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## Survey and Development of library collection promotion using automatic voice

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# Survei and Development of library collection promotion using automatic voice

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## Abstract

Recently, The low intensity of library visits has an impact on the low usability of collections owned by the library: the collection is not used well by the user. In this research, we conduct evaluation study of library collection promotion in 3 different school's library using qualitative descriptive analysis and conduct action for the result in the form of automatic voice collection promotion using automatic voice. Data collection techniques conducted in this study are: a) primary data collection, which is collected by the author directly through a structured interview to the respondents by referring to the questionnaire; b) secondary data collection, which is obtained in the form that has been processed by certain parties, such as data from related institutions such as Primary School data and student data to be researched either through website, brochure, and other publications, used for the purposes of general overview and qualitative analysis. After data is collected, the next step is data processing. The evaluation results on the collection aspect of the three primary school libraries indicate that the whole library provides a number of collections for users with not too many. As many as 50 students (58.1%) stated less agree on the completeness of the collection provided by the library. A total of 45 students (52.3%) agreed that the collection provided by the library amounted to a lot. A total of 66 students (76.7%) stated less agree that they know the type of collection provided by the library parties. From this condition, the author resulted in a design application of library collection promotion with automatic voice, where with this application the collection promotion activities will run effectively and efficiently. From the test results, this application can be run with text data input from the collection description, then the output of a sound that can be heard by the user when in the library. Users just simply listening will be able to know the collection in the library.

**Keywords:** Library Collection Promotion, Automatic Voice

## Introduction

Today libraries are in an age where the advancement of information and communication technologies is growing rapidly offering many conveniences to the community especially in terms of providing the information they need, so people prefer to use the internet from the library. Interesting facts related to the intensity of user visits to the library show low visitor intensity, such as the results of a study conducted by Zuraida (2011). The results of the study explain that there is only 1% of users who visit the library almost every day and the rest use the internet to meet the information needs, so it can be concluded that the library has not become the main reference place when users need information.

The low intensity of library visits has an impact on the low usability of collections owned by the library; the collection is not used well by the user. The library itself has been struggling to develop the collection in accordance with the information needs of its users. According to the results of research conducted by Fransiska (2014) about the usability rate of collections in the library is low. The study found that the usability rate of libraries collections are low, from 300 collections in a month only 82 collections are used, the other is stored neatly on the bookshelf, so only 2.92% of the collection used on every day even the library opens hours of service is very long starting from 07.00 until 22.00.

Looking at the phenomenon that occurs, inevitably the library as a provider of information must make a certain innovation so that the community as a user keeps the library as the main reference point to get the information they need. One of them is by doing library collection promotion, so the collection can be used maximally. With the promotion, the user will know what collections in the library, so the library can develop information services that can benefit to parties, the user and the library itself (Sudarmini, 2001). However, the libraries have so rarely been promoting collections in libraries, only new collections have been promoted by installing the new book in the glass cabinet near the library entrance, so that many users do not know about other collections provided by the library, whereas there are so many collections provided. Seeing this, the library must do an action to promote the collection owned. If we look at the promotion of collection undertaken by the library which is still using the traditional steps, so the results of the promotion process is not seen maximized, there are still many collections of low level of exposure, not many of the users who know the collections provided by the library. Thus, library should think about new way to do promotion process which involve all collection provided by library parties (Wang, 2016).

The usage improvement of information and communication technology (ICT) in library have aim to improve the user satisfaction (Wojcik, 2018; Buckland, 2016; Aharony, 2014; Anttiroiko and Savolainen, 2011; Schmetzke, 2007), so the activity to promote library collections should also use the help of technology. The technology usage to promote library collection until now is only using social media, so it needs a new innovation of technology to promote library collections. New information and communication technology is an important part of all services provided by library (Hsiao, 2013).

From the phenomenon and problems that have been described above, this article wants to know the design of the application of library collection promotion by using automatic voice. The future expectation of the promotion application with automatic voice is expected to be the solution of the problem of the lowness of the usability of library collections and can increase the intensity of user visits to the library, so the library will remain the main reference to obtain right and accurate information relevant to user information needs.

This research will produce prototype of promotion application to promote library owned collection by using automatic voice, The result of this prototype, the library in doing the promotion of the collection just simply input the collection description in the form of "text" then with this application will be converted into a voice signal that will be captured by the library user's auditory sense, so the user will hear it like an announcement with a predetermined time. The librarian will be facilitated in doing collection promotion. Sense of hearing is chosen as a means of capturing information collection owned by the library, because the sense of hearing is an information capture tool that can be easily absorbed by the human brain number two after sight (Purnomo, 2010). Users do not need to perform a certain action to know the collection in the library, just simply by listening to information through this promotional application. This application can also help the process of information retrieval becomes faster, so this application can go hand in hand with OPAC library. Since most of the users that libraries serve today are the net generation have different characters from the former users, they demand all the processes that are quickly undertaken including the process of information retrieval. In accordance with what was revealed by Tapscott (2009) that one of the characteristics of the net generation is that there is speed.

## **Theoretical framework**

In this research, there are several concepts that will be discussed. They are evaluation of library collections and evaluation of the collection of library collection. All concepts are described below.

### *Evaluation of Library Collections*

Collection is central to the library. Library-based services and one that is served is a collection. According to Sutarno (2006) library collections should include selected literature materials; the information contained must be appropriate to the needs and can be read / heard and understood by the user community. If the library can meet the needs of user information then the information transfer process will be easier so that the library will be a bridge between the information and the community. Collections are the main asset for a library, where an evaluation is needed to ensure that the collection remains qualified. Evaluations of collections that are owned by the library become a sequence of activities to do to develop the next collection. The evaluation of the collections culminates in meeting the information needs of users, so satisfaction will be achieved (Henry et al., 2008). Evaluation of collections of libraries in terms of collection development is the most important activity to be undertaken (Gandhi, 2001). These collections are organized, developed, and maintained to meet the needs of users served by the library; this means that the collection should remain relevant and useful to those who use it. Therefore, the collection evaluation should also include an analysis of how well the current state of the collection is in order to meet the needs and how likely it is for the collection to meet future information needs. Evaluation which is done correctly will be able to identify the gaps in the collection, provide an overview of the problems that arise in the development of library collections (Agee, 2005).

### *Evaluation of Collection Usages*

The evaluation of the collection usability is actually included in the evaluation of the collection, but it can also be evaluated separately, so that the results obtained will be more profound and will later have a good proposal of library development. And later from the usability evaluation study, this collection is able to provide input for collection activities promoted by the library. Because when the level of collection of library collections showed low results, as well as the results will be identified which collections are rarely used and which collections are often used, so this study is important as an early stage to conduct library collection promotion activities.

Kohn (2013) stated that usability evaluation method in collection is decided in user request in the collection. This request comes from the circulation data that comes from within the library itself or from outside the library commonly called the Inter Librarian Loan. Meanwhile, according to Jain (in Fransiska, 2014) the method used to see the collection of the collection there are 2 methods first is to select the sample book of the total collection in the library. After that it checks the use of the collection that is recorded by the library. The second method is a method that uses all the populations to be a research sample. In addition to record the usage, the researcher will also record the characteristics possessed by the collection. The characteristics are subject and age of books while in the library.

In this study, we use the study evaluation of the collection usage which is divided into three levels. Starting from the first level of user access to the library, which sees how users access the library. The second level is the user interest in the collection provided by the library. Finally, the third level sees the continuation of users in using information, for example for study or research (Borin and Yi, 2008). Much research has been done on the use of various angles of view. In this study we will discuss measurements of use by three levels as described previously. Evaluation of collection usage aims to provide an indication of the relevance of library collections to the

curriculum and the quality of resources available in schools. This evaluation provides a way to assess the current emphasis applied by libraries that impact on student learning outcomes.

## **Methodology**

This research was conducted for one year, because not only make the application system but in this study we also conducted a first evaluation study on the collection and the usage level of library collection. Once obtained from the results of the evaluation study, it will be used as a basic assumption on the making of application of promoting collection stored in the library. From this evaluation study, it will be obtained the results of user behaviour in the use of libraries, collections, and facilities provided, so that the application designed campaign will be relevant to the actual situation in the library. From here it will be directly implemented in all libraries.

Evaluation studies in this study using a quantitative approach. The quantitative approach used is descriptive. Descriptive analysis is used to describe the results of research in the form of data in the field that existed descriptively. According Bungin (2001), descriptive Quantitative Research aims to describe the conditions, situations and various factors that arise in the community that became the object of research. In this case the researcher will describe the condition of the collection and the collection usage of the library, and look at the situation in the surrounding environment of the research object and describe the various factors involved in the level of the collection usage. The description obtained by interpreting the results of tabulation data to support the results of the research analysis. Quantitative descriptive approach in this study is used to describe the collection and the collection usage of school library.

The selected research location is three primary school libraries in Mojokerto Regency, East Java Province. The target population in this research is the 5th and 6th grade elementary students in Mojokerto regency. This is because the library's active visitors as large from class 5 and 6. Sampling technique used is a simple random sampling (simple random sampling). The reason for using this technique is because the sample frame in the form of a list of individual names is available (Eriyanto, 2007: 117). So the respondents in this study amounted to 86 students from 3 elementary schools.

Data collection techniques conducted in this study are: a) primary data collection, which is collected by the author directly through a structured interview to the respondents by referring to the questionnaire. In addition to questionnaires, data collection in this study was also conducted by probing method used to find out more about the unique (considered) trends expressed by the respondents; b) secondary data collection, which is obtained in the form that has been processed by certain parties, ie data from related institutions such as Primary School data and student data to be researched either through website, brochure, and other publications, used for the purposes of general overview and qualitative analysis. After data is collected, the next step is data processing.

All collected primary data will be processed using SPSS for descriptive statistics, especially for the purpose of displaying a single frequency table. The quantitative data that have been processed is then analyzed and interpreted theoretically. Qualitative data obtained through the probing results of the respondents is also used to sharpen and enrich the analysis. Ultimately, this descriptive study seeks to provide a systematic overview of the facts and characteristics of the research unit accurately and factually.

While the methods used in the making of promotional applications are (1) System analysis: study about evaluation and usability of collection that is useful for system analysis is used in identifying user needs to be applied into the system to be created. Analysis of this system is necessary before the researchers make system design. In the analysis of this system will be mapped user needs in the system based on interviews and observations, then we determine the functions that can be handled by the promotional application; (2) System design: at this stage, the step is to create a database design. After that, we create the app flow and permissions of each user. The results of this stage are database design, application design flow and interface design; (3) Creating

Applications: after the making database process, followed by system design by creating a database based on the system design that has been made before. Once the database is complete, the next step is to create an application based on the application design from the previous step. The next stage is to make the application in accordance with the permissions that have been made on the process of system design. The result of this process is a ready-to-test application; (4) Testing Applications: applications that have been made are then tested thoroughly in accordance with the system design. The result of this stage is an application that has been created and ready for use by the user.

### *Evaluation of Library Collections*

The results of the evaluation on collections in the three primary school libraries can be identified through six indicators, namely collection, currency, relevance, accessibility, quality and flexibility (Harande, 2013). The following is an evaluation of library collections through six predefined indicators.

*Collection* - The library should not be arbitrary in the selection process and collection procurement, the process must be carefully planned, so the results will be appropriate and able to meet the needs of the user information. The evaluation results on the collection aspect of the three primary school libraries indicate that the whole library provides a number of collections for users with not too many. As many as 50 students (58.1%) stated less agree on the completeness of the collection provided by the library. A total of 45 students (52.3%) agreed that the collection provided by the library amounted to a lot. A total of 66 students (76.7%) stated less agree that they know the type of collection provided by the library parties.

*Currency* – is a level of newness about the collection provided by library. The collection provided by library should be the newest one so that the library can update the reference to follow the development of information and science. The user then can be able to add their point of view. The old collection cannot give the user the most up to date information which grows rapidly. The user will get the static information and science. Based on evaluation in currency aspect, it shows a number of 59 students (68, 9 %) stated agree if the collection provided by library is old or not up to date.

*Relevance* - As a library, it must have user oriented properties. To meet the nature of the library, the collections provided must be appropriate to the needs of the user. Because it can affect the use of collections by users, the more appropriate information needs of users will be the higher the level of usage of the collection. Based on the evaluation on the relevance aspect showed that 42 students (48.8%) also stated less agree on the library collection that suits the needs of the users. And as many as 40 students (46.5) agreed that the number of copies of the collection in accordance with the needs of users

*Accessibility* - The library should provide easy access for users to the collection, the easier access given the library has provided good service to the user. This is because, the main activity in the library is the retrieval of information required by the user. Access to an easy collection will speed up the information retrieval process, so library collections will be put to use by users. Based on the evaluation on the aspect of accessibility, 53 students (65,6%) stated less agree on library collections can be found easily. A total of 70 students (81.4) stated less agree that they borrow library collections every day. But as many as 39 students (45.3%) agreed that they borrow a different book. In this case they borrow a collection of story books, so it is different at each time of borrowing.

*Quality* - The collection provided by the library should show that all collections have good quality. This is because the quality of the collection can affect the quality of information content and knowledge in the collection. Therefore, the library must also have a special effort in maintaining

the quality of the collection owned. The result of evaluation on the quality aspect shows that 59 students (68,6%) stated less agree that library collection is not feasible to use. They claim that the library collection is still worth using, because there is no damage to the books they borrow and can still be read clearly. And as many as 45 students (52.3%) agreed that the collection provided by the library varies.

*Flexibility* - Users should know the collections that have been provided by the library. Because when the user knows the collection is stored by the library, the collection will be used. Seeing that the library should have a special effort so that users know the various collections provided. The library needs to do collection promotion to the users. The results of the evaluation of the collections on the flexibility aspect showed that 49 students (57.0%) stated strongly agree that the library needs to hold a collection that varies with a lot. As many as 59 students (68.6%) said they did not agree if the library informs the types of collections provided by the library, so that many do not know. And as many as 42 students (48,9%) stated less agree that library make special effort so that student come to library.

#### *Evaluation of Library Collection Usage*

The evaluation study of the collection's usage is divided into three levels. Level I is from the user access in the library, see how the user accessed the library. Level II is the user interest in the collection provided by the library. The last one is level III to see the continuation of users in using information, for example to study or research (Borin and Yi, 2008).

##### *Level I: user access on library*

Level I on the evaluation of the collection of library usage, assessed by how users access the library. Library is storage of collection that can be utilized by the user. The user's access to the library can be seen from several things, the first one is the average of users in a week visiting the library. The result showed that 61 students (70,9%) visited library twice a week, then 17 students (19,8%) visited library in a week 3-4 times. A total of 3 students (3.5%) visited almost every day of the week (5-6 times). There are even 5 students (5.8%) who have never visited the library in a week.

The second can be seen from how long users access the library, as many as 60 students (69.8%) access the library for less than 15 minutes. And as many as 26 students (30.2%) access the library for 15-30 minutes. No students accessing more than 30 minutes.

The third can be seen from library services most frequently accessed by users, as many as 36 students (41.9%) often access public collection services. A total of 29 students (33.7%) frequently accessed serial services, as many as 17 students (19.8%) frequently accessed circulation services, and as many as 4 students (4.7%) frequently accessed reference services.

The fourth can be seen from what activities are done in the library. A total of 43 students (50%) engaged in "chat" conversations with friends. A total of 8 students (9.3%) use the library to do tasks. A total of 27 students (31.4%) of the library used to read popular reading. A total of 16 students (18.6%) of the library were used to read academic support. A total of 34 students (39.5%) used the library to search for general information. A total of 43 students (50%) borrowed collections in the library. A total of 30 students (34.9%) used library as a place to relax with friends.

##### *Level II: user interest in the collection*

Level II on the evaluation of the collection's usage is judged by the user's interest in the collection provided by the library. Collections in the three primary school libraries are just a collection of text only. There is no collection of electronic or digital collection. The types of collections available include school package books, story books, religious books, student enrichment books, health books, and books on hobbies or likes.

User interest in library collections is seen in the user's interest in the collection they borrow. A total of 61 students (70.9%) admitted to often borrow books, as many as 9 students (10.5%) often borrow books about hobbies, as many as 6 students (7%) often borrow books on student enrichment, as many as 4 students (4, 7%) often borrow books of religion, as many as 3 students (3.5%) often borrow school and health books.

*Level III: user continuity in collection use*

Level III on the evaluation of collection usages is judged by the sustainability of users in using the collection after they have borrowed it. While the lending collection by the users shows the number of books borrowed during the month, as many as 26 students (30.2%) borrow less than 2 copies. As many as 41 students (47.7%) borrow 2-3 copies. A total of 12 students (14%) borrowed 4-5 copies. A total of 7 students (8.1%) borrowed more than 5 copies. For the sustainability of users in using the collection, the following is a table of user sustainability in using the collection after they borrowed it.

Table 1. User Sustainability in Using the Collection

No	Usage Sustainability	Yes		No		Total	
		F	%	F	%	F	%
1	Doing homework	14	16,3	72	83,7	86	100
2	Looking for fun by reading	46	53,5	40	46,5	86	100
3	Charge your leisure time by reading	65	75,6	21	24,4	86	100
4	Increase knowledge	65	75,6	21	24,4	86	100
5	Learning ahead of the exam	22	25,6	64	74,4	86	100

The table 1 above shows the user sustainability in using the collection, as many as 65 students (75.6%) after borrowing the collection used to fill the spare time by reading. A total of 65 students (75.6%) borrowed collections were used to increase knowledge. A total of 46 students (53.5%) borrowed the collection used to seek pleasure by reading. A total of 22 students (25.6%) borrowed the collection used to study before the exam. And as many as 14 students (16.3%) borrowed collections used for school work. From these results indicate that the use of collections for school work and study ahead of the exam, the result is low and not maximal. This is caused by the library that still provide a little collection to support the curriculum of student education, so students choose other sources of information to meet the needs of information in doing school work and studying before the exam.

*Library Collection Promotion Application using Automatic Voice*

The results of collections and collections collection collections described in the previous chapter are useful for system analysis used in identifying user requirements to be applied to the Library Collection Promotion Application system with Automatic Voice created. Considering that the results of the collection evaluation and the level of collection usage in the three primary school libraries, overall that the level of collection usage is still low, has not been fully utilized by the user. Library Collection Promotion app with Automatic Voice is used as a solution to improve user's disposition by users. Here is a design of the Library Collection Promotion Application with Automatic Voice, which can later be used in other types of libraries, not just the primary school library.

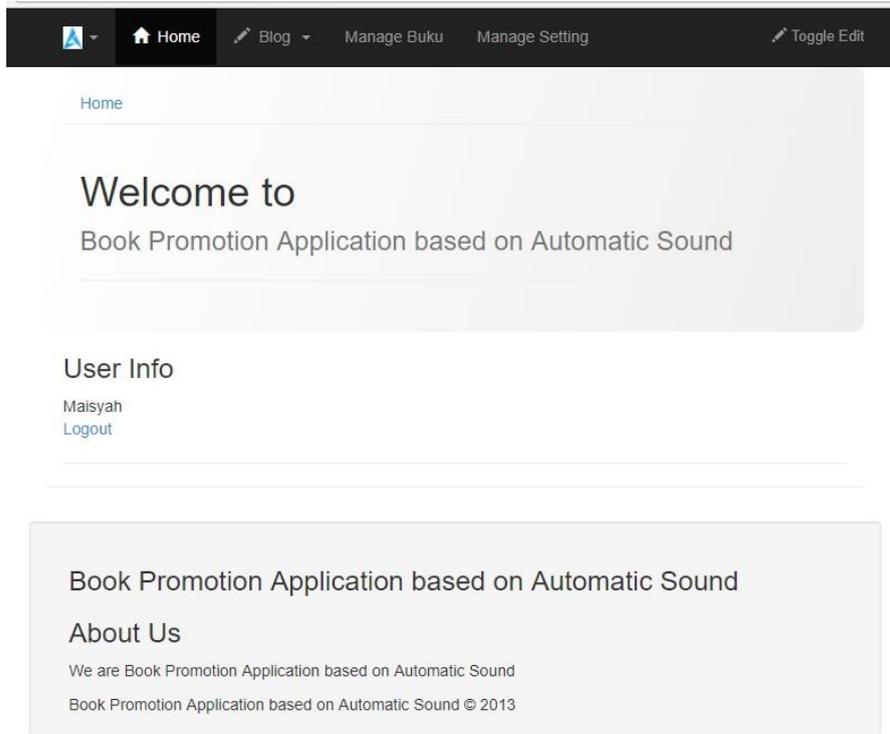


Figure 1 Landing page of application

The picture above illustrates the landing page of the book promotion app, this application is only used by the admin of the library, and the data input will be converted using Google speech synthesis(Eric Bidelman, 2014) in the sound form in the library, so that the visitors will hear the books promoted, the books promoted contains new books, but depending on the library, can also be used for promotion of old books and has never been borrowed because visitors do not know the existence of the book in the library. The data is stored in Mysql Database and displayed through Web Server.

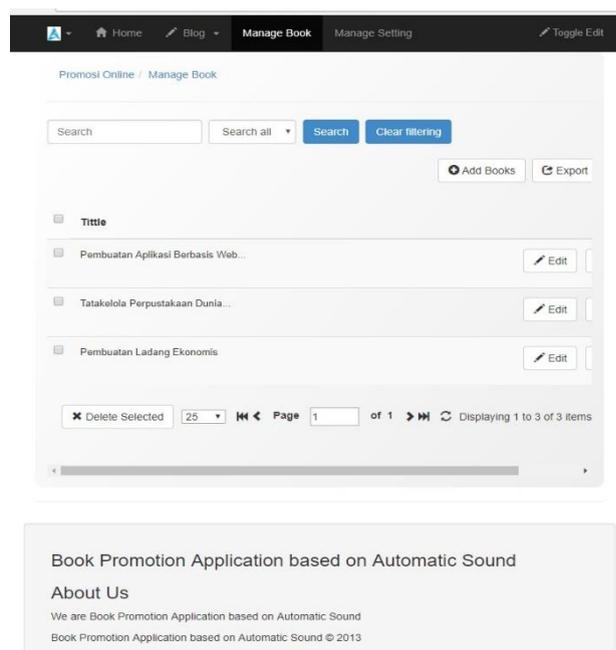
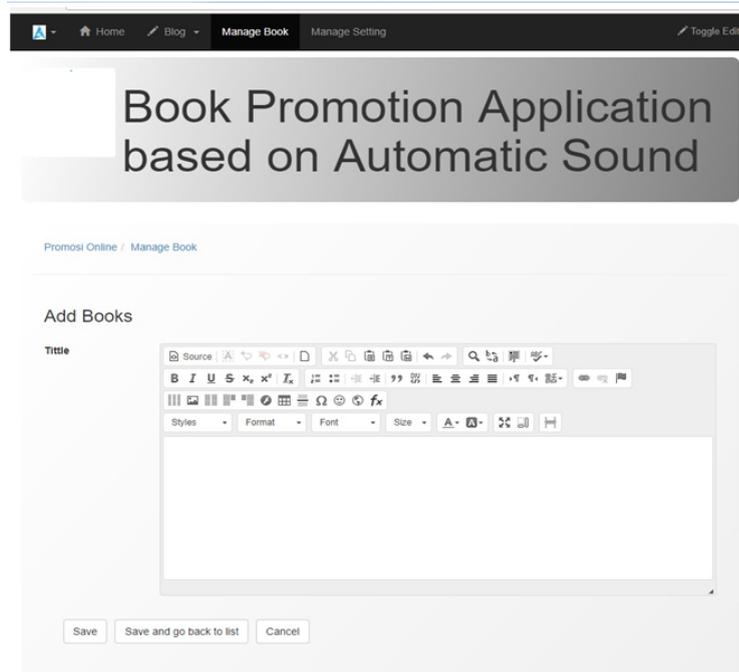


Figure 2 Books input view

The picture 2 above illustrates the results of book input by the admin, the admin can edit if the data is not correct, the admin can also add books that will be promoted, and can export data to store any book that has been promoted, so it won't be promoted, in the system it is also provided history, so the admin can find out what books have been promoted, but sometimes the admin requires in the form of excel files to create reports of any book that has been promoted, and not possible to make reports in the form of screenshots.



Description of the menu add book, we can write according to our needs, from setting the amount of fonts up to the determination of fonts etc.

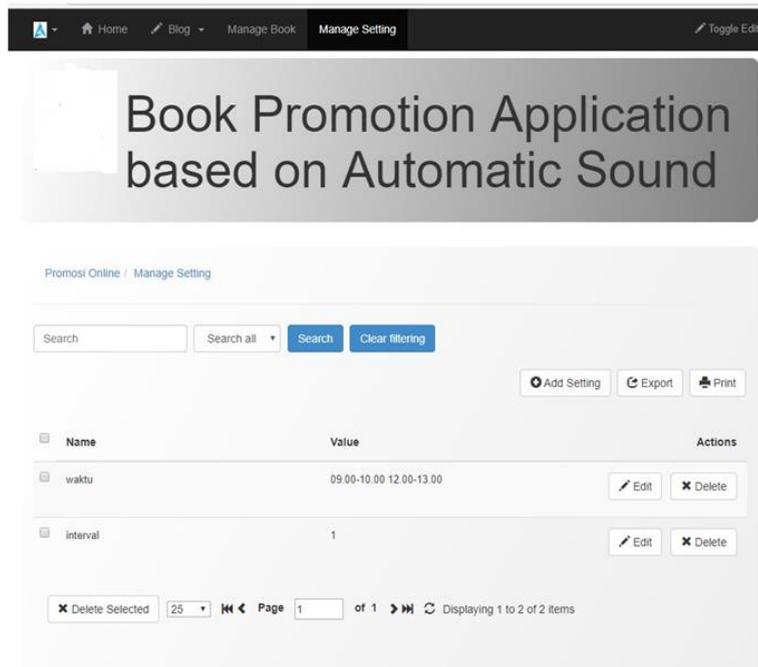


Figure 4 Menu of entry time of promotion

In addition to book input, the admin can also input the time required for promotion, in the picture 4 it is exemplified when the promotion will be announced, that is 9 am to 10 pm and announced again at 12 to 1 o'clock, for the interval, how many times the announcement will be repeated, if we fill in 1 then the promotion announcement is only done 1 times for some books (depending on how many books we input) but if we enter interval 2 means the system will repeat 2x promotion during that time.

In addition to input about time and interval, we can also edit what we have input and can delete, otherwise we can export to excel data that we have input and also can print data in the system.

## Conclusion

Based on the results of this study, the level of collection in the library collection is still low, and it is caused from many reasons. It can be caused by the collection factor itself. Factors of collection do have a very big influence on the collection usage. The design of the library collection promotion application by using automatic voice can answer the problem of the low level of the collection, because this application system has effective and efficient way of working. In addition, the library itself should improve the quality of collections owned to improve the collection usage. This application system can be implemented in various types of libraries, not just focused on one type of library only. Because the application system is still a manual collection campaign when you want to replace the collection to be promoted through this application, The researchers hope to further research the design of this promotional application can be developed furthermore. The app can work automatically to replace the collection you want to promote. So the librarian only once in the input data collection into the application system, and the application system can manage the collection itself to be promoted.

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