

Digital Communication as an Important Tool for Modern Librarians

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Abstrak

This study aims to determine digital communication that has an important role for librarians. The research method used in this study is descriptive qualitative research, descriptive qualitative research which is meant by using literature study. Researchers collect research data through reading and recording and processing library materials. The results showed that digital communication has a very important role for modern librarians by utilizing digital communication as an important tool, librarians can improve service quality, expand user reach, build professional collaboration, and support the development of information literacy. Digital communication allows librarians to adapt to changing times and meet the needs of users in the ever-evolving digital age.

Kata Kunci: Communication; Digital; Librarian

A. Introduction

Along with development information technology, hence the role librarian on a library as media information conveyors can be with using various programs information packaging with miscellaneous serving. In the world of learning teaching or education and teaching, the role of libraries is still a basic need for educators and researchers. Librarian as one of the main components in the library expected to have competence adequate and continuously improved in the face of competition in the era of digital's (Dian, 2015). This is because not all the information needed can be obtained easily. Relating to learning facilities as partners in obtaining information from various fields of science, then librarians as mediators information plays a role. Therefore, educators or anyone who wants to play a role as a conveyor of knowledge (information) must know the role of a librarian (Mutiar, 2015).

Digital communication has changed the way librarians interact with users, colleagues, and their communities as a whole. In the ever-evolving digital age, modern librarians must utilize digital communication tools to meet the demands of information and user needs more effectively. With the advent of the internet and digital technology, librarians are no longer limited to face-to-face communication or

traditional correspondence. Digital communication has allowed librarians to connect with their users through various online platforms, such as email, instant messaging, social media, blogs, and discussion forums. Through these tools, librarians can provide up-to-date information, share resources, support distance learning, and interact with users from various geographic locations. Social communication is the core of the symptoms of social media, so it is very necessary to characterize social media, especially for librarians (Rully, 2017).

In addition, digital communication also allows librarians to collaborate with fellow librarians and professionals in other fields more efficiently. They can share knowledge, experiences, and resources with their peers through online professional networks, discussion forums, social media groups, or project collaboration platforms. Such collaborations enrich librarians' understanding of the latest trends in the library field, facilitate the exchange of innovative ideas, and promote continuous professional development.

However, it is important for librarians to develop strong digital communication competencies. Digital communication has unique challenges, such as the risk of loss of context, misinterpretation, and the use of appropriate language so that the message can be clearly understood by the recipient. Therefore, librarians need to understand how to choose the right communication tools for specific purposes, master digital communication etiquette, and optimize the use of technology to improve the effectiveness of their communication and optimize the use of technology to improve their communication effectiveness.

In this study, we will discuss strategies for effective communication with users, collaboration with colleagues, the benefits and challenges of digital communication, and practical suggestions for improving librarians' digital communication competencies. Through an in-depth understanding of the importance of digital communication for modern librarians, it is hoped that this research can provide valuable insights for library practitioners in optimizing digital communication tools and improving services to users.

B. Methods

The research method used in this research is descriptive qualitative research, descriptive qualitative research which is meant by using literature study. Researchers collect research data through reading and recording and processing library materials. By emphasizing the power of source analysis and research data in the form of theories and concepts that lead to discussion. The purpose of this research is to digital communication as an important tool for modern librarians.

C. Results and Discussion

Digital Communication Linkages with Librarians

Librarians have a close relationship with digital communication in various aspects of their work. Basically, digital communication helps librarians to improve information accessibility to users, efficiency of library services, and collaboration between information centers. By optimally utilizing these technologies, librarians can better respond to users' needs and expectations. Overall, digital communication allows librarians to expand their services, improve information accessibility, and interact with library users effectively. In the ever-evolving digital era, the following are some things related to the relationship between librarians with digital communication:

- a. **Information Access and Delivery:** Digital communication allows librarians to deliver information to library users quickly and efficiently. They can use email, instant messaging, or social media to inform users about new collections, events, schedule changes, or available library services. Digital communication also allows librarians to provide recommendations books, articles, or other information resources to users online.
- b. **Reference and Support Services:** Through digital communication, librarians can provide reference services and information information to users of the library. They can answer users' questions via email, online chat, or discussion forums. Librarians can also provide guidance and direction in searching for information resources through digital communication, such as providing hints or suggesting search strategies search strategies.
- c. **Information Literacy and Education:** Digital communication enables librarians to develop and deliver information literacy programs online. They can create tutorials or how-to videos on information literacy skills, which library users can access through the library's website or online learning platforms. Librarians can also use social media or blogs to share tips and resources relevant with information literacy to users.
- d. **Professional Collaboration:** Digital communication allows librarians to connect with colleagues in library and information science globally. They can participate in online discussion groups, professional forums, or professional social networks to share knowledge, experiences, and ideas. Digital communication also facilitates collaboration between librarians on research projects, collection development, or service development library.
- e. **Digital Collection Management:** In the digital age, librarians are also responsible for managing digital collections. Digital communication plays an important role in acquiring, storing, and providing access to digital resources, including e-books, electronic journals, online databases, and other digital content. Librarians use digital communications to interact with publishers,

information resource vendors, and library users in managing and servicing these digital collections. of the digital collection.

Digital communication has a very important role in the life of a librarian. Through digital communication, librarians can provide easier and faster access to information to library users. They can also conduct online services such as online chat or email reference to help users virtually. Digital communication also allows librarians to promote library programs and raise public awareness about the importance of libraries as a source of knowledge. In addition, through digital communication, librarians can collaborate with colleagues in other information centers and develop themselves professionally by connecting to professional communities in the library field.

Benefits of Digital Communication for Librarians

Digital communication has various important benefits for librarians. Here are some of the benefits of digital communication for librarians:

- a. **Accessibility and Reach:** Digital communication allows librarians to connect with library users anywhere and anytime. Through email, online chat, or social media, librarians can provide services and information to users who cannot visit the physical library physical library. This expands the range of services of the library and increases accessibility for users who may be in a remote location or have remote locations or have limited mobility.
- b. **Responsive and Efficient:** Digital communication allows librarians to respond quickly to user questions, requests or feedback. Librarians can provide assistance or information needed in a short time via email or online chat. This helps users get a quick response and increases user satisfaction with the library's library services
- c. **Promotion of services and events:** Digital communication allows librarians to effectively promote library services, events, and resources to users. Through social media, blogs, or library websites, librarians can share information about the latest collections, educational programs, or special events held by the library. library. This helps raise user awareness about the services and build participation in library activities.
- d. **Collaboration and Knowledge Exchange:** Digital communication facilitates collaboration between librarians and their colleagues and other professionals in the library field. Librarians can participate in online forums, discussion groups or professional social networks to share knowledge, experiences and ideas. This enables librarians to broaden their understanding of current trends, best practices, and innovations in the library field, and enrich their professional networks.
- e. **Information Literacy Development:** Digital communication allows librarians to provide information literacy resources and guidance to users online.

Librarians can create tutorials, videos or infographics that users can access through the library website or social media. This helps users acquire the information literacy skills needed to evaluate, use and utilize information, and utilize information effectively.

Through digital communication, librarians can expand the scope of services, improve the quality of interaction with users, strengthen professional collaboration, and provide relevant information resources to users. Digital communication is becoming an important tool for librarians in meeting the needs of library users in the ever-evolving digital era.

Steps to Improve Digital Communication Competency Librarians

Here are some steps to improve the competence of digital communication competencies of librarians:

- a. **Learn and Understand Digital Communication Tools and Platforms:** Familiarize yourself with various commonly used digital communication tools and platforms, such as email, online chat, social media, blogs, and websites. Learn the features and functionality of each of these tools so that they can be used effectively. Effectively
- b. **Take Online Trainings and Resources:** Look for online training or resources related to digital communication. There are many free online courses, webinars, and tutorials that can help improve digital communication understanding and skills. Read more articles or books on digital communication to deepen your knowledge.
- c. **Get Involved in Professional Communities:** Join professional communities in library and information science that focus on digital communication. Join online forums, discussion groups, or social networks dedicated to librarians. Engage in discussions, exchange information, and learn from the experiences of colleagues, and share common interests.
- d. **Actively Practice Digital Communication:** Use digital communication in your daily activities. Interact with library users via email, online chat, or social media. Create relevant posts or articles about library services, events or resources and share them through blogs or social media. With consistent practice, there will be an increase in competence in digital communication digital communication.
- e. **Improve your Writing and Visual Communication Skills:** Digital communication often involves writing and visual communication. Improve your writing skills by paying attention to grammar, writing style, and message clarity. Also, learn how to create engaging and informative visual content, such as infographics or images that can enrich your message. delivered.
- f. **Always Evaluate and Improve:** Evaluate the digital communication that has been done. Review responses and feedback from library users to determine

successes and areas for improvement. Constantly adapt and improve the digital communication methods used to achieve better results.

By following the steps above and continuing to train themselves, librarians can improve their digital communication competencies, expand their influence, and provide more effective services effective services to users library.

D. Conclusion

The results of this research show that the use of digital communication tools, such as email, social media, and instant messaging platforms, can help libraries provide up-to-date information, announce events or programs, and provide support services to users. Additionally, digital communications enable librarians to collaborate with their colleagues efficiently, share resources, and increase the accessibility of digital collections.

With digital communication technology, libraries can achieve their goals of being more responsive to user needs, increasing visibility, and expanding the reach of their services. Therefore, understanding and implementing digital communication strategies is very important for modern libraries so that they can remain relevant and meet the demands of this digital era.

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