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## **Advocacy as a Village Library Development Strategy (Case Study of Kucica Library, Tulakan Village, Jepara District, Indonesia)**

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### **Abstract**

The village library is a public service institution located in the village that has a strategic role in improving the reading culture and literacy of the village community. Seeing its important and strategic role for the village community, it is very necessary to develop a village library. This is done so that the village library can carry out its functions better, and of course, its development cannot be done alone, it needs cooperation and support from various parties. One strategy for developing village libraries that can be done is library advocacy, where libraries promote and develop their libraries. The purpose of this study was to determine the Kucica Library in Tulakan Village, Jepara Regency carries out library advocacy as a library development strategy. This study uses a descriptive qualitative approach. The library development strategy carried out is to conduct advocacy with policy makers, the private sector, business actors, the community, related agencies and work together with the mass media.

**Keywords :** Library Advocacy, Village Library, Library Development

## **PRELIMINARY**

### **Background**

The village library has a strategic role in improving the reading culture and literacy of the village community. Therefore, the development of village libraries needs to get serious attention, both from the local government and from the central government. The existence of a village library is very important to encourage community initiatives and self-help in an effort to improve the welfare of the surrounding community. The success of the village library can be seen from its success in providing information and benefits for the village community. The village library is considered successful, when it can carry out its functions properly. The village library functions as an institution for providing library materials and information to the public for the purposes of education, information, information, and recreation.

Substantively the management of village libraries is actually almost the same as the management of other public libraries. The village library has certain standards that need and must be met so that the village library can run well. When viewed from the type of library group, the village library is a public library located in the village. Public libraries are libraries that are managed by the government and serve the general public. Likewise, the village library is a library that is managed by the village/kelurahan government and serves the general public at the village/kelurahan level. With such an analogy, village library services are actually almost the same as public libraries. What sets it apart is the breadth of its working area and the breadth of the community it serves.

According to Sutarno (2008) the village library is a public service institution located in the village. A unit developed from, by and for the community. The goal is to provide services and meet the needs of citizens related to information, science, education, and recreation to all levels of society. The village library has a strategic role for the village community to increase

knowledge and experience. The village library plays a role in providing the information needs of the community, improving the welfare of the surrounding community, providing books of knowledge and skills to support the success of community activities. So that they have provisions for self-development.

Seeing its important and strategic role for the village community, it is very necessary to develop a village library. This is done so that the village library can carry out its functions better, and of course, its development cannot be done alone, it needs cooperation and support from various parties. One thing that can be done in an effort to develop a village library strategy is library advocacy, where libraries promote and develop their libraries.

One of the village libraries that is quite successful in developing libraries through advocacy is the Kucica library, Tulakan village in Jepara Regency, Indonesia. This study was conducted to see how the Kucica library conducts advocacy, what kind of advocacy is being carried out, and the steps taken in conducting advocacy so that the library can develop as it is today. It is hoped that by seeing the success of the advocacy carried out by the Kucica library, Tulakan Village can be imitated by other village libraries so that they can develop together.

### **Formulation of the problem**

Based on the background mentioned above, the formulation of the problem that will be discussed in this study is how library advocacy is carried out by the Kucica Library, Tulakan Village, Jepara Regency in developing its library.

### **Research purposes**

The purpose of this study was to find out how the Kucica Library in Tulakan Village, Jepara Regency carried out library advocacy in an effort to develop its library.

### **Benefits of research**

- With this research, it is hoped that it can provide knowledge in efforts to develop village libraries that have a more active role in providing services to rural communities.
- This research is expected to be a reference for other village libraries in developing village libraries through library advocacy strategies
- Can be used as a reference in order to optimize village library services to the communities it serves

## **Literature Review**

### **Advocacy**

Initially, the terms advocacy (defense) and advocate (defender) were used in legal practice, then these terms later developed, no longer in the sense of advocacy as defenders of other people's cases. In terms of social, economic, and political, advocacy has a broader meaning. Some definitions of the concept of advocacy (outside of legal practice) are

1. Contribution of thoughts to institutions or institutions within the government structure with the hope that they can contribute ideas for changes in the policies that are set
2. Participate in helping to voice the interests of the people both at the national and global levels, with the term participating in defending even though the people being defended do not participate with those who defend (Nababan, 1991)

### **Library Advocacy**

Library development can be carried out using three strategies, namely improving computer and Internet services, community involvement, and advocacy (Zulfah, 2018). Library advocacy is

advocacy carried out by libraries to promote and develop library goals and objectives. Advocacy is an important role for libraries because libraries have a legal and moral responsibility to provide good services (Mayesti, 2001: 2). Library advocacy is also a library activity to obtain financial and resource support. (Ilmi and Husna, 2019).

Library advocacy can also be interpreted as individual or organizational action to influence decision-making at the local, district, provincial, and national levels to support expected policy/rule changes or budget changes to support libraries. Library advocacy here is done by building partnerships with stakeholders who can assist library development.

Library advocacy according to Doctor (1995) concerns assistance to the Library Parent Body in finding a way out of the problems it faces through direct contact with agents who can provide assistance. It is evident that people who seek information actually need assistance or advocacy. According to Miller (1986), library advocates must know how the library works and what services the library provides. They are the people who have to communicate the interests of the library and make deals with the public, the mass media, decision makers at all levels.

One of the objectives of library advocacy is to build public relations with stakeholders and the community. Library relations with the public must be handled properly. Public relations activities in the library are activities to communicate a positive image of the library to the public. The activities can be in the form of promotion of library programs, services and data sources of information owned (Gunawan, 2017).

The library advocacy steps include: 1) Formulating goals, namely helping meet the needs of libraries in facilitating activities for the community. 2) Identify targets, 3) Create messages that convey the importance of libraries for the community, 4) Prepare work plans, namely promotion, building partnerships, and lobbying (Ilmi & Husna, 2019). According to Das (2010), the focus of advocacy strategies is to build influential relationships through activities involving librarians. An advocacy strategy that is systematic and implemented for the long term is one of the characteristics of successful advocacy.

The benefits of advocacy activities include accelerating positive changes for libraries, more effective use of resources and money, opportunities to seek additional budgets, having activity guidelines, and making staff develop. Advocacy here is very important for the sustainability of library development, therefore commitment and consistency are needed (persistence to continue to do so).

### **Advocacy Techniques**

According to Mayesti (2001), there are several techniques that can be used in carrying out library advocacy, namely as follows:

#### **1. Speak Out**

Library advocates must be able to accept every offer or opportunity to speak in public. Look for the invitation or opportunity if you don't accept the offer. Libraries must have a public relations program, where libraries must be able to provide information to people who do not or do not know about library services.

#### **2. Information in Mass Media**

Mass media is an appropriate means for library information. The library must inform about the special programs of the library.

#### **3. Writing a Letter to the Legislature**

Write a series of letters (not just one) follow the first letter with the second letter after there is a response and action from the community, whatever the form. This second letter is

important as part of the advocacy. Legislative bodies are usually more responsive if they know the public is paying attention to what they are doing

#### 4. Using Phone

Make a statement over the phone, even if most of the time we're just talking to the secretary, voice mail or answering machine.

#### 5. Making Personal Visits

This is a great way to build and maintain good relations with legislators. Find the right time when legislative activity is minimal. Can you invite other colleagues to make the conversation more comfortable

#### 6. Invitation to the Library

One method that is quite effective is inviting people who have influence on the library to come visit the library.

### **Village Library**

The definition of a village library according to the Decree of the Minister of Home Affairs and Regional Autonomy Number 3 of 2001 is a community library as a means/media to improve and support rural community education activities which are an integral part of village/kelurahan development activities.

In line with the Ministerial Decree above, Kartosedono (2000: 3) states that: Village/Kelurahan Libraries are community libraries as a means to improve and support rural community education activities, which are an integral part of village/kelurahan development activities. The purpose of establishing a village library is to provide adequate reading and learning facilities that are in accordance with the conditions, situations, regions and needs of the community.

Definitively the Village Library is a "Community Library" as a means/media to improve and support rural community education activities which are an integral part of village/kelurahan development activities (Yusup & Saepuddin, 2018)

The Village Library is a type of Public Library located in the Village/Kelurahan environment. In formal legality, the village library has a legal basis in its implementation, namely the Decree of the Minister of Home Affairs and Regional Autonomy Number 3 of 2001, concerning the Village/Kelurahan library (Minister of Home Affairs and Regional Autonomy, 2001). Definitively, the Village Library is a "Community Library" as a means/media to improve and support rural community education activities which are an integral part of village/kelurahan development activities (Yusup & Saepuddin, 2018).

### **Research Methods**

#### **Types of research**

This study tries to examine contemporary phenomena in the context of real life, in the form of what efforts are made by the Kucica Library in Tulakan Village so that it can develop its library into what it is today. This research is narrowed down by looking at the efforts made only in terms of advocacy. What kind of advocacy is being done so that it is effective enough to be able to develop a village library.

This study uses a descriptive qualitative approach, where data is obtained, collected, and described in written sentences from the observed person or behavior (Moleong, 2010). The type of research used is descriptive research that recognizes various forms. These forms are categorized into several types of approaches, one of which is a case study approach. Case studies are exploratory research, focusing on one particular unit of various phenomena and

playing a very important role in creating hypotheses or understanding about various social variables (Bungin, 2003).

### **Method of collecting data**

The data collection carried out in this study was by observing and conducting in-depth interviews.

#### **1. Observation Method**

Observation is a method of collecting data by making observations directly to the place to be investigated (Arikunto, 2006). In this study, researchers will observe directly about the existence of the Kucica library, Tulakan Village, especially on real activities carried out related to library advocacy activities.

#### **2. Interview**

The interview according to Arikunto (2006) is a dialogue conducted by the interviewer to obtain information from the interviewee. Based on this description, it can be understood that the interview is a process of seeking information by way of direct question and answer to the informants. The informants here are research subjects that are used to provide information about the situation and condition of the research background, the informants contained in this study are the Head of the Kucica Library and the Village Head. Tulakan which has an important role and plays an active role in the development of the library.

### **Data analysis technique**

The data analysis in this study is the result of the development obtained from in-depth observations and interviews. The resulting data is then described in the form of a sentence or a more complete explanation. Data analysis is the activity steps on the data that has been collected with the aim of drawing a conclusion. The data analysis steps consist of data reduction, data presentation and data verification.

## **Discussions and Analysis**

### **Kucica Library, Tulakan Village, Jepara Regency, Indonesia**

The Kucica Library, Tulakan Village was established in 2012 on the initiative of the residents of Tulakan Village, starting with the love of reading/I love reading socialization activity held by the Regional Library of Jepara Regency, then followed by a Village Deliberation and finally the Kucica Library and its management structure were formed, where the activities were held. located in a very, very strategic location between the Village Government Center, close to the Islamic Junior High School, Madrasah Ibtidaiyya Mathali'ul Falah I, and Tarbiyatul Athfal Kindergarten.

The general purpose of establishing the Kucica library in Tulakan Village is to foster interest in reading in the Tulakan Village community to increase and expand knowledge, improve skills and improve the standard of living and welfare of the Tulakan Village community. While the specific objective is to provide a forum for the people of Tulakan Village for the process of self-development both knowledge and skills through reading activities, accessing information via the internet, and free training and learning activities carried out to improve the welfare of the community; meet the public's need for information; introduce the library to children from an early age; as an alternative to recreation/educational tourism; and develop a pattern of Cooperation in building an independent organization.

The Kucica Library of Tulakan Village has a function as a center for learning and community activities; as a means of independent learning; increasing interest in reading which leads to

increased public literacy; village community research center; as well as a place of recreation or educational tourism.

I Love Reading Library or “KUCICA” is the name of the library in Tulakan Village, Donorojo District, Jepara Regency. The existence of the KUCICA Library is felt by the community in Tulakan Village in particular and in general in the Donorojo District area, by having a collection of reading books, magazines, tabloids, and newspapers that can be used to read in order to broaden their thinking and gain knowledge. The Kucica library in Tulakan village also has a computer and internet access that can be used by the village community to learn and find the latest information.

The village library "Kucica" is currently being developed to facilitate the needs of the community in accessing information that is fast, precise, easy and inexpensive. Kucica Library is transforming library services based on social inclusion, which is a community service approach that is committed to improving the quality of life and community welfare. The social inclusion approach is intended to expand community participation and increase community involvement in various library service activities. Kucica's library service activities currently facilitate all community groups to utilize reading and knowledge resources in the context of developing and improving life skills. Through a social inclusion approach, Kucica library is not only a place for storing and borrowing books, but also as an information literacy center and a learning center with the community through peer learning activities and various skills training activities, which are aimed at improving the economy, education and health. With this approach, the transformation of social inclusion-based services at the KUCICA library is expected to provide greater benefits for the community.

### **Advocacy Strategy Carried Out**

Since being involved in the library program, village library managers have gained new knowledge and ways to involve the community, build partnerships to conduct advocacy to encourage the sustainability of village library management. The development of the library is very important because of its role as a place for the learning community. One strategy for library development is advocacy. Advocacy is an effort to obtain support from various parties, especially stakeholders to support sustainability and activities in the library (Ilmi & Husna, 2019). To develop, the library cannot run alone, but requires the support of many parties. To get support from these various parties, an advocacy is needed. Where the purpose of library advocacy is to build public relations with stakeholders and the community. Public relations is a communication process to the public to establish good relations (Yulianita, 2001)

The Advocacy Strategy implemented by the Kucica Library is as follows

#### **1. Advocacy with policy makers**

The Kucica Library in Tulakan Village builds partnerships and carries out advocacy with policy makers at the village level, down to the district level. The aim is to establish communication to get better support so that the synergy of village library activities with policy makers is built. The advocacy carried out is by approaching the Village Head (in Jepara the name is Petinggi) and the Village Consultative Body (BPD) as policy makers at the village level.

Advocacy with village officials is very important, because to run each program requires a regular budget so that it can be carried out properly. The routine budget can be obtained from the Village Fund Allocation (ADD). In order for village officials to allocate funds for the program and development of the village library, the village library advocates by explaining the work program of the village library, what outputs can be produced if the

program can run well. What benefits can be felt by the community, if the program can run well and sustainably.

The program of activities that can be carried out as a result of advocacy with village officials is the formulation of steps to make the village library a community learning center based on ICT (Information and Communication Technology). These activities are in the form of training and free internet, which are intended for mothers of the PKK Mobilization Team, Posyandu Cadres, Noto Buwono Youth Organization, Village Apparatus, students Middle School, High School, and Islamic Boarding School. To make the Kucica Library, Tulakan Village an ICT-based community learning center and to provide easy access to internet services for trainees who live far away, the library increases the range of the village library's wifi coverage by adding and installing wifi to six points in the Tulakan Village area with antennas. router emitted from the Kucica library wifi for free and the addition of electric power. In order to control internet usage, each user is given their own username and password which were given when they first registered as a member of the Tulakan Village Kucica Library.

To support every program of library activities in absorbing the aspirations of the community and as a means of promotion, the Kucica Library in Tulakan Village established a radio transmitter for communication between residents, namely Radio Kucica FM 101.4 Mhz. The radio transmitter was built with the support of the budget and permission from the village head of Tulakan.

The success of advocacy with village officials is indicated by financial support in the form of Village Fund Allocation (ADD) from the village government for the village library. with the support of the village head and the Village Consultative Body (BPD) can facilitate every work program that will be carried out by the village library. The village library in carrying out each program requires a budget, for that they need to advocate with village officials so that

## **2. Advocacy with the private sector, business actors, and the community**

Advocacy carried out with the private sector, business actors and the community is carried out by visiting the homes of the training participants and attending community activity groups (routine PKK, RT, Village Apparatus, Congregational Recitations, and Youth Mosque). The library builds partnerships with the private sector and business actors in Tulakan Village in order to build a mutually beneficial synergy, which in the end the business actors are willing to set aside some of their funds for the development of the village library.

To business actors in Tulakan Village, the Village Library held a persuasive approach by visiting the workplace/company office, the library tried to show the participation of the community so far who had been involved in maintaining security, order, helping to solve labor recruitment problems, work accidents and even handling problems with third parties when things happen outside of the original estimate (post majeure), problems with transportation accidents on the highway with the police. Also, when a business actor submits a legalization of a Certificate of Completed Project Work, applies for a permit or an extension of a permit to the village, Mr. Senior Officer submits a proposal made by the Village Library by showing the items that need assistance to be selected by the business actor.

The success of advocacy with the private sector, business actors and the community can be seen by the many collaborations carried out by the village library with these parties.

The results of advocacy with third parties, among others, in collaboration with CV. Noto of Sea Sengon Wood Processing from Wonosobo; Base Transceiver Station (BTS) Lasmono Tulakan; PT Rahmat Abadi, a mill from Demak; Tulakan Village Apparatus Association; Association of RT and RW heads in Tulakan village; Swallow Entrepreneur Rt.01/Rw.1 Tulakan from Semarang; Nadya Snack & Catering Tulakan; PT. Mulya Makmur Abadi from Makassar; PT. Indomakmur Feldspar; PT Putra Daifan; UD. Habib Putra Tulakan; CV. Prosperous Oil and Gas Resources Tulakan; UD. Srivijaya; UD. Ni'am Putra Tulakan, CV Laksana; LKP Agibs Bandungharjo Donorojo; LKP Avicenna Tulakan; SMAN 1 Donorojo; Noto Buwono Tulakan Youth Organization; Wokre Community (Wong Kreatif) Tulakan; CV. Bandungharjo's Eternal Natural Source. These parties provide assistance in the form of funds, facilities, and training for the development of village libraries.

### **3. Advocacy of Relevant Offices/Agencies at District and Provincial Levels**

Advocacy carried out with related offices/agencies at the district and provincial levels is for village libraries to communicate as parties who are fostered by these agencies, by communicating intensively how village libraries can develop, as well as what programs are in the relevant agencies that can involve the village library. The establishment of good communication and support from the district and provincial offices/agencies has increased the activities, knowledge, and experience of village library managers. With the village library participating in activities such as the following

- Participate in cheap book bazaar activities at the Regional Library of Jepara Regency
- Participate in the Technical Guidance (Bimtek) of Library Management at the Regional Library of Jepara Regency
- Participate in the Technical Guidance (Bimtek) of Library Management at the Regional Library of Central Java Province
- Obtaining Technical Guidance and Automation of the Village Library from the Regional Library of Jepara Regency and the Indonesian Librarian Association and Association of Jepara Regency
- In collaboration with the Department of Social, Manpower and Transmigration, Jepara Regency held a Tailoring Training for Posyandu Cadres

### **4. Collaborating with Mass Media**

The Kucica Library in Tulakan Village uses online media to promote its program of activities. Social media used such as Facebook, Instagram, Blogspot by creating an account with the name Perpustakaan Kucica. The library also cooperates with print media and online media, where news about the achievements of the Kucica Library, Tulakan Village can be seen on the media. With the news about the Kucica library in the mass media, as a form of library promotion to the public, so that library services can be more widely known by the public. In addition, the Kucica Library in Tulakan Village has a radio transmitter, namely Radio Kucica FM 101.4 Mhz. Where with the radio the library can promote the library services provided so that it can be used by the wider community.

## **CONCLUSION**

Libraries basically cannot stand alone, they need to establish cooperation and partnerships with other parties for their development through advocacy activities. Library advocacy is how libraries build networks or collaborate with other parties in an effort to get support, both in terms of funding and also in making an activity so that it can improve the quality of services and the role of libraries in human resource development. The target of advocacy here is to identify stakeholders or stakeholders who can assist library development.

The Kucica Library in Tulakan Village in developing its library uses an advocacy strategy by communicating with policy makers, the private sector, business actors, the community, related agencies / offices at the district and provincial levels, as well as collaborating with the mass media to promote work programs and library services provided to the community. widely in the Tulakan village area. The success that can be seen from the advocacy strategy is that the Kucica Library in Tulakan Village can develop better library services. The most visible success is the construction of the village library building into two floors using the Village Fund Allocation (ADD). This is a form of success in advocating with policy makers in developing village libraries.

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