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The Utilization of Instagram as a Media Promotion: the Case Study of Library in Indonesia

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Abstract

This paper aims to explore the Instagram utilization and its obstacles as a media promotion of Pustakalana's library in Bandung, West Java. The research uses qualitative approach. The informants of this research are Pustakalana's Instagram administrator and Pustakalana's coordinator, while data collection techniques consist of observation, interview, literature study, and documentation. Triangulation method is used to test data validity and credibility. Technical data analysis involves of data reduction, data presentation, and conclusion. The results of this study indicate that Pustakalana's library has been utilized the Instagram to promote its library, such as various activities and services growing children's creativity and imagination, events and workshops for parents, photographs of popular and recommended book collection, quotes to motivate children to read, and the atmospheres of the library and bookstore which are convenient and exciting, and another library services information. Instagram of Pustakalana's library is not only used for promoting its activities, but also for sharing information and communication by its followers in media. Instagram features are almost entirely utilized by the library on promotions and interactions in other social media. The promoted content in Instagram account contains all information that relate to the library. Nevertheless, they are obstacles emerge in Pustakalana's Library such as the incompatibility between the number of followers with the number of likers who are obtained on each uploaded post, and the lack of human resources.

Keywords: *online social media, Instagram, library promotion, Simpul Pustakalana library*

A. Introduction

The Indonesian Law particularly No. 43 of 2007 Article 1 Paragraph 1 states that library is the institution that professionally working on the collections management of papers, prints, and recording in two standard systems and to meet the needs of education, research, conservation, information, and user's recreation(Sholeh, 2008, pp. 137–138). Seeing that definition, it needs to introduce library and make it going public in order to take

the advantage of its services that have been provided by the institution of the library.

The way to introduce library can be done through promotion. It is an place of the activity where the exchange of information between one organization and the users or followers is occured with its main priority to give information about the products or services that have been provided in and invite the user/followers to respond to the product or service. In this case, library promotion needs to be conducted because there are still many people who do not know the benefits of library.

Based on the library Law No. 43 of 2007 Article 19 Paragraph 2 concerns on library which is cited by Asrorun Ni'am Sholeh (2008), "The library development as refer to in Paragraph (1) shall be based on some characteristics, functions, objectives, and carried out the needs of the user or followers and society by utilizing information and communication technology". (Sholeh, 2008, p. 146)In this case, librarians need to observe this event, so that they can take an advantage on how using the advanced technology to manage and promote the library like Instagram.

Instagram cInstagramInstagramfor inginstitutions media is also allowed to it .

Instagram is derived from the word 'instant'. It means fast category that its function is to make a quick photo, while the words 'gram' is taken from the word 'telegram' that intends to send information to others fast. So, Instagram is a combination of instant words and telegram. The use of the word Instagram can be interpreted as an application to send information quickly in the form of photos, managing photos, photo editing apps, sharing applications or sharing photos to social networking (Sulistyo-Basuki, 1993). Based on data in March 2015, Indonesia became the country that contributes to the largest number of Instagram users beside Japan and Brazil. The active users in Indonesia are raised twice every month from year to year (Björkgren, 2012).
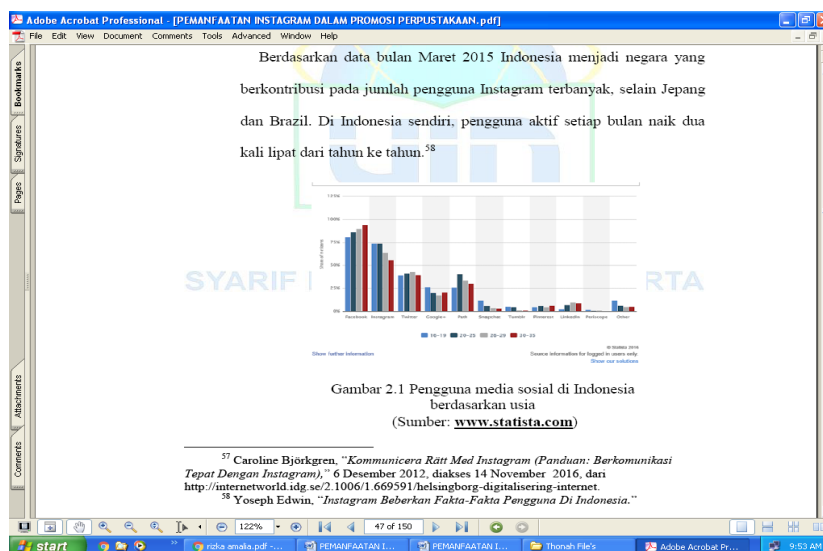
Chart 1: The image of social media users in Indonesia based on the age (source: www.statista.com)

The diagram above is the survey results of the most popular social media on internet users in Indonesia since January 2016. The statistics of the age group shows that the most popular social media among the internet users in Indonesia beside facebook is Instagram. According to survey results which is started from January 2016, the largest number of Instagram users is ranged in the age of 20 to 25 is about 73.8%, the age of 16-19 is about73.6%, the age of

26-29 is about 63.8%, and the age of 30-35 is about 55.8% (Mustafa, 1996). Instagram is one of the social media that provides camera feature in the smartphone which is now a worth thing to have. Instagram features include the following things : (Bhardwaj & Sharma, 2009).

In Indonesia particularly Pustakalana (children's library in Bandung, West Java) have utilized it as a media promotion Instagrama promotion. Pustakalana. This is that appropriate for /her Instagram Instagram Instagramlibrary in

In recognizing the utilization of Instagram conducted by of Pustakalana to promote its library, then presented the formulation of two research questions:

1. How does Pustakalana's library utilize Instagram in library promotion activities?

2. What are the constraints faced by the library of Pustakalana in its promotion activities?

B. Methods

This research is a kind of descriptive research which aims to describe or explain something as it is (Tonie, 2014). This qualitative research uses case study approach. Qualitative research is a particular tradition in social science that fundamentally dependent on human observations within its own region and relates to such persons in its language and in its terminology (Tonie, 2014).

Using this type of descriptive research and qualitative approach are expected to answer all the matters that relate to this research.

1. Data Source

   a) Primary data is data which is taken directly without intermediaries. It is taken from its main source (Tonie, 2014, p. 86). The data is obtained from direct sourcers in the research location and also via email. The obtained data is taken from the main coordinator of the Pustakalana's library or the adminintrator of social media in Instagram and the coordinator of the librarian.

   b) Secondary data sources are taken indirectly from the main source (Tonie, 2014). This secondary data is derived from documents that obtain from librarians and relate to the research, the existing literature such as books, journals, papers, and websites.

2. The Technique of Selecting Informants

   The most important in this study is the informants quality. This quality intends to see how extent the informants have the information that is obtained from the location of research and the informants of Pustakalana's library. In this case, the informants must meet several criteria as follows :

   a) The informants are interested in Instagram of Pustakalana's libraries.

   b) The informants have a knowledge on the use of Instagram in Pustakalana's libraries.

   c) The Informants are active and experienced in Instagram usage.

   d) The informants have an interest and knowledge about the world of libraries.

3. Subject of the Research (Informants)

   Informants are the people who give the information or the sourcers who become the

source of data in this research (Badudu, 2003, p. 153). These are the informants who conduct some interviews forgetting the research data in the ground :

Figure 1 : Informen who is interviewedats

No.	Name	Education	Position
1.	Puti Ceniza Sapphira	S2 Management of Communication	The Main Library's Coordinator and The Administrator of Instagram Account in Pustakalana's Library.
2.	Widyastri A. Rahmy	S1 Landscape Architecture	The Library's Coordinator of Pustakalana

4. Data Collection Technique

The collected data in this study is correlated to the focus and the objectives of the study. The collected data is based on primary and secondary data. Data collection techniques for this study are conducted by interview, literature review, and observation.

5. Data Validity Testing Technique

In data validity, the researcher uses credibility technique by using triangulation technique. Triangulation technique is the technique of checking data from various sources in various ways and times (Sugiyono, 2012, p. 372). In this triangulation technique, the researcher uses three technical stages of triangulation research, namely:

a) Triangulation method is used to test the credibility of data which is done by checking the data that has been obtained through several sources.

b) Triangulation techniques are used to test the credibility of data which is done by checking the data in the same source with different techniques.

c) Triangulation time is done by checking with interviews, observations, and other techniques in different time (Sugiyono, 2012, p. 373-374).

B. Results and Discussions

The result of this research is conducted by interview and observation process. There are some topics that can be discussed from the use of Instagram as a media promotion in Pustakalana's library. In this study, not only conducting some interviews and observations in getting the research data, but also conducting a study of literature in the discussion of research by doing the analysis of sources to resources that related to the use of Instagram as a promotional medium in Pustakalana's library. The research results as follows :

1. **The Use of Instagram as a Media Promotion in Pustakalana's library**

a.   The purpose of creating Instagram account

The results found that many interesting things outside the topic of this research. Instagram account of Pustakalana's library not only used to utilize as a promotional media, but also as a medium of interaction or communication and as a medium of shared information.

Promotion Media. The concept of Pustakalana's library is created in Instagramable concept. Because nowadays people are prefer to like something or judge something through visual form. So, Instagram is the main media for Pustakalana's library in doing promotional activities. This fact is proven by the existance of the updated information in Instagram Pustakalana's library. The main target of Pustakalana in library promotion through Instagram is the young mothers. The reason is that mothers are mostly closer to their children and they are willing to accompany their children to visit educational place including library.Instagram Instagram(Björkgren, 2012)

Instagram accounts has a function as a promotion tool. Pustakalana is a brand created with a unique concept to make it more interesting. Moreover, the collection books and all the activities that exist in the library is part of Pustakalana library products. In addition, the most accessed Instagram users are among the age of 20-25 years old and above which is dominated by mothers. This is in line with this library target, as mentioned above.

1) Interaction or communication Media. The existance of Instagram account of Pustakalana's library is able to facilitate communication between the user of library and the Pustakalana's librarian. Instagram serves as a medium of interaction and communication for Pustakalana's library. The two ways of existed communications begin using the posting of photos and videos that have been uploaded by the Pustakalana's librarian then they get a response from followers or library members who have more in-depth curiosity about the uploaded activities. According to Salamoon (2013) Instagram is having difference function from Facebook. Instagram focuses on its goal to become a mediator of communication through pictures or photographs. Through this application, users are required to maximize camera features on their gadget as maximal as possible. Users just need to shoot, connect with this app, and edit the photo if necessary and then uploaded to Instagram server. Photos that have been uploaded will automatically be shared with both the follower and the central server.

The present communications can not only happen through verbal, but also images, videos, and symbols. .

2) As a medium of shared information, then to share information can be done through Instagram. This manner can be seen in Pustakalana's Library that Instagram is used as a medium of shared information for general public, especially the followers of Pustakalana's Library. The information is distributed through Instagram in the form of all subjects relating to Pustakalana's Library. Theoretically, Instagram derives from the word instant meaning quick meaning of categories make quick photos, and gram words taken from the word telegram intended to send information to others quickly. So Instagram is a combination of instant words and telegram. From the use of the word this Instagram can be interpreted as an application to send information in the form of photos quickly, manage photos, photo editing apps, share applications or share photos to social networking (Rahma, 2013).   InstagramInstagram

b. The advantage of using Instagram as a media promotion which is felt by Pustakalana's

Library. By using Instagram to promote the library, Pustakalana have gained some benefits for instance, it is more people who know the existence of Pustakalana's Library. This promotion indirectly makes Pustakalana's Library beeing visited by the followers/visitors. That fact can be seen through the number of the increasing visitors every month.
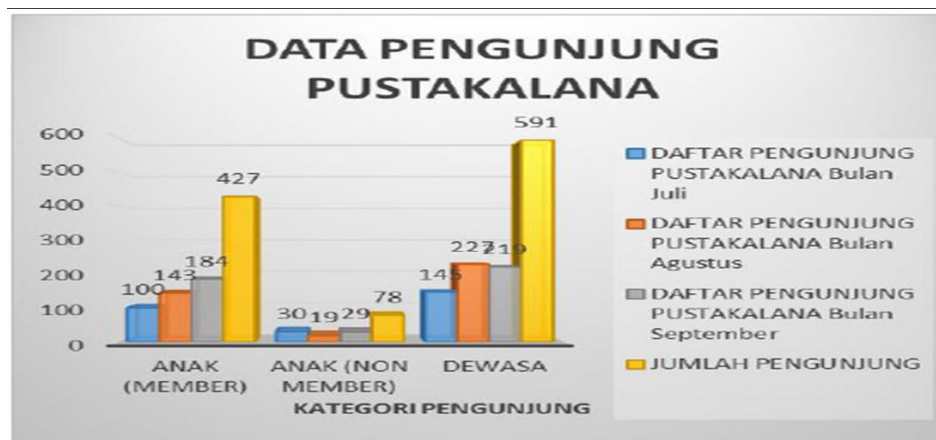

Chart 2 : List of Pustakalana's Visitor
July - August - September 2016

The purpose of the promotion is to introduce the library such as facilities, collections, types of services, and benefits that can be obtained by each user. In more detail, the purpose of library promotion is to introduce library functions to the public, encouraging reading interest in the community to use library collections maximally, and increase the number of people who read, introduce services and library services (Sukwana, 2014). With the benefits of Instagram as a promoted media, many people in its surrounding know the existence of the library and visit there, whether it is a member or non-member who have just come to take advantage of existing services and facilities. They invite their children to learn and to read its library collection.   Other benefit which is felt by Pustakalana's Library in using Instagram account as a social media is there is a wider cooperation network between Pustakalana's Library with other organizations. Pustakalana's library conducts some collaborations and cooperations with many communities and organizations in each of its activities, so that it can make the activities which are carried out the attraction of public's attention. Communities that often cooperate with Pustakalana library are Jejak Kecil (@jejakkecil), Simpul Institute (@simpulinstitue), DongengBengkimut (@dongengbengkimut), Keluarga Kita (@keluargakitaid), and many other communities.

To be able to see the activities which is performed by Pustakalana, or to see the results of the collaboration activities between Pustakalana with the other organization or community, usually the library of Pustakalana add hastag on posting in Instagram, for example by writing #pustakalanaxkinderclub, #pustakalanaxjejakkecil and so forth.

A(Kaur, 2016)opportunities and hope for library users and library professionals. The emergence of social media and subsequent trend of change in media consumption are pushing libraries to adopt social media as one of their marketing and public relation tools. This article also explain why to use social media market in the libraries and challenges of using social media in libraries. This article also discuss about the social media products and services such as twitter, face book, YouTube, bloggers and micro blogs, social news site etc.", "author" : [{ "dropping-particle" : "", "family" : "Kaur", "given" : "Gurpreet", "non-dropping-particle" : "", "parse-names" : false, "suffix" : "" }], "container-title" : "ASIAN JOURNAL OF

MULTIDISCIPLINARY STUDIES", "id" : "ITEM-1", "issue" : "7", "issued" : { "date-parts" : [["2016"]] }, "title" : "Social Media Marketing", "type" : "article-journal", "volume" : "4" }, "uris" : ["http://www.mendeley.com/documents/?uuid=ae89aa46-c0c2-4651-bcc8-e98bf381945d"] }], "mendeley" : { "formattedCitation" : "(Kaur, 2016.

According to the above theory, one of the objectives of the use of social media in libraries is to encourage collaboration with specific groups or organizations with similar interests and aims. It is trying to be conveyed and felt by Pustakalana's Library, because by utilizing social media like Instagram, can facilitate the library in cooperation with the other organization or community as it is now widely used by many people and organizations and communities so it can make it easier to do cooperation or collaboration.

c. The features of Instagram that are used by Pustakalana's Library as it Library of Pustakalana also already use Instagram including features on the Instagram. The features contained in Instagram that have been utilized by Pustakalana are as follows:

1) The followers

   Pustakalana's Library has approximately 6,249 users of Instragram.

2) Upload photos or videos

   Based on the existing research shows that Pustakalana's Library has already uploaded about 653 files in photos and videos form, on each uploaded files always comes with caption, hastag (#), tagging, maps, and aroba.

3) The like's sign (*like*),

   In this section,when each Pustakalana's libralians uploads both photos and videos, she or he always gets responses from the followers by getting a love or like sign in the posts.

4) Instagram settings

   Pustakalana's library is occasionally use the Instagram settings, such as marking the results of other related posts that can harm Pustakalana's Library. InstagramInstagram

   (2014)Instagram Instagram Instagram   Instagram   Instagram the entire

d. The promoted contents in Instagram of Pustakalana's Library.

   Any activity without clear content will have less advantage because it is very important point in promotional activities.

   The promoted contents in Pustakalana's Library is organized by the account of "Pustakalana's Library" and it provides the information on available services in the library. The meant of information here is the activities such as telling the fairy tales, cooking classs

   Figure 1 :

The event or workshop held by the Library of Pustakalana is included into the promoted content in his Instagram account. The objective is to attract followers specifically the Instagram accounts and generally for the community to know events or workshops organized by the Library of Pustakalana expected to attract the audience to follow the event.
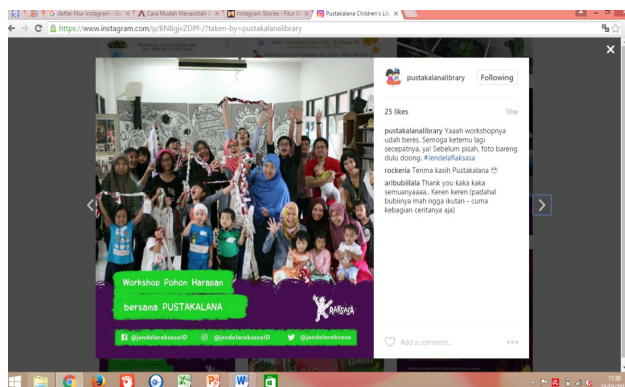
Figure 2 : Pohon Harapan Workshop.

(Source: https://www.Instagram.com/p/BNBgjvZDPf-/?taken-by=pustakalanalibrary/)

Photographs of books uploaded and promoted through Instagram accounts "*pustakalanalibrary*" include collection books, recommendation books, popular books and other English story books owned by the Library of Librarian.
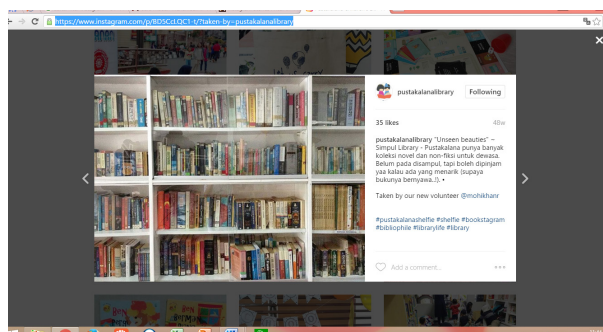
Figure 3 : Book collection of Pustakalana.

(Source: https://www.Instagram.com/p/BD5CcLQC1-t/?taken-by=pustakalanalibrary)

To foster reading interest in children there are many ways. One of them, as did the Library's Pustakalana by posting quotes about inviting children or parents to like reading. The quotes are posted via Instagram Library Pustakalana account.

Figure 4 : *Quotes* about library

(Source: https://www.Instagram.com/p/BKUfx-xDu2B/?taken-by=pustakalanalibrary)

One trick performed by librarian to attract the attention of his followers is to upload

photos of the state of the library both the Library of Pustakalana and other libraries. Not even just a library photo, but a photo about the bookstore has also been uploaded by admin Instagram Library's Pustakalana. In addition to attracting the attention of the purpose of uploading photo libraries want to provide inspiration, especially to colleagues who manage libraries similar to Library Libraries to inspire everyone.

Figure 5 : Reading room of Pustakalana.
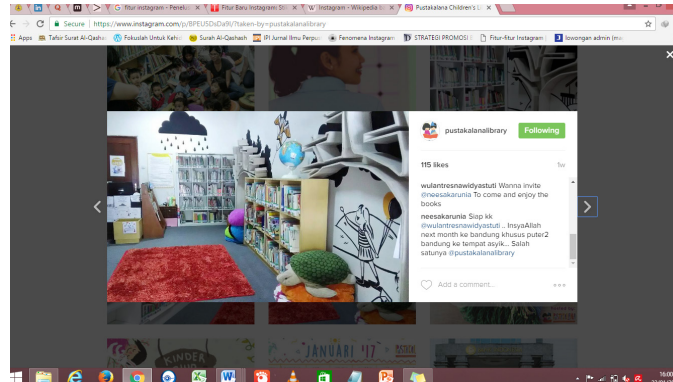
(Source: https://www.Instagram.com/p/BPEU5DsDa9I/?taken-by=pustakalanalibrary)

The librarian also promotes and informs followers about library services, such as if there are changes to the library's clock service, how to sign up for library membership, membership types, library rules, and so on.

Figure 6 : Membership information in Pustakalana.

(Source: https://www.Instagram.com/p/BJrHvX5Dr20/?taken-by=pustakalanalibrary)

According to Riah Wiratningsih (2009) promotion is one component of marketing, by promoting institutional, collection, system and type of service, the process of information approach to the user. It is enable users to know the collection of the library, available services, while those who do not know or know but have never utilized the services will be acquainted and then interested to come and use it, so that the visitors are increasing and the use of library materials or library services higher. This is what the library wants. Based on the above theory, the content promoted in the Library of Pustakalana is in accordance with what is promoted in the Library through Instagram account. This covers and represents all associated with the above theory.

e.   Interaction or Feedback

The interaction or feedback here is occured interactively between Pustakalana's Library and the followers. The related interaction between them are about 80%. That interaction is laid on the comment column and direct message. In the comment column, either followers or non Followers, there provided comments or interactions to the library. Interaction is often done in the form of question and answer about the Pustakalana`s Library, either about activities that have or will take place, asking about the requirements to become a member, even just poking his friend and tell and invite his friends to come and follow the activity. Interactions that occur through direct messages are not much different from those that occur through the comment field. Only in this section of interaction that occurs more closed or more private, because who can see and know the existence of such interaction is only one party and second party only.

Instagram   (Septi, 2015)

2. The Obstacles in Using Instagram as a Media Promotion

There are some obstacles faced by Pustakalana's Library in using Instagram as library promotion media. The problem lays on the number of liker and the uploaded posts that are conducted by Pustakalana's Library and only a few of them who give like's sign. It is inversely proportional to a great number of followers. Next, lack of human resource is one of the obstacles that must be coped by Pustakalana's Library. Human resource is one of the important element in the activity process.   Instagrampromotion aring   Instagram Instagram Instagram

as InstagramInstagramThe result shows that Instagram in Pustakalana`s Library is used as a media not only for promoting activities, but also for sharing information and communicating among its followers. The available features that have been existed in Instagram consisting of taking the advantage of upload photo and video by adding captions, hastag (#), tagging, maps, aroba, and utilizing the latest features of replaced old profile accounts into business profiles, only the interaction with other social media and promotional features that exist on business features wich is not been utilized yet by Pustakalana's Library.

They are many promoted contents ranging from information on the collection of the most popular books or recommended books, library locations, library activities, events or seminars, quotes, descriptions of unique libraries and bookstores in Indonesia or abroad, and the information and requirements to become a member. In this case, all the contents that have already mentioned are applied in photographs and video form. The interaction or feedback that occurs between the library and the user is about 80% and almost all of the interactions or feedbacks are positive.

Based on those results, the constraints of the Instagram uses which are faced by Pustakalana's library in its promotion activities are: first, about the incompatibility between the numbers of followers with the number of like's sign or liker to the promoted content. Second, there is a lack of human resource.

C. Conclusion

Instagram is an application to send information in the form of photos quickly, manage photos, photo editing apps, share apps or share photos to social networking. Instagram with many advantages of its features, proven powerful in promotional activities, sharing

information and providing nice feedbacks to the library. Pustakalana`s library in accordance with their vision is expected to be a community that supports children's growth and progress through the provision of access to quality books, educational toys and creative activities to become intelligent, critical, open, and adaptable individuals to the rapid changes in this era of globalization. Instagram can be one of the tools required to support the realization of vision and mission of Pustakalana's library. Thus, Instagram can be the most effective online social media today to promote library activities and services. It offers inspiration and contribution to other libraries in Indonesia, to increase interest and reading culture in order to educate the nation in accordance with the mandate of the 1945 constitution.

Here are suggestions that can be given to Pustakalana regarding the use of Instagram in its library promotion activities: first, Instagram utilization as a media promotion in Pustakalana's Library indicates good. Hopefully, this activity is maintained and it would be better to be developed by following developments because Instagram always changing constantly including in Instagram features because Instagram always changes and continues to be developed. Second, it is expected that the uploaded format should be balanced between photos and videos. Then, the uploaded video must be created and edited as good as possible to get more followers attention. Third, it is expected that Pustakalana's library conducts regular evaluation activities on the use of Instagram as a library promotion media. Fourth, it is expected that Pustakalana's library utilizes popular hastags in Instagram, so that more people will see the post and there will be more people who will give like to the uploaded post of Pustakalana's library. The last is expected that Pustakalana's library create a special team, staff or volunteer for handling library promotion activities, especially on library promotion using Instagram.

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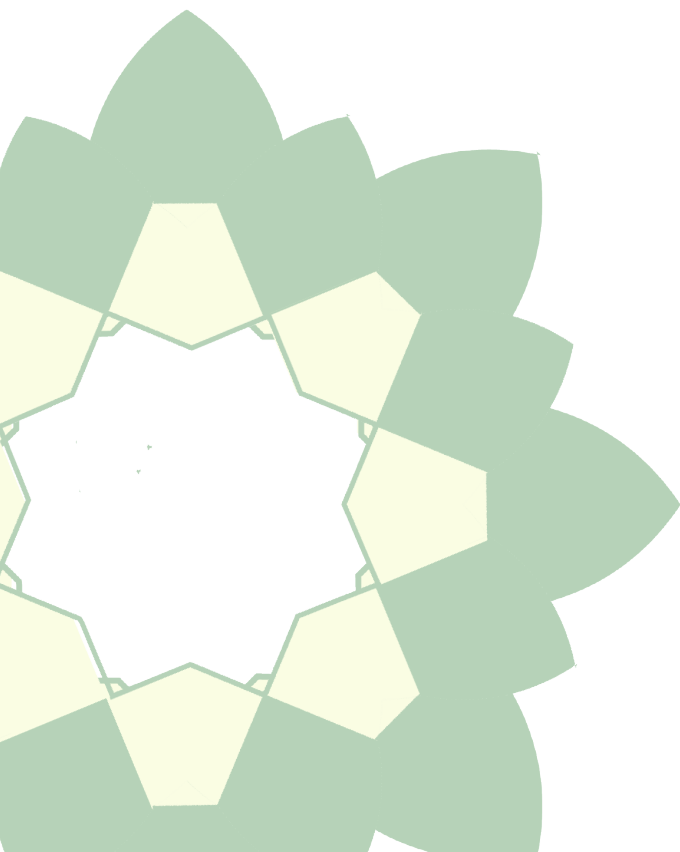
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