

# NSANIYAT

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# INSANIYAT

## Journal of Islam and Humanities



### Libraries as Contestation Arena of the Stakeholders to Achieve Their Goals

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#### **Abstract:**

*The management of university libraries in Indonesia has been intervened from foreign institutions through a donation of library materials which seem for the benefit of the academic community, but it is for the benefit of the donors. Academicians, especially the young generation, are a target of donation whether as the readers of books donated to the University or as the audience of programs or activities funded by donor agencies. Based on the background, it is found how the library becomes an arena for the contestation of various interests through some “corners” build inside the University Libraries. Using the concepts introduced by Pierre Bourdieu such as arena and capitals. Supported by Vincent Mosco’s theory of political economy of communication as the tools of analysis, this research reveals how the agents involved in the management of the “Corner” use the library as an “arena” to achieve their benefits. The data obtained were grouped based on the sub-theme of types capital, commodification, specialization and structuration Using phenomenological approach, it is found that Corners in the university Libraries are used as an arena of contestation of agents involved in governance to foster capital. Contestation in this study illustrates the phenomenon of actors involved in the management of Corner into the dominant-subordinate relationship.*

**Keywords:** Academic library, Arena, Capital, Contestation, Audience Commodification

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### Introduction

The library occupies a strategic position in educational institutions, especially higher education because it becomes a meeting area for members of the university community, namely academicians, administrative staff, and other supporting personnel. Library collections and facilities are the main attraction of student visits to the library, but unfortunately, not one university has enough budget allocation for library collections and facilities. Therefore, the head of the library tries to develop the library collection in various ways, such as exchanging books or journals published by the university with other publications or seeking donations



from various government agencies or private companies in the country or abroad. Providing space in the library named after the company or country contributors is one the realization of the cooperation with foreign and private institutions. The special spaces are commonly called “Corner.” Corners’ in most university libraries in Indonesia are utilized by foreign companies, multinational companies or foreign governments that provide library materials (books and multi-media materials) or other facilities to the universities.

Corners in the library become representatives of the donor agencies in the university. The library becomes an arena of contestation of the agents who want to donate cultural products in the form of a collection of libraries such as books, movies, and other multimedia materials. The presence of various corners in the library proves the success of various foreign or private institutions of possessing the location for the distribution of cultural products to young people who become the target audience. Corners are used as tools for reaching audiences, especially young people. It turns out that not only the donors contesting in the library arena, the agents involved in Corners governance also contribute by betting the capital they own to gain other capital. Corners become the arena of contestation of agents involved in its management.

Some research articles focusing on the corner in the library are written by (Khoir, Sofirotu, Priyanto, & Fajar, 2014) on the Existence of 5 (five) corners in the library of Universitas Gadjah Mada which stated that Corner is evidence of Corporate Social Responsibility (CSR) of contributors. (Indarto, 2011) in his paper, wrote that Corner donated by the United States Government is one of the “public diplomacy tools” of the government in order to build cooperation with the majority Muslim country. (Fresindo, 2014) examines various library collaborations in the Philippines, where the American Studies Resource Center (ASRC), is one form of university cooperation with the United States government.

The research on corners and units of activities in the library has been successful in explaining the practices of library management activities in libraries contributed by various parties, especially foreign agencies, but have not found the reasons for which these practices have been carried out. The methodology used in the research is qualitative with a descriptive approach. Data are collected using interviews, observation, and document related to the research. This research reveals the contestation practices of agents involved in collaborative governance within the library by providing an overview of how Corner is interpreted and utilized to meet the interests of various parties involved, not only by sponsors, but also by agents in the Universities involved such as Rectors, lecturers appointed as directors, the head of the Library, librarians, and volunteers. Using the arena concept and the various types of capital introduced by Bourdieu as its foundation and the theory of political economy as a supporting theory, researcher sought to reveal how the agents involved in the management of the Corners in the library which were “arenas” to fight for their interests and even strengthening the donor’s position in the library supported by actions of the agents involved. (Bourdieu, 1986)

Kent (2003) explains that there are some requirements that the library must meet to become an ideal common space. These criteria include (1) access and linkage (circle), (2) convenience and library imaging, (3) activities and functions, and (4) opportunities for social activities. In various high spirits, the library has been transformed into a community’s meeting place because it has met these four criteria. Library in its development has provided space for its users to perform activities, socially and communally (Gayton, 2008). Social activity here means that the library provides space for users to engage in an ‘individual,’

so that requires a quiet (physical) space. On the other hand, communal activity means the library is able to provide space (physically) for its users to conduct joint activities' such as discussions and so on.

The arena, according to Bourdieu, is a special space within the community. This 'special space' is a social arena where one expresses and reproduces their dispositions, and where they compete for the distribution of different kinds of capital (Gaventa, 2006). The realm and habitus are the two basic compositions in Bourdieu's thinking. He talks about the two in relation to each other. Habitus is a long-lasting and fluid disposition system that becomes the basis of a subjective structure. It has always been a source of action, thought, and representation for structural change. According to Bourdieu, is an asset owned by individuals in the social environment which is used to determine its position in a domain. According to Bourdieu, there are four types of capital, namely economic capital, social capital, cultural capital, and symbolic capital (Bourdieu, 1990). Capital can be used as a modality of power. The distribution of capital determines the objective structure of classes within the social system. In an environment, both community and organization, there is always a dominant relationship based on capital ownership. Economic capital is a resource that can be used as a means of finance. This capital is the easiest one to convert in the form of other capital. In addition to economic capital, symbolic capital is also an important capital for domination; this symbolic capital can provide symbolic power that usually also embraces power symbols such as positions and titles. The dominant class is the class that has the greatest number (accumulation) of the four forms of capital, while the lower class or marginal is the owner of the least capital. Capital is not something static, but mobile and can be changed, for example by having intellectual capital, and people can work and get the economic capital to live, at the same time intellectual capital can also increase cultural capital. It is, therefore, possible that a class dominated in its development becomes the dominating class.

Among the various modalities introduced by Bourdieu, economic capital, and cultural capital are the ones that provide the most relevant differential criteria in modern organizational environments. The position of a person in an organization depends on the amount of capital they have. In practice in universities power symbols like structural positions such as Rector, Director, Head of Bureau, and functional positions such as lecturers, professors are symbols of power that receive institutional recognition. From the criteria set by Bourdieu, when applied in the world of university as if Bourdieu builds a college community in a vertical dimension. Bourdieu contrasted between staff that had large economic and cultural capital with staff that did not have both capital and little ownership.

The term "political economy" in media research has a very wide meaning. This term is often associated with the macro issue of ownership and control of a media, the determination of directors and other factors that bring together the media industry with political economy and political elite (Mosco, 2009). The political economy approach focuses its study on the process of consolidation, diversification, commercialization, internationalization, which is done in order to gain profit by finding the audience as much as possible. (Mosco, 2009) offers three concepts to apply political, economic theory in communication studies. The first is commodification. Commodification is the process of transforming valuable goods and services into valuable goods and services. Mosco further explains that there are three types of commodification, the commodification of media content which is the process of changing the message from the collection of information into the system of meaning in the form of marketable products.

Although the contribution of the political economy to the study of communication is largely an analysis of media institutions and matters relating to the media, the concept introduced by Mosco above is relevant for the study of library activity and has the potential to express problems in the Corner's governance in libraries. University libraries that mediate the dissemination of cultural products such as literature and information/knowledge also produce users as audiences who consume cultural products packed in the form of library materials, which are part of the library's collection. The more academic community visits the library, the more donors are willing to invest their capital in meeting their targets. For university leaders, library users are commodities which can bring in donors willing to risk their economic capital for university operations.

From the above background, the researcher reveals how the library becomes an arena of contestation of various interests through the establishment and Corner in the prominent Universities In Jakarta and Yogyakarta. Referring to the Corner's governance practices in these Universities, the formulation of the issues raised in this research is how Corner's governance practices since its establishment up to the implementation of its activities programs and how the agents are struggling to gain various types of capital in its governance practices. This research was aimed to gain an understanding of the Corner and how the agents interpreted Corner in order to achieve their respective objectives, to understand the process and the dynamics of interest in its governance practices of selection of library materials and facilities and services for the academic community as well as the practice of program, and revealing the roles and reasons of internal agencies of the university and the donor in carrying out the Corner's activities agenda.

The perspective of political economy theory can bridge the study of economic phenomena in the perspective of non-market institutional mechanisms such as libraries. Political Economy can be used to understand political realities and other forms of social attitudes, in the context of analysis, based on individual actors who always strive to achieve their interests. The choice of approach to political economy and Bourdieu concept is used in this research because there are the capital and political power in University library governance. The choice of this paradigm is also due to the bias of the authors in the group of agents such as librarians, independent professions residing within the university and struggling to resist symbolic dominance in the library management structure. Through the arena and habitus system, two positions arise in the library, dominant and subordinate as commonplace in which each party struggles through various strategies and symbolic struggles to gain a position and capital.

Arena, according to Bourdieu, is a place of competition and struggle (Bourdieu, 1990) (Haryatmoko, 2016). The field of struggle is understood as a force field. He becomes a place of inter-individual or inter-group struggle. People enter the game is usually not with a conscious act. The arena of struggle is a network which is an objective relationship between various agents and positions. Power ownership that relies on capital determines access to certain benefits at stake in the battle. So the arena is similar to the market, meaning there are producers and consumers. Producers are those who have certain capital facing each other. The stakes lie in the accumulation of certain forms of capital which guarantees domination. Thus capital not only functions as a means but also a goal.

## **Methods**

The methodology used in the research is qualitative with a phenomenological approach. Data collection was conducted through observations, document studies, and



interview. Two (2) Corners Directors, two (2) Head of Library, and 4 (four) librarians and three volunteers, who are students working in the Corners, were interviewed. The informants were selected through the purposive sampling technique. The questions asked focused on the themes determined, which include the reasons of working in the Corner, the programs conducted in the Corners and how to organize them. Observations were conducted for over twelve months to see the activities and phenomena that occurred at the Corners environment.

## **Result and Discussion**

### **Corners in the University Libraries**

Corners are Spaces that is used as a new tool to reach a wide audience, especially young people, to provide information about the value and vision of the donor agencies. One of the Corners is stationed at universities in many Muslim-majority countries. These spaces are the center of meetings of various communities and areas of new discoveries. Corners are public diplomacy channels built-in a worldwide network that allows the donor agencies to build and strengthen relationships with host country communities. Amcor is an example of the United States' commitment to the important principles of democracy, such as the right of citizens to obtain free and uncensored information access about the United States and to build bridges of mutual respect and understanding among the world's population.

With the collection, facilities and resources provided, Donor Agencies seek to introduce its cultural products to the university students. From the results of interviews and observations researchers see that by risking economic capital, the donor agencies obtain social capital. With the support of various agencies involved in Corner's governance, the Donor country gained a symbolic capital as well. Periodically the donor countries also host an Education Exhibition in order to promote education in their countries. On the occasion they also advocate the visitors who are interested to continue their studies to their countries.

### **Corner in the Library as a tool of the donor agencies to meet young Indonesian audiences**

The corner leads by a Director and special staff as a manager appointed by the Rector upon the approval of a donor agency. Structurally, the Director is directly responsible to the Rector, but its operating budget is included in the Library account. The Corner's managers are also required to design activities which have been set by the donors. The Rector has the obligation to invite students and teachers of the university and the surrounding community as an audience in every activity the Corner.

With the collection, facilities, and resources provided by the donor agencies, the donors try to introduce its cultural products to the academic community. From the interviews and observations, researchers conclude that by risking economic capital, the donor obtains social capital. With the support of various agencies involved in Corner, the donor agency gained a symbolic capital.

### **The commodification of the University Audience**

(Mosco, 2009) explains the commodification of audiences in media studies is a process of commodifying the reader by media companies and advertisers, from the initial function as a media consumer to a commodity that can be commodified. In this process, the media company produces audiences through a program/impression to be subsequently sold to advertisers. There is a process of mutual cooperation between media companies and advertisers, where media companies are used as a means to attract audiences, which are then sold to advertisers. In this study, researchers analogized university libraries such as the

media. A library is a unit within the college that serves as a place to consume information recorded in the collection. The library is an area in the University that is visited by many college academics who are targeted by donors. Therefore, the library audiences, namely the university academicians, is a commodity that can be sold to the donors.

In this research, the library audiences at the university are ‘exchanged’ with the Rector’s *MoU* and the donor. The Rector obtained the *MoU* document as one of the evidence of internationalization, while the donor agency obtained Corner as an outlet to sell its cultural products in the form of collection and its program in the Library. The academic community becomes audiences who consume their cultural products stored in the Corner. The academic community is the audiences expected to visit the Corner and consume the collection and use the facilities provided by donor inside the library.

Corner built in the university libraries is a new phenomenon that is the result of the practice of contestation between actors. There is a commodification process in Corner governance, in which the Rector uses a university audience as an exchange to obtain *MoU*. In addition, the collection and facilities obtained from the donor are exchanged for some library space. The dominance of university leadership toward the library marginalizes the head of the library as the librarian responsible for carrying the code of ethics of the librarian. Here the library is drawn to a mutually beneficial relationship with donors through economic needs. Sponsors need the channel to distribute their cultural products through collections and activities within the library while University leaders need budgets for college operations, besides developing image branding.

As quoted from Bourdieu 1994: 56 by (Haryatmoko, 2016) , like an arena, the library where Corner is located, is able to bring in users who attract capital owners to invest in the library. Here the Rector sells his audience, the academic community to the donor who exchanges it for collection, facilities and program activities in the Library. In the process of Corner management in the University Libraries, there has been commodification of library audiences by Rector

Commodification is the process of transforming valuable goods and services into valuable goods and services (Mosco, 2009). In its application can be seen how the Rectors utilize academic community for *MoU* or other international cooperation documents that will raise its image and can serve as a document that has a high value in the accreditation of the institution.

In terms of institutional structure, Corner determines its role in fulfilling its demands as the owner of economic capital which has invested its capital into the library so that its cultural products can be consumed by college audiences. All activities of consumption of cultural products of the Donor Agencies should be held at the Library, but the implementation budget is charged to the University. Besides, the Rector is obliged to invite all academicians and the surrounding community as the participants of the event. In conducting the activities, the Director, designation for Corner’s leadership, structurally coordinates directly with the Highest Leader of the University (Rector), even though the budget and the activities are charged to the Head of the Library. Here the Head of Library is hegemonic by the Rector, Director of Corner and the Donor Agencies.

### **Structure in Amcor governance**

Without being aware of any activities undertaken by agents aimed at demonstrating their respective greatness, has helped to uphold the Donor structure at the University.

Structure is described as a process whereby social structures are mutually upheld by social agents, and even each part of the structure is acting in the service of the other. The result of the structure is a series of social relationships in the process of power organized between classes that are related to each other (Mosco, 2009). Issues that arise in this research is the existence of social class associated with the ownership of capital and hegemony.

The performances of these agents are visible in Corner's governance. Rector shows his capability to bring the audience to various activities held in the Corner. The large number of audiences is one indicator of his success, therefore the Rector encourages the Director of the Corner and the head of the Library to bring in audience in the seminars, conferences and sharing sessions. At the same time the Rector also showed symbolic capital to the University he leads in doing foreign co-operation, as more and more international co-operation that can be done, he will be rewarded for making internationalization. Internationalization of universities is one of the way to achieve 'World Class University' as it is written in the University Vision. Corner in the University Library is used by the Rector as an internationalization tool. The MoU signed by Rector is an important document as an evidence of international cooperation that has a high value in the accreditation of institutions (National Accreditation Board for Higher Education, 2016) . The MoU with foreign donor agencies proves the success of the Rector internationalizing the University, which is expected to attract high school graduates.

Corner's Director has the authority to conduct correspondence with various units, both on and off-campus, such as sending invitations or collaborating in order to attract an audience. In order to bring as many audiences as possible to Corner's activities, the Rector gives full authority to the Director of the Corner to conduct direct correspondence with various parties both on and off-campus, with or without the Rector's permission. The amount of participants who attended the various activities prove the success of the Director in managing the Corner, which was appreciated by both the Rector, Head of Library and the Donor Agencies. 'Audience' is one indicator of success in meeting the targets expected by Donor.

The Corner is also used by the Rector and the agents involved in the Corner's management as an arena to build networks with the donor agencies. As stated by one of the Head of Library, '... If the official from the Donor Countries arrives, the Rector will come to the Corner, but if those who come are staff, the Rector will not come to meet them '. From this statement, it is seen that Corner was used to build social capital for the Rector and officials within the University or Faculty. The Rector expects to establish relationships with officials of the Donor Agencies, while Deans or other Managers of the Faculties try to attend events attended by the Rector in order to show their loyalty so as to build better social relations with the Rector.

The Head of the Library also had the opportunity to promote new services and show the successes he had achieved when Faculty and University leaders visited the Corner. These few opportunities are always utilized by the Head of the Library because the Library is rarely visited by lecturers. Although considered as the important Unit in providing information for the academic community, both for research and teaching purposes, the Head of the Library as part of the University managers has very little chance of interacting with the other leaders in the University. The head of the Library is very rarely invited to meetings of the managers of the University, so Corner's existence is one of the opportunities to build social capital.

Corner's Directors who are lecturer made a special position in the organizational structure of the Library as the Head of Special Services who has a coordinating relationship

with the Head of the Library. The position in the organizational structure in the University is not important for Director, because their target is to build relationships with the staff of the Donor Agency. As the directors, they have the opportunity to deal directly with leaders within the University and outside the University and with Donor Agency staff. The opportunity to build social capital is an 'award' that keeps the Directors in their position Amcor Director has the authority to conduct correspondence with various units, both on and off-campus, such as sending invitations or collaborating in order to attract an audience. In order to bring as many audiences as possible to Corner's activities, the Rector gives full authority to the Director of the Corner to conduct direct correspondence with various parties both on and off-campus, with or without the Rector's permission. A large number of participants who attended the various activities prove the success of the Director in managing the Corner, which was appreciated by both the Rector, Head of Library and the Donor Agencies. A large number of Amcor's 'audience' is one indicator of success in meeting the targets expected by Donor.

The corner is also used by the Rector and the agents involved in the Corner's management as an arena to build networks with the donor agencies. As stated by one of the Head of Library, '... If the official from the Donor Countries arrives, the Rector will definitely come to the Corner, but if those who come are staff, the Rector will not come to meet them '. From this statement, it can be seen that Corner was used to build social capital for the Rector and officials within the University or Faculty. The Rector hopes to establish relationships with officials of the Donor Agencies, while Deans or other Managers of the Faculties try to attend events attended by the Rector in order to show their loyalty so as to build better social relations with the Rector.

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Corner's Director who is a lecturer made a special position in the organizational structure of the Library as the Head of Special Services who has a coordinating relationship with the Head of the Library. As the Head of the Special Section, he manages some Corners in the University. The position in the organizational structure in the University is not important for Director, because their target is to build relationships with the staff of the Donor Agency. As the directors, they have the opportunity to deal directly with leaders within the University and outside the University and with Donor Agency staff. The opportunity to build social capital is an 'award' that keeps the Directors in their position even though they don't get a fee for their additional job. In addition, the opportunity to visit the Donor Countries either as a trainee or participating in a short course and even study is a reward for Corner's Directors.

Similar rewards were also obtained by special staff of the Corner, who are always invited to annual meetings in various regions in Indonesia and stay at five-star hotels. For library staff this is a rare opportunity and is not easily obtained. They are also proud because by becoming a special staff, they can build network with Donor's staff. One group that

benefits from Corners' existence is volunteers. Although they do not get special rewards, volunteers benefit from certificates signed by the Ambassador, relations, experience, and skills in managing activities.

Supported by the agents involved in its management, Corners survive in many Universities in Indonesia. The Donor Agencies, the Rector, the Director, the Head of Library, Special Staff and Volunteers with their respective interests emphasized the position and role of Corners in running its program of activities. Corner's social structure is upheld by the social agents involved in its governance, and even parts of the structure are able of serving the rest (Mosco, 2009). It results in the structure as a series of social relationships in the process of power organized between agents involved in Amcor governance, each of which relates to one another but hegemonizes the librarian.

Amcor became the betting arena for the various agencies involved in Corners governance. Agents involved in Corners governance subconsciously follow the rules of the games (Swartz, 1977: 125) by risking their capital to gain capital accumulation according to their interests. Agents who have the most capital will control the betting arena, and getting symbolic power that is recognized by other agents whose capital is smaller.

### **Conclusion.**

Internationalization and World Class University proclaimed by the Directorate General of Higher Education, The Ministry of Education and Culture became the Ideological Apparatus in Indonesia since 2001 which makes universities in Indonesia hunting MoU documents with foreign agencies and foreign governments. This opportunity is exploited by some donors who are mostly foreign government. They are trying to build good relations with young generation in Indonesia by building Corner in the University Libraries as their Public Space. These Corners serve as outlets of its cultural products. By donating library collections, the donor agencies managed to persuade the Rectors to provide a special space in the library to set up a special Corner, and to invite audiences as participants of various activities that they organized. The Corner is actually a "kiosk" or "tenant" obtained freely from universities to distribute its cultural products to targeted audiences, that is academic community and surrounding communities of the University.

By utilizing the moment of competition to achieve World Class rankings in Indonesia, the foreign government succeeded in making some of the leading University Rectors 'fighting' for Corner and building the image of Rector as a leader who successfully internationalized his university. This practice is an audience commodification process where the academic community is exchanged with MoU between Rector and Donors as the representative of Foreign Government. The MoU with the Foreign Government is evidence of internationalization and raises the image of the Rector who has managed to build network with foreign governments. This strengthens the symbolic capital of the Rector.

With the above-mentioned practices, the library has a strategic function in the university. Librarians need to be aware of his position as a manager of library collection as information resources. Library collections are cultural products created with various interests. The librarian's concern as an agent that distributes information for the benefit of its users should be critical. The management of libraries that have been focused on the procurement, processing, and service of information resources, must be enriched with an understanding of social, political, and cultural issues in library management.

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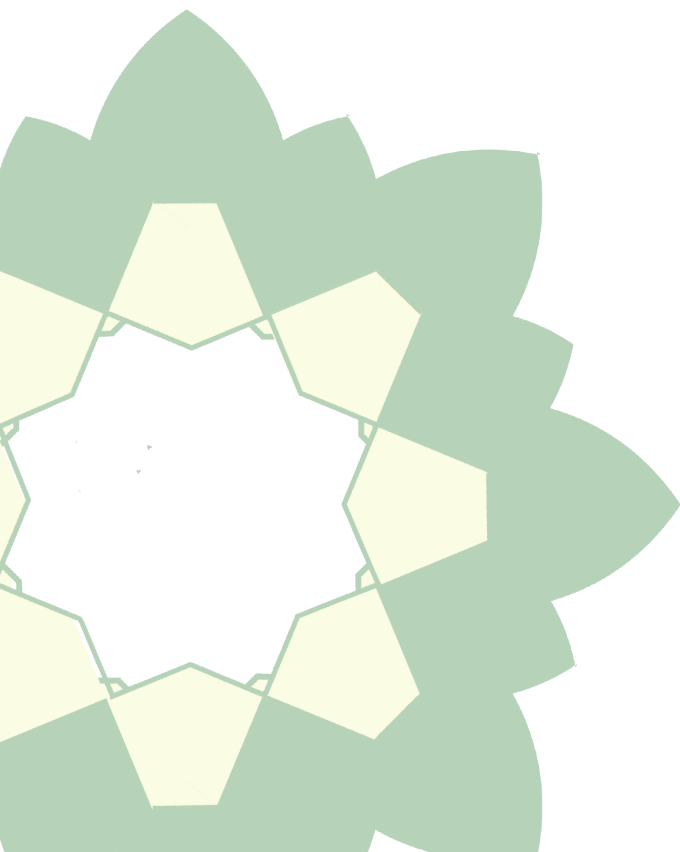
### Guidelines

1. It has not been published elsewhere.
2. The paper is research findings, conceptual idea, science development on a certain field, and theory application study.
3. The Manuscript typed with Microsoft Word, Font Times New Roman size 12, spacing 1 on A4 size paper with a margin of 3.5 cm from the left edge, 3 cm from the right edge, 3 cm from the top and bottom edges. The length of 15-20 manuscript pages including a list of references. Writer (s) must follow the journal template that can be downloaded at Insaniyat Open Journal System <http://journal.uinjkt.ac.id/index.php/insaniyat>
4. The article should be written in Arabic or English.
5. Article contains title; writer's name, author affiliation (department, faculty, university / or institution), complete address of the affiliation and Author's corresponding email.
6. Abstract is written for about 250 words. It pervaded research objectives, methodology, discussion and result, and conclusion with maximum 5 keywords that represent the research core.
7. The article consists of **Introduction** (background of study, research problem, research purposes, significance of the research and theoretical basis). **Method** (explaining the chronological research). **Discussion and Result** (containing analysis and result of the research), and **Conclusion**.
8. Citation and reference must follow APA style (American Psychological Association) sixth edition.
9. The references should used min 40% from primary source (International Journal).
10. The references used should be under 10 years (from now).
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13. Article which does not comply with the journal writing guidelines will be returned to the writer(s) for reformatting. Writer(s) may revise and resend the article after the article is upgraded in the accepted format.
14. The article will be single or double blind peer-reviewed.
15. Writer (s) whose article either needs to be revised or is rejected will be informed by email.
16. There is no publication fee.

17. Online publication is available at <http://jurnal.uinjkt.ac.id/index.php/insaniyat>

18. Arabic Romanization should be written as follow:

Letters: ʾ, b, t, th, j, h, kh, d, dh, r, z, s, sh, s,d, t,z, ʿ, gh, f, q, l, m, n, h, w, y. Short vowels: a, i, u. long vowels: ā, ī, ū. Diphthongs: aw, ay. Tā marbūtā: t. Article: al-.  
**For detail information on Arabic Romanization, please refer the transliteration system of the Library of Congress (LC) Guidelines**





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