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Universidad del Zulia
Facultad Experimental de Ciencias
Departamento de Ciencias Humanas
Maracaibo - Venezuela

Optimizing the function of the library as a public service facility

Koko Srimulyo, Helmy Prasetyo Yuwinanto, Menia Prayesti Kurniasari, Ervan Kus Indarto

Department of Information and Library Sciences, Universitas Airlangga Jl. Dharmawangsa Dalam, Surabaya, Indonesia 60286
kokosrimulyo@mail.ur, helmy.prasetyo.yuwinanto@mail.ur,
Menia.prayesti.kurniasari@mail.ur, ervan.kus.indarto@mail.ru

Abstract

This study aims to investigate optimizing the function of the library as a public service facility at East Java via a descriptive explanative method using qualitative and quantitative approaches. As a result, budget constraints, quantity, and quality of human resources serve as obstacles in maximizing the function of the library as a public service provider in order to improve culture and reading interest in the community. In conclusion, public regional library as one of the public service facilities is expected to be able to provide and fulfill the general information needs of the society in order to increase their knowledge.

Keywords: Librarian, Public, Services, Quality.

Optimización de la función de la biblioteca como servicio público

Resumen

Este estudio tiene como objetivo investigar la optimización de la función de la biblioteca como instalación de servicio público en Java Oriental a través de un método descriptivo explicativo utilizando enfoques cualitativos y cuantitativos. Como resultado, las limitaciones presupuestarias, la cantidad y la calidad de los recursos humanos sirven como obstáculos para maximizar la función de la biblioteca como proveedor de servicios públicos a fin de mejorar la cultura y el interés por la lectura en la comunidad. En conclusión, se espera que la

biblioteca pública regional como una de las instalaciones de servicio público pueda proporcionar y satisfacer las necesidades de información general de la sociedad a fin de aumentar su conocimiento.

Palabras clave: Bibliotecario, Público, Servicios, Calidad.

1. INTRODUCTION

The failure of the government and bureaucracy in managing demands for public services will cause the demoralization of state officials. One example is a criticism on how the public services provided by the government and bureaucracy are not satisfactory, in which they tend to always be discriminatory and giving indifferent expression. Various examples can be revealed to see the quality of public services. It is undeniable that there are still practices of extortion in every public service process provided by the government (BASUKI, 1991). Complex service procedures and slow service are still often found in public service practices. In addition, many rights to education are not fulfilled, causing problems such as the lack of access to schools, teaching staff and formal and non-formal education facilities. Many children drop out of school and become child laborers. The description of population accessibility to education services in East Java can be seen from the performance evaluation of the education sector. In the 2013 East Java Governor's Statement of Responsibility for the 2013 Fiscal Year, it can be seen that there has been an improvement in population accessibility during the 2011-2013 period, which has succeeded in increasing people's access and opportunity to obtain education (BUDIANTO, 2017).

In 2013, the government of East Java implemented a library development program to encourage public services in increasing the public's literacy rate. The implementation which pursue the development in the library sector includes: (1) In 2013 there was an increase in the number of library users reaching 1,008,561 people; (2) In 2013 the number of books reached 23,033 with the number of titles reaching 5,847 titles; and (3) In 2013 socialization of reading interest was conducted for 1,525 people. In addition, to encourage reading interest and create access to reading materials in remote areas, the Mobile Library Service Program (LPK) is a library service activity that travels from one place to another by using Library Cars. In improving the quality of the library, counseling was conducted on 501 library staff and technical guidance was conducted on 725 people.

Public access to various sources of information is a function of control of government performance. An increasingly transparent government has become the basis of various regulations that guarantee individual rights to receive public services obtain public information and carry out control functions through political representation in the legislature (HERIANINGRUM, 2019). Government regulations that provide guarantees for public services and public information disclosure as a manifestation of good, clean and transparent governance include: Law Number 43 of 2007 concerning the Library; Law Number 25 of 2009 concerning Public Services; Law Number 14 Year 2008 concerning Public Information Openness; and East Java Provincial Regulation Number 8 of 2011 concerning Public Services (KUSMAYADI, 2006).

Although this regional regulation was issued before the stipulation of regulations concerning public services, in the regional regulations concerning the Regional Library Agency, it has adopted several principles of bureaucratic service in the field of libraries that are fairly accessible. Bureaucratic performance can be an indicator of government performance in public services and information provided by service providers (YUNianto, 2012).

It is necessary to conduct a study of public services as organized by East Java participants in regards to the following three aspects: public services in the library, government performance and policy formulation as an effort to optimize government performance as public service providers in the library

2. METHODOLOGY

The type of research used is descriptive explanatory aimed at explaining research problems. Using a qualitative and quantitative approach can explain the aspects of the users and public service providers. The data needed comes from secondary data and primary data. Secondary data is obtained by collecting document data from government agencies. Primary data is obtained by conducting surveys and in-depth interviews with stakeholders. Public surveys were conducted on 100 respondents in each study location with a total of 400 respondents.

A survey of apparatus that carried out public service functions in the Library Organization was conducted on 12 respondents in each study location with a total of 48 respondents. And in-depth interviews are conducted on stakeholders from the government elements, namely the Regional Development Planning Agency and Regional Library Agency and Library Leaders in a number of educational institutions as a comparison of library optimization designs as a means of providing public services. The research activities were carried out in East Java by taking samples of research locations in 4 (four) places, namely Ponorogo, Lumajang, Pamekasan, and Tuban. The policy of optimizing library functions as a public service facility is a comprehensive analysis obtained from the results of customer satisfaction surveys and institutional readiness of libraries as public service providers.

3. RESULT AND DISCUSSION

Table 1: Reader Assessment of the Four Regional Libraries

No	Assessment of librarians	Indicator	Average	Category
1.	Ponorogo	Collection	3.00	Undecided
		Facility	3.50	Agree
		SDM	3.70	Agree
		Service Specification	3.80	Agree
		Program	3.30	Undecided
		Promotion	3.30	Undecided

2.	Pamekasan	Collection	3.80	Agree
		Facility	4.00	Agree
		SDM	3.90	Agree
		Service Specification	3.90	Agree
		Program	3.80	Agree
		Promotion	3.80	Agree
3.	Tuban	Collection	3.80	Agree
		Facility	4.20	Strongly Agree
		SDM	4.00	Agree
		Service Specification	3.90	Agree
		Program	3.80	Agree
		Promotion	3.80	Agree
4.	Lumajang	Collection	3.60	Agree
		Facility	4.20	Strongly Agree
		SDM	4.00	Agree
		Service Specification	4.00	Agree
		Program	3.70	Agree
		Promotion	3.80	Agree

Table 2: Librarian Assessment of the Four Regional Libraries

No	Assessment of Librarian	Indicator	Average	Category
1	Ponorogo	Aim	4.20	Strongly Agree
		Human Resources	3.70	Agree

		Management		
		Collection	4.40	Strongly Agree
		Facility	4.00	Agree
		Program	4.00	Agree
		Promotion	3.70	Agree
2	Pamekasan	Goal Orientation	3.80	Agree
		Aim	4.20	Strongly Agree
		Human Resources Management	4.20	Strongly Agree
		Collection	4.20	Strongly Agree
		Facility	4.20	Strongly Agree
		Program	3.80	Agree
		Promotion	3.70	Agree
3	Tuban	Goal Orientation	4.20	Strongly Agree
		Aim	4.00	Agree
		Human Resources Management	4.10	Agree
		Collection	4.20	Strongly Agree
		Facility	4.20	Strongly Agree
		Program	4.10	Agree
		Promotion	4.00	Agree
4	Lumajang	Goal Orientation	4.00	Agree
		Aim	4.40	Strongly Agree
		Human Resources	4.00	Agree

		Management		
		Collection	4.20	Strongly Agree
		Facility	3.90	Agree
		Program	4.40	Strongly Agree
		Promotion	3.90	Agree

Based on the data, the respondents to the library services in the collection section received a value of 3.0, which was included in the average category, meaning that there were users who were satisfied and gave a good assessment of collection services. Some were dissatisfied with the available collection services and mentioned that the collections in Ponorogo Public Library are incomplete (limited to certain subjects) and not updated. The assessment of facilities provided by Ponorogo Public Library, the overall average value is 3.5 which means the respondents agree that library services, such as facilities and infrastructure are good and feasible, the assessment of library respondents on the services provided by librarians at the Ponorogo Public Library is included in the good category with a value of 3.7.

The services provided by librarians can satisfy users because it is supported by library management in the development of human resources, especially library staff in the service section, the assessment of service specifications above can be concluded that the service specifications of the Ponorogo Public Library as a whole are included in the good category (satisfying) with a score of 3.8. There is no

special record in terms of complaints, all activities run smoothly. The assessment of users on the programs owned by the library is included in the average category with a score/value of 3.3. The top programs of Ponorogo Public Library are not many, such as the mobile library and small village library, the assessment of library promotion services conducted by Ponorogo Public Library has not been maximized and is included in the average category with a score of 3.3. Promotions carried out by the Ponorogo Public Library are limited to the distribution of brochures and on social networking sites like Facebook (ALMAH, 2013).

Thus the overall assessment of the respondents of the library in the Ponorogo Public Library is average, meaning that it is somewhere between good and not good. Therefore, it is necessary to optimize services in librarianship activities in the library. Next is the assessment of librarians as service providers on librarianship performance as a whole, where the results of the librarian's assessment will be confirmed on the ratings of the respondents if there are quite a lot of differences, then service optimization must be done (CASSEL, 2011; SETIAWAN, 2012).

Based on the assessment of the respondents, the collection of the library scored 3.8, which was included in the good category, meaning that in this study there were many satisfied users who gave a good assessment of the library collection services in Pamekasan. In the assessment of facilities provided by Pamekasan Public Library, the overall average value is 4, which means that the respondents agree that

library services, such as facilities are good and feasible, assessment of library respondents on the services provided by librarians at the public library in Pamekasan is in the good category with a value of 3.9. The services provided by librarians can satisfy users because it is supported by library management in the development of human resources HENDRATMI, SUKMANINGRUM, RYANDONO & RATNASARI (2019), especially library staff in the service section, the assessment of service specifications above can be concluded that the service specifications served by the Ponorogo Public Library as a whole are included in the good category (satisfying) with a score of 3.9. There is no negative comment or record on the library's operation, all activities run smoothly.

The top programs owned by the library scored 3.8. The top program owned by the public library of Pamekasan is in the form of counseling about micro-businesses, this program does not go in accordance with the library's goal and aim, but is able to attract users. Thus the role of the library as a public institution can be well implemented. The assessment of library promotion services carried out by Pamekasan Public Library has not been maximized and is included in the category good with a score of 3.8. Promotion carried out by the public library of Pamekasan is limited to the distribution of brochures.

Based on the assessment of the respondents to the collection, the library scored 3.8, which is included in the good category,

meaning that users were satisfied and gave a good assessment of collection services. Assessment of the facilities provided by Tuban Public Library, the overall average value was 4.2, the respondents agree that library services, such as facilities are good and feasible. The assessment of library respondents on the services provided by librarians at the public library in Tuban is included in the good category with a score of 4. The services provided by librarians can satisfy users because it is supported by library management in the development of human resources, especially library staff in the service section, the assessment of service specifications above can be concluded that the service given by the Ponorogo Public Library as a whole is included in the good category (satisfying) with a score of 3.9. There is no negative note in terms of the service specifications, except some requests on the opening hour in which users requested that the library still opens on Sunday so those who are on their work or school holiday can visit. The assessment of the user on the top programs of the library scored well with a score of 3.8. The top programs are quite varied, ranging from mobile library programs and village library coaching, inviting kindergartens in the area each month to visit the library, and building the Tuban library website in order to improve services and keep up with IT developments (SALEH, 2018). The assessment of library promotion activities conducted by the Tuban Public Library has not been maximized and is considered as good with a score of 3.8. The promotion carried out by the Tuban Public Library is limited to the

distribution of brochures, social networking sites like Facebook, and the official website of the Tuban library.

Thus, the overall assessment of the respondents in the public library in Tuban is considered as good because each point of evaluation the majority of respondents agree that the services provided are good and hostile. However, there is a need for service optimization in librarianship activities in the library. The next is the assessment of librarians, in which the assessment will be counted with the score from the assessment of users, if there is a significant number difference, then there is a gap in the service, in which it needs to be optimized.

Based on the assessment of the respondents to the library service, the collection section scored 3.6, which was included in the good category, meaning that there were users who were satisfied and gave a good assessment of collection services. The assessment of facilities provided by the Lumajang Public Library above, the overall average value is 4.2, which means that the respondents strongly agree that library services, such as facilities, are good and feasible, meaning that the majority of respondents said they were satisfied with existing facilities, the assessment towards the services provided by librarians at the Lumajang Public Library are included in the good category with a value of 4.

The services of the librarians can satisfy users because it is supported by library management in the development of human resources, especially library staff in the service section, the assessment of service specifications above indicates that the Ponorogo Public Library as a whole is included in the good category (satisfying) with a score of 3.9. There are no negative comments or records in the service specifications that are served; all activities run smoothly. The users' assessment on top programs of the library is included in the category of average with a score of 3.7. The top programs of the Lumajang Public Library are quite numerous as quoted from interviews with librarians, such as village libraries coaching, Smart Car mobile library and motor library, scientific writing competitions, IT training for visitors, and English and Japanese language communities. The library promotions conducted by the Lumajang Public Library have not been maximized and are included in the category of good with a score 3.8. Promotion is not only limited to the distribution of brochures and on social networking sites like Facebook, but also through talk shows (MCLEOD, 2008).

Thus the overall assessment of Lumajang Public Library is satisfying, meaning that the services provided by the library are in accordance with the expectations of the users. However, there is a need for service optimization in librarianship in the library. However, there is a need for service optimization in librarianship activities in the library. The next is the assessment of librarians, in

which the assessment will be counted with the score from the assessment of users, if there is a significant number difference, then there is a gap in the service, in which it needs to be optimized (SUWARNO, 2010).

4. CONCLUSION

Based on the presentation and analysis of the data, it can be concluded that the Ponorogo and Pamekasan public libraries have not optimally met the needs and expectations of the visitors, while the public library of Tuban and Lumajang are able to optimally fulfill the needs and expectations of users. In addition to providing good service, each public library has not yet done a good library promotion. This causes the level of visit to the library has not been maximal and many of those in the society have never visited a public library because they lack knowledge of either the library or the services provided. Thus, public regional library as one of the public service facilities is expected to be able to provide and fulfill the general information needs of the society in order to increase their knowledge.

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