

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

2.1. Research Approach and Type

This study employed a qualitative approach with a descriptive research design. The qualitative descriptive method was chosen because the research aims to describe and analyze the promotional communication strategies implemented by the Purworejo Regency Regional Library in attracting public interest [13]. This approach enables researchers to understand social phenomena based on actual conditions occurring in the field. Qualitative research also emphasizes the interpretation of meanings, experiences, and interactions

experienced by the research subjects. Therefore, this method is considered appropriate for examining the promotional communication activities carried out by the library.

2.2. Research Location and Time

The research was conducted at the Purworejo Regency Regional Library located in Kutoarjo District, Purworejo Regency. The selection of the research location was based on the low level of public interest in visiting the library and the limited effectiveness of promotional activities. The library was considered suitable as the research setting because it provided relevant information related to promotional communication strategies. This study was conducted over a period of three months, from February to April 2016. During this period, researchers collected and analyzed data directly from the field [14].

2.3. Research Subjects and Informants

The research subjects consisted of the Head of the Regional Library Section, library staff, and library visitors. Informants were selected using a purposive sampling technique based on their knowledge and experience related to library promotional activities. The Head of the Library Section acted as the main informant because of their important role in planning and implementing promotional strategies [15]. Meanwhile, library staff provided information regarding the execution of promotional programs and services. Library visitors consisting of students, university students, and the general public were interviewed to obtain supporting information about the effectiveness of the promotions conducted by the library [16].

2.4. Data Collection Techniques

This study used interviews, observations, and documentation as data collection techniques. Interviews were conducted in a semi-structured manner to obtain detailed information regarding promotional activities, communication strategies, and obstacles faced by the library [17]. Observations were carried out directly to examine the implementation of promotional activities and the condition of the library environment. Documentation techniques were used to collect supporting data such as photographs, archives, work programs, and visitation reports. The combination of these techniques helped researchers obtain comprehensive and accurate research data.

Table 1. 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

2.5. Data Validity and Analysis Technique

The validity of the data in this study was tested using source triangulation and technique triangulation. Source triangulation was conducted by comparing information obtained from the head of the library, library staff, and library visitors [18]. Technique triangulation was carried out by comparing the results of interviews, observations, and documentation to ensure data consistency and accuracy. The data analysis process used an interactive analysis model consisting of data reduction, data presentation, and conclusion drawing [19]. Through these stages, researchers were able to obtain a comprehensive understanding of the promotional communication strategies implemented by the Purworejo Regency Regional Library.

Table 2. 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

3. RESULTS AND DISCUSSION

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. 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. One of the most dominant forms of promotion is the mobile library and smart mobile library because these programs can directly reach schools and rural communities with limited access to library services. Furthermore, the library also utilizes print and digital media to support promotional activities, although the use of digital media is still considered less optimal due to limited human resources and technological 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, namely planning, implementation, and evaluation. In the planning stage, the library identifies community conditions and determines promotional target groups such as students, children, and the general public. The implementation stage includes various promotional activities carried out through collaboration with schools, villages, and several related institutions to support the dissemination of library information and services. Communication is conducted both directly through outreach and mobile library activities and indirectly through brochures and websites. The evaluation stage is conducted through visitor reports and community responses to promotional programs in order to improve future promotional activities.

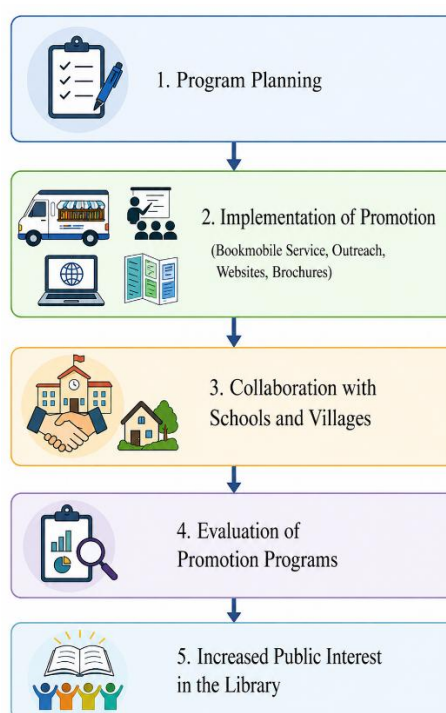


Figure 1. Library Promotion Communication Strategy Flow

3.3 Inhibiting Factors of Promotional Communication Strategy

Based on the research findings, several obstacles hinder the implementation of library promotional communication strategies. The first obstacle is the limited number of human resources, especially library staff who possess skills in information technology and digital media management. Another obstacle is the limited promotional budget, which causes several promotional programs to be unable to run optimally and continuously. In addition, technological facilities and infrastructure are still inadequate to support modern digital promotional activities. External obstacles also arise from low public interest in visiting libraries and the large geographical area of Purworejo Regency, which makes it difficult to distribute library services evenly to all communities.

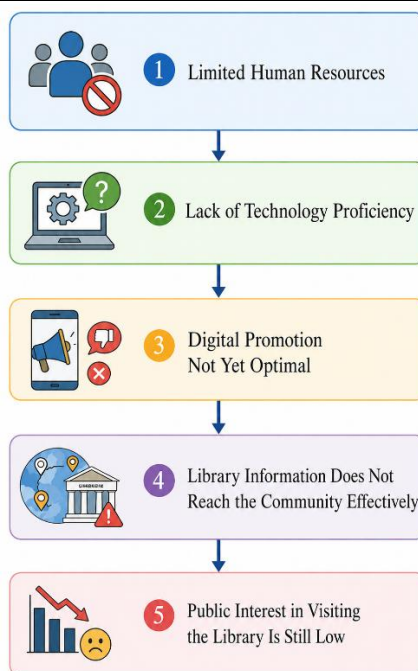


Figure 2. Factors Inhibiting Promotion Strategy

3.4 Efforts to Overcome Obstacles

To overcome these obstacles, the Purworejo Regency Regional Library has implemented several strategic efforts to improve promotional effectiveness. One of the main efforts is improving the quality of human resources through training, technical guidance, and collaboration with other institutions to strengthen staff competencies in communication and information technology. The library also expands cooperation with schools, village governments, and educational institutions to support outreach and mobile library activities. Furthermore, the library plans to improve facilities and infrastructure, including the construction of a more representative and accessible library building. These efforts are expected to strengthen the implementation of promotional communication strategies and increase public interest in utilizing library services. Through continuous improvement and collaboration, the library aims to enhance its role as a center for literacy and community learning.

3.5 Research Findings on Promotional Communication Strategy

The research findings indicate that the promotional communication strategy implemented by the Purworejo Regency Regional Library has contributed positively to increasing public awareness of the importance of libraries as sources of information and literacy facilities. Promotional activities such as mobile libraries, smart cars, literacy competitions, and outreach programs have successfully expanded the reach of library services to both urban and rural communities. The implementation of promotional strategies through systematic planning, implementation, and evaluation has also helped improve the effectiveness of promotional programs. However, the effectiveness of these promotional activities is still influenced by several obstacles, including limited human resources, budget constraints, and inadequate technological support. Therefore, libraries are required to continuously develop innovative, adaptive, and technology-based communication strategies to increase public interest in library services.

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.

The qualitative descriptive method used in this study enabled researchers to obtain an in-depth understanding of the promotional communication strategies implemented by the Purworejo Regency Regional Library. Through interviews, observations, and documentation, researchers were able to analyze directly the implementation process of promotional activities and identify various obstacles encountered during the implementation of the programs. The use of source triangulation and technique triangulation strengthened the validity and credibility of the research findings. This method was considered appropriate because it provided comprehensive information regarding the communication process between the library and the community. Therefore, the qualitative approach successfully described the actual conditions related to library promotional communication strategies in the local context.

The findings of this study indicate that the Purworejo Regency Regional Library has implemented various promotional activities both directly and indirectly to increase public interest in visiting the library. Promotional activities such as mobile libraries, smart cars, outreach programs, and literacy competitions were found to have a positive impact on increasing public awareness regarding the importance of libraries as sources of information and literacy facilities. The research also found that collaboration with schools and village governments played an important role in expanding the reach of library services to rural communities. However, several obstacles such as limited human resources, insufficient promotional budgets, and suboptimal use of digital media still affected the effectiveness of promotional activities. These findings demonstrate that promotional communication strategies require continuous development and adaptation to technological advancements and community needs.

This study reveals several differences compared to previous studies related to library promotional communication strategies. Previous studies generally focused on the effectiveness of digital promotional media and modern library services, while this study examines promotional communication strategies more comprehensively by including forms of promotion, implementation processes, obstacles, and solutions in the local context of Purworejo Regency [20], [21]. Earlier studies tended to emphasize the role of social media and online communication platforms in attracting library visitors, whereas this study found that direct promotional approaches such as mobile libraries and outreach activities remain highly relevant in rural communities [22], [23]. Furthermore, previous research rarely discussed the influence of geographical conditions on the effectiveness of library promotion [24], [25]. Therefore, this study complements previous findings by presenting a broader perspective regarding the relationship between communication strategies and regional community characteristics.

The novelty of this study lies in its focus on linking promotional communication strategies with the geographical and social conditions of the Purworejo Regency community. Unlike previous studies that concentrated mainly on digital library promotion, this research highlights the importance of combining direct and indirect communication strategies in regional library promotion [26], [27], [28]. This study also emphasizes that the effectiveness of promotional activities is influenced not only by communication media but also by the accessibility of library services to communities living far from urban areas [29], [30], [31]. In addition, the research findings provide a contextual understanding of how regional libraries adapt their promotional strategies according to local community characteristics [32], [33], [34]. Thus, this study contributes a new perspective to the development of communication strategy studies in the field of library and information science.

The implications of this study indicate that regional libraries need to develop more innovative, adaptive, and technology-based promotional communication strategies to increase public interest in library services. Strengthening cooperation with schools, village governments, and educational institutions can become an effective strategy to expand the reach of library promotions and improve literacy culture within the community [35], [36]. Furthermore, improving the quality of human resources in the field of information technology is necessary to optimize the use of digital promotional media. Nevertheless, this study still has several limitations because it was conducted only in one regional library with a limited number of informants and a relatively short research period [37], [38]. Therefore, future research is recommended to involve broader research locations and apply quantitative or mixed-method approaches to obtain more comprehensive findings regarding the effectiveness of library promotional communication strategies.

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 carried out through various activities such as mobile libraries, smart cars, outreach programs, book bazaars, training, and the utilization of print and digital media to increase public interest in library services. The implementation of this strategy was conducted through systematic planning, implementation, and evaluation processes that positively contributed to increasing public awareness of the importance of libraries as sources of information and literacy facilities. Nevertheless, the implementation of promotional activities still encountered several obstacles, including limited human resources,

budget constraints, suboptimal use of digital media, and the broad geographical coverage area. Therefore, libraries are required to develop more innovative, adaptive, and technology-based promotional strategies in order to reach the community more effectively and efficiently. This research is expected to serve as a reference and evaluation material for library managers in improving the quality of library services and promotional effectiveness. Furthermore, future research is recommended to examine the effectiveness of digital and social media promotions using quantitative or mixed-method approaches in order to obtain more comprehensive research findings regarding strategies to increase public interest in libraries.

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