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## Utilization of Instagram Social Media by National Libraries in Southeast Asia during the Covid-19 Pandemic

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# Utilization of Instagram Social Media by National Libraries in Southeast Asia during the Covid-19 Pandemic

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## ABSTRACT

The Covid-19 pandemic has forced various life orders to change, activities that are usually done manually have turned into digital-based ones. National Libraries in Southeast Asia have an important role in providing relevant and factual information to avoid inappropriate information. The existence of the pandemic has hampered access to libraries. This has encouraged the national library to maximize the use of social media, especially Instagram as a forum for promotion and service extensions so that the public still gets the information and knowledge they need. This study discusses the use of Instagram by the three National Libraries namely Indonesia, Malaysia, and Singapore. The method used is qualitative descriptive, researchers describe the data that has been obtained from three national library Instagram accounts during the pandemic (January 2020-September 2021). The results show Malaysia has the highest frequency of content posts with an average of 102 per month. For the distribution of the most content types, Singapore posted 66% mixed content, Indonesia posted 33% event content, and Malaysia posted 43% event content. In response, Indonesia received the most likes and comments, followed by Malaysia and then Singapore. The three Instagram National Libraries have utilized various Instagram features such as posts, stories, story highlights, live, and videos. Account rebranding such as drafting designs and feeds is highly recommended. To attract the community interest, they must maximize the reels feature, create more diverse content, and consistently create quality, useful, current, and needed content.

Keywords: *Instagram, social media, national library, Southeast Asia, Covid-19 Pandemic.*

## I. Introduction

The condition of the COVID-19 pandemic that has hit the world since late 2019 has changed the order of life in all sectors. There are not a few impacts caused by the pandemic around the world, one of which is also affected is Southeast Asia with the majority of which are developing countries. Adaptation from this change in the order of life also needs to be done, especially in Southeast Asian countries. Many life arrangements have changed, namely when the order of life which is usually done manually, inevitably now has to be done digitally by using technology to limit mobilization outside the home and avoiding crowds. This poses a big challenge to the people of the world, there is a big change in the way of doing business or working and in the world of education which mostly has to be done in a new environment, namely a virtual environment (Mangla, 2021).

As it is known that the support from technology, communication and information in developing countries in Southeast Asia has not been able to support the culture of a new life order as a result of the pandemic. However, it is undeniable that the use of social media

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remains an existence and does not affect anything, on the contrary, the use of social media as a means of exchanging information everywhere is increasingly being used. In fact, most people around the world use social media more as a support in accessing information in every new order of life. It was stated that social media was used appropriately to maximize its utilization for the workforce and education while supporting limited activities to prevent the transmission of the covid-19 virus (Wong, et.al, 2020). The use of social media and the internet cannot be separated in everyday life, especially during a pandemic, people prefer to surf on social media and then surf deeper on the internet than reading books or printed articles to find information.

One of the most popular social media nowadays is Instagram. Social media, which now provides many mainstay features, from photos, videos, short videos, live broadcasts and other mainstay features, is used by most people for various daily life support. The users of Instagram are also diverse, from small children to the elderly. In Indonesia, the number of Instagram users until July 2021 is 91.77 million users. The largest users are in the 18-24 year age group, which is 36.4%. Instagram is the third most used social media platform, after YouTube and WhatsApp (Rizaty, 2021). This percentage shows that the existence of Instagram is very visible in its use in the community. In addition, Instagram is a social media that is very widely used by the younger generation, meaning that the existence of Instagram among the younger generation is very visible (Matthews, 2014; Duncan, 2016)

Libraries as information providers also play an important role in providing information to the public during the pandemic. Moreover, the existence of libraries is now very visible and is no longer underestimated, there are many people who understand very well the importance of a library. This is because the library provides various sources of information that are very diverse and you can almost say the library provides what is the information needs of the community. During the pandemic, the role of libraries in providing various information did not go away. In fact, libraries were increasingly motivated to continue to provide relevant and factual information according to the needs of the community. What's more is the national library where every level of society in each country can certainly access all types of information sources.

National libraries have an important role in providing relevant and factual information to avoid inappropriate information. The existence of this pandemic makes access to the national library a little hampered, of course this happens in almost all national libraries in the world. It was stated by the Slovak National Library that their general things and daily routines have changed since the pandemic, where they had to close library services in the early days of the pandemic (Katarina, 2021). However, this certainly does not stop national libraries from innovating, the existence of this pandemic has forced every national library around the world to continue to adapt in the new order. One of the ways or innovations carried out by the national library is by utilizing social media, where the role of social media for the national library is very important.

The use of social media by the national library also helps the public to find out what information can be accessed, even though there are restrictions on national library service hours during the pandemic. It was stated that the national library during this pandemic used various kinds of technology, communication and information to continue operating to serve the community in meeting their information needs, one of which was the use of social media.

The Bangladesh National Library during this pandemic continued to open administrative services in a way without direct physical access to users and 52% used social media to create public awareness of the existence of the library (Begum et.al, 2021). The use of social media was also carried out by the Slovak National Library during the pandemic, it was stated that when there were regional restrictions there the library opened service opportunities by keeping in touch with the public using social media, so that the use of social media was used intensively (Katarina, 2021).

Seeing the various situations of National Libraries in various parts of the world which intensively utilize social media during the pandemic, it is increasingly visible that national libraries also show their existence to continue to exist in society by using social media. However, when viewed from the difference in countries, especially countries in Southeast Asia, of course it cannot be equated with the national libraries of countries around the world that have used social media intensively in libraries. Especially when viewed from the condition of the country, most of the countries in Southeast Asia are developing countries. The use of social media by the National Libraries in Southeast Asia is still not seen intensively, this can be seen from various things, for example from the number of followers, the content created, and the activity of Instagram social media accounts in particular. Even though the use of Instagram can help national libraries to maintain their image and continue to help improve the literacy culture of their country's people.

Moreover, with the use of Instagram which has many fans around the world, they can access information from national libraries from any part of the world. Through Instagram, the national library can increase its existence and become more modern. This study will discuss specifically about the three National Libraries in Southeast Asia, namely the National Library of Indonesia, the National Library of Singapore and the National Library of Malaysia in the use of social media as a service, especially Instagram which is a trend in society to be used widely. The discussion of this research is to see the frequency of submissions from each national library, the type of content sent, the response of users or the public from each country where the national library is located, as well as the use of what Instagram features are used by each library in order to maximize promotion and use of social media during the COVID-19 pandemic.

## **II. Literature Review of Research on the Use of Instagram by National Libraries in Southeast Asia**

The use of social media by libraries is a form of adaptation so that libraries still *exist* in the information society. Especially in the era of the Covid-19 pandemic, social media is very helpful for libraries to always build *engagement* with users. Regardless of the library type, social media has been used as an effective channel for service promotion, *knowledge sharing*, etc. There are many studies that have been done on the use of social media by libraries. The following are three studies which are the main reference sources in this study.

The first research was conducted by Suharso & Muntiah (2020) with the title Utilization of Instagram Social Media in College Libraries. This article aims to determine the use of Instagram social media in university libraries in Indonesia. There are three university library accounts observed by the author, namely the University of Indonesia Library, Gadjah Mada University Library, and the Bandung Institute of Technology Library. Through this

account, the author collects data regarding the frequency of use, the type of content published, and the user's response to the Instagram content. The results show that in terms of posting frequency, the Gadjah Mada University Library is the most active library in terms of the number of submissions compared to the other two libraries. Meanwhile, the library with the most user enthusiasm is in the University of Indonesia Library, this can be seen from users who ask a lot of questions and give likes to posts. The types of content published by the three Instagram accounts include activities/events, holiday greetings, and information related to libraries to general knowledge that is useful for readers.

The second study was written by Suharso and Pramesti (2019) with the title *Library Promotion Through Instagram: Studies in the Airlangga University Library*. The article contains information about how to promote the library through Instagram. This article aims to observe how the forms of interaction offered by the Instagram application and how the Airlangga University Library uses the facilities contained in Instagram itself. The results of the study show that the Airlangga library has utilized all the facilities available on Instagram in carrying out library promotions. The library has used the Instagram story facility, upload video, upload photos, and even do Instagram live to promote the library.

The third research is entitled *Analysis of Twitter Social Media Account Content of the University of Indonesia Library and Airlangga University Library* by Akbar (2018). This study aims to describe the unit of content analysis, namely the content nature, library services, and the news form obtained on both Twitter accounts. The results of this study can be presented as follows. First, based on the content nature, on both Twitter accounts information content is more dominant in demand. Second, based on the library services, on Twitter account (University of Indonesia Library) public relations and services are more dominantly in demand. Meanwhile, on the Twitter account (Airlangga University Library) library user guidance services and library event content are more dominantly in demand. Third, based on the news form content, on both Twitter accounts text and image content are more dominant in the interest of users.

The three studies above have proven that social media is an effective platform for service promotion, *knowledge sharing*, building *engagement* with users, and maximizing library use by users. The effectiveness of the use of social media by libraries can be studied from four aspects. Based on the research above, the four aspects are posting frequency, user response, and utilization of the features contained in the social media used.

### **III. Research methods**

This research is a descriptive qualitative research. Qualitative research is research that deals with ideas, perceptions, opinions, beliefs of people to be studied and all of which cannot be measured by numbers. In this study, the theory used in the research is not forced to obtain a complete picture of a matter according to the human view that has been studied (Sulistyo-Basuki, 2006). Descriptive research is collecting data based on the factors that support the object of research, then analyzing these factors to look for their role (Arikunto, 2010). Descriptive qualitative approach is a method of data processing by analyzing factors related to the object of research by presenting data in more depth on the object of research.

Data collection technique is done by doing documentation. The intended documentation is to collect research supporting documents. Documents can be in the form of

writing such as life histories, images such as photos, and other forms of monumental works, including documentation contained in Instagram accounts (Sugiyono, 2014). Documentation was carried out on three Instagram accounts of national libraries in Southeast Asia which have more than 1000 followers, namely the National Library of Indonesia (@perpusnas.go.id), Malaysia National Library (@pnm\_rasmi), and Singapore National Library (@nationallibrarysg). The data taken on the three library Instagram accounts is limited from the year since the emergence of Covid-19, namely January 2020 to September 2021. Data collection is done by looking directly at the library's Instagram account. The data taken include Instagram content, frequency of use of Instagram, user responses in Instagram content, and the use of Instagram features.

#### IV. Results and Discussion

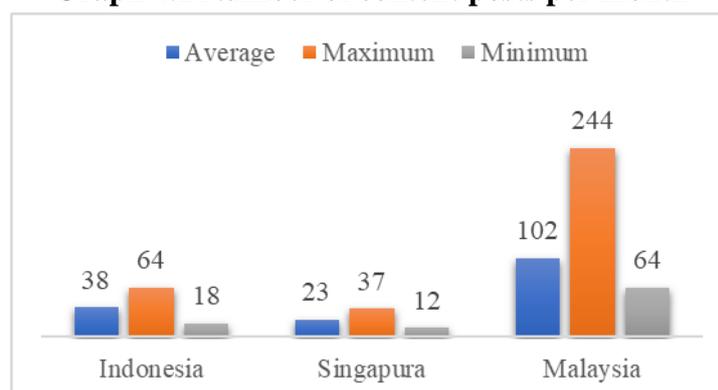
##### A. Post Frequency

Previous research discussed the frequency of posts on Instagram as a means of library promotion for the last 3 years from 2017 to 2019 with the highest total of 709 posts (Suharso & Muntiah, 2020). Meanwhile, in this study, the time span used was during a pandemic, from January 2020 to September 2021.

**Table 4.1 Total Post of Contents (January 2020 - September 2021)**

No.	National Library Instagram	Total Posts
1	Indonesia	828
2	Singapore	513
3	Malaysia	2137

**Graph 4.1 Number of content posts per month**



The results of the data in table 4.1 related to the frequency of posts by the National Library of Indonesia (Perpusnas RI) Instagram can be seen that during the pandemic from January 2020 to September 2021 there were a total of 828 content posts that were posted. Of course, from the total postings of the National Library of Indonesia's Instagram account, there are various types of content. In addition, it can be seen in graph 4.1 that there is an average number of content posts per month by the National Library of Indonesia's Instagram account, which is 38 content posts per month. In the period from January 2020 to September 2021, the

National Library of Indonesia's Instagram account posted the most content, which was 64 posts in August 2020, while the minimum amount of content sent was 18 posts in February 2020.

The results of the data in table 4.1 relate to the frequency of submissions made by the National Library Singapore. There are 513 total submissions from January 2020 to September 2021. Of this total submissions, of course, contain a variety of diverse content. It can be seen in graph 4.1 that the average total posts on the National Library Singapore's Instagram account are 23 posts per month, with the highest number of posts being 37 posts in June 2021 and the lowest total posts being 12 posts in March 2021.

The Instagram account belonging to the National Library of Malaysia (pnm\_rasmi) can be seen in table 4.1. The total frequency of postings to the pnm\_rasmi account from January 2020 to September 2021 is 2137 posts. From graph 4.1 the average post per month is 102 posts, the most shipments are 244 posts in March 2020 and the least shipments are 64 posts in September 2021. Judging from the frequency of sending this pnm\_rasmi instagram account the most or the most often posted every month, of course the content sent by this account is very diverse.

When viewed from the acquisition of data related to the frequency of total submissions each month and the time period from January 2020 to September 2021, the three libraries in Southeast Asia use Instagram with different treatments. This can be seen from the frequency of submissions, where the Malaysian state library account is very diligent in posting with diverse content on its Instagram account, the acquisition of the most total submissions during the pandemic period is 2136 submissions. The second rank is the Instagram account of the National Library of Indonesia with the frequency of posts during the pandemic period as many as 828 posts and the last rank for the frequency of sending content on the Instagram account is the National Library Singapore with only 513 posts. It can be seen that national libraries in Southeast Asia during the pandemic used Instagram to communicate with users or the public when the library did not open its services. Of the three national libraries, the most active using Instagram during the pandemic is the National Library of Malaysia, this can be seen from the content submissions that were made the most by this account in March 2020 as many as 244 submissions. If you look more deeply, indeed, the national library of Singapore does not send as much as the national library of Malaysia and the national library of Indonesia.

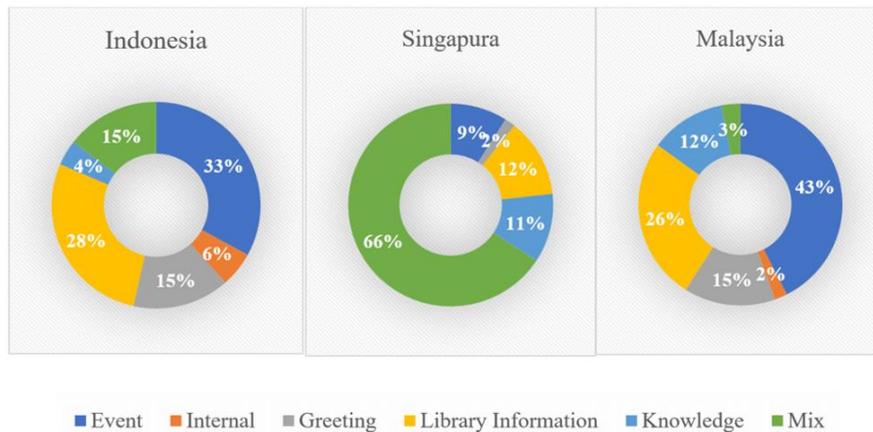
During this pandemic period, when viewed from the frequency of submissions made by each national library in using Instagram, every library using Instagram is to remain able to provide services during the pandemic. This is also done by public libraries in Bangladesh during the pandemic, where libraries are increasingly using social media to keep in touch and receive services from the community, even though this situation is new for all library staff (Begum, et. al, 2021).

## **B. Content Type**

Suharso & Muntiah (2020) have carried out a classification in identifying the types of content uploaded in the context of library promotion using Instagram. The study divides the types of Instagram content into 5 classifications, namely event content, internal, speech, library information, and knowledge. The graph below illustrates the distribution of content

types on three Instagram accounts in Southeast Asia. Observation results show that the type of content can be classified into 6 types of content, namely event, internal, speech, library information, knowledge, and mixed content.

**Graph 4.2 Distribution of Content Types**



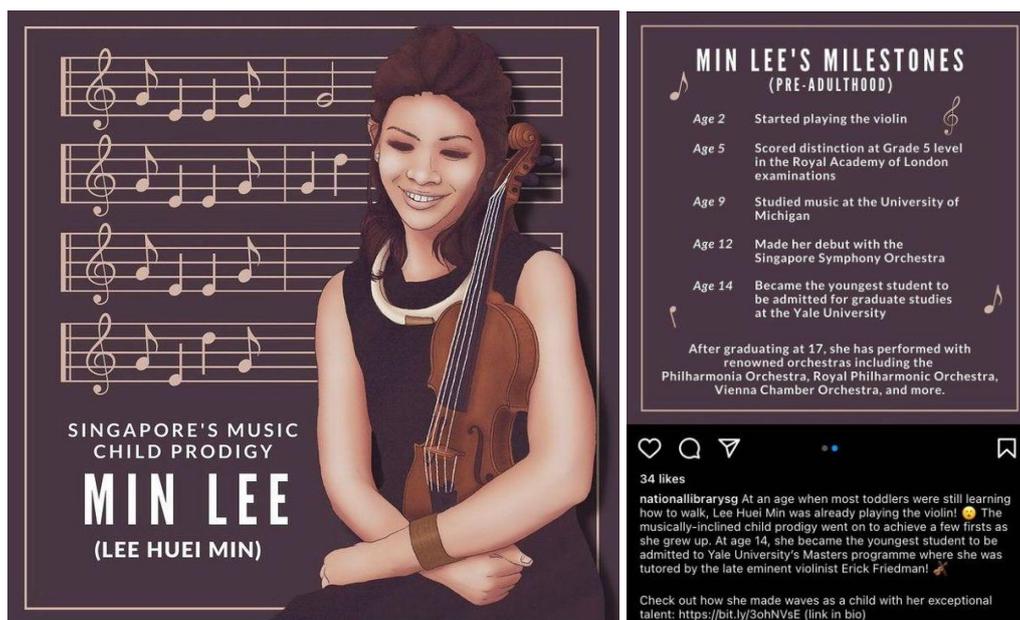
Graph 4.2 describes the distribution of content types on three Instagram National Libraries in Southeast Asia, namely Indonesia, Singapore and Malaysia. The distribution of Instagram content of the National Library of the Republic of Indonesia (@perpusnas.go.id) is 33% of event content, such as the Indonesian Reading Ambassador Webinar Activity, Vlog Challenge Literacy Competition, Community Literacy Index Improvement, Library Visit Day, National Reading Movement Day and so on. Furthermore, 28% of Library Information content includes information on selected collections, operating hours of library services, library facilities, user satisfaction surveys and others. Then each for greeting content and mixed content the percentage is 15%. Greeting content is greetings for national and international holidays, while an example of mixed content is the commemoration of Library Visit Day which is coupled with webinars, competitions, quizzes and so on. As many as 6% contain internal content such as recruitment of new employees, library anniversary, and organizational values. Finally, as much as 4% contain knowledge content such as knowledge about the Covid-19 Pandemic.

**Image 4.1 Examples of National Library Event Content of the Republic of Indonesia**

The image displays three promotional posters for National Library events. The top-left poster is for the 'GRAND FINAL LOMBA BERTUTUR TINGKAT NASIONAL 2021', held virtually on August 25, 2021, with 34 provincial winners. It features speakers Muhammad Syarif Bando and Dr. Adin Bondar, M.Si. The top-right poster is for 'PENINGKATAN INDEKS LITERASI MASYARAKAT' (Community Literacy Index Improvement) in NTB, held on August 25, 2021, from 08:00 to 12:00 WITA. It features a panel of speakers including Drs. Muhammad Syarif Bando, M.M., Hj. Niken Saptarini Widyawati, SE, M.Sc., Hj. Baiq Isvie Rupaedah, SH, MH, and Dr. H. Arsyad Abdul Gani, M.Pd. The bottom poster is for the 'DEWAN JURI' (Judges Panel) for the reading competition, listing judges Awan Prakoso, Nellyaty, Kunduri (Pak Kun), Griselda Jane, and Nanda Juliyata. All posters include contact information for the National Library of the Republic of Indonesia.

Graph 4.2 describes the type of content that is most often posted on Singapore's Instagram account, it is the type of mixed content or mixed content as much as 66% by loading knowledge content and library information. For example, the contents of historical collections owned by libraries are posted by including a synopsis of historical collections and how to access the collections, so in addition to providing access to information related to library collections, they also provide a little information about the contents of the collection. The next content that is mostly sent by this Instagram account is about library information, which is 12%, usually this content contains about library service hours, the latest library collections and other things related to library information. Next is knowledge content with a percentage of 11%, usually the content sent is content that contains general knowledge, for example Singapore's independence day and general things about Singapore. The next content is event content with a percentage of 9%, this content usually contains events or activities carried out by the national library and the target of the event is the public who can participate and enliven the event or activity being held. The least content is content about greetings with a percentage of 2%, usually this greeting content contains greetings for big holidays, such as Merry Christmas and New Year and other greetings.

**Image 4.2 Example of Singapore's National Library of Content Mix**



Graph 4.2 describes the types of content that are most often posted by the Malaysian Library of Malaysia's Instagram account, namely event content with a percentage of 43%, most of the content of events held by libraries or state events involving libraries. Furthermore, the most frequently posted content is library information content with a percentage of 26% with various information about the library, such as the latest collections, prices and descriptions of collections, as well as library service hours. Next is greeting content with a percentage of 15%, greeting content on this Instagram account usually contains greetings for big holidays, national days, and what is unique are quotes. The quotes on this account are inspirational or motivational quotes, reminders about religion and so on. It can be said that posting these quotes is something that libraries do routinely. For knowledge

content the percentage is 12%, usually this content contains general knowledge and knowledge about the country of Malaysia, besides this knowledge content also includes quizzes or questions that are general or specific to attract public responses who are followers of the pnm\_rasmi instagram account and this is also a the uniqueness of the Instagram account that is used by the Malaysian state library. For the percentage as much as 3% is mixed content, usually this content is a combination of knowledge with library information or in the form of promotion of a new library collection that contains a little synopsis of the collection, there is also content for state holidays with a little history. The smallest percentage is as much as 2% containing internal library content, usually this content contains activities from internal libraries, for example, greetings from library staff, congratulations on the inauguration of the new head of the library and the like.

**Figure 4.3 Examples of Malaysian National Library Knowledge Content**



When viewed from the type of content posted by national library accounts in Southeast Asia, of course, each has its own uniqueness and characteristics in its content. This can be seen from the comparison results of the three types of content with the highest percentage, for example from the @nationallibrarysg account the type of content with the highest percentage is mixed content with a percentage of 66%. This account belonging to the Singapore national library is very diligent in posting library information content by combining knowledge, for example, the various types of collections owned by the library which are photographed and then uploaded by providing a description (*caption*) about the origin of the collection, description of the collection, and how to access the collection. The other two national library Instagram accounts, namely @perpusnas.go.id and @pnm\_rasmi have the same type of content from the percentage results, namely event content. This can be seen in the many events and activities carried out by the library during the pandemic, although the implementation must be done online. The purpose of the events and activities carried out online by the library during the pandemic is to be able to enrich knowledge and serve the public in obtaining information through the library. We all know that the public is hampered from accessing the library directly, therefore innovations from the

library continue to be made to continue to be able to serve the community during the pandemic.

The uniqueness of each national library account's content is also different, where when viewed further the content from @nationallibrarysg is simpler, modern, and casual, and focuses more on information and knowledge. The @perpusnas.go.id account in posting content is more focused, paying attention to design, uniformity, and beauty, of course the content sent does not eliminate the characteristics and content of the content posted. The @pnm\_rasmi account that has the most posts and content pays more attention to being active to continue to provide the latest information on what developments have been made by the library. In addition, the @pnm\_rasmi Instagram account has the most uniqueness in the content it posts, namely quiz content and quotes that are posted regularly. If you pay close attention, the account that has quiz content and quotes is only the @pnm\_rasmi account, where content about quizzes containing various questions ranging from general science, Arabic, knowledge about libraries and others is only found on the Instagram account of the Malaysian national library. In addition, there are also *quotes* containing motivation and aphorisms that are regularly posted. This type of content is not found on the other two national library Instagram accounts.

Of course, every country in posting content has its own purpose, besides wanting to continue to serve and provide information to the public, the national library also wants to continue to exist on social media platforms, especially Instagram. By continuing to use Instagram, the library will certainly not sink in its existence and will continue to make creative innovations to be able to surf further.

### C. User Responses

Knowing user responses is an important point in studying the use of Instagram for library promotion. According to Suharso & Muntiah (2020) the aspect of user response can see how enthusiastic the followers of Instagram accounts are. User responses can be seen from the number of likes and comments on the uploaded content. The following is a table about the follower responses of three Instagram libraries in Southeast Asia which are discussed from three things, namely likes, comments, and views.

**Tabel 4.2 Number of Instagram User Responses**

User Responses	National Library Instagram		
	Indonesia	Singapura	Malaysia
Average Likes	35062	2080	3553
Maximum Likes	53595	4564	6112
Minimum Likes	22650	491	1443
Average Comments	1124	25	145
Maximum Comments	2685	107	563
Minimum Comments	587	0	36
Average Views	19173	5782	1226
Maximum Views	65327	42496	5271

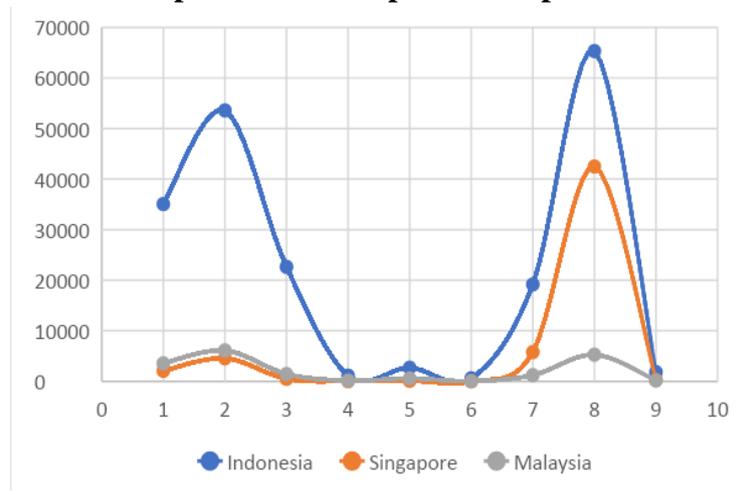
Minimum Views	1829	269	157
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The first user response is based on the number of likes. Indonesia gets an average of 35062 likes per month, with the maximum number in August 2020 being 53595 likes and the minimum number in February 2020 being 22650 likes. Then Singapore gets an average of 2080 likes per month, with the maximum number in May 2021 being 4564 likes and the minimum number in January 2020 being 491 likes. Meanwhile, Malaysia gets an average of 3553 likes per month, with the maximum number in January 2021 being 6112 likes and the minimum number in September 2021 being 1443 likes.

The second user response is based on the number of comments. Indonesia gets an average of 1124 comments per month, with a maximum number of 2685 comments in September 2021 and a minimum number of 587 comments in March 2020. On the other hand, Singapore gets an average of 25 comments per month, with a maximum number of 107 comments in August 2021 and a minimum number of 0 comments in September 2020. Then Malaysia gets an average of 145 comments per month, with a maximum number of 563 comments in March 2020 and a minimum number of 36 comments in January 2020.

Furthermore, the user response is seen from the number of views. Indonesia gets an average of 19173 views per month, with a maximum number in June 2020 of 65327 views and a minimum number of 1829 views in October 2020. Singapore gets an average of 5782 views per month, with a maximum number in May 2020 of 42496 views and a minimum number of 269 views in March 2021. Meanwhile, Malaysia gets an average of 1226 views per month, with a maximum number in March 2020 of 5271 views and a minimum number of 157 views in April 2021.

**Graph 4.3 User Response Comparison**



Based on Graph 4.3, it can be seen how the user responses from the three Instagram National Libraries compare in Southeast Asia. Indonesia got the most likes and comments, followed by Malaysia and then Singapore. As for the number of views, Indonesia gets the most views, followed by Singapore and then Malaysia. Overall, the National Library of Indonesia's Instagram has the highest user response in terms of number of likes, comments, and views.

#### **D. Utilization of Instagram Features**

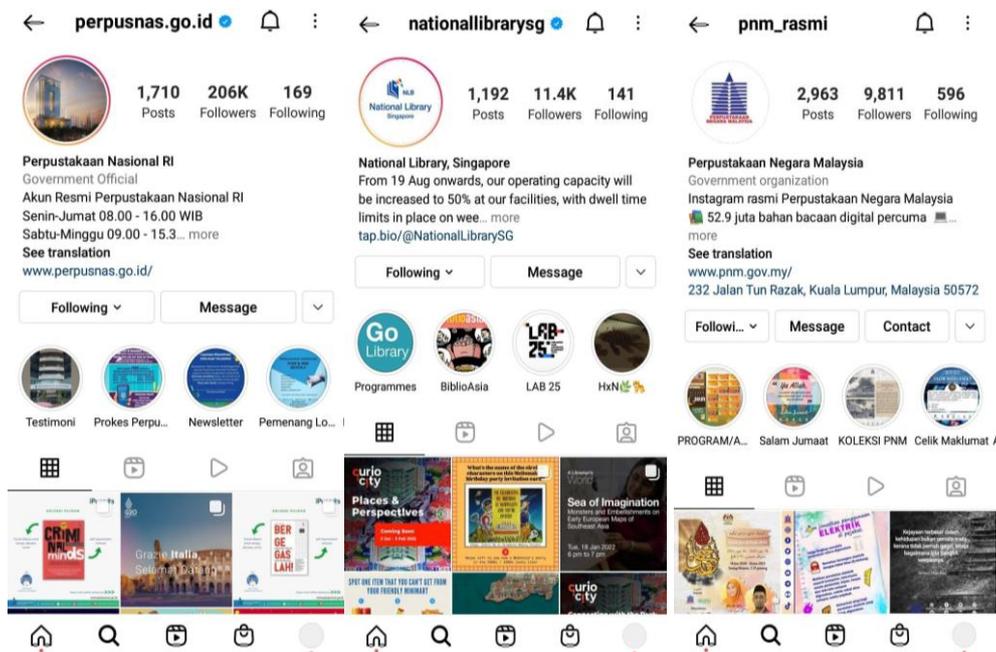
The study of library promotion through Instagram according to the research of Suharso and Pramesti (2019) can be studied by identifying how libraries take advantage of all existing features on Instagram in carrying out library promotions. Utilization of the features in question include Instagram stories, uploading videos, uploading photos, and even doing live Instagram. The table below shows what features are already being utilized by the three National Libraries in Southeast Asia.

**Tabel 4.3 Utilization of Instagram Features**

No.	Instagram Features	National Library Instagram		
		Indonesia	Singapore	Malaysia
1	Post	v	v	v
2	Reel	v	-	v
3	Story	v	v	v
4	Story Highlight	v	v	v
5	Live	v	v	v
6	Guide	-	-	-
7	Video	v	v	v

Based on observations, Indonesia and Malaysia have used various Instagram features such as posts, reels, stories, story highlights, live, and videos. While the feature that has not been used is the guide feature. Furthermore, Singapore has taken advantage of various Instagram features such as posts, stories, story highlights, live, and videos. While the features that have not been used are the reel and guide features. It can be concluded that the three Instagram National Libraries have utilized various Instagram features in carrying out library promotions. Six Instagram features such as posts, stories, story highlights, live, and videos have been utilized by the three National Libraries. Then the three of them have not taken advantage of the guide feature.

**Image 4.4 Utilization of Instagram Features**



## V. Conclusion

During the Covid-19 pandemic, three National Libraries in Southeast Asia have utilized Instagram as a forum for library promotion and a source of information for users. The three Instagram accounts of National Libraries in Southeast Asia, namely Indonesia (@perpusnas.go.id), Singapore (@nationallibrarysg) and Malaysia (@pnm\_rasmi) have different characteristics based on the posting frequency, content types, user responses, and use of Instagram features.

Based on the posting frequency, Malaysia has the highest frequency. Then Indonesia and the least is Singapore. The frequency of this shipment is the frequency of shipments made during the pandemic. Each national library has its own content type characteristics. Singapore sent the most mixed content, Indonesia and Malaysia both sent the most event content. Some of the event contents organized by the Malaysian and Indonesian Libraries are virtual events considering the Covid-19 pandemic situation that has hit the whole world. In response, Indonesian users received the most likes and comments, followed by Malaysia and then Singapore. As for the number of views, Indonesia gets the most views, followed by Singapore and then Malaysia. The three National Libraries have utilized various Instagram features such as posts, stories, story highlights, live, and videos. The reels feature has been used by Indonesia and Malaysia. The feature that has not been used by the three is the guide feature.

Suggestions that can be given are to rebrand accounts such as creating design concepts and feeds by utilizing the latest design applications. To make content recipients' coverage wider, all three must maximize the reels feature. Diligently promoting Instagram accounts will increase the number of followers. To attract people's interest, the three must create more diverse types of content and consistently create quality, useful, current, and needed content.

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