Library Date in the Concept of "Library As A Place" To Optimize User's Experience

Zahra Fadhilah Husna[1*]*, Yanuar Yoga* Prasetyawan[1]

[1]Library Sciences Study Program, Faculty of Humanities, Diponegoro University, Indonesia

Abstract. Along with the development of science and technology that influences trends in information, education, and recreation needs, libraries should continue to transform into libraries that are more flexible and modern. As a place, the library has the potential to be used for various activities, one of which is library dating. This literature study aims to find out: a) communication strategies that can be carried out by libraries in informing their multifunctionality, b) aspects of libraries as a place in implementing library dates, and c) the provision of adequate library facilities for the sake of user convenience. The results obtained show that to promote the multifunctionality of libraries, one of the strategies that can be implemented is to optimize the communication of information on social media. This is done to avoid and to overcome the public misconception that the library is only a place to read books. One of the advantages possessed by the library is that it can fulfill the library as a place aspect in implementing library dates. However, to ensure the comfort of users who use the library for various purposes and needs, there needs to be concern from the library in terms of providing adequate library facilities.

[1] Corresponding author: themostzahra@gmail.com

1 Introduction

The library is known as an institution that has a role in collecting, managing, and disseminating information that is used to meet community needs related to information aspects. However, along with the development of science and technology, people's lifestyles have also experienced a shift. This affects trends in the need for information, education, and recreation among the public. Facing the changes that are happening, the library, to carry out its roles and functions, should continue to transform into a library that is more flexible and modern [1].

A flexible library means paying more attention to trends in society to be part of the library development. One of them is the increasingly widespread and massive use of social media. Based on reports on the use of social media released by the We Are Social platform in 2022, show that internet users in Indonesia in 2021 will reach 204.7 million people [2]. The high use of social media has affected the rate of change in trends in society, which is increasing rapidly. This is due to the massive dissemination of information carried out on social media. By uploading photos on Instagram, tweeting opinions on Twitter, flashbacking to moments on TikTok, and uploading stories on Facebook. One of the topics related to libraries that have been widely discussed on social media is library dates, or dating in the library. According to the research on reading dating, which was carried to foster interest in reading among librarians; it is stated that reading dates are steps taken using an extensive reading approach and a sociocultural approach [3].

The concept of library dates emerged due to trends in social media. On the Instagram platform, people tend to love uploads that display visual aesthetics and have deep meaning. The concept of a library date is often visualized by mixing and matching photos with partners or friends that depict togetherness against a beautiful library interior background. This kind of trend also inspired the terms "date" or dating in certain places, such as library dates or museum dates. However, due to the obsolete conception of the library as a place for learning in silence, the library date is not a public's common preference. One of the protests against the library date concept is reflected in a tweet regarding the response of a Twitter user to the library concept as a venue for conducting library dates.

Fig. 1. Tweets protested by an internet user (netizen) regarding the library date concept

The protest is one manifestation of the old notion that the library is just a place to read books. The library now has various facilities, services, and programs aimed at renewing the library as an information institution that is synergistic with the trend of information needs among the public. However, not a few people have realized the multifunctionality of the library. The following is one of the replies to the tweet above, which illustrates this awareness.

Fig. 2. Tweets from a netizen representing awareness of the multifunctionality of today's libraries

Seeing the high public interest in library dates, the library can use it as an opportunity to promote library services and reach out to the wider community to increase the intensity of visits to the library. This must be accompanied by the readiness of the library to provide optimal services to users both psychologically and physically. Psychologically, the library can provide special navigation for all librarians and staff to be friendly, and provide various services needed by the community at their convenience. Physically, the library should also prepare the best possible place to display it massively, by optimizing the availability of facilities and infrastructure as well as the interior appearance of the library.

2 Result and Discussion

Library Promotion Through Information Communication on Social Media

Technological developments in line with the presence of communication media that are increasingly sophisticated and make human life easier have an impact on the increasing use of the internet. Users increased from the second quarter of 2020 to 196.7 million, or 73.7 percent of the total population [4]. This impact is also felt in the realm of libraries, which are institutions that provide information services. To carry out its duties properly toward users, the library should have various ways of communicating in the context of information dissemination. The rapid pace of technological development can be addressed as a challenge as well as an opportunity for libraries to create innovations in implementing their services.

The innovation aspect of information communication is a fundamental thing that has become the duty of the library so that it can always meet the information needs of users by aligning steps with the information behavior of the community. Initially, the library can ensure that its main human resources, namely librarians, have the capabilities required in order to meet the challenges of information communication innovation. The soft skills that librarians must possess to increase their professionalism of librarians in the era of Society 5.0 include listening skills, communications skills, and public relations skills. In order to establish an intense relationship with users, the library should align its steps with trends in community information behavior [4]. Currently, social media can be used to digitally communicate library information to users. Based on the "Digital 2022: Indonesia" survey released by We Are Social, Instagram, Facebook, TikTok, and Twitter are the top five most favorite social media (non-messaging applications) and are the most widely used by Indonesian people [2]. Based on these data, social media platforms should be considered by libraries in order to develop information communication innovations based on digital platforms. This is intended so that information can be widely disseminated more easily, efficiently, and attractively to the wider community.

The distribution of this information is an aspect of changes in the paradigm of libraries in the past one or two decades [5]. In the past, the distribution of library information was constrained by physical forms and transportation, but now digital technology has been able to overcome these

problems. Information has been easily disseminated without knowing the boundaries of space and time by utilizing digital media to carry out distribution in the form of information communication. This communication is carried out to re-socialize the public regarding the various functions of the library, and in general, it can be used by anyone in the community who has educational, informational, and recreational needs. So, today, the library is not only a place to study and stay silent in a room full of books. However, users who want to focus and be calm in carrying out their activities are also facilitated and given a separate room from users who need a place to discuss and retrieve content in the library.

"Library Date" in the Library

Before the term library date appeared, museum date activities were popular and initiated the emergence of other contemporary terms. Mongeau & Kendall suggest that dating activities are dyadic activities or activities that occur between two individuals that provide opportunities to interact and get to know each other through conversation and a positive and fun activity environment [6]. The indicator that distinguishes dating from other activities is when there are plans for two or more people to participate together in an intimate and intensive activity, one of which is a library date.

The concept of a library date in Indonesia previously was carried out as an effort to foster interest in reading among library administrators [3]. The Reading Date, which is formulatedwith an extensive reading approach to sociocultural prayer, aims to make reading a fun activity without demands and as a means to discuss with friends. It also can be applied to a library date by adopting sociocultural and extensive reading values. Extensive reading is represented by an interest in visiting the library voluntarily, freely, and without any coercion. The library is expected to be a fun, interactive, and flexible place so that everyone who visits it can feel pleasure and happiness. If the library place is well designed, users will be happy to visit even without any obligations in the library. In the sociocultural approach, the aspects that are implemented have a deeper connection to the psychological condition of an individual and his social environment.

According to Vygotsky, sociocultural theory means that human learning is a social process where the origin of human intelligence is in society or culture [7]. Social interaction plays a major role in developing cognitive abilities due to the stimulation from the environment that affects

an individual's thinking ability. Furthermore, sociocultural knowledge helps individuals measure their role in society and their responsibilities towards groups. In simple terms, sociocultural refers to all community activities related to social and cultural life [8]. The application of the sociocultural aspect is in the community's encouragement to visit the library in order to carry out library-related activities. Dating in the library also refers to positive things that are usually done in the library, such as reading books, accessing audio-visual collections, discussing, doing assignments, and participating in agendas facilitated by the library.

"Library as a place" for library date

Apart from the reading date program, library date activities are often carried out unofficially by the community with other terms, such as study dates, which refer to joint study activities with their partners. Of course, there are specific things that should differentiate activities between library dates and study dates. Study dates are interpreted as an activity that focuses on couples who carry out study activities together, while library dates have the potential for more diverse activities, considering the variety of services, facilities, and programs provided by the library. In addition, the library interiors that are designed attractively and interactively can provide a memorable experience for users. This has the potential to lead to the dissemination of information about the library as a friendly and comfortable place to visit so that more and more people are interested in and enliven the library.

The library date trend can be said to have existed even before the term appeared and is much in demand by the general public. One way to illustrate this trend is the library, which often serves as the backdrop for scenes in movies or music videos. One example of a popular film that takes place in the library is "Matilda (1996)". In the film, the main character, a little girl named Matilda, likes to go to the library in the middle of town alone and spends all day reading all the books in the library. The setting in the film shows a comfortable library and friendly librarians, so Matilda feels at home in the library even though she was alone. Shows produced by overseas media have previously shown the use of the library as a comfortable and flexible place to be optimally used in positive activities.

3 Conclusion

To promote the multifunctionality of libraries, one of the strategies that can be implemented is to optimize information communication on social media. This is done to avoid and, at the same time, overcome the public

misconception that the library is only a place to read books and not for other leisure activities such as library dates. The library date itself refers to all activities carried out in the library intensely with your partner or closest person. One of the advantages possessed by the library is that it can design spaces attractively and flexibly sothat it can fulfill the library as a place aspect in implementing library dates. However, to ensure the comfort of users who use the library for various purposes and needs, there needs to be concern from the library in terms of providing adequate library facilities.

To improve this article, it is necessary to have further user studies that refer to case studies in certain libraries with credible points of view from informants who have active or passive experience regarding library dates. In addition, it is hoped that more similar research will be carried out in order to examine the public's interest in visiting the library according to trends in information needs. should be centered and numbered with the number on the right-hand side.

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