February 2022

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Andi Asari
State University of Malang, andi.asari.fs@um.ac.id

Djoko Saryono
State University of Malang, djoko.saryono.fs@um.ac.id

Nora Lina Mohd Hussain
Universiti Selangor, noralina@unisel.edu.my

Robby Asyari
State University of Malang

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Robby Asyari

Universitas Negeri Malang, santri.krapyak@gmail.com

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Andi Asari

Department of Library Science, Faculty of Letter, Universitas Negeri Malang, Indonesia

Djoko Saryono

Department of Indonesian Language Education, Faculty of Letter, Universitas Negeri Malang, Indonesia

Nora Lina Mohd Hussain

Faculty of Communication, Visual Art, and Computing, Universiti Selangor, Malaysia

Robby Asyari

Department of Library Science, Faculty of Letter, Universitas Negeri Malang, Indonesia

ABSTRACT

The selection of social media as a promotional media is to make it easier for the public to know all forms of social inclusion-based library services and facilities. This research aims to describe the effectiveness of social inclusion-based library promotion through social media. This research uses a quantitative approach.The variable in this study was a single variable i.e. the effectiveness of the promotion of social inclusion libraries through social media. Instruments in research use AISAS theory, namely attention, interest, search, action, and share. The sampling technique in this study is random sampling.The data collection techniques in this study used questionnaires and observations. Calculation of validity and reliability of data using SPSS application version 23.0 for windows.The results showed that the effectiveness of social inclusion-based library promotion through social media showed a percentage of 72.2% (effective).With a result on each attention indicator of 81.25% (highly effective); 77% interest (effective); search 71.75% (effective); 82% of actions (very effective); and share 74% (effective).

Keywords: effectiveness, promotion, library, social inclusion, social media

INTRODUCTION

The development of information technology is moving very fast in this digital era. A lot of information can be obtained very easily because now we live in the era of digital information (Quan et al., 2021). This information age is a window to the world marked by global competition to master as much information as possible (Lor et al., 2021). In this context, the culture of reading fondness is indeed something that must be done from an early age because it greatly affects various aspects (Towne et al.,2021).

Nowadays the need for information is quite high and humans demand the latest information all the time (Asari et al., 2021). In the digital era, we can get information quickly with the help of the internet network (Ughetto et al., 2020). The advantage of the internet is that information can be obtained quickly without time and place restrictions. Users can access information in many media such as laptops, computers, and other electronic devices (Ansong & Boateng, 2019). Everything we want must exist in a network, namely the internet (Katsikeas et al., 2019). The presence of the internet will also make it easier to get information as if we were in a library (Kaur & Sharma, 2018). The library must be introduced to the community, especially public libraries that provide services regardless of age, race, gender, religion, or social status (Mahdi & Asari, 2020). It is intended that the library is growing and can be used by the community (Myers, 2016). One of the activities that can be done is through library promotion activities (Singh & Bhatt, 2018). Promotion is the exchange of information between organizations and consumers with the main purpose of providing information about the products or services provided by the organization (Singh, 2021). Promotion is the exchange of information between organizations and consumers with the main purpose of providing information about the products or services provided by the organization (Cahyani, 2018). In today's era, the internet can also be used as a promotional medium that is cheap and easy to obtain only by relying on electronic devices to promote an institution such as a library so that it can develop over time (Dali & Davidson, 2020). Libraries should also need promotions to strengthen the brand image of the library and introduce a wide range of existing services with innovative delivery and

attract interest to go to the library (Sahu et al., 2016).

Previous research on the effectiveness of library promotion two similar studies is. First, Prayogo's research with the title Effectiveness of Library Promotion using Internet Media Facilities, this study has something in common, namely looking for the effectiveness of promotion through the internet or social media with a descriptive research method with a quantitative approach, while the difference with previous research is seen from the indicators of the research instrument. Previous research used instruments with indicators. the purpose of library promotion, the process of organizing the promotion, and post-promotion. Second, to the previous researcher, which was then Aldila Sukowati regarding the Effectiveness of Promotions Through Instagram at FnD Labels Wedding.

In line with the two previous studies, libraries generally have various collections, facilities, and facilities to support the information search process. The library must also introduce various facilities, services, and activities through social media for one of the promotional activities because it is more in demand by the entire community, especially young people, so that the library can more easily convey messages and increase the various uses of the library to the wider community so that collections and facilities can be utilized as much as possible.

LITERATURE REVIEW

Activity Library promotion contains information on the collection of available library materials with other types of services that have been prepared for the wider community (Muthu et al., 2015). Mediasocialthat can be used as a medium for promotion include Facebook, Twitter, Instagram, WhatsApp, Line, and many more

(Wu & Yang, 2021). Media social As a promotional media, it is now very influential because it can reach all circles of society and access is very easy at a practically free cost social media (Sakas & Sarlis, 2016). Social media is digital-based media that can be reached by all people through their electronic devices. Social media has a function that is to interact and communicate with everyone (Shulman & Tomé, 2015). In addition, social media is suitable for use as a promotional medium because it is easy to reach and can be accessed at any time (Vaaler & Brantley, 2016). Promotion with social media can also introduce an institution such as a library to introduce its services and facilities through social media. Promotions can also save costs and are effective in today's era. Libraries in the digital era such as today must do promotions using social media so that the promotions carried out get maximum results (Azwar & Sulthonah, 2018). But from various forms of promotion carried out by the Library through social media it is not yet known how effective it is. If the promotion through social media with a high level of effectiveness can be maintained but if the level of effectiveness is low it can be increased (Yi, 2016). Effectiveness itself is a benchmark to find out how effective a goal has been determined to achieve. The level of effectiveness is higher if the results are close to the target, but if it is not close to the target, the level of effectiveness is very low (Fasola, 2015). Promotion using social media can be said to be successful if the social media attracts a lot of users and achieves the goals of promotion using social media. If the promotion through social media with a high level of effectiveness can be maintained but if the level of effectiveness is low it can be increased (Saxton & Wang, 2014). Effectiveness itself is a benchmark to find out how effective a goal has been determined to achieve. The level of

effectiveness is higher if the results are close to the target, but if it is not close to the target, the level of effectiveness is very low. Promotion using social media can be said to be successful if the social media attracts a lot of users and achieves the goals of promotion using social media (Samaila etal., 2020). If the promotion through social media with a high level of effectiveness can be maintained but if the level of effectiveness is low it can be increased. Effectiveness itself is a benchmark to find out how effective a goal has been determined to achieve (Liu et al., 2016). The level of effectiveness is higher if the results are close to the target, but if it is not close to the target, the level of effectiveness is very low. Promotion using social media can be said to be successful if the social media attracts a lot of users and achieves the goals of promotion using social media (Dahl, 2021). The level of effectiveness is higher if the results are close to the target, but if it is not close to the target, the level of effectiveness is very low. Promotion using social media can be said to be successful if the social media attracts a lot of users and achieves the goals of promotion using social media (Moukarzel, 2020). The level of effectiveness is higher if the results are close to the target, but if it is not close to the target, the level of effectiveness is very low (Yao, 2012). Promotion using social media can be said to be successful if the social media attracts a lot of users and achieves the goals of promotion using social media (Hanaysha, 2021).

METHODS

Participants involved in the study were 100 library users. They are recruited based on predefined criteria, such as library users actively using social media.This type of data in this study is quantitative data, in the form of self-measurement of variables that is, without making comparisons between one variable

and another.These variables are obtained from questionnaires and measured using Likert scales.Data collected in the form of numbers is then calculated according to the calculation of effectiveness.Then measurement of validity and reliability using the SPSS application.

RESULT
Attention

The attention indicator consists of 4 questions given to 100 respondents, namely (1) viewing the social media timeline (2) paying attention to Instagram or Facebook stories (3) viewing the latest collection posts (4) posting interest.

Table 1

Attention Indicator Analysis Results

No Item	Total Score	Average Score	Percentage Value (%)
1	338	3.38	84
2	314	3.14	78
3	335	3.35	84
4	318	3.18	79
Average Attention Indicator Value			**81.25** **(Very effective)**

Table 1 above shows that the results of attention indicators are very effective with an average percentage value of 81.25 or very effective.

Interest

The interest indicator consists of three questions given to 100 respondents, namely (1) reading the bio profile (2) reading the post caption (3) commenting on the photo.

Ta*ble 2*

Interest Indicator Analysis Results

No Item	Total Score	Average Score	Percentage Value (%)
1	312	3.12	78
2	325	3.25	81
3	285	2.85	71
4	320	3.20	80
5	300	3.00	75
Average Interest Indicator Value			**77** **(Effective)**

In table 2 it is seen that the results of the interest indicator are effective with an average value of 77%.

Search

The search indicator consists of 4 questions given to 100 respondents, namely (1) knowing library opening hours (2) Knowing how to become a member (3) Looking for collection information (4) searching in the Google Maps application.

Table 3

Search Indicator Analysis Results

No Item	Score	Average Score	Percentage Value (%)
1	286	2.86	71
2	286	2.86	71
3	262	2.62	65
4	320	3.20	80
Average Search Indicator Value			**71.75 (Effective)**

Action

On the table 3 shows that the results of the search indicator are effective with an average value of 71.75%.

The action indicator consists of 3 questions given to 100 respondents, namely (1) belief in visiting (2) interest in becoming a member (3) interest in collections.

Table 4

Action Indicator Analysis Results

No Item	Total Score	Average Score	Percentage Value (%)
1	341	3.41	85
2	330	3.30	82
3	317	3.17	79
Average Action Indicator Score			**82 (Very effective)**

On the table 4 shows that the results of the action indicators are very effective with an average value of 82%.

Share

The sharing indicator consists of 4 questions given to 100 respondents, namely (1) sharing experiences through social media stories (2) giving opinions in posts and comments after visiting (3) recommending to friends (4) giving reviews via Google Maps.

Table 5

Share Indicator Analysis Results

No Item	Total Score	Average Score	Percentage Value (%)
1	289	2.89	72
2	288	2.88	72
3	322	3.22	80
4	291	2.91	72
Average Share Indicator Value			**74 (Effective)**

On the table 5 shows that the results of the shared indicator are effective with an average value of 74%.

DISCUSSION

Based on the research results that have been obtained, it can be concluded that the effectiveness of promotion through social media at the library is quite effective with a percentage of 77.2%. These results can be seen from the average percentage value of effectiveness on each indicator. There are 5 indicators to determine how effective promotion through social media is at the library. (Sugiyama and Andree, 2011) AISAS is an online consumer behavior model developed by Dentsu Group to explain consumer behavior more accurately than previous models. AISAS itself is formed from (1) Attention (2) Interest (3) Search (4) Action (5) Share. The results of this study were analyzed using an interval scale which was categorized into four levels, namely often, never, rarely, never.

Attention

Based on the results of data analysis, it can be seen from the results of measuring the effectiveness of promotions with the attention indicator that it can be categorized as very effective with a percentage of 81.25%. This can be seen in the attention indicator, there are 4 questions. First, the indicator looks at the library on the social media timeline, obtained a score of 338 with a total percentage of 84%. Second, the indicator pays attention to the Instagram or Facebook story of the library, which obtained a score of 314 with a total percentage of 78%. Third, the indicator Paying attention to the latest collections through postings on social media obtained a score of 335 with a total percentage of 84%. Fourth, Upload photo posts that often appear on the homepage attract attention, obtained a score of 318 with

a total percentage of 79%. From the results of these calculations, it can be concluded that the content provided by the library through social media is very interesting so that respondents pay more attention to each upload of content provided by the library. This agrees with Ghifary (2017) which states that promotional tools are a means to attract attention and provide information that ultimately directs consumers to the product.

In the indicator of seeing the social media timeline, the majority of respondents stated that they had seen the library timeline on social media which obtained a percentage of 84%, which means it was very effective. This can be seen in the social media accounts of libraries, which often upload posts with intense intensity in a relatively short time. With this, respondents are increasingly paying attention and interested in library content that is indirect promotion. Furthermore, the indicator of paying attention to Instagram or Facebook stories gets a percentage of 78% which is included in the effective category only. It can be seen that libraries usually do stories every time there is an event or other information and rarely update stories every time such as the atmosphere or circumstances in the library so that social media followers can find out daily activities on library social media stories. Furthermore, the indicator of seeing the latest collection posts gets a percentage of 84% which is included in the very effective category. In each of the latest collections, the library always updates its collection through stories or postings on social media. The purpose of posting or story of the latest collection from the library is to attract visitors to visit the new collection. Not all collections are always notified through social media, only certain collections. Furthermore, the post-interest indicator gets 79% which is included in the effective category. This can be seen from the frequency of libraries uploading photos on social media. Consistency in uploading posts must be maintained because

otherwise, users will be lazy to see the uploads made by the library. Each uploaded photo has a caption that is made in communicative language and is easy to understand.

Interest

Based on the results of data analysis, it can be seen from the results of measuring the effectiveness of promotions with indicators of interest that can be categorized as effective with a percentage of 77%. This can be seen in the interest indicator, there are 5 questions. First, the indicator of reading the social media profile bio of the library obtained a score of 312 with a total percentage of 78%. Second, the indicator of reading captions for library posts obtained a score of 325 with a total percentage of 81%. Third, the indicator provides comments on photos uploaded by the library, obtained a score of 285 with a total percentage of 71%. Fourth, the indicator of giving likes or signs of love on posts on social media obtained a score of 320 with a total percentage of 80%. Fifth, The feed indicator for posting images on social media attracts people to visit the library directly, with a score of 300 with a total percentage of 75%. From the results of these calculations, it can be concluded that the respondents have started to be interested in the content uploaded on the library's social media. This interest does occur because each post provides information in a communicative language to users who see posts on library social media. This agrees with Hermawan (2012) which states that promotional tools are a means to attract attention and provide information that makes consumers interested in reading. From the results of these calculations, it can be concluded that the respondents have started to be interested in the content uploaded on the library's social media. This interest does occur because each

post provides information in a communicative language to users who see posts on library social media. This agrees with Hermawan (2012) which states that promotional tools are a means to attract attention and provide information that makes consumers interested in reading. From the results of these calculations, it can be concluded that the respondents have started to be interested in the content uploaded on the library's social media. This interest does occur because each post provides information in a communicative language to users who see posts on library social media.

In this indicator of reading social media profile bios, the majority of respondents stated that they had read bio profiles on social media which obtained a percentage of 78% which was categorized as effective. This is related to the respondent's interest in promotion on library social media and visiting the library's social media profile page. The profile presented contains the library slogan, library opening hours, and library website. Furthermore, the indicator of reading captions on library posts on social media gets a percentage of 81% which is included in the very effective category. It can be seen in the post that there is a caption that provides information to users in easy-to-understand and interesting language. So that respondents are interested in reading captions with sentences containing indirect promotions contained in the caption. Good communication and simple language can also influence users, this agrees with Sarastuti (2017) that communication plays a major role in providing information and potential consumers know about what is being offered by the organization or company. Furthermore, the indicator for commenting on library uploaded photos on social media gets a percentage of 71% which is categorized as effective. Judging from the comments on

each upload, the majority of which ask for opening hours, how to become a member, and ask for collections, indicate that the respondents have started to be interested. Furthermore, the indicator of giving a like or a love sign on uploaded photos on social media libraries gets a percentage of 80% which is categorized as very effective. Judging from all the library uploads on social media, it does have a fairly large number of likes for the size of a government institution. Giving a like is also a sign that uploads on social media are very interesting. Almost all respondents have given a like to every library post upload. In this case, respondents have started to be interested in the promotions made through these uploads. Furthermore, the indicator of interest in posting feeds on social media libraries obtains a percentage of 75% which is categorized as effective. In the post feed, the library often presents various events or provides other information. With so many activities and events, users are also interested in what is presented in the feed on social media. This also has an impact on one of the respondents' decisions in visiting the library.

Search

Based on the results of data analysis, it can be seen from the results of measuring the effectiveness of promotions with search indicators that can be categorized as effective with a percentage of 71.75%. This can be seen in the search indicator there are 4 questions. First, the indicator of looking for information on social media and contacting the library to ask about the opening and closing hours of the library obtained a score of 286 with a total percentage of 71%. Second, the indicator of looking for information on social media and contacting the library to ask how to become a library member obtained a score of 286 with a total

percentage of 71%. Third, the indicator of searching for information on social media and contacting the library to inquire about collections and books obtained a score of 262 with a total percentage of 65%. Fourth, the indicator of looking for information on google maps to find the address of the library obtained a score of 320 with a total percentage of 80%. Judging from all the library uploads on social media, it does have a fairly large number of likes for the size of a government institution. Giving a like is also a sign that uploads on social media are very interesting. Almost all respondents have given a like to every library post upload. It can be seen from the results of measuring the effectiveness of the promotion with the search indicator that it can be categorized as effective with a percentage of 71.75%. From the results of these calculations, it can be concluded that the effectiveness at the search stage is quite effective. Before the respondent made the decision to visit the respondent had collected information about the library.

In this indicator of reading social media profile bios, the majority of respondents stated that they had read bio profiles on social media which obtained a percentage of 78% which was categorized as effective. This is related to the respondent's interest in promotion on library social media and visiting the library's social media profile page. The profile presented contains the library slogan, library opening hours, and library website. In the indicator of knowing the opening hours of library services, the percentage is 71% which is categorized as effective. This can be seen in the message through the library direct message which often asks about the library's opening hours. For now, the library's opening hours are available on the Instagram profile without having to ask again. And also on google

maps also available library service opening hours.

Furthermore, the indicator of knowing how to become a member of the library obtains a percentage of 71% which is categorized as effective. It can be seen in the comments column on every upload there are also questions to become a member of the library. And also not a few users who send questions via direct message. To become a member, you just need to bring your identity card and it doesn't cost you a penny. Furthermore, the indicator of knowing the collection or book obtains a percentage of 65% which is categorized as effective. Every new book or library collection rarely updates through uploading posts. Now and then the library updates new books through stories on social media. not infrequently users also ask directly through direct messages on the library's Instagram. Furthermore, the indicator for finding address information via google maps obtains a percentage of 80% which is categorized as effective. It can be seen on google maps that the address of the library is displayed. Respondents were greatly helped by the google maps application without having to ask the library. On google maps, there are reviews of users who have visited the library and can be a respondent's decision to visit the library.

Action

Based on the results of data analysis, it can be seen from the results of measuring the effectiveness of promotions with action indicators that can be categorized as very effective with a percentage of 82%. This can be seen in the action indicator, there are 3 questions. First, the indicator has been to the library, obtained a score of 341 with a total percentage of 85%. Second, the indicator is already a member at the library, obtained a score of 330 with a total percentage of 82%.

Third, the indicator of having borrowed a book or collection at the library obtained a score of 317 with a total percentage of 79%. From the results of these calculations, it can be concluded that the respondents at this stage have decided to visit the library after going through a series of promotions. The results show that the respondents are very interested in the product or service in the library. The suitability of what is displayed on social media also affects the respondents' beliefs to visit. this is in line with the opinion of Ghifary (2017) that trust and knowledge about products can support overall attitudes.

In this indicator of confidence to visit, it obtained a percentage of 85% which was categorized as very effective. Respondents are very interested in what is promoted through social media. library contents influence respondents to visit the library. The promotions generated on the library's social media are very effective. This can be seen from the majority of respondents who have visited the library after seeing the social media of the library. Furthermore, the indicator of interest in becoming a library member obtained a percentage of 82% which was categorized as effective. Upon entering the library, you are required to make a library membership card. There is no one rupiah fee in making this membership card. Furthermore, the indicator of interest in library collections obtained a percentage of 79% which was categorized as effective. All respondents who come to the library do not have to borrow books. Borrowing books is an option depending on the needs of each respondent. The main objective of the promotion of the library so that they are interested in visiting. If you can take advantage of the existing facilities, it is an added value.

Share

Based on the results of data analysis, it can be seen from the results of measuring the effectiveness of promotions with share indicators that can be categorized as effective with a percentage of 74%. This can be seen in the shared indicator, there are 4 questions. First, the indicator to update the status/story after visiting the library obtained a score of 289 with a total percentage of 72%. Second, the indicator provides comments and posts photos containing opinions after visiting, obtaining a score of 288 with a total percentage of 72%. Third, the indicator recommends visiting the library to friends and relatives, obtained a score of 322 with a total percentage of 80%. Fourth, the indicator provides reviews on google maps regarding the facilities and services provided, obtaining a score of 291 with a total percentage of 72%. In this case, it is also one of the ways to promote the library and make the library's brand image bigger. Furthermore, the indicator giving reviews through google maps gets a percentage of 72% which is categorized as effective. Not all respondents often open google maps or give reviews. Almost all reviews or experiences on the library google maps are positive. Respondents have given reviews on google maps because they are satisfied with what they get after visiting. This review will also affect other potential users who want to visit the library. Not all respondents often open google maps or give reviews. Almost all reviews or experiences on the library google maps are positive. Respondents have given reviews on google maps because they are satisfied with what they get after visiting. This review will also affect other potential users who want to visit the library. Not all respondents often open google maps or give reviews. Almost all reviews or experiences on the library google maps are positive. Respondents have given reviews on google

maps because they are satisfied with what they get after visiting. This review will also affect other potential users who want to visit the library.

On the indicator of sharing experiences through social media stories, the percentage is 72% which is categorized as effective. In this case, respondents always share their experiences after visiting the library through the respondent's social media stories. Unbeknownst to the respondents, they have promoted what they have visited so that the library will benefit from reviews made through social media stories. Furthermore, the indicator of giving a review of opinions after visiting gets a percentage of 72% which is categorized as effective. Each respondent has the right to have an opinion through their social media whether the library is good or bad. Almost all respondents gave their opinion through their respective social media accounts. Giving this opinion is very influential on other potential users who have never visited the library.

Furthermore, the indicator of recommending to friends and relatives gets a percentage of 80% which is categorized as very effective. All respondents recommended to friends and relatives to visit the library. respondents are satisfied with what they see on social media which is in line with respondents' expectations. In this case, it is also one of the ways to promote the library and make the library's brand image bigger. Furthermore, the indicator giving reviews through google maps gets a percentage of 72% which is categorized as effective. Not all respondents often open google maps or give reviews. Almost all reviews or experiences on the library google maps are positive. Respondents have given reviews on google maps because they are satisfied with what they get after visiting.

LIMITATION

Researchers suggest readers to interpret the results of this study wisely, because the weakness lies in the findings regarding the high average score of each table. So it can be suspected that liability bias may exist. This may be related to the majority of employees or librarians have the potential to be less open when interviewed and fill out questionnaires, so there is the potential to cover up deficiencies or weaknesses. There is a desire from the library how to make the library look optimal in promoting through social media. Forward research needs to be done by testing this research model with other measures, methods and approaches, so as to cover the weaknesses that exist in our research.

CONCLUSION

Based on the results of analysis and discussion of research it can be concluded that the promotion of social inclusion library services through social media is included in the effective category. Effectiveness of promotion through social media based on the theory of AISAS (Attention, Interest, Search, Action, Share).The results of research with indicator (1) attention gained a percentage of 81.25% or in the category of very effective; (2) interest earns a percentage of 77% or in the effective category; (3) search earns a percentage of 71.75% or in the effective category; (4) the action obtains a percentage of 82% or in the category of very effective; (5) Shares gain a percentage of 74% or in the effective category.Overall, it can be concluded that the average effectiveness of the promotion of social inclusion library services through social media in the Malang City Public Library is 77.2% which can be categorized as effective.

Promotion of social inclusion library services through social media is quite effective. It can be seen from many users who are interested in the content that the library has on social media today. But at the intensity in terms of uploading content still needs to be maximized again by multiplying content uploads in a short period of time. Every moment should be immortalized and packed with good and informative content. The creation of captions on social media posts is also made more interesting by adding a little humor or the like so that there can be user interaction and public libraries through the comment feature. If you want maximum results and can be more widely known by other users the library can also advertise their social media through google ads or Facebook ads.

Declaration of ownership:

This report is our original work.

Conflict of interest:

None.

Ethical clearance:

This study was approved by our institution.

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