

Promotion Strategy through the Use of Instagram in Public Library of Depok City during Pandemic COVID-19

Andrian Prayudho

Universitas Satya Negara Indonesia

andrian.prayudho@usni.ac.id

73

Muhammad Azwar*

Universitas Islam Negeri Syarif Hidayatullah Jakarta

muh.azwar@uinjkt.ac.id

*) Corresponding Author

Received : 15-5-2022

Revised : 11-6-2022

Accepted : 31-7-2022

How to Cite:

Prayudho, A., & Azwar, M. (2022). Promotion Strategy through the Use of Instagram in Public Library of Depok City during Pandemic COVID-19. *Librarianship in Muslim Societies*, 1(1), 73-90.

DOI: <https://doi.org/10.15408/lms.v1i1.26047>



© 2022 by Andrian Prayudho, Muhammad Azwar, This work is an open access article distributed under the terms and conditions of the Creative Commons Attribution-Share Alike 4.0 International License (CC BY NC SA)

Abstract

Library promotion is important, especially during a pandemic like this. This study aims to determine the use of Instagram as a means of promotional activities carried out by the Depok City Public Library manager during the COVID-19 pandemic. The research method used is a descriptive qualitative method with a phenomenological approach. Data collection techniques are collected through interviews, observations, and literature studies (documentation). The results showed that the strategy carried out by the Depok City Public Library through Instagram social media was to embrace the reading garden community around Depok City, upload content in the form of events and activities carried out by the Depok City Public Library, as well as cooperation with schools in Depok City. To improve the quality of promotion through Instagram, it is necessary to support the leadership on various kinds of existing problems, including the first, namely the policy on the certainty of the use of language (formal / non-formal). The second is the policy toward the procurement of experts in the field of graphic design. Furthermore, the third is the formulation of regulations to guide the implementation of all activities related to promotion using Instagram

Keyword: COVID-19, Instagram, Library Promotion Strategy

Abstrak

Promosi perpustakaan merupakan suatu hal yang penting, apalagi di masa pandemi seperti ini. Penelitian ini bertujuan untuk mengetahui pemanfaatan Instagram sebagai sarana kegiatan promosi yang dilakukan oleh pengelola Perpustakaan Umum Kota Depok selama masa pandemi COVID-19. Metode penelitian yang digunakan adalah metode deskriptif kualitatif dengan pendekatan fenomenologi. Teknik pengumpulan data dikumpulkan melalui wawancara, observasi, dan studi pustaka (dokumentasi). Hasil penelitian menunjukkan bahwa strategi yang dilakukan Perpustakaan Umum Kota Depok melalui media sosial Instagram adalah merangkul komunitas taman baca di sekitar Kota Depok, mengunggah konten berupa acara dan kegiatan yang dilakukan oleh Perpustakaan Umum Kota Depok, serta kerjasama dengan sekolah-sekolah di Kota Depok. Untuk meningkatkan kualitas promosi melalui Instagram, perlu dukungan pimpinan atas berbagai macam permasalahan yang ada, antara lain yang pertama yaitu kebijakan kepastian penggunaan bahasa (formal/nonformal). Kedua, kebijakan pengadaan tenaga ahli di bidang desain grafis. Selanjutnya yang ketiga adalah perumusan peraturan yang menjadi pedoman pelaksanaan semua kegiatan yang berkaitan dengan promosi menggunakan Instagram.

Kata kunci: COVID-19, Instagram, Strategi Promosi Perpustakaan

INTRODUCTION

Entering the end of 2019, CoronaVirus Disease 2019 (COVID-19) is becoming the world's main issue. Starting from local cases, Covid-19 spreads throughout the world one after another through transmission called imported cases from outside the area of origin or local transmission between residents. So far, the first event related to Covid-19 does not seem to have a complete picture of this virus (Tarisa, 2021). All corners of the world seem to be putting COVID-19 as the main issue that must be lifted from various media and opportunities, from casual conversations in public spaces to serious discussions. The increasing number of transmissions of the COVID-19 virus in Indonesia has made the government take a policy so that all Indonesians implement social distancing or what we often know as social distancing.

Social distancing itself means reducing activities outside the home and interaction with others directly. A library is a collection of information materials consisting of book and non-book materials / non-book materials that are arranged in a particular system and compiled for their benefit/understanding. Not to be owned in part or whole (Rahayu, 2017). Library also originated from the word library, which has the meaning of a book or book. The meaning of the library itself is a container or space to store, organize, and disseminate information (Basuki, 2014). The existence of a library as a source of information covers various aspects of the scientific field.

Libraries have various types, one of which is a public library. A public library is a type of library established by the general public and financed by the community itself, either directly (self-help) or indirectly, such as through taxes. Public libraries have criteria such as being open to the public, not limited to users who come from any circle and anyone, and the funding is financed by community funds (Saleh & Komalasari, 2019).

The library serves as a means to implement independent learning and life-long education for individuals and community groups. The library as an information centre has the task and function of providing optimal services by providing information in various fields and disciplines as well as providing services to users who need information.

The diversity and state-of-the-art collections held by the library will be in vain if they are not utilized optimally. For this reason, an effort is needed to invite users and prospective users to visit the library and make maximum use of the collection. This effort is often referred to as library promotion. Promotion is a

process of communicating sales and purchase information that aims to change the attitudes and behaviour of previously unaware buyers so that they become buyers and remember the product (Mulyana, 2019). One way the library can be known and used by the public is to hold a promotion.

Library promotion is a forum for exchanging information between library organizations or institutions and consumers or users with the primary purpose of providing information about the products or services provided by the library and inviting users to benefit from the products or services offered. The promotion results from growing awareness to take action by using the library. Library promotion is also an activity to communicate the benefits of library products and convince consumers or users to want to use information services through the library (Binalay, 2016).

This promotion is essential to introduce the library, how a library can be established, what services are available in the library, and what are the benefits of libraries that we usually apply in promoting libraries. The effectiveness of promotional services in the library is beneficial to improve the quality of visitors. The library has many obstacles. General users and students are not interested in coming to the library because most users consider the library identical to monotonous books that people see and are no longer interested in reading (Saputra, 2014). Therefore, a library promotion strategy is needed to achieve visitor satisfaction with the existing library facilities.

During the current pandemic, the promotion of libraries is not only from magazines or bulletins but can be done online or via the Internet (Saronyx, 2021). The internet also has several uses, for example, to get news directly and immediately. One of the uses of the internet can also be used as a promotional medium with social media.

Social media is a media platform that focuses on the existence of users that facilitates them in activities and collaboration. Therefore, social media can be seen as an online facilitator that strengthens relationships between users as well as social ties (Nasrullah, 2015). Social media gives birth to various new forms of communication and interaction. One of the tools in a new form of communication on social media is the hashtag (#) (Meladia, Nadjib, & Akbar, 2018). Another form of communication and interaction that exists on social media is the use of arroba (@), arroba is a feature commonly used to mention other users (Bambang, 2012). In almost all social media, the role of hashtags and @ (arroba or at) play a fairly important role in promoting a post. Examples of social media that apply hashtags and arroba features are Twitter, Facebook and Instagram. For advertisers on the three social media, hashtags and arroba are very necessary

because by implementing these two features, uploaded more social media users can see posts.

Instagram is the most demanded social media by the public among various types of social media circulating on the internet. Like Twitter and Facebook, Instagram has become one of Indonesia's favourite social media sites (Bambang, 2012). Through <https://www.instagram.com> one can easily access Instagram, while Instagram can be downloaded on a smartphone.

Instagram was founded on October 6, 2010, Instagram's original designers were Kevin Systrom and Mike Krieger. Instagram is still under Facebook, Inc. The benefits of using Instagram are not much different from Twitter and Facebook. The benefits that can be obtained from the use of Instagram are: it can be used to share photos or songs and videos, find new friends in cyberspace, can find out what habits are carried out by public figures, can be used as advertising media, can be used to seek political support or campaigns in cyberspace, and the latter can be used as a medium of radio information, can be used for business. Instagram is considered a use value that can encourage the promotion of a place in a tourist destination. The existence of facilities such as photography, geotagging, geo-location, hashtags and likes on Instagram can make it easier for users or tourists to find information about tourist destinations (Kurniawati, 2017).

Depok City Public Library is one of the government institutions. The Depok City Public Library has social media in disseminating information and promoting libraries through the Internet, one of which is very active and the fastest, namely Instagram. Social media Instagram managed by the Depok City Public Library itself, already has 3104 followers and 295 followers (Perpustakaan Umum Kota Depok (@perlibaranumumdepok) Instagram photos and videos, n.d.)

The benefits of this research is knowing how the promotion strategy is carried out through social media Instagram at the Depok City Public Library. So that through promotional activities, they can inform the surrounding community, expand the network of the Depok City Public Library itself and increase the borrowing and return of Depok City Public Library collections due to government regulations restricting visitors.

The problem with this research is how to use Instagram as a means of promotional activities carried out by the Depok City Public Library manager in promoting libraries during the COVID-19 pandemic as well as the obstacles faced by the Depok City Public Library in promoting libraries through Instagram during the COVID-19 pandemic. This study aims to discover how the activities and obstacles in using Instagram as a means of promotional activities are carried out by the Depok City Public Library manager during the COVID-19 pandemic.

METHODS

The research that the author uses is a type of descriptive qualitative research with a phenomenological approach. Qualitative research is a research procedure that produces descriptive data in the form of speech or writing and the behaviour of the people being observed (Fitrah & Luthfiyah, 2017). The phenomenological approach tries to explain or reveal the meaning of concepts or experiential phenomena based on the awareness that occurs in various individual (Agustinova, 2015). The phenomenological method in this study aims to describe the thoughts, considerations and steps taken by librarians to promote libraries through Instagram during the COVID-19 pandemic. Fitria Widiastuti also conducted a similar study titled "The role of social media as a strategy for museum promotion in increasing the number of visitors at the Basoeki Abdullah Museum". This research was conducted in 2020.

The difference with the research that the author made this time was in the object being studied, whereas in the previous study, the author made the Basoeki Abdullah Museum the object of his research.

Data were collected through observation, interviews and literature study. Observation is the first step towards a broader focus of attention, namely participatory observation, towards observing the results of practice as a method in its capacity (Hasanah, 2017). After the data has been collected, the data obtained will be processed through data reduction, namely the selection process, with attention to simplification, abstraction and transformation of raw/rough data that emerges from written notes in the field. This process takes place continuously during the research, even before the data is actually collected, as seen from the conceptual framework of the research, study problems and the data collection approach chosen by the researchers obtained (Rijali, 2019), then the data is presented which provides an initial overview of the research, the results of data collection, data information is understood faster, and facilitates the process of data analysis (Otok & Ratnaningsih, 2016), and in the end, conclusions are drawn made about these results. This research is urgent to find out how the Depok City Public Library executes library promotion strategies through Instagram during the ongoing COVID-19 pandemic. The location of this research is the Depok City Public Library. Observations have been carried out since 1 February 2021 and interviews were conducted on 24 March 2021. Researchers conducted interviews with 2 informants, as can be explained in the following table:

Tabel 1. Informant
Sumber: Field Results 2021

No.	Name	Position	Division
1	PSG	Non-civil servant librarian Depok City Public Library	Processing
2	AT	Civil Servant Librarian, Depok City Public Library.	Service

RESULTS AND DISCUSSIONS

There are various topics that can be discussed from promotional strategies using Instagram at the Depok City Public Library. This study conducts interviews and observations in obtaining research data and a literature study in the discussion of research by analyzing resource persons related to promotional strategies through the use of Instagram at the Depok City Public Library. The results of the study are as follows:

The Reasons for Using Instagram

Based on the data and findings when the authors researched, it can be concluded that the reasons for choosing to use Instagram as a way to promote the Depok City Public Library during the COVID-19 pandemic, such as following is:

1. High usage rate and ease of using Instagram

The use of Instagram is currently widely used by various groups, especially young people (Saputra, 2014). This high level of use and convenience eventually encouraged Depok City Public Library librarians to spread and promote various forms of activities held by Depok City Public Libraries.

Since then, it is not surprising that children still in school are already using devices to use Instagram (Rahmalah, Astuti, Pramessetyaningrum, & Susan, 2019). In contrast, the majority of Instagram users are dominated by young people. So, it has become a consideration for the Depok City Public Library to use Instagram as one of the social media used to invite followers to borrow collections from the library.

2. Connect with Facebook

Apart from the points mentioned earlier, Instagram can also share the results of its uploads on other social media like Facebook. It makes it easier to distribute information to users who have and follow the Depok City Public Library Facebook account.

The Purpose of Using Instagram

One of the goals of using Instagram is to build a good relationship with the community or community through the use of inviting or polite language. By using Instagram as a promotional medium, libraries can build good relationships with the community through informative posts and communication with the public and government agencies. From posts on Instagram, the public knows information related to libraries. Good information about services and activities in the library (Faisal & Rohmiyati, 2019).

In addition to the increasing interest in reading during the pandemic, Instagram social media also seeks to promote its products, services and activities. Using Instagram to do promotions will help Depok City Public Library to be known by the public because it is also widely used by individuals, groups, governments and companies in the community. More and more Instagram users are creating their own market to introduce the benefits of each Instagram user. Many people in Depok City are not aware of the existence of a public library in Depok City. Many people in Depok themselves are not aware of the change in the building from Disdukcapil to a library. So it can be concluded that the Depok City public



Figure 1. Instastory of Depok City Public Library
Source: Depok City Public Library Instagram Archives, 2021

library wants to be known more widely by many people because by being more known, the Depok City library hopes that the public can visit to borrow the existing book collections.

Uploading Content

Depok City Public Library promotes its Instagram by consistently uploading content. All types of photos or videos are taken with good quality so that Instagram users can adequately see them. Because an account can be considered good if the content they upload has high-quality images, photos and videos. Things like this are not uncommon to be a measure of professionalism. Followers of an account will think the account is professional and responsible if the social media accounts they have are well organized and tidy, and vice versa, image is damaged if the social media account manager is unable to pay attention to the quality of the accounts they manage.

In addition, attention is paid to the hours of upload so that many people can see the views of the upload. The proper hours to upload is to enter the best time where it can be believed that at that time, people spend their time looking for en-



Figure 2. IGTV Depok City Public Library

Source: Depok City Public Library Instagram Archives, 2021



Figure 3. Depok City Public Library Instagram Post
Source: Depok City Public Library Instagram Archives, 2021

tertainment or even information, so if an account uploads at that time, it is likely will get many views and responses vast compared to uploading content during peak times of working people. The content uploaded by the Depok City Public Library is:

1. Instastory

In 2016, Instagram released one of the new features: Instagram Stories or instastory. This feature was previously introduced by the Snapchat app, where users can post 15-second photos or videos that can only be viewed within 24 hours. Over 24 hours, Instagram Stories will be automatically archived and no longer viewable by the public. Instastory is in the bar at the top of the Instagram feed. To see a friend's story, we just need to press their profile picture so that their story will appear on full screen within 24 hours from the oldest to the newest (Adinda, 2019). Instastory is one of the most used Instagram features by the Depok City Library's social media team. Instastory is a feature Instagram offers



Figure 4. Question and Answer Box of Depok City Public Library
Source: Depok City Public Library Instagram Archives, 2021

for short content and is only stored for 24 hours. The Depok City Public Library used Instastory to provide information about library collections, services and programs.

2. IGTV

The development of the times and technology is growing fast. The Instagram application is also growing and becoming increasingly sophisticated, as evidenced by the many features you can enjoy, such as instastory quizzes, questions and answers, photo filters, and others. Instagram also has the latest features to be used as online teaching material, namely Instagram TV (IGTV) (Sartika, 2020). IGTV is a new feature provided by Instagram. This feature can upload videos with a maximum duration of ten (10) minutes. The Depok City Public Library uses this feature to share moments or activities held by the Depok City Public Library

3. Instagram feeds

Sharing photos and videos is the main content that can be uploaded on Instagram. Photos and videos can be seen on the home column of followers. Uploaded photos and videos can be added with captions, hashtags, locations and other user tags. The Depok City Public Library uses it to share information about new collections, facilities, services, citations and events of the Depok City Public Library.

4. Polling

The Depok City Public Library uses the polling feature provided by Instagram as a form of voting. The library will be able to communicate by conducting a poll with its followers on Instagram, one example of which will help the library more to evaluate its performance.

5. Q&A box

Q & A Box is a feature available in instastory, which is usually used to accommodate various types of suggestions and questions aimed at the Depok City Public Library, one of the functions to communicate with the public. Depok City Public Library uses the Q&A box feature to accommodate suggestions from Instagram followers. One example is when there is a book review event, the library asks its patrons which books will be kept at the event:

Things like this are not uncommon to be a measure of professionalism, followers of an account will think the account is professional and responsible if the social media accounts they have are well organized and tidy, and vice versa, image is damaged if the social media account manager is unable to pay attention to the quality of the accounts they manage.

In addition, attention is paid to the hours of upload so that many people can see the views of the upload. The suitable hours to upload is to enter the best time where it can be believed that at that time, people spend their time looking for entertainment or even information, so if an account uploads at that time, it is likely will get many views and responses extensive compared to uploading content during peak times of working people.

Depok City Public Library has carried out other promotions by collaborating with various schools around Depok City. This school starts from the stage of early childhood education (PAUD) to high school. It is conducted to improve relations between the Depok City Public Library and various schools. The Depok City Public Library collaborates by socializing, holding webinars and promoting the school library.

Benefits of using Instagram

The Depok City Public Library gains several benefits from using Instagram, including:

1. Information spreads quickly and easily

Instagram is one of the most popular social media in the world today, social media that is now so loved by various groups, young and old, that allows users to upload photos or videos as they want without any number restrictions. Its access makes it easier for users to upload news that is usually only in the form of sentences to read. However, with the presence of Instagram, users can innovate to spread information in the form of videos with captions that make it easier enable others to receive information quickly. In fact, it is very easy for users to cover news live by accessing live broadcasts provided by social media Instagram (Sumantri & Tarmizi, 2021).

The advantage gained by the Depok City Public Library after using Instagram is that it can easily spread information and carry out promotions in a short time because there are quite a lot of active users on Instagram social media. How to use Instagram is not difficult and very easy to understand.

By easily spreading information through Instagram, it can also have a good influence in attracting participants to activities held by the Depok City Public Library located within Depok City and outside Depok City.

2. Communicate with users

In addition to being able to spread information quickly and easily, Instagram can be used to communicate virtually with people around Depok City and some even outside Depok City and can invite participants from outside Depok City to competitions, seminars, or other events of the City Public Library attract. Depok via Instagram social media belonging to the Depok City Public Library. The interactions that take place through direct messages are not significantly different from those in the comment column. In this part, the interactions that take place are more closed or more private because only one party and the second party can see and know the interaction (Azwar & Sulthonah, 2018).

In addition, as a form of interaction in providing services to its users, they can find out about public opinion regarding Depok City public library services. It is beneficial for the future that the library can find out what needs to be developed by the Depok City Public Library.

Limitations on the use of Instagram

The constraint is a condition that restricts, hinders or impedes the achievement of goals (Teguh, 2018). Behind the benefits gained by using Instagram as one of the means of library promotion strategies at the Depok City Public Library, there are obstacles faced by Depok City Public Library librarians. The obstacles faced include the following:

1. Language Creation

Language is a common means of communication in society. Understanding language as a social function is the most important thing for people to interact socially with each other. Language as a communication tool means that language is a systematic series of sounds, in the form of symbols, arbitrary, meaningful, conventional, unique, universal, productive, varied, dynamic, human, and a way of social interaction that individuals replace in a statement something to the interlocutor in a speech. . social groups as means of communication and speaker identity (Noermanzah, 2019). Therefore, language is closely related to the culture and socio-economics of the people who use it. It allows for the differentiation of vocabulary from one field to another (Rahayu, 2014).

One of the obstacles the Depok City Public Library faces in using Instagram is captioning. It happens because librarians sometimes find it challenging to choose the language to be used. The librarian thought to make the caption a little casual but still serious and use good words according to the Enhanced Spelling Rules. This is done because returning to the original purpose of the use of Instagram by the Depok City Public Library is to embrace the segmentation of young people, so the Depok City Public Library librarian thinks that captions should be adjusted to attract the attention of young people what it sees.

2. Content

Content is the subject, type or unit of digital information. Content can be text, images, graphics, video, audio, documents, reports and others. In other words, content is anything that can be managed in an electronic format (Mahmudah & Rahayu, 2020). Another obstacle that the Depok City Public Library faces is that the quality of the content to be uploaded is not good. This usually happens when the Depok City Public Library holds activities, whether socializing or workshops or any other activities, but the documentarian forgets to take them so that photos or videos that need to be uploaded to Instagram have to be taken over by other Depok City Public Library staff. So it is not uncommon for the resulting photos to be unsatisfactory and unable to be uploaded to an Instagram account.

3. Content evaluation

Evaluation is an assessment of the data collected through assessment Activities (Wulan, 2007). The obstacle facing the Depok City Public Library is content evaluation. Previously, library librarians never evaluated content officially uploaded on Instagram, but only from input from some visitors or users who followed the Depok City Public Library's Instagram. This is why there are still shortcomings in content.

CONCLUSION

Based on the findings and discussions conducted by the author on promotion strategies through the use of social media Instagram at the Depok City Public Library during the COVID-19 pandemic, it can be concluded that the use of Instagram has started due to the high segmentation of Instagram users with a lot of Instagram users an opportunity for libraries to get closer to the community. The strategy carried out by the Depok City Public Library through Instagram is by uploading content in the form of events and activities carried out by the Depok City Public Library, as well as cooperation with schools in Depok City. The Depok City Public Library has used the features found on Instagram, such as Instastory, IG TV, Instagram Feed, Polling and Q&A Box, very optimally.

The obstacles experienced by the Depok City Public Library in the use of Instagram are the creation of language or captions that are still confused between the use of standard language (formal) or the use of everyday language (non-formal), content that is sometimes still considered not good enough to upload, and the absence of regulation or evaluation of uploaded content.

Based on the findings and discussions conducted by the author regarding promotion strategies through the use of social media, Instagram at the Depok City Public Library during the COVID-19 pandemic, it can be implied that the use of uncertain language between formal and non-formal language causes inconsistency in communication. The absence of staff who have skills in the field of graphic design causes a lack of attractiveness of uploaded content. The absence of regulations in Instagram management means that the implementation of promotions does not have clear guidelines.

Based on the findings and discussions conducted by the author regarding promotion strategies through the use of Instagram social media at the Depok City Public Library during the COVID-19 pandemic, the authors provide suggestions such as the Depok City public library social media manager should establish fixed policies related to the choice of one of the languages, whether you want to be formal or informal. The policy provides experts who have the ability in graph-

ic design to get content and a more attractive appearance. There are different types of community reading gardens in Depok City. The Depok City Public Library sees the potential and the reading garden community around Depok City by promoting each other and formulating regulations to guide the implementation of all activities related to promotion using Instagram's social media.

REFERENCES

- Adinda, S. J. (2019). *Persepsi mahasiswa tentang self presentation rachel vennya dalam fitur instastory di instagram (studi pada followers rachel vennya yang merupakan mahasiswa ilmu komunikasi 2014)* (Undergraduate, University of Muhammadiyah Malang). University of Muhammadiyah Malang. Retrieved from <https://eprints.umm.ac.id/50975/>
- Agustinova, D. E. (2015). *Memahami Metode Penelitian Kualitatif*. Yogyakarta: Calpulis.
- Azwar, M., & Sulthonah, S. (2018). The Utilization of Instagram as a Media Promotion: The Case Study of Library in Indonesia. *Insaniyat: Journal of Islam and Humanities*, 2(2), 147–159. <https://doi.org/10.15408/insaniyat.v2i2.7320>
- Bambang. (2012). *Instagram handbook*. Jakarta: Mediakita.
- Basuki, S. (2014). *Pengantar Ilmu Perpustakaan*. Jakarta: Universitas Terbuka.
- Binalay, A. (2016). Manfaat Promosi Perpustakaan Pada Mahasiswa Fispol dalam Meningkatkan Jumlah Pemustaka di UPT Perpustakaan Universitas Sam Ratulangi. *Acta Diurna Komunikasi*, 5(3). Retrieved from <https://ejournal.unsrat.ac.id/index.php/actadiurnakomunikasi/article/view/12771>
- Faisal, I. A., & Rohmiyati, Y. (2019). *Jurnal Ilmu Perpustakaan*, 6(4) (2017): Oktober 2017. Retrieved from <https://ejournal3.undip.ac.id/index.php/jip/article/view/23234>
- Fitrah, Muh., & Luthfiyah. (2017). *Metodologi penelitian: Penelitian kualitatif, tindakan kelas & studi kasus*. Sukabumi: Jejak.
- Hasanah, H. (2017). Teknik-Teknik Observasi (Sebuah Alternatif Metode Pengumpulan Data Kualitatif Ilmu-ilmu Sosial). *At-Taqaddum*, 8(1), 21. <https://doi.org/10.21580/at.v8i1.1163>
- Kurniawati, W. D. N. (2017). Pemanfaatan Instagram Oleh Komunitas Wisata Grobogan Dalam Mempromosikan Potensi Pariwisata Daerah. *Komuniti : Jurnal Komunikasi dan Teknologi Informasi*, 8(5), 127–143. <https://doi.org/10.23917/komuniti.v8i5.2943>
- Mahmudah, S. M., & Rahayu, M. (2020). Pengelolaan Konten Media Sosial Korporat pada Instagram Sebuah Pusat Perbelanjaan. *Jurnal Komunikasi Nusantara*, 2(1), 1–9. <https://doi.org/10.33366/jkn.v2i1.39>
- Meladia, M., Nadjib, M., & Akbar, M. (2018). Penggunaan Hashtag (#) di Media Sosial untuk Advokasi Kesadaran Membayar Pajak. *KAREBA : Jurnal Ilmu Komunikasi*, 6(2), 241. <https://doi.org/10.31947/kjik.v6i2.5321>
- Mulyana, M. (2019). *Strategi Promosi dan Komunikasi [Preprint]*. INA-Rxiv. <https://doi.org/10.31227/osf.io/v7dfr>
- Nasrullah, R. (2015). *Media Sosial: Perspektif komunikasi, budaya, dan sositeknologi*. Bandung: Simbiosis Rekatam.
- Noermanzah, N. (2019). Bahasa sebagai Alat Komunikasi, Citra Pikiran, dan Kepribadian. *Seminar Nasional Pendidikan Bahasa dan Sastra*, 306–319.
- Otok, D. B. W., & Ratnaningsih, D. J. (2016). *Konsep Dasar dalam Pengumpulan dan Penyajian Data*. Tangerang Selatan: Universitas Terbuka.
- Perpustakaan Umum Kota Depok (@perlibaranumumdepok) Instagram photos

- and videos. (n.d.). [Instagram photos and videos]. Retrieved May 15, 2022, from <https://www.instagram.com/perpustakaanumumdepok/>
- Rahayu, A. P. (2014). Menumbuhkan Bahasa Indonesia yang Baik dan Benar dalam Pendidikan dan Pengajaran. *Jurnal Paradigma Institut*, 2(1). Retrieved from <http://ejournal.kopertais4.or.id/mataraman/index.php/paradigma/issue/view/197>
- Rahayu, S. (2017). Mengenal Perpustakaan Perguruan Tinggi Lebih Dekat. *Buletin Perpustakaan*, (57), 103–110.
- Rahmalah, P. Z., Astuti, P., Pramessetyaningrum, L., & Susana. (2019). Pengaruh Penggunaan Gadget terhadap Pembentukan Karakter Anak Usia Dini. 302–310. LPPM - Universitas Muhammadiyah Purwokerto. Retrieved from <https://semnaslppm.ump.ac.id/index.php/semnaslppm/article/view/52/52>
- Rijali, A. (2019). Analisis Data Kualitatif. *Alhadharah: Jurnal Ilmu Dakwah*, 17 (33), 81. <https://doi.org/10.18592/alhadharah.v17i33.2374>
- Saleh, I. A. R., & Komalasari, I. R. (2019). *Pengertian Perpustakaan dan Dasar-Dasar Manajemen Perpustakaan*. In *Pengertian Perpustakaan dan Dasar-dasar Manajemen Perpustakaan*. Tangerang Selatan: Universitas Terbuka.
- Saputra, A. A. (2014). *Efektivitas Pelayanan Promosi (Studi Kasus Di Badan Perpustakaan Provinsi Sumatera Selatan)* (Undergraduate). UIN Raden Fatah Palembang.
- Saronyx, L. (2021). Layanan Perpustakaan Proklamator Bung Karno di Era Pandemi Covid-19. *LibTech: Library and Information Science Journal*, 1(2). <https://doi.org/10.18860/libtech.v1i2.13089>
- Sartika, P. N. (2020). *Pemanfaatan Instagram Tv (Igtv) Sebagai Online Teaching Untuk Meningkatkan Hasil Belajar Siswa Kelas X Sma Pada Klasifikasi Makhluk Hidup* (Undergraduate). Universitas Pasundan, Bandung.
- Sumantri, M. R., & Tarmizi, Y. (2021). *Peran Aplikasi Instagram Terhadap Cepatnya Penyebaran Informasi [Preprint]*. Open Science Framework. <https://doi.org/10.31219/osf.io/wy59r>
- Tarisa, N. P. (2021). Peran Who Sebagai Subjek Hukum Internasional Dalam Mencegah Penyebaran Corona Virus Disease (COVID-19). *Jurnal Ilmu Hukum Sui Generis*, 1(4), 1–9.
- Teguh, A. W. (2018). *Upaya Meminimalisasikan Kendala Persiapan Pemuatan Benzene di Atas Kapal Mt. Bauhinia* (Diploma). Politeknik Ilmu Pelayaran Semarang, Semarang.
- Wulan, A. R. (2007). *Pengertian dan esensi konsep evaluasi, asesmen, tes, dan pengukuran*. FPMIPA Universitas Pendidikan Indonesia. Retrieved from http://file.upi.edu/Direktori/SPS/PRODI.PENDIDIKAN_IPA/197404171999032-ANA_RATNAWULAN/pengertian_asesmen.pdf

