

Instagram Promotion in Facilitating Library Long-Distance Service Utilization

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Abstract

Trisakti University Library provides Long-Distance Services (LDS) that users can utilize during the pandemic. To increase the use of library services, the intensity of promotion through Instagram needs to be increased as well. This study aims to determine the effect of library promotion through Instagram on the utilization of LDS at Trisakti University Library. This type of research is associative research with a quantitative approach. The research sample was 93 respondents who are students and Instagram followers. They obtained from a total population of 1,323 @usakti library followers by using the Slovin formula with an accidental sampling technique. Data analysis used a simple linear regression test to test the effect of Variable X and Y. The results showed that there was a significant effect between library promotion through Instagram (X) and Remote Service Utilization (Y), with a significance value of $0,000 < 0,05$ (5%). This is also strengthened by a strong correlation level of 0,694 on a scale of 0.60 – 0.799. The result of the R Square value is 0,482. It proves that library promotion influences 48,2% of LDS. The results of this study confirm the uses and effects theory stating that the use of mass media and media content will cause certain effect. In this study, the effect is the increased utilization of LDS. It is hoped that this research can help the library in increasing promotional activities through Instagram and its attention in processing library services. This research is expected to help the library to increase promotional activities through Instagram and to improve service quality.

Keywords: Promotion, Instagram, Service Utilization, Long-Distance Service

Abstrak

Perpustakaan Perguruan Tinggi Universitas Trisakti menyediakan Layanan Jarak Jauh (LJJ) yang dapat dimanfaatkan pemustaka di masa pandemi. Untuk meningkatkan pemanfaatan layanan, intensitas promosi melalui media sosial *Instagram* juga perlu ditingkatkan. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh promosi perpustakaan melalui *Instagram* terhadap pemanfaatan layanan jarak jauh di perpustakaan Universitas Trisakti. Jenis penelitian ini merupakan penelitian asosiatif dengan pendekatan kuantitatif. Sampel penelitian sebanyak 93 responden yang merupakan mahasiswa dan *followers Instagram*. Sample diperoleh dari total populasi sebesar 1.323 *followers @usakti library* menggunakan rumus *Slovin* dengan teknik *accidental sampling*. Uji regresi linear sederhana digunakan sebagai analisis data untuk menguji pengaruh Variabel X dan Variabel Y. Hasil penelitian menyatakan terdapat pengaruh yang signifikan antara promosi perpustakaan melalui *Instagram* (X) terhadap Pemanfaatan Layanan Jarak Jauh (Y), dengan nilai signifikansi sebesar $0,000 < 0,05$ (5%), hal ini juga diperkuat dengan tingkat korelasi yang kuat yaitu sebesar 0,694 yang berada pada skala 0,60 – 0,799. Promosi perpustakaan melalui *Instagram* memiliki pengaruh sebesar 48,2% terhadap pemanfaatan Layanan Jarak Jauh, dengan nilai *R Square* sebesar 0,482. Hasil penelitian ini mengkonfirmasi teori *uses and effect* yang menyatakan bahwa penggunaan media massa dan isi media akan menimbulkan efek tertentu. Pada penelitian ini, efek yang timbulkan adalah meningkatnya pemanfaatan LJJ. Diharapkan melalui penelitian ini dapat membantu pihak perpustakaan untuk meningkatkan kegiatan promosi melalui *Instagram* dan perhatiannya untuk meningkatkan kualitas layanan perpustakaan.

Kata Kunci: Promosi, Instagram, Pemanfaatan Layanan, Layanan Jarak Jauh

INTRODUCTION

The COVID-19 pandemic that broke out in 2019 requires people to limit interactions, thus causing various changes in how people interact. Changes in interactions in the field of education, which were initially carried out face-to-face, have turned online or into what is known as distance learning. It is carried out from elementary school to university. Trisakti University also implements a distance learning system. This condition requires the Library to continue playing an active role in meeting the needs of the academic community for information in supporting the educational process, one of which is through the development of online services. Developing online services in higher education libraries also aligns with the legislation's mandate. Law No. 43 of 2007 Article 24, paragraph 3, states that Higher Education Libraries develop library services based on information and communication technology. Furthermore, Chapter IV, Article 12 of the Library Law, states that library collections are selected, processed, stored, served, and developed by considering information and communication technology.

Trisakti University Library has been running online services before the pandemic. However, this service was developed by Trisakti University Library with by using Long-Distance Service (LDS) terminology. For students to utilise long-distance services massively, the library must introduce or promote this service. Promotion is a form of communication that focuses on the promotional mix with a broader scope than advertising, and one of its functions is to influence public behaviour (Alexandrescu & Milandru, 2018).

As an agency that provides various services, the library conducts promotional activities. According to Sutjana (2018), library promotion intends to provide public knowledge about the importance of libraries for life and introduce libraries with various activities to the public. Furthermore, the Regulation of Head of National Library No. 13 of 2017 on Library National Standard of Higher Education states that the promotion carried out in the library is to introduce library functions and services and encourage the academic community to utilise the collection. By carrying out promotional activities, it is hoped to achieve a goal. Library promotion has objectives that include introducing library functions, fostering interest in reading, persuading maximum use of library collections, increasing the number of readers, and informing the community of library services and services (Rahmah, 2018). Library promotion is an effort to introduce services and libraries to increase the utilisation of services in the

library.

In promoting to a broad audience without direct interaction, social media platform is considered the right choice. Instagram is a social media platform for sharing photos and videos (Pranjarini, 2020, p. 13). Instagram is widely used in Indonesia and it can be seen from the large number of Indonesian users. Based on the HootSuite We Are Social survey report in February 2022, internet users in Indonesia reached 277.7 million, with a total of 99.15 million Instagram users on the website (Riyanto, 2022). It can be interpreted that as many as 36% of the total internet users in Indonesia are Instagram users. Based on the amount of the users, Instagram is considered the right platform media for promoting library services.

As a library promotional media, Instagram has a strategic position and role in promoting library information services to the broader community (Bakhtiyar, 2020, p. 88). Promotion through Instagram has been carried out by Trisakti University Library since 2017. Instagram is the right choice for promoting the services since the numbers of library followers or followers of @usakti_library's Instagram account is more than any other social media owned by the library, namely X, Facebook, and YouTube. The Instagram account @usakti_library has reached 1,323 followers in January 2022.

As a promotional medium, Instagram is expected to drive followers and students to utilise Long-Distance Services. This aligns with the uses and effects theory, which states that media and media content will affect individuals. This theory is widely used to examine the influence of media on the effects it causes. The concept of use is an important part. Knowledge of media use and its causes will provide a way to understand and estimate the results of the mass communication process (Daryanto & Raharjo, 2016, p. 148). Uses and effects explain that needs cause a person to use a medium so that media use can impact the user (Nurhasanah & Zakiah, 2023, p. 101). The communicator will estimate and do something to create the effect of the communication.

In this study, @usakti_library Instagram followers, who are Trisakti University students, are considered to have sufficient information about library promotion activities delivered by the Trisakti University library through an Instagram account. Promotional activities are carried out and analysed using the AIDA model, which is a four-stage description that encourages consumers of programs or advertisements ranging from Attention, Interest, Desire, and finally, Action (Pashootanzadeh & Khalilian, 2018, p. 637). The utilisation of LDS services is analysed using the Reasons-Interaction-Results (RIR) model, which reflects the service's value (Saracevic & Kantor, 1997, p. 540).

For LDS utilisation, the data obtained by the library for the period August 2021 - January 2022 are as follows:

Table 1. The utilisation of LDS Library Trisakti University

No	Types of Services	Frequency	
1	Virtual Reference Service	Scientific Information Retrieval Service	59
		Ask A Librarian via Google Forms	32
		Ask A Librarian via direct message on Instagram	192
		Ask A Librarian via Whatsapp	86
2	Digital information literacy service	Introduction course	7
		Information Literacy webinar	9
		Information Literacy class	14
3	Online Circulation Service	Online book order	13
		Request for a letter of collection loan clearance	242
4	Repository Service	1.000-4.500/day	

The data in Table.1 shows student activities in utilising this service. Library utilisation can be seen from the intensity of visits and various types of activities carried out by users (Fajarwati, 2021, p. 389). The data shown in the table needs to be studied further to determine how much the promotion carried out by the Trisakti University library on Instagram impacts service utilisation. Research on the effect of promotion on library service utilisation shows that there is an influence between promotion and library utilisation, including library promotion through Instagram, which influences the utilisation of the Malang State Polytechnic Library (Rosyida & Anggraeni, 2020) and influences the utilisation of Surakarta Muhammadiyah University Library (Khotijah et al., 2022). Instagram as a promotional medium also influences the use of the STIPAP Medan Library (Sidabutar, 2022, p. 160). In addition to the three studies that focus on the effect of promotion on physical libraries, this study aims to determine how much influence library promotion through Instagram has on the utilisation of LDS at Trisakti University Library.

RESEARCH METHOD

This type of research is associative research with a quantitative approach. In this study, researchers wanted to know the relationship and influence of promotion through Instagram on the utilisation of Long-Distance Services (LDS) at Trisakti University Library. The population of this research is Instagram followers @usakti_library, which amounted to 1,323 people. The sample of this study

amounted to 93 respondents who were obtained using the Slovin formula with an error rate of 10%. The questionnaire distribution was carried out by accidental sampling. Accidental sampling is a technique used by researchers to select existing respondents until the sample size is sufficient (Connaway & Radford, 2021). The questionnaire was made in the form of Google Forms and distributed to respondents, namely students who are Instagram followers @usakti_library and have used one of the Trisakti University library's LDS.

This study uses data quality tests: Validity and Reliability, Classical Assumption, normality, and simple linear regression. A simple linear regression test is used as data analysis to test the effect of library promotion through Instagram (variable X) on the utilisation of remote services at Trisakti University library (Variable Y). The validity test results resulted in the value of r count on variable X and variable Y on each statement question > 0.361 (r table). So, it is said that all questionnaire statements on variables X and Y can reveal something that can be measured or are valid. The results of the Reliability Test on variable X (Promotion via Instagram) with 16 statements show the Cronbach Alpha value of $0.905 > 0.6$. The results of the Reliability Test on variable Y (31 statements) Cronbach Alpha value of $0.951 > 0.6$. It can be concluded that all statements of variable X and variable Y data are consistent or reliable. At the same time, the results of the one sample Kolmogorov Smirnov normality test show a significance value of $0.062 > 0.05$. This shows that the data is declared normal, or the residual value is usually distributed. The Normality Test is used to know if the data is from an average population or is in a normal distribution (Nuryadi et al., 2017, p. 79).

RESULT AND DISCUSSION

Respondents in this study were students from semester 1 (one) to semester 9 (nine). The majority of respondents were seventh-semester students. The data shows that seventh-semester students were 49.5% of respondents (46 people), ninth-semester students and third-semester students were 22.6% of respondents (21 people), fifth-semester students were 4.3% of respondents (4 people), and thirteenth-semester students were 1.1% of respondents (1 person). Based on gender, the majority of respondents were female, namely 65.6% of respondents (61 people) and 34.4% of male respondents (32 people).

Library promotion includes educating actual and potential users about library programs and the range of services provided and informing new collections and services ready for use (Hanum, 2021). Based on respondents' assessments,

the library is considered successful in conducting promotions based on the AIDA model in each Instagram post @usakti_library because the average value is 3.33, categorised as very high. This can be seen in Table. 2 below:

Table. 2. The level of promotion of Trisakti University Library through Instagram

No	Indicator	Mean	Keterangan
1.	<i>Attention</i> (Menarik Perhatian)	3,37	Very High
2.	<i>Interest</i> (Ketertarikan)	3,34	Very High
3.	<i>Desire</i> (Minat)	3,39	Very High
4.	<i>Action</i> (Tindakan)	3,21	High
Mean Variabel Promosi		3,33	Very High

The Attention indicator has six statements, and overall, the mean value is very high. Respondents assessed that the library uploads attract attention (3.38), the library uploads show benefits (3.48), the image uploads attract attention (3.31), the upload design attracts attention, the upload captions attract attention (3.35), and library promotions on Instagram can be trusted (3.38). The Attention indicator produces an average score of 3.33 or very high. This aligns with Prihartanta (2018) statement, that the key to all promotional plans is to be able to attract the attention of the audience.

The results for the Interest indicator also show a very high assessment with an average of 3.34. This indicator shows that respondents always pay attention to uploads (2.90), are happy or not bothered to see uploads (3.46), find messages easy to understand (3.56), and are interested in using the promoted services (3.42). Although the statement that respondents always pay attention to uploads has the lowest average score, the overall assessment of the Interest indicator still shows a very high score. This result shows that the @usakti_library library promotion uploads can attract followers to the promoted message. According to Zuhri and Christiani (2019) promotional activities must be carried out by presenting words that can make the target have a deeper interest in order to make the target interested in reading, seeing and also listening more carefully.

The Desire indicator shows that Trisakti University Library uploads perceived to be containing reasons with an average rating of 3.41, arouses the desire to use LDS with an average rating of 3.28 and displays service excellence with an average rating of 3.48. Overall, the average assessment of this indicator resulted in a score of 3.39 or very high. These results indicate that promotion through library publications can arouse respondents' interest or desire to use the

LDS available at the library. In order for the promotion to be able to generate the desire of the users to find out more information related to what is being promoted, of course, it is conveyed by introducing the library's services and collections (Meilani et al., 2023, p. 114).

The Action indicator obtained a low mean value compared to other indicators or obtained score of 3.21. The results showed that respondents utilised long-distance services after seeing library uploads, which scored as 3.30. In addition, the respondents also shared the LDS link with friends. Although the score shown is the most minor compared to other statements in this indicator, scored as 3.06, this score is considered high. Respondents also advised friends to use LDS, based on a score of 3.28. These results show that the promotion carried out by the Trisakti University Library can make someone want to use the service and suggest it to others. Similar results were also shown by research on user engagement in academic libraries through social media. The results showed that the benefits of libraries using Facebook and Instagram include knowing more about library collections, services and facilities, connecting with other users, and sharing information (Chan et al., 2020, p. 6).

In describing the utilisation of Long-Distance Services in this study, the R-I-R model or Reasons, Interaction, and Results reflects the three indicators in this model. The overall indicator results show a mean value of 3.36, based on a scale of 3.25 - 4.00. It can be said that the utilisation of distance services at the Trisakti University library is very high. The results of the assessment of each indicator are shown in Table 3 below:

Table 3. Utilization Level of Trisakti University Library's LDS

No	Indicator	Mean	Description
1.	<i>Reason</i>	3,46	Very High
2.	<i>Interaction</i>	3,29	Very High
3.	<i>Result</i>	3,54	Very High
Mean of Promotion Variable		3,36	Very High

The Reason indicator as a whole produces an average score of 3.46. This indicator has six statements which show that the reasons respondents use LDS are to help do the courseworks (3.62), desire to increase knowledge (3.43), feel interested (3.31) because they cannot visit the library directly (3.56), because they borrow books (3.32), and desire to get information (3.58). Some of these reasons show similarities with the results of research related to the utilisation of

Open Library service by Telkom University students. The provided service is used for having various benefits and facilities, making it easier for students to carry out the process of finding the information needed, and getting reference sources for coursework and final assignments (Oktaviani et al., 2018, pp. 34–35). Following the research findings, the highest utilisation of LDS is to help with lecture assignments. Meanwhile, the lowest utilisation of LDS is a sense of interest in utilising LDS. These reasons are the intrinsic motivation of the library users. According to Fakhrunnisa, Rukiyah, and Christiani (2015), the motivation of library users can be due to intrinsic motivation, which is the reason that arises from within or/and extrinsic motivation, which is the reason that arises from outside the self.

The *Interaction* indicator measures the assessment of LDS utilisation. Students who utilise LDS interact with collections, services, operating systems, and librarians. Based on the assessment results, overall interaction with this service is categorised as very high, namely 3.29. According to Saracevic dan Kantor (1997), the interaction includes user assessments of the quality, problems, and convenience of various aspects of service or how users assess interactions with libraries or information systems in obtaining services.

Regarding access, respondents considered that by using LDS, they could easily access the e-journal collection (3.53), e-books (3.47), and OPAC (3.43). Ease of providing access to users is a goal that libraries, especially university libraries, must achieve. One of them is opening access to online services. This is in line with the statements of Junaeti and Arwani (2016) that university libraries that currently provide various facilities and online access will create convenience in accessing the information library users need. Meanwhile, related to suitability to needs, respondents rated the e-journal collection according to their needs (3.48), e-books, and printed books according to their needs (3.38). To meet users' needs, library services must be tailored to their needs. Quality library services can be seen in human resources, collections, facilities, and services provided (Elnadi, 2018, p. 204).

Collections and access must be a concern for higher education libraries because it is one of the objectives of higher education libraries. Regulation of the Head of the National Library of the Republic of Indonesia Number 13 of 2017 on National Standards for Higher Education Libraries stated that the objective of higher education is providing library materials and access to information to library users for the benefit of education, research, and community service.

User interaction in using LDS includes aspects of intensity in using services provided by the library. The respondents rated that they often access e-books

(3.17), often access e-journals (3.26), often use repository services (3.43), often use online circulation services (3.12), often use librarian question services via Google forms (2.88), often use librarian question services via WhatsApp (2.86), often use librarian question services via Instagram DM (2.88), often use information search services (3.24), often participate in digital literacy programs (2.86). When viewed from these results, the intensity of interaction of student respondents in using LDS is higher in the intensity of collection utilisation than interaction with librarians online. However, the resulting number is still in the high category.

The interaction indicator also reflects how LDS is run. Based on the respondents' assessment, LDS run by Trisakti University library has procedures that are easy to understand (3.37), easy use of Google Form (3.54), satisfactory use of Google Form (3.34), librarians are competent in serving users (3.49), they feel helped by the presence of librarians (3.60). These results show that the presence of librarians is significant to users in the operation of LDS. Librarians are one of the driving elements and organisers of library service activities (Hartono, 2016). Not only librarians but also the availability of collections, personnel, places, systems, and equipment that come together to provide information that suits users' needs will provide more optimal results (Rahayu, 2017, p. 109).

In the Results indicator, the overall average score of the assessment is in a very high category, namely 3.54. Respondents who are students feel that they get results after utilising the LDS provided by the library. The respondents considered that they gained knowledge from LDS services (3.57), felt satisfaction with LDS (3.53), could complete their coursework (3.52), got information as needed (3.57), and fast responsive service from librarians (3.54). Librarians are expected to respond to questions about the information the users need (Rifauddin, 2017, p. 110).

To determine how significant the influence of library's Instagram promotion on the utilization of LDS, several tests were conducted. The F Test, T-test, and Coefficient of Determination (R2) Test were carried. The results of the T-test of this study are illustrated in Table 4 below:

Table 4. F-Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7639.168	1	7639.168	84.517	.000 ^b
	Residual	8225.111	91	90.386		
	Total	15864.280	92			

a. Dependent Variable: Utilization of DLS

b. Predictors: (Constant), Promotion via Instagram

Based on Table 4, the calculated F value is $84.517 > 3.946$ (F Table value) and a significant value of $0.000 < 0.05$, which means that H_a is accepted, namely library promotion through Instagram has a simultaneous effect on the utilisation of remote services at Trisakti University Library.

Table 5. T-Test Result

Model	Coefficients				
	Unstandardised Coefficients		Standardised Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	40.980	6.954		5.893	
Promotion via Instagram	1.186	.129	.694	9.193	.000

a. Dependent Variable: Utilization of DLS

The T-test results in Table 5 show a significant value of $0.000 < 0.05$. As well as the calculated t value of $9.193 > 1.662$ (t table value). Based on these results, H_a is accepted, and H_o is rejected, with this library promotion through Instagram partially affecting the utilisation of remote services.

Table 6. Determination Coefficient Test Results (R^2)

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.694 ^a	.482	.476	9.507	

a. Predictors: (Constant), Promotion via Instagram

Table 6 above shows the R Square value or the Coefficient of Determination of 0.482, which means that there is an influence between the promotion variable via Instagram and the utilisation of long-distance services by 48.2%. Based on the table above, an R-value of 0.694 is also obtained on the interval scale of 0.60 - 0.799. This means that the library promotion variable via Instagram and the Long-Distance Service utilization variable has a strong level of relationship or correlation. The value of the 0.694 correlation is also positive, which means that the higher or better the library promotion through Instagram, the higher the number of students who utilise remote services.

Based on the study results, the promotion of LDS conducted by the Trisakti University library through Instagram influences students' utilisation of LDS. Thus, library promotion through uploads on Instagram has successfully influenced Followers to utilise long-distance services. This finding is similar to the results of other studies, which show that promotion through Instagram affects library utilisation at the STIPAP Medan Library (Sidabutar, 2022). Another finding that reinforces the results of this study is the influence of marketing library

resources and services in raising awareness and motivating students of the University of Education Winneba and the University of Cape Coast to use them (Atuase & Maluleka, 2023).

Library promotion through Instagram has proven to affect the utilisation of remote services at Trisakti University library. This is based on the uses and effects theory, which explains how media use affects individuals. Communication delivered through mass media will produce effects on individuals. The concept of use in this study is library promotion through Instagram, where students who are Instagram followers @usakti_library and who use Instagram will see uploads of Trisakti University library promotions so that followers can receive information about remote services provided by the library. Meanwhile, the effect of this case is that students utilise the long-distance services of the Trisakti University Library. It can be interpreted that the research results align with the Uses and Effect theory. This is because the results show a significant influence between library promotion on Instagram and the utilisation of Remote Services at Trisakti University Library.

CONCLUSION

Student assessment of library promotion activities through Instagram is very high, with a mean value of 3.33 on a scale (3.25 - 4.00). Thus, based on the AIDA Model, promotional activities in @usakti_library posts have been successfully carried out. Student assessment of distance service utilisation also shows a very high mean value of 3.36 on a scale (3.25 - 4.00). Thus, the utilisation of distance services at Trisakti University library is very high. Library promotion through Instagram significantly affects the utilisation of remote services at Trisakti University library with an influence value of 48.2%. The utilisation of Remote Services by Students at Trisakti University Library is strongly influenced by library promotion through Instagram. This can be seen from the high utilisation of remote services, which always results in high library promotion activities through Instagram. Therefore, Trisakti University Library can increase the intensity of promotion through Instagram to increase the utilisation of long-distance services.

The results showed that increasing the intensity of promotional activities through Instagram is essential to increase service utilisation at Trisakti University library. For further research, it can examine the influence of other social media such as Tiktok, YouTube, Twitter, and Facebook on library utilisation variables and other variables. It can develop different concepts and research methods.

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Recapitulation score of variable X (library promotion via Instagram)

No	Statement	Mean	Description
<i>Indicator: Attention</i>			
1.	Posts attract attention	3,38	Very High
2.	Posts show benefits that attract attention	3,48	Very High
3.	The post images are eye-catching	3,31	Very High
4.	The designs are attracting	3,29	Very High
5.	Post captions attract attention	3,35	Very High
6.	Promotion on Instagram is trusted	3,38	Very High
Total score		20,19	
Mean		3,37	Very High
<i>Indicator: Interest</i>			
7.	Always pay attention to posts	2,90	High
8.	Happy or not bothered by posts	3,46	Very High
9.	Messages are easy to understand	3,56	Very High
10.	Interested in using the promoted long-distance service	3,42	Very High
Total score		13,34	
Mean		3,34	Very High
<i>Indicator: Desire</i>			
11.	The Posts display reasons	3,41	Very High
12.	The Posts evoke the desire to use DLS	3,28	Very High
13.	The posts display the advantages of the service	3,48	Very High
Total score		10,17	
Mean		3,39	Very High
<i>Indicator: Action</i>			
14.	Utilized remote services after viewing a post	3,30	Very High
15.	Shared the DLS link to friends	3,06	High
16.	Suggested a friend to use DLS	3,28	Very High
Skor Total		9,64	
Mean		3,21	High
Total score of Variabel X		53,35	
Mean of Variabel X		3,33	Very High

Recapitulation score of variable Y (Utilization of Long-Distance Learning)

No	Statement	Mean	Description
<i>Indicator: Reason</i>			
1.	Helping with coursework	3,62	Very High
2.	Want to increase knowledge	3,43	Very High
3.	My interest	3,31	Very High
4.	Unable to visit the library directly	3,56	Very High
5.	Want to borrow a book	3,23	High
6.	Get information	3,58	Very High
Total Score		20,73	
Mean		3,46	Very High
<i>Indicator: Interaction</i>			
7.	Access to e-journal collection easily	3,53	Very High
8.	Access the e-book collection easily	3,47	Very High
9.	Use OPAC easily	3,43	Very High
10.	The e-journal collection suits my needs	3,48	Very High
11.	The e-book collection suits my needs	3,48	Very High
12.	The printed book collection suits my needs	3,38	Very High
13.	Access e-books in the repository often	3,17	High
14.	Access e-journals in the repository often	3,26	Very High
15.	Utilize repository services often	3,43	Very High
16.	Utilize online circulation services often	3,12	High
17.	Utilize the librarian question service through Google forms often	2,88	High
18.	Utilize the librarian inquiry service via WhatsApp frequently	2,86	High
19.	Utilize the librarian inquiry service through Instagram DMs frequently	2,88	High
20.	Utilize information search services often	3,24	High
21.	Participate in digital literacy programs often	2,86	High
22.	Understand the LJJ procedure	3,37	Very High
23.	The use of google form is satisfactory	3,34	Very High
24.	Librarians are competent in serving users	3,49	Very High
25.	Librarians are helping	3,60	Very High
26.	The Google Form is easy to use	3,54	Very High
Total Score		65,82	
Mean		3,29	Very High
<i>Indicator: Result</i>			
27.	Gained knowledge	3,57	Very High
28.	Satisfied with remote services	3,53	Very High
29.	Completed course assignments	3,52	Very High
30.	Got information according to needs	3,57	Very High
31.	Librarians' responsiveness in serving LJJ services	3,54	Very High
Total score		17,72	
Mean		3,54	Very High
Total score of Variabel Y		104,27	
Mean of Variabel Y		3,36	Very High