

## Analysis of the Promotional Communication Strategy of the Purworejo Regency Regional Library in Attracting Public Interest

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### ABSTRACT

**Purpose of the study:** This study aims to analyze the promotional communication strategies implemented by the Regional Library of Purworejo Regency in attracting public interest in library services and increasing public awareness of the importance of libraries as centers of information and literacy.

**Methodology:** This study employed a descriptive qualitative approach. Data were collected through semi-structured interviews, observations, and documentation. The research informants consisted of the head of the library, library staff, and library visitors selected purposively. Data analysis used an interactive model involving data reduction, data presentation, and conclusion drawing through source and technique triangulation.

**Main Findings:** The findings showed that promotional communication strategies were carried out through mobile library services, smart cars, socialization programs, book fairs, websites, training activities, and other promotional media. These strategies succeeded in increasing public awareness of the importance of libraries. However, the implementation still faced several obstacles, including limited human resources, insufficient budget, suboptimal use of digital media, and broad geographical conditions.

**Novelty/Originality of this study:** The novelty of this study lies in its focus on the promotional communication strategies of regional libraries within the local community context of Purworejo Regency by connecting geographical conditions, social characteristics of the community, promotional barriers, and the effectiveness of communication strategies implemented by the regional library in a more contextual and comprehensive manner.

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## 1. INTRODUCTION

Libraries are educational facilities that play a vital role in improving the quality of human resources by providing information and knowledge to the public. Libraries serve not only as storage for book collections, but also as literacy centers, learning resources, and media for developing public knowledge. In an era of increasingly rapid technological and information development, libraries are required to adapt to the ever-changing needs of society [1]. Regional libraries, as public service institutions, are responsible for providing easy, equitable, and high-quality access to information for all levels of society. To achieve this function, libraries require effective promotional communication strategies to increase public awareness and utilization. Therefore, promotional

communication strategies are crucial in supporting the existence and sustainability of regional library services amidst changing times.

Despite the crucial role libraries play, public interest in visiting and utilizing library services remains low. People tend to use libraries only when they need specific information, such as for schoolwork or academic work, while visits to libraries remain minimal for other purposes [2]. This situation also occurs at the Purworejo Regency Regional Library, which has seen a decline in visitor numbers in recent years. Furthermore, the library's location outside the city center makes it less widely known. Promotional activities have also not fully reached all levels of society, resulting in inadequate communication of library services and programs. Furthermore, the development of digital media and internet-based information access have also influenced public interest in utilizing conventional libraries [3]. These issues demonstrate the need for libraries to implement more effective and innovative promotional communication strategies to attract public attention.

Many researchers have previously conducted research on library promotion strategies with varying focuses. Some previous studies have discussed the effectiveness of library promotion through social media in increasing user interest. Other studies have also highlighted the importance of library services and the quality of facilities as supporting factors for successful library promotion [4]. Furthermore, some studies have examined library communication strategies in building a positive image of the institution in the eyes of the public. The results of previous research indicate that promotional strategies have a significant influence on increasing the utilization of library services. However, most studies have focused on the use of promotional media in general and have not yet examined in depth the promotional communication processes carried out by regional libraries within the context of local communities [5]. Therefore, research related to promotional communication strategies for regional libraries remains relevant and warrants further study.

Based on previous research, there are still research gaps that need to be developed, especially in examining how promotional communication strategies are directly implemented by regional libraries in communities with specific social characteristics [6]. Some studies have focused more on the use of digital media and have not comprehensively discussed the barriers to promotional communication faced by regional libraries. Furthermore, previous research has also not examined the relationship between geographic conditions, community characteristics, and the effectiveness of library promotional strategies [7]. Yet, each region has different social and cultural conditions, requiring different communication approaches. The Purworejo Regency Regional Library has a fairly broad geographical location with varying levels of public access to information, so the promotional strategies implemented certainly present unique challenges [8]. This gap provides an important basis for conducting more in-depth research on the promotional communication strategies implemented by the Purworejo Regency Regional Library in attracting public interest.

Research on library promotional communication strategies is crucial because libraries play a strategic role in enhancing literacy culture and the quality of public education. Appropriate promotional communication strategies can help libraries expand the reach of information services to the public more effectively [9]. Furthermore, effective promotion can also raise public awareness of the importance of libraries as centers for lifelong learning. Amidst the development of digital technology, libraries are required to maintain their existence through innovative services and communications that meet the needs of modern society. This research is also important as evaluation material for regional libraries in improving the quality of service and the effectiveness of promotional activities [10]. Therefore, the research results are expected to contribute to the development of a more adaptive and community-oriented library promotional communication strategy.

The novelty of this research lies in its focus on analyzing the promotional communication strategies of regional libraries within the context of the local community of Purworejo Regency using a qualitative research approach [11]. This research not only examines the forms of promotional activities undertaken by libraries but also explains the promotional communication process, the challenges faced, and the efforts made to overcome these obstacles. In addition, this research connects promotional communication strategies with the geographical conditions and characteristics of the local community, thus providing a more contextual picture. This approach is expected to produce a deeper understanding of the effectiveness of regional libraries. This study aims to analyze the promotional communication strategies employed by the Purworejo Regency Regional Library in attracting public interest in library services [12]. The results of this research are expected to serve as a reference for developing more effective, innovative, and community-oriented regional library promotional strategies.

## 2. RESEARCH METHOD

This study uses a qualitative approach with a descriptive research type. The qualitative descriptive approach was chosen because this study aims to describe and analyze in depth the promotional communication strategies carried out by the Purworejo Regency Regional Library in attracting public interest [13]. Through this approach, researchers can understand social phenomena based on real conditions that occur in the field. The study was conducted at the Purworejo Regency Regional Library located in Kutoarjo District, Purworejo Regency. The selection of the research location was based on problems related to low public interest in visiting

and less than optimal library promotional activities. The study was conducted for three months, from February to April 2016 [14].

The research subjects consisted of the Head of the Regional Library Section of Purworejo Regency as the main informant, library staff, and library visitors who were purposively selected according to the research needs. Informants were selected based on the consideration that they have knowledge and experience related to the implementation of library promotional communication strategies [15]. Library visitors interviewed were from students, university students, and the general public to obtain supporting data regarding the effectiveness of promotions carried out by the library. Data collection techniques in this study used interviews, observation, and documentation. Interviews were conducted in a semi-structured manner to obtain in-depth information regarding the form of promotion, the promotional process, obstacles, and efforts made by the library [16]. Observations were made directly on promotional activities and library conditions, while documentation was used to supplement the data in the form of activity photos, visit reports, work programs, and other supporting documents [17].

The validity of the data in this study was tested using source triangulation and technical triangulation techniques. Source triangulation was conducted by comparing information obtained from the head of the library, library staff, and library visitors [18]. Meanwhile, technical triangulation was conducted by comparing the results of interviews, observations, and documentation to obtain more valid and objective data. The data analysis technique used an interactive analysis model that includes data reduction, data presentation, and drawing conclusions. Data reduction was carried out by selecting and focusing data relevant to the research [19]. Next, the data was presented in the form of narrative descriptions and tables for easier understanding. The final stage was drawing conclusions to obtain an overview of the promotional communication strategy of the Purworejo Regency Regional Library in attracting public interest.

Table 1. Research Focus

No	Research Focus	Indicator
1	Promotion Strategy Form	Promotion Strategy Form: Types of promotional activities, promotional media, promotional targets
2	Communication Strategy Process	Communication Strategy Process: Planning, implementation, and evaluation of promotions
3	Inhibiting Factors	Inhibiting Factors: Internal and external obstacles in promotions
4	Efforts to Overcome Obstacles	Solutions and strategies for improving library promotions

Table 2. Data Collection Techniques

Technique	Objective
Interviews	Digging up information about promotional communication strategies
Observations	Observing the implementation of promotional activities and library conditions
Documentation	Collecting supporting data in the form of archives, photos and activity reports

### 3. RESULTS AND DISCUSSION

The research results were obtained through interviews, observations, and documentation conducted at the Purworejo Regency Regional Library. This research focuses on the library's promotional communication strategy in attracting public interest through various forms of promotional activities, the promotional implementation process, obstacles encountered, and efforts made to overcome these obstacles [20]. Research data was obtained from the head of the library, library staff, and library visitors to produce a comprehensive picture of the implementation of the library's promotional communication strategy.

#### 3.1. Forms of Library Promotion Communication Strategy

The research results show that the Purworejo Regency Regional Library uses various promotional communication strategies to introduce library services to the public [21]. These promotional strategies include a permanent library, a mobile library, a smart mobile library, brochure distribution, a website, book bazaars, exhibitions, training, outreach to schools and villages, and competitions for students and the general public. These promotional strategies aim to reach a wider audience, especially those living far from the library [22].

One of the most dominant forms of promotion is the mobile library and smart mobile library. This program is considered effective because it reaches schools and rural areas that lack adequate library access. Through these services, the public not only gains access to reading materials but also becomes aware of the regional library as a center for information and literacy [23]. Furthermore, the library utilizes print media in the form of brochures and electronic media in the form of a website to support promotional activities. However, the use of digital media is still suboptimal due to limited human resources and information technology facilities.

Table 3. Forms of Promotional Communication Strategy

No	Forms of Promotion	Sasaran
1	Mobile library	Schools and village communities
2	Smart car	Elementary school students
3	Brochures and websites	General public
4	Bazaar and book exhibition	Library visitors
5	Socialization and training	School and village
6	Literacy competition	Students and society

### 3.2. Promotional Communication Strategy Process

The promotional communication strategy process at the Purworejo Regency Regional Library involves three main stages: planning, implementation, and evaluation. In the planning stage, the library first identifies problems based on community conditions and reports from previous library visits [24]. Next, the library determines promotional target groups, such as students, children, and the general public. The promotional program is developed through work meetings and outlined in the library's activity program.

The implementation stage involves various pre-planned promotional activities. The library collaborates with schools, villages, and several relevant agencies to support the promotional program. Communication media include direct communication through mobile library activities, outreach, and library staff services, as well as indirect communication through brochures and the website [25]. Interpersonal communication strategies by library staff are also crucial in building positive relationships with the library's users.

The evaluation stage involves reviewing monthly visitor reports, mobile library service reports, and the development of public visits. Evaluations are used as a basis for improving and planning future promotional activities [26]. The evaluation results indicate that promotional activities have had a positive impact on increasing public visits, although this increase is still gradual.

### 3.3. Inhibiting Factors of Promotional Communication Strategy

Based on research findings, several factors hinder the implementation of library promotional communication strategies. The first obstacle stems from limited human resources, particularly library staff with skills in information and communication technology [27]. The limited number of library staff has prevented promotional activities from running optimally. Furthermore, some library staff lack the skills to manage digital promotional media.

The second obstacle is the limited promotional budget. Libraries do not have a dedicated budget allocated for promotional activities, so program implementation must be tailored to the budget available from the local government [28]. This situation prevents some promotional activities from being carried out optimally and sustainably. Other obstacles include the lack of technological facilities and the library's less strategic location, which leads to a lack of public awareness of the existence of regional libraries.

In addition to internal factors, there are also external obstacles, such as low public interest in visiting libraries [29]. Some prefer to obtain information through digital media rather than visiting the library in person. The relatively large geographical area of Purworejo Regency also poses a challenge in providing equitable library outreach and services to the public.

### 3.4. Efforts to Overcome Barriers to Promotional Strategy

To address these various obstacles, the Purworejo Regency Regional Library has undertaken several strategic efforts. The first is to improve the quality of human resources through training, technical guidance, and collaboration with other agencies [30]. This training aims to enhance the capabilities of library staff in public services and the use of information technology for promotional activities. The second effort is to expand collaboration with schools, village governments, and other institutions to support library promotional activities. This collaboration helps the library reach a wider community through outreach activities and mobile library services. Furthermore, the library is planning to construct a new, more representative and accessible building to increase the library's appeal.

The research results indicate that the promotional communication strategy implemented by the Purworejo Regency Regional Library has had a positive impact on increasing public awareness of the importance of libraries as sources of information and literacy facilities [31]. Although still facing various obstacles, the ongoing implementation of promotions has increased public interest in utilizing library services. Thus, the promotional communication strategy is a crucial factor in supporting the existence of regional libraries amidst the development of information technology and changes in public behavior.

The research results show that the promotional communication strategy implemented by the Purworejo Regency Regional Library has been implemented through various direct and indirect promotional activities [32]. The promotional activities used include mobile libraries, smart cars, school outreach, book bazaars, training, and

the use of print and digital media. This strategy was implemented to increase the reach of library services to communities in both urban and rural areas [33]. The mobile library program is one of the most effective strategies because it can bring information services closer to communities that have difficulty accessing libraries directly. The research results also show that ongoing promotional activities can increase public awareness of the importance of libraries as a means of literacy and a source of information.

Table 4. Findings from Research on Library Promotion Communication Strategies

No	Research Aspect	Research Findings	Impact
1	Forms of Promotion	Mobile library, smart car, book bazaar, outreach, website.	Increasing the reach of library services.
2	Promotion Process	It is carried out through planning, implementation and evaluation stages.	Promotion programs become more targeted.
3	Obstacle	Limited human resources, budget, and technological facilities.	Promotion has not run optimally.
4	Efforts to Overcome Obstacles	Human resource training and collaboration with schools/villages.	Helps increase promotional effectiveness.
5	Strategy Impact	Increasing public awareness of libraries.	Public interest in visiting is starting to increase.

In addition to promotional methods, this study also found that the promotional communication strategy process was carried out through systematic planning, implementation, and evaluation stages. The planning stage involved identifying community needs and determining appropriate promotional targets [34]. During the implementation stage, the library collaborated with schools, village governments, and other institutions to expand the dissemination of information about library services. Evaluation of promotional activities was conducted through reports of library visits and community responses to implemented programs. However, the implementation of the promotional communication strategy still faced several obstacles, such as limited human resources, a minimal promotional budget, and suboptimal use of digital media. These conditions resulted in promotional activities being unable to reach all levels of society optimally.

Figure 1. Library Promotion Communication Strategy Flow



The results of this study align with several previous studies that suggest that promotional strategies play a significant role in increasing public interest in visiting libraries. Previous research has demonstrated that the use of effective communication media and services can help build a positive image of libraries within the community [35]. Furthermore, actively conducting promotional activities can also increase public participation in utilizing library services. These findings reinforce the view that promotional communication strategies serve not only as a medium for disseminating information but also as a means of building relationships between

libraries and the community. Therefore, the success of library promotion is strongly influenced by the institution's ability to adapt its communication strategies to the needs and characteristics of the local community.

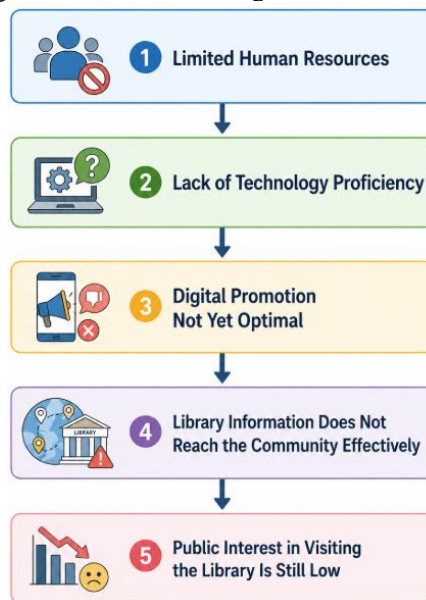
The novelty of this research lies in its focus on linking promotional communication strategies to the geographic conditions and social characteristics of the Purworejo Regency community. This research not only discusses the forms of library promotion but also examines the communication process, implementation obstacles, and efforts made to overcome these obstacles [36]. Unlike previous research that focused more on digital media, this study provides a more contextual overview of regional library promotion strategies within the local community. The research findings indicate that the vast geographic conditions and the library's distance from the city center influence the effectiveness of information dissemination to the community [37]. Therefore, this study provides a new perspective on the importance of social and regional-based communication strategies in developing regional library promotion.

Table 5. Research Novelty

Previous Research	This research
Focus on digital library promotional media	Focus on a comprehensive promotional communication strategy
Researching library promotion in general	Examining the local context of Purworejo Regency
Discussing the effectiveness of promotional media	Discussing forms of promotion, obstacles, and solutions
Focusing on modern library services	Linking promotional strategies with the geographic conditions of the community

The implications of this research indicate that regional libraries need to develop promotional communication strategies that are more innovative, adaptive, and oriented to community needs. Strengthening collaboration with schools, village governments, and educational institutions can be a strategic step in expanding the reach of library promotions [38]. Furthermore, the use of digital media and information technology also needs to be improved so that libraries can keep up with the development of modern society's communication patterns. This research also provides practical implications for library managers to improve the quality of human resources through communication and information technology training. With more effective promotional communication strategies, libraries are expected to be able to increase public interest in visiting and strengthen a culture of literacy within the community.

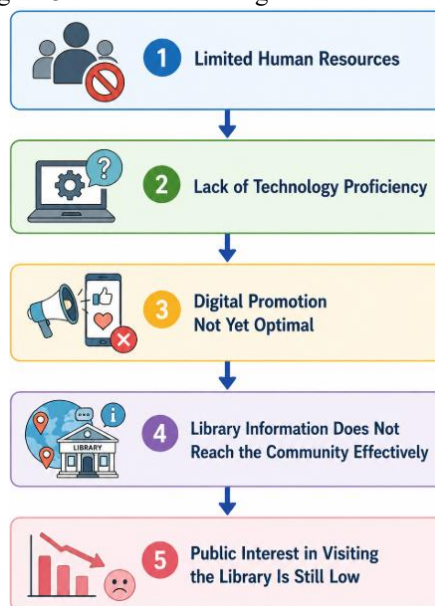
Figure 2. Factors Inhibiting Promotion Strategy



This study still has several limitations that need to be considered. The study was conducted only in one regional library, so the results cannot be generalized to all regional libraries in Indonesia. Furthermore, this study used a qualitative approach with a limited number of informants, so the data obtained focused more on in-depth understanding of the phenomenon being studied. The study also did not specifically examine the effectiveness of using digital media in library promotional communication strategies. Another limitation is the relatively short time span of the study, which makes it unable to describe changes in public interest over the long term.

Therefore, future research is expected to expand the research object and use a more diverse approach to obtain more comprehensive research results.

Figure 3. Factors Inhibiting Promotion Strategy



#### 4. CONCLUSION

Based on the research findings, it can be concluded that the promotional communication strategy implemented by the Purworejo Regency Regional Library has been implemented through various promotional activities such as mobile libraries, smart cars, outreach, book bazaars, training, and the use of print and digital media. This promotional communication strategy was implemented through systematic planning, implementation, and evaluation to increase public interest in library services. The results indicate that the promotional activities carried out have had a positive impact on increasing public awareness of the importance of libraries as sources of information and literacy facilities. However, the implementation of this promotional strategy still faces several obstacles, such as limited human resources, insufficient budget, suboptimal use of digital media, and the relatively large geographical area. Therefore, the development of a more innovative, adaptive, and technology-based promotional communication strategy is needed to enable libraries to reach a wider and more effective community.

This research contributes to the development of studies on promotional communication strategies for regional libraries, particularly within the context of the local community in Purworejo Regency. The results are expected to serve as evaluation material and reference material for library managers in improving the quality of services and the effectiveness of library promotions. Furthermore, this study also opens up opportunities for further research to examine the effectiveness of digital and social media in increasing public interest in libraries. Research development using quantitative and mixed methods approaches can also be conducted to obtain more comprehensive results. Thus, regional libraries are expected to continue to develop as centers for literacy and community learning in the digital age.

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