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# Social Inclusion-Based Library Transformation Program

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## ABSTRACT

Libraries improve a country's society quality through development, change, as well as science and technology. The Indonesian National Library has adopted social inclusion-based library services to improve society's quality of life through the Sustainable Development Goals (SDGs) program. Therefore, this research aimed to examine the social inclusion-based library transformation program implementation in Indonesia. Qualitative methods were used with data collected through semi-structured interviews and documentation. The data were analysed by the thematic analysis technique, which identifies patterns of research phenomena and involved three themes, including program concept, strategy, and targets. Furthermore, the program concept explains the basis of the Social Inclusion-Based Library Transformation program in providing knowledge, learning, and social activities. The strategy explains the National Library's implementation of cooperation between local officials, governmental and non-governmental agencies, facilities and infrastructure development, facilitating intermediaries, and providing information. Lastly, the theme of the target explains the established goals by the Social Inclusion-Based Library Transformation program for the society and program focus area. The results are expected to guide the Social Inclusion-Based Library programs implementation to improve social welfare and national development in Indonesia.

**Keywords:** Social inclusion library; Public library; Inclusion-Based Library

## 1. INTRODUCTION

The Indonesian National Library launched the Social Inclusion-Based Library Transformation Program in 2018. The program was similar to the private sector's PerpuSeru program in support and collaboration with Coca Cola Foundation Indonesia (CCFI) and Bill and Melinda Gates Foundation in 2011. The PerpuSeru program was passed to the Indonesian National Library in 2018 and changed to the Social Inclusion-Based Library Transformation program. The concept is based on the Sustainable Development Goals (SDGs) on human rights, promoting economic aspects, social, and life development.

## 2. LITERATURE REVIEW

### 2.1 The Role of the National Library

The International Federation of Library Associations stated that all libraries should contribute to national development. The national library is the country's main comprehensive library that provides the community with all the information needed (Sulistyo-Basuki, 2008). Article 1 paragraph 5 of Law No.

43 of 2007 defines a national library as a Non-Departmental Government Institution (LPND). Furthermore, it performs government duties in the library sector, functions as a building, reference, deposit, research, preservation, and network center. It is a national capital, and its duties based on article 21 paragraph 2 on the National Library include:

- a. Establishing national, general, technical, and library policies management.
- b. Development, coaching, evaluation, and library management coordination.
- c. Facilitating collaboration of different libraries management.
- d. Developing national library standards.

The law states that the Indonesian National Library can act as a leading sector in the library world. Therefore, an institution or organization can flexibly handle external and internal influences, foster library development programs, and develop society's reading interest (Bondar, 2013).

The National Library conducts government duties following applicable laws and regulations in the library sector. It also facilitates and fosters government agency activities in the library sector (Ns, 2006). Libraries provide information access for research through sustainable national development of SDGs contributions and provide knowledge development data and information services. In this situation, the national library increases education level and society's knowledge (Bradley, 2017).

## **2.2 Social Inclusion**

Social inclusion is the process that makes certain individuals or groups unable to contribute or participate in social life activities (Rawal, 2008). According to Rikardo and R. Yando, social inclusion allows certain individuals or groups to participate in social life activities (Simarmata & Zakaria, 2017).

It also shows the degree and independence of individuals or groups to achieve the ideal life welfare quality (Ra'is, 2017). Therefore, society should embrace social inclusion to avoid isolating each other and accept differences. They should also practice solidarity and social relations to access and accepts all, origin, race, religion, and coercion (Ra'is, 2017).

Social inclusion is essential for sustainable development for equitable marginalized groups' growth. Society's learning space and tools are institutions that facilitate and adapt to their needs (Ra'is, 2017). Furthermore, social inclusion fulfils human rights through basic needs such as outreach access, services, social participation, and identity recognition. It also facilitates environmental development through society involvement regardless of background, race, characteristics, ethnicity, beliefs, culture, and others (Ra'is, 2017).

## **2.3 Social Inclusion-Based Libraries**

Social inclusion-based libraries provide library facilities to improve social life quality. It also develops social potential through cultural diversity, ethnicity, language, race, initiatives, and cultural and human rights efforts (Sturges, 2004).

These libraries are society's social sub-system that provides social life quality and welfare improvement (Utami & Prasetyo, 2019). To facilitate an inclusive environment, libraries require various

efforts such as providing user comfort, training librarians to be friendly, understanding and listening to user needs without prejudice, and evaluating its facilities and infrastructure to accommodate user needs quality (Gill, 2018).

The Indonesian National Library is obligated to foster societal literacy with a broad and national-scale movement, including social inclusion-based libraries (Utami & Prasetyo, 2019). Social inclusion-based libraries facilitate direct involvement in economic development and improve society's life quality and welfare (Utami & Prasetyo, 2019).

### **3. METHODS**

This study applied qualitative methods to produce descriptive data through written or spoken methods and behaviour observations (Hikmat, 2014). Qualitative method considered to be relevant for this study because qualitative method can be used to find out in detail an activity, process and context of an ongoing phenomenon (Lincoln, 2002), and as a method that can be used to describe and clarify the experience of a person carried out in his life (Creswell, 2014).

Data collection used semi-structured interviews involving three informants who are the National Library employees that implement the Social Inclusion-Based Library Transformation program for a minimum of one year. The collected data were analyzed using thematic analysis, a method for identifying and analyzing patterns or themes that are considered important to describe the phenomena being studied (Braun, & Clarke, 2012). Researchers understand that identifying research patterns can be helpful to analyze the focus of the research, which is the participants' experience in the phenomenon of the social inclusion-based library transformation program implementation in Indonesia. Thematic analysis methods, like other data analysis techniques, go through two stages: familiarization with data and determining code.

## **4. RESULTS AND DISCUSSION**

### **4.1 Program Concept**

The Social Inclusion-Based Library Transformation program was launched in 2018 to replicate the private sector PerpuSeru program in support and collaboration with Coca Cola Foundation Indonesia (CCFI) and Bill and Melinda Gates Foundation implemented in 2011. PerpuSeru ran from 2011-2018 before being handed over to the Indonesian National Library in 2018 and changed to the Social Inclusion-Based Library Transformation program. It followed the same general concept to develop public libraries through social inclusion. The government supports the program through the APBN (State Budget) and National Development Planning Agency (Bappenas). Furthermore, the interview results with the third informants revealed that:

"The concept should follow and fulfill the Bappenas expectations as the party leader and funds provider." (Third Informant).

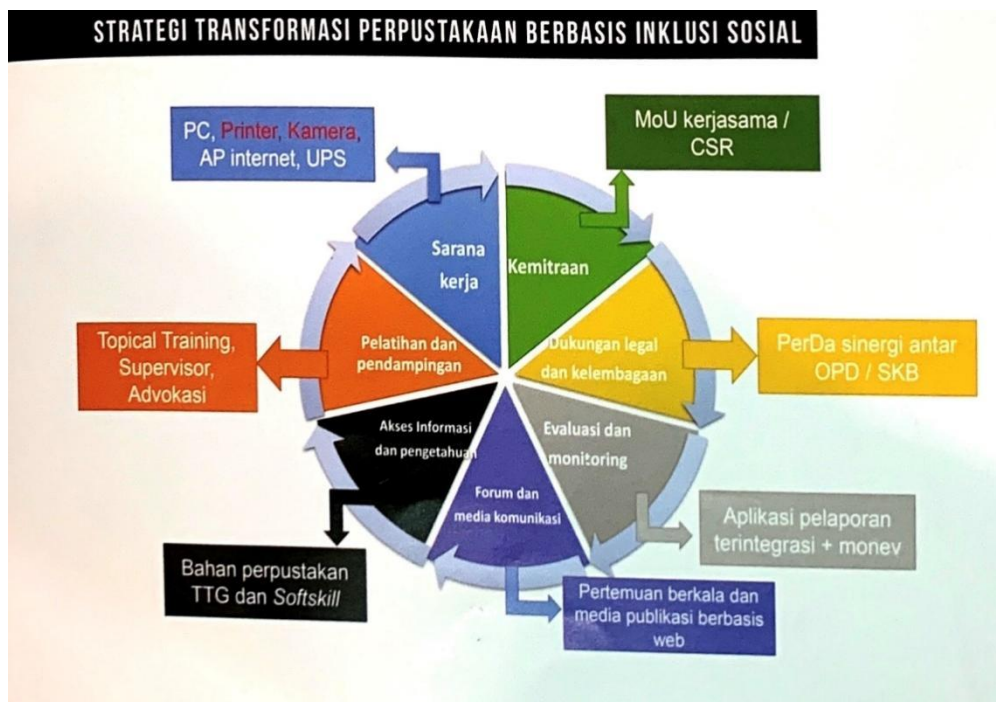
This shows that Bappenas adjusted the program concept. Following this, facilitators and librarians adjust the concept based on society and Bappena's needs. This is expressed by the first informant as follows, "The role of librarians and facilitators is to create suitable activities for the society's needs." (First Informant).

The National Library is obligated to implement the Social Inclusion-Based Library Transformation program. It promotes other libraries to implement and develop the program based on social inclusion from all groups. Furthermore, it should foster the library's development into knowledge and social activities centres.

#### 4.2 Program Strategy

The Social Inclusion-Based Library Transformation program strategy is to achieve the main objectives, namely increasing social welfare and creating open spaces for the society to learn and share information for better life quality. The strategic composition of the Social Inclusion-Based Library Transformation program is shown below.

**Figure 1. Social Inclusion-Based Library Transformation Program Strategy**



Source: Achievement Report of National Library of Indonesia

Figure 1 shows the Indonesian National Library strategies for the Social Inclusion-Based Library Transformation program. The strategy includes running the program, partnerships or collaborations, legal and institutional support on policies, evaluation and monitoring through supervision, forums and communication media, information and knowledge access, and program training and mentoring.

**Figure 1. Social Inclusion-Based Library Service Strategy**



Source: Powerpoint Presentation on Social Inclusion-Based Library Transformation Strategy by the National Library of Indonesia

Figure 2 shows the Social Inclusion-Based Library Transformation program strategies for services. The initial plan for social inclusion was to design the libraries and their contents to optimize society’s use by creating knowledge centres to share experiences, learn, and practice work skills. This was achieved through increased user visits, social activities involvement, showcasing library activities news and information on the media, and collaborations with other institutions and agencies. The general strategy begins with implementation preparations, collaborations with institutions, government, and other agencies, facilitating the program, and providing media collections as learning tools.

#### 4.2.1 Program Implementation

The Social Inclusion-Based Library Transformation program is conducted in stages, beginning with preparations such as government collaborations, program policies, and implementation. The initial process is conducted by preparing program policies, creating long-term collaborations and synergy, and libraries socialization in all regions and relevant agencies. The second stage involves urging the government to implement national priority programs to improve social welfare and poverty alleviation.

The National library SHM (Stakeholder Meeting) for the initial socialization preparations and regional support requests are below.

**Figure 2. Stakeholder Meeting Activity in Central Aceh Regency**



Kabupaten Aceh Tengah, Aceh

 literasiuntukkesejahteraan

 ayokeperpusnas

Source: Instagram of *Literasi Untuk Kesejahteraan*

Figure 3 shows the National library regional SHM (Stakeholder Meeting) meeting for the Social Inclusion-Based Library Transformation program in the Central Aceh Regency. The meeting was conducted to gain regional support, commitment, and synergy for the program's sustainability. The invitees included Regional leaders and Apparatus Organizations (OPD), village heads, universities, societies, private parties, village library managers, and society beneficiaries.

The program was implemented in 32 provinces, 100 regencies, and 300 villages in 2020 from the provincial, regional, and village levels. Society equally felt the program's positive effects.

The regional coverage in 2020 was 32 provinces, 100 regencies, and 300 villages supervised by the National Library under the consultant's guidance for the program's smooth running. The consultants had previously run the PerpuSeru program, as stated by the first informant below:

“We are assisted by consultants to maintain the initial mainstream. We appreciate the PerpuSeru for public funds contributions” (First informant).

The private sector PerpuSeru concept was broadly similar, hence, the replication of the Social Inclusion-Based Library Transformation program. Therefore, the consultants facilitate smooth implementation to improve society's welfare.

#### **4.2.2 Program Collaboration**

The Library Development centre conducts the Social Inclusion-Based Library Transformation Program and Reading Interest Socialization (P3MB), collaborating with other internal National Library bureaus, such as Planning and Finance, the Central Information Services, and others related to the

program. The external collaborations include literacy activists, society, Small and Medium Enterprises (SMEs) owners, various ministries, libraries, Bappenas, and other agencies. The third informant explained external collaborations as "Building networks with related agencies, specifically the Ministry of Home Affairs, Bappenas, DJA (Directorate General of Budget), Ministry of Villages, and other relevant agencies" (Third Informant). In addition, the collaborations enhance the objectives achievement, namely equitable information access, building regular commitment and stakeholders support, and improved libraries services quality.

### 4.2.3 Facilitator

A facilitator assists in the information exchange process (Bacal, 2003). The Social Inclusion-Based Library Transformation program facilitators include librarians, literacy and social activists, and others that enhance society knowledge. This is supported by the first informant as follow:

“Facilitators such as, librarian, literacy and society activists are trained to supervise the program. Therefore, society benefits from library services through mentoring training. The attained skills increases social welfare” (First Informant).

Facilitators are trained through Technical Guidance on the Social Inclusion-Based Library Transformation program before being deployed to the community (Bimtek), as stated by the first informant below:

“Facilitators training are through technical guidance with added assistance in their respective libraries, in the province, regional, and village level to raise social needs awareness” (First Informant).

The following shows facilitator's training activities through technical guidance by the National Library. **Figure 4. Library Facilitator Strengthening Activities**



Penguatan Kapasitas Fasilitator Provinsi, Kabupaten, dan Pengelola Perpustakaan Desa, Transformasi Perpustakaan Berbasis Inklusi Sosial.

 literasiuntukkesejahteraan

 ayokeperpusnas

Source: Instagram of *Literasi Untuk Kesejahteraan*



Figure 4 shows the training activities on the Social Inclusion-Based Library Transformation program to enhance the facilitator's capacity at provincial, regional, and village levels by the National Library. The training increases participants' program knowledge, specifically on library marketing and media engagement for social services. It also increases data-based monitoring knowledge for improved service quality, understanding online-based documentation, public speaking, and easy writing.

**Figure 5. Online Technical Guidance for Facilitators**



Source: Instagram of *Literasi Untuk Kesejahteraan*

Figure 5 shows the facilitator's online technical guidance activity for Library Development Strategy (SPP) and Information and Communication Technology (ICT) in the Social Inclusion-Based Library Transformation program during the COVID-19 pandemic. This activity provided concepts and strategies knowledge, enhancing library staff capacity and literacy activists to run the program.

The program facilitator assists in society training activities and obtaining information, as stated by the first informant below:

“The facilitators teach new innovations to librarians and managers, such as society library practices through online marketing. The society also learns entrepreneurship skills through facilitators trainings” (First Informant).

The facilitators assist the society to obtain information, acting as innovators for the Social Inclusion-Based Library Transformation program adaptation. This is because the regional facilitators are aware of all social and potential needs. Therefore, they adjust the society training activities in each region and assist in obtaining information.

#### **4.2.4 Provision of Training Facilities and Infrastructure**

Training facilities and infrastructure in the Social Inclusion-Based Library Transformation program are through library materials collection, technology and information (IT) tools, and others that support regional training activities for communities. The facilities and infrastructure assistance are prioritized in the disadvantaged, frontier, and outermost (3T) areas. Providing libraries collections in each area depends on the society's needs, following observation stages.

The program observations are through the silent visit method, involving impromptu visits to the targeted area, as revealed by the second informant,

“The silent visit method uses secret visits to the target areas to assess the current situation. when the visit is planned, they will prepare and improve the library condition or the area and manipulate the real impression” (Second Informant).

Observations are made on the institutional library condition, collections and information services, library services, human resources, and facilities and infrastructure. The interview indicators on public libraries' perceptions of the Social Inclusion-Based Library Transformation program include libraries' existence awareness, significance, satisfaction, and interests of their services.

The National library facilities and infrastructure assistance in society training through libraries collections are conducted by selecting areas based on certain criteria. This is expressed by the second informant as follows, "When evaluating based on mapping, the developed libraries are not basic. The management commitment should be to move forward" (Second Informant).

There are IT tools provision criteria, such as internet access for effective society training. This is stated by the first informant as follows:

“Internet facilities should be available for various needs, such as online marketing or information access. It is confirmed that libraries asked to join should have internet access, and we later provide the facilities.” (First Informant).

The facilitator's training uses available literature and IT tools in the library. The training and library collections provision are adjusted according to the society's needs and potential in their respective regions.

#### **4.2 Program Target**

The National library target structure for the Social Inclusion-Based Library Transformation program begins with society target coverage, regional, to the overall program target. The Social Inclusion-Based Library Transformation is among the national library programs to develop public knowledge and increase the social welfare quality. The third informant states this, "The targeted society that needs activities to increase their economy, are not the employed, housewives, school children, but the unemployed, and young people" (Third Informant).

The library's program is conducted at every public library level, from provincial, regional, and village, for equal information access distribution in remote areas. This indicates the current demand for public information has promoted the Indonesian National Library to increase its target scope of the Social Inclusion-Based Library Transformation program from 60 regencies in 2018 to 21 provinces, 59

regencies, and 300 village libraries in 2019. The 2020 target includes 21 provinces, 60 regencies, and 300 villages to increase the program's scope on social welfare improvement through libraries and increased information access.

The target implementation is for the program's objectives, including improved library services quality and social welfare. It is conducted in all societies, expanding the scope of information access, literacy level, and social welfare through libraries.

## **5 CONCLUSION**

This research focused on increasing the library services quality, library users, long-term collaborations and synergy with libraries and other institutions, and social welfare. The results showed three themes, including program concepts, strategies, and targets. The concept of the Inclusion-Based Library Transformation program was to create open places for society, increasing knowledge and insight, building knowledge centres, learning, and social activities. This concept was adapted to society's needs in each region.

The program strategies included policies implementation preparations, regional and other agencies stakeholder's socialization for long-term synergy, and legal support and collaborations with libraries and other agencies. The strategies also involved facilitators training on program implementation, facilities, and infrastructure through library materials, IT equipment, and other collections supporting service quality and effective program implementation.

The Transformation program concept enhanced the Social Inclusion-Based Libraries and facilitated social activities, specifically information access. The strategy formulation was based on the National Library objectives to achieve its central vision and positively affect society. Therefore, the Indonesian National Library should foster libraries in implementing the Social Inclusion-Based Library Transformation program.

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