing activities and information services are very important because they are the main way for libraries to achieve the purpose of the library and provide information to users regarding the value of using the library. Most libraries market themselves by providing library services that are valuable and needed by their patrons. In marketing libraries and information services, a key competency that librarians must have been the ability to answer questions from users. It also requires the ability to introduce, improve and evaluate the library and information services being marketed (Latif & Haq, 2023).

The third research was conducted by Chibueze Norbert Onwuekwe in 2022 with the title "The Marketing of the Information Products and Services in the Libraries". This research was conducted with the aim of studying the intricacies of marketing library products and services to know the potential and challenges of marketing information products and services in libraries. The method used in this study was a literature review where the researcher collected and analyzed several research articles related to the views on marketing and information services in the library. The results of the study showed that the tools/media used to market

information products and services in the library. Some of the positive potentials that can be obtained by the library after marketing information products and services include improving library services, improving the economic condition of the library, creating value, the public will recognize and appreciate the librarian profession, as well as increasing usage and encouraging feedback. The challenges that libraries may face when marketing information products and services include insufficient funding, inadequate infrastructure, small staff, staff with poor IT/computer skills, lack of marketing knowledge, and so on (ONWUEKWE, 2019).

In line with some of the research results above, this article is written with the aim of finding out how the implementation of library marketing and information services in higher education libraries in Malaysia, namely the Tengku Anis Library UiTM Kelantan Branch or hereinafter referred to as PTA UiTM Kelantan.

B. Methods

The author conducted a literature review through scientific journal articles in several databases such as ScienceDirect, Researchgate, and Google Scholar to obtain data related to information marketing ranging from the definition of information marketing, information products, and information marketing processes. Then the results of the literature review will be included in the Results and Discussion section along with the implementation of the materials that have been published in the literature review on the official website of the Tengku Anis Library. In accordance with the previous statement and the title of the article, in addition to conducting a literature review, the author also made observations on the official website of Tengku Anis Library which is a forum for this library to market the information they have. In the last chapter, conclusions are drawn on the results of the discussion that has been contained in the previous section.

C. Results and Discussion

3.1 Information Marketing in Library

Marketing is defined by Kotler as the process by which a company engages customers, builds strong relationships with customers, and creates customer value to capture value from customers in return (Srimulyo, 2023). The American Marketing Association (AMA) de-fines marketing as the activity of individuals and organizations that facilitate and accelerate exchange relationships in a dynamic environment through the creation, service, distribution, promotion and pricing of goods, services, and ideas (ONWUEKWE, 2019). Webster's College Dictionary suggests that marketing is the process or technique of promoting, selling, and distributing products or services (Merriam-Webster in (Cooperman, 2015)). Then it is specified by Johnson (in (Cheng et al., 2020)) in the context of libraries, that marketing is the activity of determining the wants and needs of library users,

developing library products and services, then encouraging library users to use these products and services. Meanwhile, information is defined as data that has been managed and processed to provide meaning and improve the decision-making process (Romney & Steinbart in (Gusmao Soares et al., 2022)). Based on the definition of each term, it can be concluded that information marketing in libraries is the activity of identifying the information needs of users which will be followed by the creation of information services or products according to the needs of the users, then followed by introduction and efforts to encourage users to use and utilize these services or products.

PTA UiTM Kelantan is one of the university libraries that conducts library marketing and information services that they have. This marketing activity is carried out with the aim that the academic community at UiTM Kelantan can find out what information products and services are owned by PTA UiTM Kelantan. Thus, the UiTM Kelantan academic community will have, at least some, solutions to their problems related to the world of lectures. In process of their adaptation to technological developments, in addition to conventional marketing of libraries and information services, PTA UiTM Kelantan conducts digital marketing. Digital marketing of libraries and information services is carried out through online media, one of which is through the official website of PTA UiTM Kelantan. On the website, there are various kinds of information products and services that can be utilized by all UiTM Kelantan academic community. Some information products and services on the website are also connected to the UiTM central library.

3.2 Library Information Products

In marketing activities, products are the main and important elements that must exist because it is the product that is marketed. Row-ley (in (Srimulyo, 2023)) suggests that a product is a physical form of goods, services, ideas, people, or places that can offer something tangible or intangible, where individuals or groups / organizations consider the product a useful and satisfying need which in turn can provide or generate profit, protection, or several other things of value. In addition, products are also defined as any things that can be offered to the market to get attention, acquisition, use, or consumption that can satisfy wants or needs.

In the context of libraries, the products offered are information products. Defined by Srimulyo (2023) that an information product is a product in the form of goods or services where the primary product is information or knowledge. There are several characteristics of information products that make information products different from other products, including contextual, reproducible, used multiple times, interactive, repackable, given to users using technology, prone to damage, homogeneous, inseparable, and tangible.

Information products themselves in the library environment are di-vided into several types, namely:

1. Collection

Library material both in physical and digital form that is utilized by the library users. For example, books, scientific journal articles, etc.

PTA UiTM Kelantan provides collections that can be used by users, both in physical and digital form. On the PTA UiTM Kelantan website, the library collection is in two places, namely MYKM and Collection. In MYKM, users can directly click MYKM menu in the menu list. They will immediately see the MYKM menu as shown in the picture below. MYKM contains information resources owned by UiTM Library as a whole. These resources are Online Databases, E-Book, Exam Paper, OPAC, Institutional Repository, Digital Map Collection, Khazanah Melayu, Local Content, 2023 Book Collection, and Minda NC.

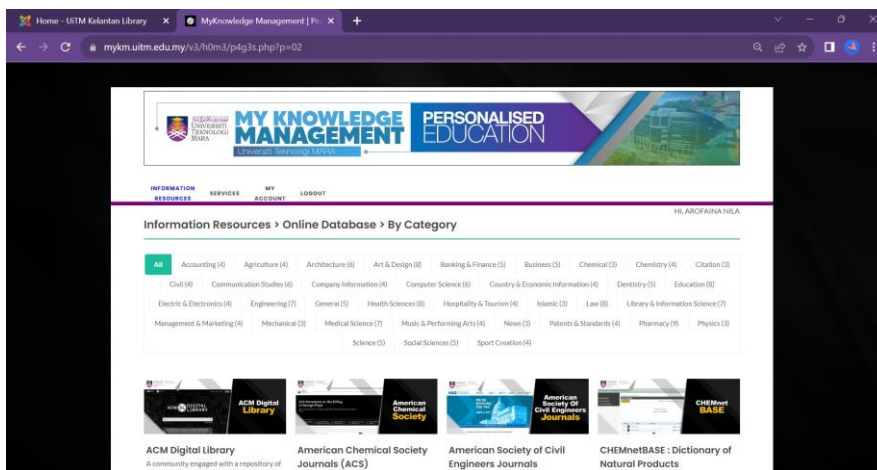


Figure 2. Dashboard of MYKM

While MYKM is a collection of the UiTM Library as a whole, Collection is a collection that is specifically owned by PTA UiTM Kelantan itself. To utilize Collection, users can go to DISCOVER PTA, then PUITM Kelantan, then choose Collection sub-menu located in the fifth row. Later the user can choose what collection they want to use. As shown in the picture below, PTA UiTM Kelantan has E-Bulletin, E-Book, Corporate Memory, New Arrival, Open Access Discovery, and YouTube PTA collections.

Theme: Fostering the Alignment of Teaching, Learning, and Field Experiences to Build Competencies in Library and Information Education

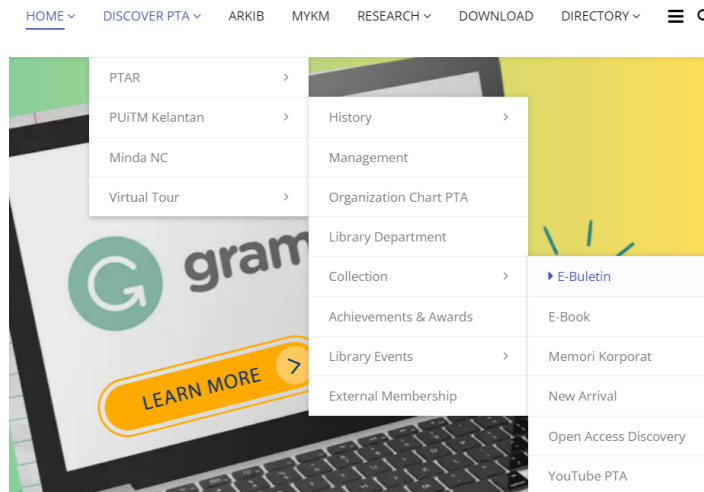


Figure 3. Menu of Tengku Anis Library's official website (1)

2. Support

Library work program in the form of services or assistance for users. For example, help finding library materials, research consultations, etc.

PTA UiTM Kelantan has a Department of Library Services. One of the units under this department is the Research Support Unit. Library users can directly visit the librarians of PTA UiTM Kelantan to conduct consultations related to their research. While online, on the official website of PTA UiTM Kelantan there is a Research menu which one of the menus is Research Consultation which can be utilized by the users.

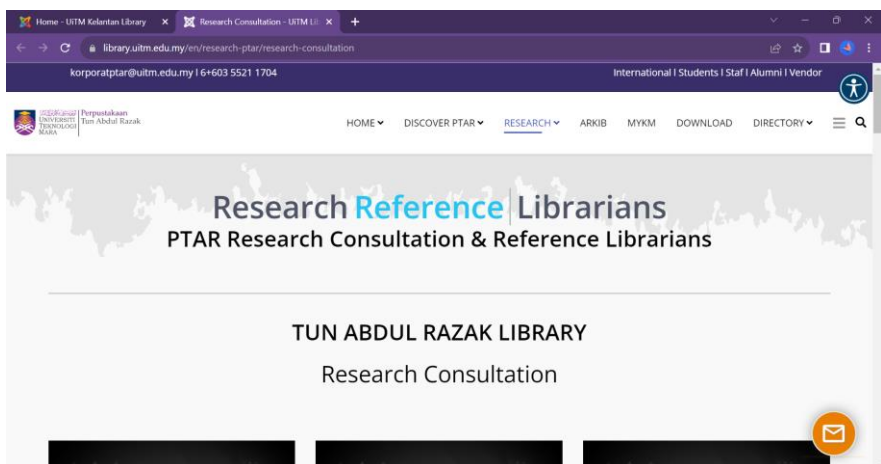


Figure 4. Dashboard of Research Consultation (1)

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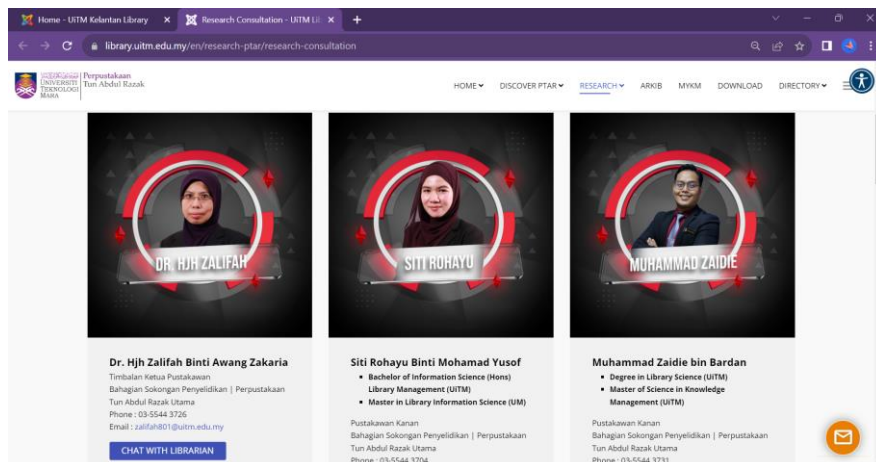


Figure 5. Dashboard of Research Consultation (2)

Like information products in the collection category, face-to-face, research consultation services are carried out by PTA UiTM Kelantan librarians, while online is carried out by librarians at the UiTM central library, namely at Tun Abdul Razak Library UiTM Shah Alam.

3. Space

Place used by the library to place library materials, a place for users to access information, and a place for users to carry out other activities. Examples include seminar rooms, reading rooms, circulation desks, etc.

The official website of PTA UiTM Kelantan has a virtual tour menu that is useful for users who need a room in PTA to carry out their activities, either individually or in groups. They can check the condition of the library through the virtual tour if there is an obstacle if they want to check the room directly. Visitors can view this menu by selecting the "DISCOVER PTA" menu, then selecting the "Virtual Tour" sub-menu, then selecting which campus branch library whose room will be used.

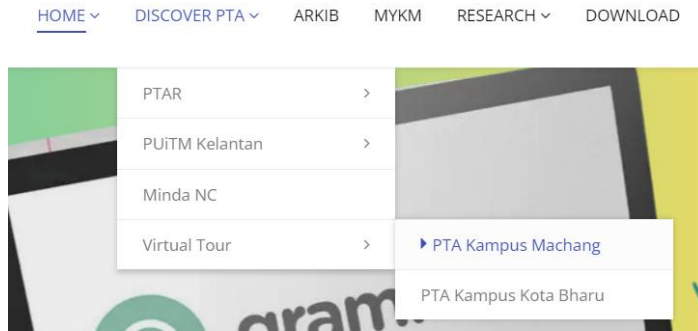


Figure 6. Menus of Tengku Anis Library's official website (2)

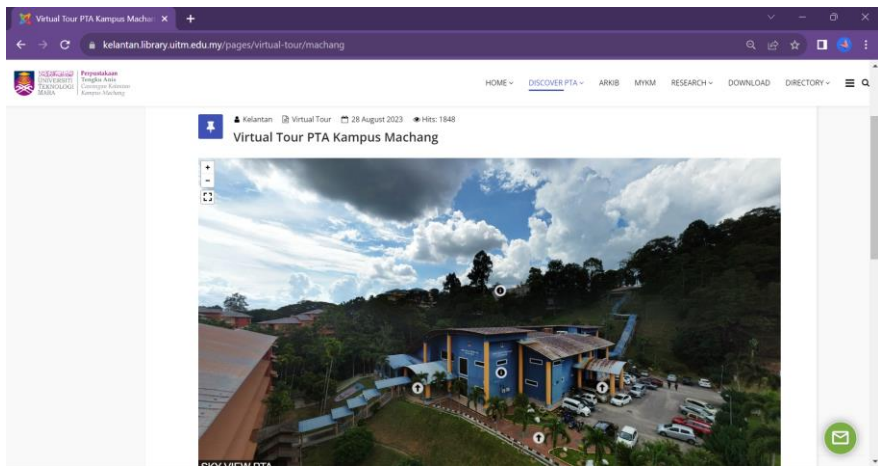


Figure 7. Virtual Tour menu of Tengku Anis Library's official website (1)

4. Equipment

Items that can be utilized by the users during the process of finding the information needed. For example, computers, photocopiers, etc.

In the virtual tour menu, you can also see equipment supporting library activities in the library which will make it easier for users to use information products and services in the library, including computers, photocopiers, etc.

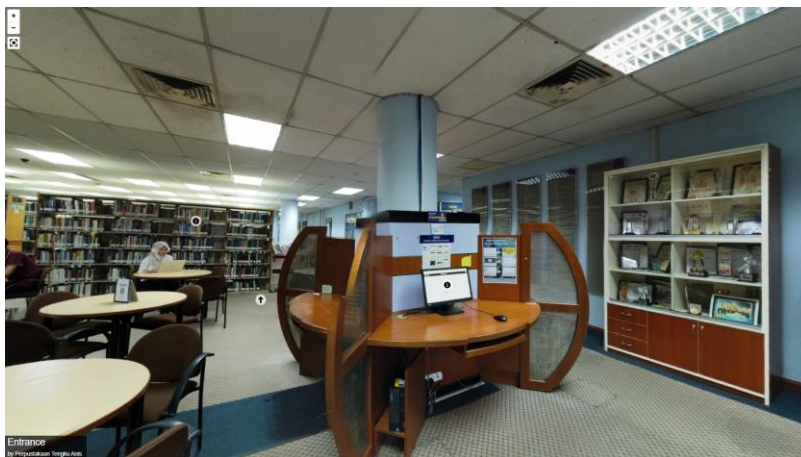


Figure 8. Virtual Tour menu of Tengku Anis Library's official website (2)

5. Experience

Sense of comfort, entertainment, creation, inspiration, relaxation, drowsiness, and other feelings experienced by users. For example, the creation of a special room for users who want to study individually without any interference from other users.



Figure 9. Dashboard of Tengku Anis Library's official website (2)

To provide a pleasant experience to the library users, PTA UiTM Kelantan created a website that is easy to use. There are also staff from the Digital Library Department who regularly monitor the website. If there is something that happens such as an error on the website, the staff from the department quickly fixes it so that users do not wait long to use the website again.

3.3 Information Marketing Process

In marketing its products and services, a library must have good marketing management so that marketing activities do not take place in vain. Srimulyo (2023) in his book suggests that there are 4 stages in the marketing management process, namely:

1. Market opportunity analysis

In this process, library analyzes who will be the consumers of their products. Whether or not the market they are marketing their library and information services to will have their needs met and their products sold. By analyzing market opportunities, libraries will avoid the wrong market that makes their products unpopular. For example, a library specializing in medical science, then the consumer opportunities for the products they have are students or lecturers from medical study programs. It is a big mistake if the library does not conduct a market opportunity analysis and directly targets the market for their products, for example, a medical specialty library that makes political science students their market.

PTA UiTM Kelantan analyzed the market in which they market their library and information services. After the analysis, it was found that their market was the academic community (lecturers and students) of UiTM Kelantan.

2. Selecting the target market

After analyzing market opportunities, the library selects their target market. At this stage, the library conducts measurement activities on consumer demand and market segmentation.

In measuring customer demand, the library surveys potential customers (users) about what products/services they need so that the library can provide them. In market segmentation, there are four types of market segmentation that must be considered by the library. The first is geo-graphical segmentation, where the library divides the market based on geographical conditions, for example by country, region, city, and so on. Geographic segmentation can occur in marketing information products when in some locations, the demand for in-formation is higher than in other locations. Second is demographic segmentation, where the library divides the market based on demographic conditions, such as race, age, religion, education, and so on. Third is psychographic segmentation, where the library divides the market based on psychographic conditions, namely based on their lifestyle and personality. Fourth is behavioral segmentation, where the library divides the market based on the knowledge, attitudes, usage, and responses of the consumers towards a product.

In this process, PTA UiTM Kelantan conducts market segmentation based on demographic conditions, more precisely categorizing the academic community based on their respective faculties. This is done for the management of MYKM, which in some of its menus, one of which is the online database, can be categorized according to the subject of each academic community.

3. Marketing mix development

Marketing mix is a set of marketing strategy instruments to get the desired response by the market. There are four elements in the marketing mix development process known as The Four Ps (product, price, place, and promotion).

First is product, which is the most important element because the product is what is 'sold' in library marketing and information services. This element is also important because it involves whether the needs of the users are met. Therefore, products must be created, developed, and managed very well so that libraries do not lose their customers. PTA UiTM Kelantan has several information products and services for their users, ranging from collections to convenience. These products are processed and developed until they are suitable for library users to enjoy.

Second is price, which is an activity related to the association with consideration of price formation, strategy, and product pricing (Srimulyo, 2023). However, in the context of libraries, price does not apply because libraries are a form of non-profit organization, where these organizations do not make a penny profit when marketing their libraries and information services. PTA UiTM Kelantan does not charge for its information products and services as it is a non-profit organization.

Third, place is an element that should not be forgotten in the marketing process because it affects the quality of the product that will be delivered to consumers. In the context of libraries, the place where the library is located needs to be considered because in some cases, there are users who need library materials but can-not come directly to the library. So, the right decision is to send library materials to meet the needs of the users concerned. Since the marketing of the product and information library studied in this article is in digital media, the element of place is not a consideration because the delivery and receipt of goods carried out online via the internet has minimal problems in the delivery process.

Fourth is promotion, which is the activity of informing and providing information to the public regarding the organization –in this context is library, and the products or services they have. In the context of libraries, librarians usually promote their organization, products, and services in physical (flyers

posted on wall magazines) or digital (social media) form. PTA UiTM Kelantan promotes products and services on the website through social media and flyers posted on wall magazines.

4. Marketing strategy development

After trying to develop a marketing mix, the next step is to develop a marketing strategy according to the conditions experienced by the library. This needs to be done so that the library can become a more competitive organization, compete healthily, be organized, and can control and manage marketing activities properly.

After going through the marketing mix process, PTA UiTM Kelantan develops a strategy that adapts to the conditions of the academic community that uses the information products and services they have so that the website continues to be used and is not ignored by the academic community.

D. Conclusion

Information marketing activities are carried out by Tengku Anis Library, one of which is through the media website. This is done as an effort to adapt to technological developments. Some of the products marketed by Tengku Anis Library through their website are physical and digital collections available in the MYKM and E-Book menus, support for users in the form of consulting services for research, rooms in the library that can be checked in advance on the Virtual Tour menu, equipment for users such as computers and toys for entertainment, and comfort for users in the form of benches / reading rooms that vary according to the needs of the users. These products are marketed after a long process, from analyzing market opportunities to developing marketing strategies. These processes are carried out so that the products are of good quality and the users are satisfied after using the products.

But there is a shortcoming of library marketing activities and in-formation services, namely in the lack of segmentation, where the library only conducts demographic segmentation. It would be better for PTA UiTM Kelantan to carry out the market segmentation process by paying attention to other types of segmentation. Thus, it will be seen in more detail and clearly which markets are right to use the information products and services they have.

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