

## The Potential And Existence of Libraries in Social Change

Meri Sasdi

Dinas Perpustakaan Dan Kearsipan Provinsi Bengkulu  
Email: *hm.sasdi72@gmail.com*

### ABSTRACT

Progress is growing in all aspects of life. This can no longer be avoided. One way to survive in a situation like this is to adapt to the times. Technology is one aspect of modern progress that continues to develop in Social Change, whose presence always fills even the smallest gaps, such as libraries. The use of technology in the field of literacy is increasing as technology continues to develop. This is a challenge for libraries to survive or not with these massive changes. Will libraries be able to take part in these technological advances or vice versa? Social media has become a forum for accessing information, and is very popular among Indonesian people. Apart from being able to access existing information, users can also share any information. Findings from Ipsos state that Indonesia is ranked 2nd in terms of sharing behavior on social media, unfortunately many of them do not understand the dangers of sharing too much privacy on social media, known as oversharing. The role of an institution is very necessary to be able to educate the public about privacy. Institutions that have this potential are libraries.

**Keywords: Library, Potential, Existence, Social Life.**

## **A. INTRODUCTION**

For a long time, libraries have been known as places for lifelong learning. Especially in the Bengkulu Province Library and Archives Service, even today, libraries are always identified as a community destination. This happens because libraries are the result of community creation, not the other way around. Since the time of Alexandria, libraries have been used to store and disseminate knowledge. Further developments were continued by many large libraries throughout the world, including Indonesia (Nurhayati, 2018). This discourse was put forward with the aim of increasing public understanding of the need and importance of libraries in the structure of society. Similar to schools, libraries also play a role as agents or learning centers as well as agents of social change in society (Rusli, 2022; Sinaga, 2014).

Because of its great potential, libraries are deemed necessary to collaborate with the business and industrial world which sometimes sets aside funds for community development. The important role of the Bengkulu Province Library and Archives Service is to support reading activities and also as a source of information (Basuki, 2019). Libraries are social institutions as agents of social change in society that can influence community members to change attitudes, behavior, culture, political views, skills and intelligence. Community conditions can also indirectly influence public awareness of how important libraries are. This potential is sometimes ignored by society. If such societal conditions do not meet the requirements for the growth of a modern society, an industrial society, an information society that is constantly changing. In addition, the ever-changing characteristics of society require people's ability to continue learning in order to be able to compete in a global society.

In the last ten years, technological progress has accelerated. This can be seen from the beginning of the presence of gadgets in everyday life. Starting with cell phones which were the beginning of progress in the field of communications, then followed by the presence of computers which, if we look at it today, are increasingly becoming secondary necessities, and finally the presence of smartphones. Smartphones are the choice of many people, considering that the features they contain are able to meet the needs of their owners. Previously, owners needed to have a computer to surf the internet, a calculator to help with calculations, a camera to capture moments, and to listen to music. Basically, this can also be found on computers, but considering that its size is inefficient for carrying to various places, smartphones are superior. This also gave rise to a shift in people's habits in the field of communication. Smartphones gave birth to various kinds of communication products called social media. There are many types of social media and each has its own criteria, for example WhatsApp, Line, Instagram, Twitter, and so on. This social media application has several features that are offered for free,

making it more popular than previous technologies, namely SMS and telephone without an internet network.

Setiadi in his research stated "The presence of social media has even had an impact on the way of communicating in all fields, such as marketing communication, political communication and communication in learning systems" (Setiadi, 2016). Currently, social media is not only limited to communication but has begun to spread to other fields such as education, business, entertainment, and so on. This makes the information on social media itself increasingly circulated. Likewise with the internet "The Internet is an information infrastructure that is a means of disseminating information. The existence of the internet provides several conveniences in accessing the latest information" (Borgman, 2003). The problem is, not all available information can be trusted, and much of the information cannot be confirmed as to its validity. This is a challenge in shifting communication habits, according to Watie in his article entitled Communication and Social Media "Communication on social media is becoming increasingly complex. Two levels of communication merge into one. Interpersonal communication merges with mass communication" (Cotter, K., & Sasso, 2016).

In the last ten years, technological progress has accelerated. This can be seen from the beginning of the presence of gadgets in everyday life. Starting with cell phones which were the beginning of progress in the field of communications, then followed by the presence of computers which, if we look at it today, are increasingly becoming secondary necessities, and finally the presence of smartphones. Smartphones are the choice of many people, considering that the features they contain are able to meet the needs of their owners. Previously, owners needed to have a computer to surf the internet, a calculator to help with calculations, a camera to capture moments, and to listen to music.

Basically, this can also be found on computers, but considering that its size is inefficient for carrying to various places, smartphones are superior. This also gave rise to a shift in people's habits in the field of communication. Smartphones gave birth to various kinds of communication products called social media. There are many types of social media and each has its own criteria, for example WhatsApp, Line, Instagram, Twitter, and so on. This social media application has several features that are offered for free, making it more popular than previous technologies, namely SMS and telephone without an internet network. Setiadi in his research stated "The presence of social media has even had an impact on the way of communicating in all fields, such as marketing communication, political communication and communication in learning systems" (Setiadi, 2016). Currently, social media is not only limited to communication but has begun to spread to other fields such as education, business,

entertainment, and so on. This makes the information on social media itself increasingly circulated. Likewise with the internet "The Internet is an information infrastructure that is a means of disseminating information. The existence of the internet provides several conveniences in accessing the latest information" (Borgman, 2003). The problem is, not all available information can be trusted, and much of the information cannot be confirmed as to its validity. This is a challenge in shifting communication habits, according to Watie in his article entitled Communication and Social Media "Communication on social media is becoming increasingly complex. Two levels of communication merge into one. Interpersonal communication merges with mass communication" (Watie, 2016).

This is also a challenge for libraries which act as media for distributing information. The public tendency to use social media and the internet as the main sources does not mean that libraries are abandoned by interested parties. One of the things that libraries need to do to maintain their existence in this digital era is to participate in the development of technology itself. Fatmawati in her article entitled The Impact of Social Media on Libraries stated "Users currently have a high tendency to access information via digital devices" (Fatmawati, 2017). Libraries have the advantage of having valid and credible information, the sources contained therein can be accounted for, this cannot be found on social media and the internet. However, there are also some people in rural areas or areas who are not familiar with technology and if we look closely, there are many areas that really need library support to improve the quality of their citizens. For this reason, it is not enough just to have schools that accommodate school age children, but it is very necessary to have effective library materials as a learning resource for people who are no longer in school and adults who are the main source of income. for their family (Danandjaja, 2014).

We all understand that the backwardness of a society is caused by three main factors, namely: ignorance, poverty and disease. These three factors are closely related, and various efforts will definitely be made to overcome them, such as literacy eradication programs and the organization of schools or courses. In essence, actions to overcome the backwardness of a society usually begin with efforts to increase its intelligence. The more people's intelligence increases, the broader their insight will be.

## **B. METHOD**

Writing this article uses descriptive analysis methods in its discussion. Namely carrying out analysis of a number of literature as well as a number of other secondary data sources. The data obtained from literature and secondary sources are connected and compared theoretically

using theories related to revitalizing the role of libraries in the information society. Based on the results of this analysis, it will be known the potential of libraries as agents of change in encouraging the realization of an information culture in society. The results of this analysis can inspire library managers to carry out their crucial role as a bridge of information for the community.

### **C. RESULTS AND DISCUSSION**

This discussion is intended to obtain the underlying meaning of research findings related to relevant theories that already exist or are currently being developed and can also be the discovery of new theories from research which are then expressed in the form of conclusions. For more details, a detailed discussion will be carried out as follows;

First, changes to the library's latent function. A good school library is relative, however, this does not mean that these criteria cannot be formulated at all. This relative nature is caused by the very diverse conditions of schools. There are schools that have complete facilities, while on the other hand there are still schools whose supporting facilities are less complete. According to previous research from Ika Novitasari (2012), the function of the library is not really felt, because the existence of a school library is only considered a formal requirement. Limited facilities and lack of attention from the school cause the library to be unable to support student achievement at school. A process is generally dynamic following environmental changes. A good school library will certainly cover its shortcomings for the sake of service to users. Because the school library functions as a student learning partner, namely one of the providers of learning resources.

Books and digital information complement each other. For this reason, libraries not only provide book collections, but also pay attention to providing internet connections for their users. As stated by Suherman (2009: 1), the school library is one of the learning resource organizations within the school that stores, manages and provides library material services, both books and non-books, to students and teachers. So the school library is essentially a learning resource center and a source of information for its users. The existence of a computer with an internet network that has been provided is something that users need as a medium to complete their information sources, broaden their horizons and enrich their references. Libraries should no longer only be used as a formality and must be present in every school, but their existence should be felt to be beneficial for their users. Useful here can have many meanings, if seen from the use by students.

Second, the existence of libraries is seen from a SWOT perspective. Fahmi (2012: 343) explains that SWOT analysis is used as a model for analyzing an organization or institution that is profit and non-profit oriented with the aim of knowing the condition of the organization or institution more comprehensively. SWOT is an abbreviation of strength (strength), weakness (weakness), opportunity (opportunity), threat (threat). The application of SWOT to an institution aims to provide a guide so that the company becomes more focused by looking at positive aspects for progress and negative aspects for danger indicators.

### **Strength**

Strengths are something that a school library has that can be developed in order to achieve its goals. The strength of the Bengkulu Province Library and Archives Service library lies in the use of technology, completeness of facilities and infrastructure and comfort of space. The automated system really helps librarians in circulating and classifying books. Complete infrastructure such as printers, computers, air conditioning, reading room and Olympic room, tables and chairs, cupboards. Space comfort is adequate lighting and a spacious and clean room.

### **Weakness**

Weaknesses are conditions that can hinder the development of a library. If weaknesses are not immediately addressed, it is feared that they could become a serious threat to the existence of the library. These weaknesses include: the library space is not very large, not all users motivate people to go to the library, the book collection is not up to date.

### **Opportunity**

Opportunities are convenience factors that may be able to provide support in library development. These opportunities include local government assistance in procuring books. Opportunities can arise due to collaboration with other parties.

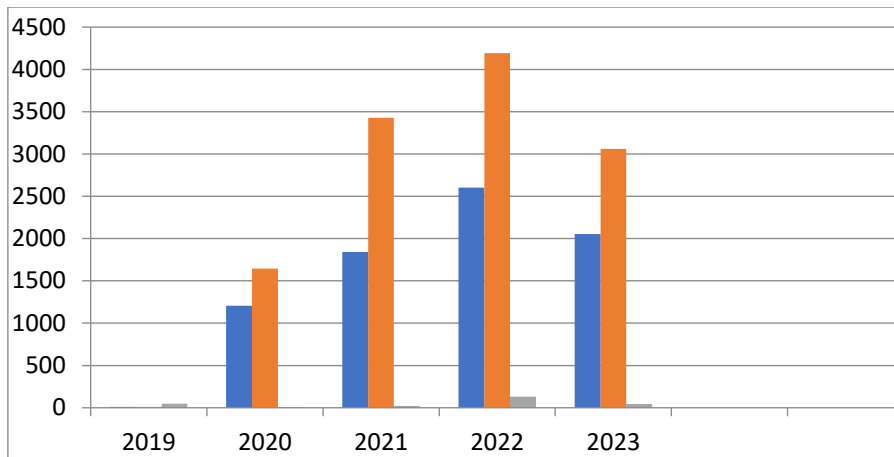
### **Threat**

Threats are circumstances that are considered to endanger the achievement of library goals. This threat can come from within (internal) and can come from outside (external). Internal threats are in the form of students' low interest in reading, the number of broken computers, while the external threat is the widespread use of the internet without information literacy.

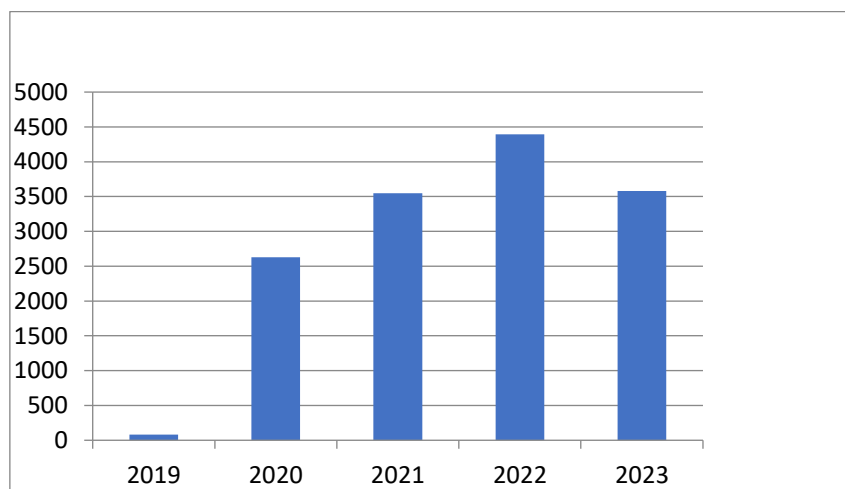
Third, Libraries and Services. Libraries cannot be separated from services, including school libraries. When using infrastructure, there is interaction between the librarian and the user, such as when borrowing books, the user will hand over the loan to the librarian to be recorded before borrowing. Book borrowing activities like this can be categorized as the technical work of a librarian, so work efficiency is really needed, such as the use of automated machines. That's what the Bengkulu Province Library and Archives Service does every day. Paul H. Spence in Laksmi (2006: 20) explains that library work is very organized and specialized, showing bureaucratic characteristics. Like the daily work of librarians, every time there is a new book, they always cover it, glue the loan date on it, arrange the books on the shelves and serve users. Conditions like this will continue as long as the system in the library does not change, meaning that work as a librarian can become a static job, so that it does not lead to innovation, dehumanization, and creates boredom for librarians. This then gives rise to the stigma that librarians are haunted figures and find it difficult to socialize with users.

However, in serving users, librarians apply the strategy of smiling and greeting and being friendly to users, namely students and teachers. Apart from serving users, librarians also have the task of caring for collections as well as facilities and infrastructure. The large amount of work that must be done at one time causes service inefficiency. There should be a clear division of labor between librarians who specifically serve circulation, librarians who look after collections, and librarians who are responsible for infrastructure. With specialization, librarians can focus more on work and services to users.

With a total of 5,157 visitors, with details of 2,053 men, 3,061 women and 43 unknowns. The book collection activity was 3,580 users and 609 users borrowed books. There were 2,628 users reading activities and 550 users borrowing books. Meanwhile, in 2021 it increased to 5,292 visitors, with details of 1,841 men, 3,428 women and 23 unknowns. The activities of reading the book collection were 3,546 users and borrowing books by 808 users.



**Figure 1. Diagram of the Number of Visitors**



**Figure 2. Chart of Reading Number of e-Book Collections**

However, the rules that have been in effect for generations in school libraries have caused this division of labor to be considered normal. Routines that are repetitive and tend to remain unchanged make work skills highly specialized, making it difficult for school libraries to make innovations other than technological innovations that aim to simply facilitate book lending services. The flow of progress over time has had both positive and negative impacts on library services for its users. The positive impact is in the form of awareness on the part of schools to procure modern infrastructure such as computers, printers and internet for libraries. This kind of service is quite helpful for users to use it wisely. However, advances in technology can have a negative impact on libraries. The rapid flow of information, which can be accessed anywhere, from anywhere, and at any time, sometimes causes libraries to be labeled as less competitive institutions, because their services cannot keep up with changing times.



## Learning Resources

The library is an effective learning tool and resource for increasing knowledge through various library materials. In contrast to the knowledge and skills learned classically at school, libraries provide various library materials that can be studied individually by their users. The availability of diverse library materials allows each person to choose library materials that suit their interests and needs, so that ultimately an increase in the level of public intelligence will be achieved. Books as a source of accurate information mean that people no longer depend on oral narratives. Because, it's a lie... if there are smart people, they don't read... and the successful generation is the generation that reads.

Information Development The presence of the information era or its third wave, Alfin Toffler (1981) or some even call it the second industrial revolution, has brought extraordinary progress in the fields of communications technology and electronics. The presence of this era has its own impact on the shift in values and norms that apply in society. This information revolution will change the lifestyle of modern humans and bring various changes and certain implications in people's lives. The development of information in all aspects and technology influences the library conception paradigm. Therefore, it can be understood that in its development library science changed into "Information Science" which then developed into "Information Science". He further said that with the development of information technology, now there are virtual libraries and libraries without walls. A library like this is expected to function as Infotainment, Edutainment and Entertainment.

The development of libraries is greatly influenced by developments in information and technology, where developments in information technology will change the way humans work and interact with their environment and will have implications for the role and performance of libraries (Wijayanti, 2017). The convenience offered by information technology is a positive impact of the era of globalization, namely an era that introduces a world without borders between nations and countries (borderless nation and borderless state), which is characterized by the characteristics of people's lives. in a global community, where everyone can become a citizen of the world without having to go anywhere. This condition must be considered comprehensively and reformulated in the library concept. The era of globalization has become a global discourse and conversation in almost all corners of the world, which has resulted in the spread of information becoming more widespread, as well as the quality and quantity of information products increasing. This need for information will give birth to a sociological transition, a cultural change from an agrarian society to an industrial society, and from an

industrial society to an information society. The current climate of information openness makes it seem as if the nations of the world live under one roof and are neighbors with each other.

This ease of information communication has a positive impact on the development of information technology which also influences physical, political, ethical and economic aspects of life. The challenges of the librarian profession in the 21st century are very complex, because as society's mindset becomes more advanced, more accurate, relevant, quality and timely information is needed (Subiyantara, 2022). In anticipating future developments, namely the realization of an information society, librarians are needed who are proactive, competitive and innovative. Because in the information era there are demands for revision and development of the quality of human resources, information systems, research systems, as well as organizational and management development. However, this effort will face many obstacles, both internal and external. Internally, libraries and librarians will face infrastructure problems related to the librarian profession and scarcity of resources. Meanwhile, externally, we will face obstacles related to funding, competition in the quality/professional sector, and developments in information and technology. As society's need for information increases, there will be changes in the value of information. Because in the digital era, competitive advantage lies not in physical aspects, but in information technology and the quality of human resources.

Apart from that, there will also be a change in the paradigm (pattern of tendencies) of library performance and tasks, including:

1. Change in orientation as a custodian of library material collections, becoming a servant and information provider.
2. From single media users to multimedia users
3. How to manage your own collection into a global collection management system (library without walls)
4. Initially people came to the library, now the library actively reaches out to the community
5. Initially providing local and traditional services, now is the time to be able to provide and provide digital or E-Library services.

To anticipate the public's need for information, good information is needed, which meets the criteria: available, easy to understand (comprehensibility), relevant, useful, timely, reliable, accurate and consistent. Apart from that, concrete steps are also needed, namely:

1. An unlimited collaboration network is required. The existence of a network allows readers and librarians to gain access to a more diverse information database.

2. An accommodating and open library. Libraries are able to anticipate the information needs of users precisely, accurately and immediately and make the library a center for community activities.
3. Quality and competitive resources. Currently, librarians are needed who have expertise from various scientific disciplines to be able to answer challenges and realize the vision, mission and goals of libraries in the future.

#### **D. CONCLUSION**

The future transformation of information confronts libraries and librarians with complex challenges. For this reason, it is very necessary to master information technology, visionary library management and develop human resources (librarians) to answer global challenges to become future leaders, become a literate society so that life becomes better, because literacy is for prosperity.

The public's view of the school library can be related to the extent to which they function the library. In terms of information literacy, they prefer libraries as a means for learning, whether studying for the Olympiads, studying because they have assignments, or studying because they want to learn. Their ability to adapt is proven by their comfort when they are in the library room, without tendencies and their own awareness to optimize the library's collections and facilities for their own progress.

The existence of a library is felt to be necessary by both people who diligently and those who do not regularly visit it. The existence of adequate infrastructure, comfortable space, strategic location, and a supportive atmosphere are proof that libraries are considered to exist and are important. Technological developments in the information technology era force school libraries to improve. The perspective of libraries as warehouses for ancient and outdated books is starting to change. Procurement of automation systems, renewal of facilities and infrastructure proves that libraries are dynamic learning resource providers, capable of changing to improve their technology and services.

#### **E. ACKNOWLEDGEMENT**

We thank all the stakeholders and librarians who helped us in this valuable project. Thank you to the Head of the Bengkulu Province Library and Archives Service for giving us the opportunity to obtain supporting materials for this project.

## REFERENCES

- Basuki, S. (2019). Information Ethics. *Librarian Media*, 26(1), 1-8. <https://doi.org/10.37014/medpus.v26i1.171>
- Borgman, C. L. (2003). *From Gutenberg to the global information infrastructure: access to information in the networked world*. Mit Press.
- Cotter, K., & Sasso, M.D. (2016). Library Protects Privacy on social media: Sharing without "Oversharing." *Libraries of Pennsylvania: Research & Practice*, 4(2), 73-89.
- Danandjaja, J. (2014). *Library Research Methods*. Indonesian Anthropology.
- Fatmawati, E. (2017). Pemanfaatan aplikasi perpustakaan digital ijteng melalui smartphone. *Profetik: Jurnal Komunikasi*, 10(2), 46-56.
- Nurhayati, A. (2018). Development of Libraries in Meeting Community Information Needs. *Library Journal*. ISSN 1979-9527.
- Rusli, R. P. (2022). Analysis of the Potential of Libraries on the Phenomenon of Oversharing in Society. *Public Journal*, 6(1).
- Setiadi, H. (2016). Pelaksanaan penilaian pada Kurikulum 2013. *Jurnal penelitian dan evaluasi pendidikan*, 20(2), 166-178.
- Sinaga, D. (2014). Public Libraries in Indonesia as an Agent of Social Change. Faculty of Communication Sciences, Padjadjaran University, Jatinangor, Bandung, 6(1).
- Subiyantara, I. A. (2022). *The Existence of School Libraries in the Era of Information Technology*. Sebelas Maret University.
- Watie, E. D. S. (2016). Komunikasi dan media sosial (communications and social media). *Jurnal The Messenger*, 3(2), 69-74.
- Wijayanti, R. Y. (2017). Library Development to Create an Advanced and Dignified National Civilization. *Libraria*, 5(2).