

THE ROLE OF LIBRARY VOLUNTEERS IN CONDUCTING LIBRARY PROMOTION OF THE BANK INDONESIA REPRESENTATIVE OFFICE OF SUMATRA UTARA

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Abstract

This study intends to clarify the function and accomplishment of library volunteers in attracting patrons to the Indonesian Bank's North Sumatra representative office library. This study uses a qualitative case study methodology at the Library of the Bank Indonesia Representative Office in North Sumatra. The research findings take the form of information about the contribution and effectiveness of library volunteers in promoting the library of the Bank Indonesia representative office in North Sumatra. Library volunteers collected the information. Techniques for gathering data include observation, interviewing, and documenting. At the same time, data analysis is accomplished by data reduction, presentation, inference, and verification. According to the study's findings, a volunteer librarian at the Bank Indonesia North Sumatra representative office assisted the librarian in carrying out outreach efforts to promote the public to the library. Additionally, library volunteers participate in all the activities the library undertakes and participate in library promotion efforts. Several marketing initiatives have been implemented, such as POCABI, the Library Competition, North Sumatra's creative works, webinars, podcasts, book exhibitions, book reviews, etc. Due to the rapid growth of social media and the enthusiasm of millennials, library volunteers also promote the library online. Young, talented library volunteers also run and design the libraries on social media platforms like Instagram, YouTube, and TikTok. Additionally, they frequently share information about reading interests and literacy with the material.

Keywords

Bank Indonesia, Library, Promotion, Volunteer



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INTRODUCTION

To meet everyone's information needs, the library is an organization or institution that organizes, provides, and disseminates information in printed and non-printed formats. A diversity of information must always be available in libraries in order to meet the information needs of library patrons (Afriani & Yunaldi, 2012. Asdam, 2015).

There are library volunteers, who are a collection of people with real intentions to donate what they have—whether it be their time, energy, thoughts, or even material—because they feel compelled to be conscious of the world around them. With this vocation, one would always feel free from incentives or obligations to give back to society. Social media volunteers in the library sector are motivated by a variety of factors to contribute to the growth of the library as a source of literacy for the neighborhood (Soraya & Husna, 2020). The role of volunteers for the library is the same as the role of teachers who teach learning to educators. Volunteers as library promotion facilitators so that promotions can run smoothly and reach the community (Ulmi & Ramadhan, 2016).

Volunteers need to be able to be involved in social activities in order to be active and show that they care about ongoing projects. This also holds true for library volunteers, a group of people who consistently provide the library and the community their sincere assistance in order to carry out various activities that will benefit the library and the community in the long run. The volunteers at the library serve as a bridge between the institution and the neighborhood due to the fact that communication skills will be needed by the volunteers to encourage community engagement in library programs (Nugroho et al., n.d.).

In addition to being skilled librarians, library volunteers must also be able to fit into the local social scene. This requires open communication between the volunteers and the locals so that, later on, the community will benefit from their presence. Since library volunteers typically have to adhere to the rules established in each library, not every library has them. Students interested in helping out at the library at the North Sumatra Bank Indonesia Representative Office must meet the following criteria, among others: be passionate about literacy, be active on social media, have special skills, be dedicated, be able to communicate, and be creative and dynamic (Arifin, Anggiani, Liza, Sumatera, & Service, n.d.)

Of all, the library doesn't simply sit about waiting for people to come in search of information when it conducts its activities. Libraries must be able to persuade users of their value in assisting with teaching and learning activities. Therefore, it is important to run library promotions to pique

users' interest in using the library.

Promotion is used as a way to make the public aware of a company's product or service by introducing it to consumers. It is intended that the community would be able to recognize and utilize the services and resources in the library with the presence of promotional activities (Supriyatno, 2019). The goal of library marketing is to introduce services and products to users who are unfamiliar with them or who are familiar with them but have never utilized them in order to pique their interest in visiting and utilizing the library. Finally, the number of people using libraries and utilizing their services is growing. A library's promotion is considered successful if there are lots of visitors and consistent additions (Faisal & Rohmiyati, 2017).

The introduction of more complex technologies and information has given the volunteers greater freedom to think outside the box when it comes to advertising the library. Despite being a non-profit organization, the library runs promotions solely for the benefit of its patrons because that is who it is designed for. There are numerous instances where libraries struggle to promote themselves as a result of their lack of user appeal or traffic (Harahap, 2021. Sari, 2019).

Based on observations made in the field, library volunteers at the Bank BI North Sumatra Representative Office typically support the librarians with their work by facilitating socialization and providing coaching whenever a school visit occurs. Promoting library events and participating in all library events. In addition to having strong communication and outreach skills, library volunteers also need to be able to carry out library development and advancement. Every library must engage in library promotion so that people are aware of the services offered and resources available there. Making videos or posters to promote libraries can also be used for a variety of promotions. Visitors might be drawn to the library thanks to the official website and applications the library has created. As a sign of their commitment to the library, library volunteers must also be skilled in offering high-quality services.

Numerous prior studies are systematically presented in this study; this helps to make the research more pertinent and identifies any updates or gaps from earlier studies. Ririn Rahayu and Nurrizati According to the study's findings, the library's reading garden is not being used to its full potential, volunteers are limited in their ability to encourage patrons to read there, and the small selection of materials is to blame for the lack of enthusiasm among visitors. Since librarians and library volunteers play a significant role in libraries, it is important to plan promotions as carefully as possible to increase both the public's interest in libraries and children's reading interest.

Additionally, the study conducted (by Ayu Indriani, 2020) revealed that the Muhammadiyah University of North Sumatra's library volunteers actively participated in carrying out library promotion activities. In order to advertise the library, library volunteers use printed materials, including brochures, posters, and activity banners. Additionally, library volunteers post up-to-date information about the North Sumatra Muhammadiyah University Library on Instagram social media accounts. Additionally, library volunteers participate in a variety of activities to promote the library, including literacy classes that are regularly held once a month, seminars, writing workshops, book reviews, book exhibitions, book festivals, and activities to introduce the library to new students in Muhammadiyah University of North Sumatra.

Another research from Ernawati shows that library promotion is one of the programs alternatives to increase interest and motivation to visit and get to know the library as an integral part of the school environment. As well as efforts to stimulate creativity in development. Competence of librarians as managers of libraries and explore their potential learners so they can express to create innovation through works of great ones available in the library.

And research written by Wahfiuddin Rahmad Harahap shows that the results of this study indicate that library promotion strategies can be carried out. *First*, Carrying out library promotion activities using: (a) Print media, for example, newspapers, magazines, and brochures; (b) Electronic media such as television media, websites, and social media, which is currently popular with users and radio; (c) Non-mass media such as banners and billboards; (d) Meeting media such as exhibitions, seminars, talk shows, and counseling. *Second*, The main obstacle in carrying out library promotion activities is that it collides with budget problems and inadequate human resources.

The main distinction between this study and earlier research is that it will focus especially on the role of library volunteers, as evidenced by the actions those volunteers have carried out to assist librarians. This will allow us to assess the effectiveness of the library volunteers. Promotional efforts and library activities have not yet been made. Simply put, library volunteers have the power to alter people's ideas, attitudes, and knowledge so that they voluntarily participate in library activities. To ensure that the library can continue to exist and serve the community, it is crucial to understand the role that library volunteers play at the North Sumatra BI Representative office in carrying out their promotional efforts.

METHOD

This study employs qualitative methodologies that are descriptive in nature. Descriptive in nature, qualitative research frequently employs inductive analysis. Qualitative research is hence study that focuses on understanding social problems based on holistic, complex, and in-depth conditions of reality or natural environments. In this instance, the function of library volunteers in carrying out marketing initiatives for library services will be described. The process of gathering data through observation, documentation, and interviewing procedures. The idea of a sample in research is a tiny portion of the population taken in accordance with specific guidelines so that it can accurately represent the population. The sample idea frequently employed in qualitative research is a sample drawn from a population that is actually truly representative (representative), allowing what is learned from the sample to be generalized to the population. It is intended that by looking at the sample, the results will yield descriptions and conclusions that are consistent with the features of the population. As a result, the population as a whole can benefit from the findings of the sample research. In this study, a non-probability sampling method was employed, which means that it does not give every component or member of the population an equal chance to be chosen as a sample. Instead, the author used certain criteria to select the sample, one of which is informants who have or currently volunteer at the Bank Indonesia Representative Office Library in North Sumatra.

FINDINGS AND DISCUSSION

Findings

The Role of Volunteers at Bank Indonesia Representative Office Library North Sumatra

Volunteers are a group of people who genuinely want to help others and are motivated by a desire to be conscious of the world around them. They may contribute their time, energy, thoughts, or even material goods (Nugroho et al., n.d.). With this vocation, one would always feel free from incentives or obligations to give back to society. The development of the library as a resource for community literacy is one of the reasons social media volunteers in the library sector are active. In addition to being skilled librarians, library volunteers must also be able to fit into the local social scene. This requires open communication between the volunteers and the locals so that, later on, the community will benefit from their presence. There is a desire to advance and a concern for its importance education, of course, makes volunteers who voluntarily move to give more attention to children to add insight and interest in reading (Imran, 2021).

In order to expand the reach of libraries' efforts to promote literacy among Indonesians, the North Sumatra Bank Indonesia Representative Office Library launched its first library volunteer program in 2022. The pupils who live in Medan and have a strong interest in literacy are the program's target audience. Energetic, communicative, communicative, and very committed to their task. Furthermore, it is crucial to share knowledge with an impartial and dependable nature.

Assisting the librarian in carrying out outreach initiatives to introduce the public to the library itself will eventually fall under the purview of a library volunteer at the Bank Indonesia North Sumatra representative office. Additionally, library volunteers participate in all of the activities the library engages in and help promote the library.

Library Promotion

The goal of library promotion is to make the public aware of all of the events that take place there, as well as the facilities, variety of services available, and advantages that each user can enjoy. It is intended that through advertising the services offered, the public will become more interested in visiting the library and making use of its resources. Basically, whether intentionally or not, librarians have promoted themselves heavily.

The North Sumatra Bank Indonesia Representative Office Library invites students who are residents of Medan, North Sumatra, to help the library promote its services as one of its initiatives. The following table shows the actions that library volunteers have completed:

Table 1. Library Promotion Activities

No	Kind of Activities	Target	Output
1.	POCABI	User	Depending on their ability and intellect, users will want to read and engage in other activities.
2.	Library Competition	Teenager	Teenagers can work more creatively and promote libraries more easily.
3.	Financial Socialization	User/ Public	To possess better financial management and analysis skills.
4.	Webinar Online	College Student	Learn more about libraries and the library industry.
5.	Podcast	Public	Knowledge-rich interactions will pique people's interest more than uninformed ones.
6.	Book Fair	Public	Become a celebration of reading in order to make society smarter and more interested in it.
7.	Literacy Talk	Teenager	Teenagers will be more critical in speaking and thinking.
8.	Book Review	User	To provide context for the critique of a work so that its content and style can be examined.
9.	KKSU	Public/ User	Learn about social society, particularly

MSMEs, and revitalize the movement to promote proudly manufactured goods in Indonesia.

Library of Bank Indonesia Representative Office North Sumatra

The Bank Indonesia Library is made up of the BI Institute-managed Bank Indonesia Head Office Library (KPBI) as well as Bank Indonesia Representative Office Libraries (KPw) in each Representative Office. The learning and research ecosystem in the digital age is not complete without the libraries that are found all over Indonesia. The Central Office Library and KPw have implemented Library 4.0 through a number of transformational initiatives in order to fulfill this objective.

With the implementation of Library 4.0, the library serves as more than just a collection of written knowledge (explicit knowledge repository) and a place to learn; it also promotes user interaction, knowledge sharing, and collaboration, as well as providing users with leisurely knowledge. The KPBI Library also lays an emphasis on developing services for this generation, especially in the digital space, in light of the rise of BI personnel who have started to be dominated by the millennial age. By gaining ISO 9001: 2015 accreditation, KPBI Library's service management met worldwide standards in order to achieve service excellence. The National Library of the Republic of Indonesia has accredited the majority of KPw Libraries with an A or B rating.

The operational activities of the Head Office Library always closely coordinate with all Bank Indonesia Representative Office Libraries as an ecosystem unit. Obtaining accreditation from the National Library of Indonesia, enhancing collections, boosting librarians' expertise, and planning various literacy initiatives are some of the coordinated operations. Through the dashboard of the Library Management System (LiMaS Nusantara), the coordination process is done online. With the help of this integrated digital system, BI librarians may discuss various literacy initiatives without being constrained by time or geography.

Discussion

The Role of Library Volunteers at Bank Indonesia North Sumatra Representative Office in Carrying Out Library Promotional Activities

Not all libraries have Library Volunteers, and this is in accordance with the policies made by the library. Usually, Library Volunteers are there to help librarians by way of library volunteers providing ideas and knowledge about libraries. Given this, it means that librarians benefit from the

help of these volunteers. Meanwhile, for volunteers, this is also beneficial for them because they get unexpected experience and knowledge.

According to Agustiani's (2006) research, volunteers are people or a group of people who genuinely and sincerely intend to give what they have in the form of time, energy, thoughts, and even material goods because their consciences call to society as a form of social responsibility without expecting rewards, position, power, interests, or careers.

The readiness of library volunteers to provide themselves, skills or abilities, as well as dedication to the library so that it can be useful for the community. The North Sumatra Bank Indonesia Representative Office Library opens registration every year for students who are willing to become library volunteers. Of course, each library has terms and conditions that are made. As is the case at the North Sumatra Bank Indonesia Representative Office Library, they have the following requirements:

1. Interested in the world of Literacy
2. Active on Social Media
3. Have special skills and be ready to learn
4. Have commitment and high motivation in work
5. Communicative, Creative, and Dynamic.

The volunteers for the North Sumatra Bank Indonesia Representative Office Library were divided according to their respective batches. Library volunteers are also divided into several divisions and structures aimed at making planning or library activities more directed and organized. The divisions are the Chair, Secretary, Treasurer, Communication and Information Division, Literacy Division, Interest in Reading, Public Relations Division, and Cadreization Division.

According to Nuty Inanda Kusuma's research, (Kusuma, 2014), library volunteers were successful in overcoming the challenges faced by librarians. It can be inferred from the findings of his study how to get beyond the obstacles to library promotion that librarians encounter by speaking with library volunteers and seeking advice for volunteers who have advantages in particular sectors.

Most of the volunteers at the North Sumatra Bank Indonesia representative office library who have joined include students from various universities, including the State Islamic University of North Sumatra. They felt interested in the Bank Indonesia library and chose to join as volunteers there. By joining these students, they can participate in Bank Indonesia activities, starting from conducting book reviews, MSME exhibitions, Pocabi, and internship opportunities at the Bank

Indonesia Library.

Library Promotional Activities that have been carried out by the volunteers of the North Sumatra Bank Indonesia Representative Office Library are

1. POCABI (Pojok Baca Bank Indonesia)

It is a monthly activity that is regularly held to promote and instill literacy in the community. Pocabi is made in schools, parks, and community reading gardens. Of course, this program collaborates with the school, the community, and the library.

2. Library Contest

The contest is one of the most powerful ways to promote the library. The library volunteers made this competition so that the public could find out how active the library is in socializing with the community and motivating children to be more creative. The usual competitions are Geprek Contest (Creative Youth Achievement Movement) and Glass Contest (Generations of Lifelong Learning through Reading).

3. Karya Kreatif Sumatera Utara (KKSU)

The KKSU program is a partnership between Bank Indonesia and related Ministries, Institutions, and PDs in the North Sumatra Region. These include the Ministry of Tourism and Creative Economy, the Ministry of Cooperatives and Small and Medium Enterprises, North Sumatra KR 5 OJK, the North Sumatra Provincial Government, Dekranasda North Sumatra, Banking, and PT. Angkasa Pura II (Kualanamu International Airport), Religious Institutions (MUI To encourage micro, small, and medium-sized firms (MSMEs), particularly those dispersed throughout several districts of North Sumatra, to continue innovating and producing high-quality products, this event was first conducted in 2020 and subsequently became an annual event.

In addition to the explanation above, the volunteers also promoted the library in various ways, namely:

1. Financial socialization
2. Online webinars
3. Podcasts
4. Book Exhibition
5. Talk Literacy
6. Book Review

Library volunteers also participate in promoting the library through social media due to the very high development of social media and the interest of millennials. The young library volunteers who are very creative also manage and design libraries on social media, such as Instagram, YouTube, and TikTok. And they also routinely share information with material, namely literacy and reading interests.

According to Ayu Indriani's research (Ayu, 2021), library volunteers actively participate in carrying out initiatives to promote libraries. In order to advertise the library, library volunteers use printed materials, including brochures, posters, and activity banners. In addition, library volunteers post updated information about the library on Instagram social media sites.

Promotion is an important activity in an organization, moreover for organizations engaged in business and services. However, the resulting product or service is useless if it is not known or utilized by most of its consumers (Darmono, 2001: 175). Besides that, the role of library volunteers is also important. As stated by Loeber, library friends are a group of people volunteers who help work in the library by pushing communication between the community and the library; promoting library use; developing social, cultural, and roles education from the library; protecting and promoting resources finance; assist with the development and maintenance of services library.

Library promotion to communicate the benefits of library products and to convince consumers or users to want to use information services through the library, and the library must also be developed and improved so that it can always provide satisfaction to its users.

The statement above is closely related to the results of previous studies that have been described previously. In the first study that there were still many shortcomings, starting from reading gardens that were not utilized and library volunteers who could not maximize their efforts to encourage promotional activities and other library activities. In the second study, that promotion must be included in various ways ranging from distributing printed materials such as brochures to outreach and competitions held for indirect but on-target promotion, and this is in line with this research, which uses printed and non-printed materials to promotional activities, the result is that volunteer librarians find it easier to carry out activities and help librarians work. And this is also related to the findings of the third previous research, that the competition is not only a promotion center but a center where children or the community channel their interests and talents to be more creative in creating something new. This is also the same as the fourth research finding by using several media as promotional material. So, with this in mind, it can be said that the role of library

volunteers for the North Sumatra Bank Indonesia Representative Office is very helpful for librarians in carrying out promotions.

CONCLUSION

According to the study's findings, a volunteer librarian at the Bank Indonesia North Sumatra representative office assisted the librarian in carrying out outreach efforts to promote the public to the library. Additionally, library volunteers participate in all of the activities the library undertakes and play a part in library promotion efforts. A number of marketing initiatives have been implemented, such as POCABI, the Library Competition, North Sumatra's creative works, webinars, podcasts, book exhibitions, book reviews, and so forth. Due to the rapid growth of social media and the enthusiasm of millennials, library volunteers also take part in promoting the library online. Young, talented library volunteers also run and design the libraries on social media platforms like Instagram, YouTube, and TikTok. Additionally, they frequently share information about reading interests and literacy with the material.

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