Library Service Innovations to Attract Millennials

Fajar Saripudin¹*, Pajar Syadid Munawar², Risa Karundeng³, Sabiila Nurjannah⁴, Irpan Taupik Hidayat⁵

¹⁻⁵STITNU Al Farabi Pangandaran, Indonesia
Email: ¹⁾ fajarsaripudin@stitnualfarabi.ac.id, ²⁾ pajarsyadidmunawar@stitnualfarabi.ac.id ,
³⁾ risakarundeng@stitnualfarabi.ac.id, ⁴⁾ sabiilanurjannah@stitnualfarabi.ac.id,
⁵⁾ irpantaupik45@gmail.com

Abstract

In the digital era like today, convenience can be found and obtained by anyone and anywhere. Library digitization needs to be done because in addition to keeping up with technological advances, digitalizing libraries can also maintain existence among the millennial generation. As a millennial generation who can get anything they need without having to wait long, of course, getting the desired information doesn't take long either. During the development and advancement of technology, the ease and freedom to get information are very open, not limited by anything except for several rules that regulate the distribution of information. To obtain supporting data, a literature study method is used. The results of this paper provide answers related to digitalization efforts as an effort to maintain the existence of the library. The answers produced are recommended for parties who need related information, especially for libraries that are still in the digitalization development period. The increasingly developing era of digitalization is very necessary to continue to innovate in library services to attract the interest of millennial users.

Keywords: Library Digitization, Information Access, Library Sustainability, Millennial Engagement, Service Innovation

1. Introduction

Reading is closely related to the field of education. Reading activities can be trained starting from the kindergarten level, elementary school students to high school students have been trained to read and be literate. Literacy is now a measure of a country's progress and has received international attention, according to Muhadjir Effendy, Minister of Education and Culture (Mahdi, 2020). The ideals of the Indonesian Nation as mandated by the 1945 Constitution to educate the nation's life, one of the institutions that play a role in achieving these ideals is the library. A library based on Law of the Republic of Indonesia number 43 of 2007 is an institution that manages collections of written works, printed works, and/or recorded works professionally with a standardised system to fulfil the educational, research, preservation, information, and recreational needs of the users (Putri & Rahardjo, 2019).

Public Library based on the Law of the Republic of Indonesia number 43 Year 2007 is a library that is intended for the wider community as a means of lifelong learning regardless of age, gender, ethnicity, race, religion, and socio-economic status. The purpose of the library is to provide services to library users, improve reading habits, and broaden horizons and knowledge to educate the nation's life. Based on these objectives

The Regional Public Library continues to strive so that people can love books and have a good level of literacy. In addition, the library is also an information institution that plays an active role in increasing information sources and improving human resources (Putri & Rahardjo, 2019). The influence of the library's additional functions. What started out as a learning function has now evolved into a

PROJURNAL
Assist - Resist - Persist

community centre for knowledge sharing. The building aspect has also evolved, in the past library buildings were built in such a way as to provide learning comfort and maintain conventional collection formats to last long. Whereas in the digital era, libraries are built not only as a place of learning, but many aesthetic values are '*instragamable*' to attract people, especially the millennial generation, to the library. The developments that occur in various aspects have one main goal, namely to form a good library brand so as to increase its usefulness value (Gunawan et al., 2021).

Millennials are currently lacking in reading interests such as the declining habit of reading physical books, and switching to digital information consumption. Therefore, libraries need to offer services that are not only limited to books, but also digital resources, skills training, online seminars, or creative workspaces that can facilitate the needs of millennials who tend to be more digitally active.

Reading is an activity to be able to apply a number of skills in processing the text of a reading in order to understand what the content of the reading is (Satang, 2024). However, we need to know that the level of literacy in Indonesia is still relatively low, based on a survey conducted by the Program for International Student Assessment (PISA) released by the Organization for Economic Cooperation and development (OECD) in 2019, Indonesia ranked 62nd out of 70 countries, meaning that Indonesia is in the bottom 10 with a low literacy level. The low level of literacy that still occurs in Indonesia is a serious problem that we must face together. The low interest in reading in Indonesia causes the quality and quality of education to tend to go backwards. Research suggests that the reason why interest in reading in Indonesia is low is because there are still many people who prefer to spend their time watching television, or playing with gadgets, rather than spending time reading books. If this condition continues, there is not much hope for human resources in Indonesia to be able to produce a quality young generation.

The library itself is a place to provide various kinds of information sources that are built to be managed and can be distributed knowledge and then packaged in the form of information, which can ultimately be conveyed to the community, the goal is that through this library it can create a smart and quality national civilisation. According to Munir (2023) in the context of learning media, digital libraries function to be able to provide various textual documents, audio, images, and also videos (Ummah, 2020).

The young generation according to Law No.40 of 2009 concerning Youth is a number of young people aged between 16 years and 30 years (Nugraheni et al., 2019). The Millennial Generation is a generation that is different from previous generations and has several characteristics that can affect changes in the library. There are changes in mindset, values, and behaviour. Millennials from previous generations are influenced by the emergence of smartphones, the spread of the internet, and the emergence of social media networks. In addition, some of the things that create the formation of the Millennial Generation character are the environment in which they grow up, advanced technology, and the availability of abundant information (Putri & Rahardjo, 2019).

This library is part of the provision of public services carried out by the Government. Because basically one of the government's prestige is the public service function and the presence of bureaucracy is absolutely necessary (Peters, 2018). Public services in their development arise from an obligation as a process of organising government activities both individually and in groups. According to (Decree of the Minister of Administrative Reform No. 63/KEP/M.PAN/7/2003, 2003): 'Public services are all service activities carried out by public service providers as an effort to meet the needs of service recipients and the implementation of laws and regulations'.

The idea of renewal is innovation. Innovation can be an alternative choice for agencies amid the rapid pace of globalisation and modernisation. The term innovation itself was first introduced through the 1939 edition of the Oxford English Dictionary where it is stated that innovation is 'the act of introducing a new product into the market' (Suwarno, 2008). Experts also interpret and define the term innovation differently. Innovation is an idea, object, idea and practice that is based on and accepted as something new by a person or certain group to be applied or adopted (Rogers et al., 2014). Cook et al. (2009) suggests innovation is the creation and implementation of new products, new processes, new services, and new methods that can result in significant improvements in performance efficiency.

Although the procurement of digital libraries has begun to be promoted, there are still some libraries that have not digitalised their libraries. This may cause a decline in interest in visiting the library. However, the implementation is not easy and quite time-consuming, so as much as possible in digitalisation activities or the transition to a digital library is carried out optimally. In a digital era where technology helps a lot of users' work, including for some libraries that have carried out the digitisation process and for those that are still in the process of transitioning to digital libraries.

The existence of a digital library in the current era will certainly make it very easy for anyone who wants to utilise and use the library without having to come directly to the library. The ease of obtaining information and knowledge will be felt especially for the millennial generation. The millennial generation itself is just a term. Millennial generation is a term for a generation or group of people born in 1981 to 1994/1996 with an average age of 25-40 years. The millennial generation is also often referred to as gen Y. Generation Y is also a generation that is not far away and follows the direction of technological development and progress.

The existence of libraries that still carry out their duties and obligations conventionally is a challenge for librarians and managers. Therefore, what steps or policies will be taken to maintain its existence as an institution or organisation providing information services. Therefore, the progress of a library in following the development and demands of the times needs to be done to keep the library running. In maintaining the existence of the library, of course, it will face various problems or things that may hinder the journey in an effort to maintain the existence of the library. The suitability of the efforts taken to maintain the existence of the library will more or less affect the running and existence of the library. The right steps are needed to be taken in maintaining the existence of the library, especially in the midst of the millennial generation (Gunawan et al., 2021).

2. Methods

The research method used in this paper is a qualitative research method, namely by conducting a literature study. Literature study is a method carried out by reading and collecting information both from book sources and other research results that have been carried out previously which have relevance to the discussion which will then provide assistance to answer for researchers who are conducting research. In this paper, researchers conducted a literature study by searching for information through google scholar media and then finding and reviewing journals that are relevant to the topic of discussion in this paper. Later, the results of this literature study can provide answers related to the topics discussed by researchers in this paper (Gunawan et al., 2021).

3. Results and Discussion

According to Evans and Saponaro, a library is an organisation that collects, organises, stores and provides access to various types of library materials and other information resources to meet the information and knowledge needs of the community (Tusa, 2001). Meanwhile, according to Sulistyo Basuki, a library is a room or building used to store books and other publications which are usually stored according to a certain order that is used by readers not for sale (Syam, 2016).

From these two theories, we can understand that the library is not as short as we know that the library is only a place that presents printed materials such as books, but the library provides and maintains a collection of books to read. Libraries also provide non-print materials to listen to, watch, and libraries provide other resources for learning, and for enjoying other fragrant pleasures. The library is the perfect home for people who are always curious. Things to read, new skills to learn, and new people to meet are all in the library.

This library service includes various types of services designed to meet the needs of library users and user information, all of which aim to support the learning process. As for library services according to Evans and Saponaro, library services are efforts to meet the information needs of the library user community. This service is carried out by developing library collections effectively and efficiently (Damayanti, 2019). Here are some types of library services commonly found in libraries:

a) Circulation service

According to Lasa (1994: 122) the word circulation comes from the English 'circulation' which means circulation as in the circulation of money and so on. In library science circulation is often known as borrowing. Yusuf and Suhendar (2010: 70) explain that the circulation service means the rotation of the collection, which is borrowed out, returned; borrowed out again, and returned again. Thus, the definition of loan services actually includes all forms of recording activities related to the utilisation, use of library collections in a good and timely manner for the benefit of library service users (Luthfiyah, 2015).

b) Reference Service

Reference service is a basic library service that provides specialised reference materials for library users. Reference services are one of the ways librarians can find the information they need. According to Fritch and Madernak 2001, reference service is a service that has its own function in a library. In the sense that reference services according to this theory do not have specific provisions, it can be interpreted as flexible according to these provisions. However, reference service is an important service that must be owned by the library in order to facilitate users (library users) in terms of searching or searching for information that suits their needs. Basically, this reference service is in the library and waits for users to come to utilise the service (Putra & Irawati, 2018).

c) Internet and Information Search Services

Internet service in the library is a service that provides internet access to users. This service can be accessed through a computer or Wi-Fi network. This service can also be used to search for information, access journals, and send emails. The existence of internet services in a library allows the library to provide complete and new information. As stated by Garret in Hasugian with the internet, perhaps tens of thousands of libraries or information centres that have infinite information sources can be connected to each other, and can be used by millions of users consisting of individuals and organisations. From utilising the internet not only makes it easy for users to find information by accessing the internet but also utilising it for various purposes (Tinambunan, 2016).

d) Digital Services

Online search services provide information about the collections owned by the library. Through online browsing, users can search for the information they need from anywhere and at any time. The first known online information source is the library catalogue (OPAC). As in the Covid19 pandemic, many teaching and learning activities are carried out online and require digital-based learning facilities. In collaboration with the National Library of Indonesia, the Dharma Wanita Persatuan of Cabinet Secretariat (DWP Setkab) organised a webinar entitled Knowing the Variety of Digital Services of the National Library of RI which was held online. This activity is intended to add insight and support the learning process, one of the effects of the rapid development of digital transformation. In addition to simplifying operations, the Library (E-Library) is a place where you can borrow a collection of books and other educational resources digitally or boldly. In today's digital era, digital libraries are common in every educational institution or organisation.

e) Document delivery service

Document delivery service is one of the innovative service models of special library services. As argued by Lasa (1994) states that 'special library services are library services intended for users who due to certain factors they cannot come to the library to fulfil their information'. Certain factors mentioned mean that library users who want to fulfil their information needs are hindered by their busyness, the transportation used, physical limitations and age that do not allow them to come to visit the library freely, then this service can be utilised by users. Document delivery service is one of the ways to support the library's image by providing the best service for customers.

f) Audio-Visual Service

The current trend in libraries is increasingly showing how important the use of audio-visual/multi-media materials is in helping to improve the teaching and learning process in higher education. Audio-visual/multi-media materials have the same role as other printed materials such as books, even in some cases the teaching and learning process with ausio-visual/multi-media will be more interactive because it is presented through 'hearing and seeing' (the ear and the eyes). This will provide users/library users with benefits that are sometimes more interesting and less boring than printed material information source.

g) Photocopying Service

Photocopying service is a supporting facility in the library that facilitates users in duplicating documents, binding, laminating, and providing stationery. It is strategically located on the 1st floor so that it can be utilised by the public.

The implications for libraries with all the service facilities to users are always evolving and dynamic following the socio-cultural changes of the society they serve. The movement of people's lifestyle has given birth to generations that have a different culture of life activities from the previous generation. The latest generation, currently referred to as the millennial generation, is a group of people with different characteristics depending on the region and the economic and social conditions that influence them. However, the millennial generation is generally characterised by an increased use of and familiarity with communication, media and all things digital and online, causing the emergence of information access styles and needs. This is why libraries will follow the pattern of information needs, including access methods for millennials.

Here are some types of library services that are predicted to adjust the information access needs of the millennial generation. Furthermore, the challenges of change in various library services refer to the concept of society 5.0. This development is known as the humanist paradigm where society is the controller of technology. Society is expected to solve various social challenges and problems by utilising various innovations born in the era of the industrial revolution 4.0. This view emphasises that technology is a means, while humans remain the main actors. This concept seeks to create a happy

future society where every individual actively lives a quality life regardless of age, gender, region, language, and so on, including accessing information and library services (Rusmiatiningsih & Rizkyantha, 2022)

4. Conclusion

Libraries are organisations that function as centres of information, knowledge and learning by providing a variety of resources, both print and digital, according to the needs of the users. In the digital era, libraries are not only limited to printed books, but also provide audio-visual materials, online services, and other digital facilities to support learning and access information flexibly. A variety of library services, such as circulation, reference, internet, digital, document delivery, view-and-listen, and photocopying services, show a growing innovation to fulfil the needs of the community, especially the millennial generation. This generation, which is very familiar with technology and digital media, requires a pattern of access to information that is fast, efficient, and in accordance with their lifestyle.

The development of library services also reflects the challenges and opportunities in the Society 5.0 era, where technology becomes a tool to support humans as the main controller. With this, libraries are able to create services that are not only informative but also inclusive, ensuring access to information can be enjoyed by all without age, gender, region, or language restrictions. libraries are expected to adapt to socio-cultural and technological changes to remain relevant, to become dynamic information centres, and to support communities in creating a better quality future.

5. References

Cook, G., Matthews, M., & Irwin, S. (2009). Innovation in the public sector: Enabling better performance, driving new directions. *Australian National Audit Office, Canberra*.

Damayanti, F. (2019). Pengembangan Koleksi Terkait Program Perpustakaan Berbasis Komunitas: Studi Kasus Program Smart Reading Pada Perpustakaan Cinta Baca. *Edulib*, *9*(2).

Gunawan, D., Raniri, I. A. A., Setyawan, R. N., & Prasetya, Y. D. (2021). Web-Based Library Information System in Madrasah Ibtidaiyah Negeri Surakarta. *Jurnal Teknik Informatika (Jutif)*, *2*(1), 33–41.

Lasa, H. (1994). *Menejemen Perpustakaan. Yogyakarta*. Gama Media.

Luthfiyah, F. (2015). Manajemen perpustakaan dalam meningkatkan layanan perpustakaan. *El-Idare: Jurnal Manajemen Pendidikan Islam*, *1*(2), 189–202.

Mahdi, R. (2020). Strengthening community economy inclusively through literacy for prosperity. *The Journal of Indonesia Sustainable Development Planning*, *1*(2), 160–176.

Munir, S. (2023). Perkembangan Berbagi Pengetahuan Pada Pendidikan Jarak Jauh. *Antroposen: Journal of Social Studies and Humaniora*, *2*(2), 137–144.

Nugraheni, A. I. P., Nugraha, B. S., Yuda, N. P., & Pancawati, N. (2019). Persepsi Generasi Milenial Indonesia Terhadap Pariwisata Yang Berkelanjutan. *Kepariwisataan: Jurnal Ilmiah*, *13*(1).

Peters, B. G. (2018). *The politics of bureaucracy: An introduction to comparative public administration*. Routledge.

Putra, I. P., & Irawati, I. (2018). Layanan referensi sebagai representasi perpustakaan perguruan tinggi. *Jurnal Kajian Informasi & Perpustakaan*, *6*(1), 77–94.

Putri, A. T., & Rahardjo, S. (2019). Aplikasi fasilitas dan suasana interior perpustakaan berdasarkan karakteristik dan kebutuhan generasi milenial. *Pustakaloka*, *11*(1), 80–99.

Rogers, E. M., Singhal, A., & Quinlan, M. M. (2014). Diffusion of innovations. In *An integrated approach to communication theory and research* (pp. 432–448). Routledge.

Rusmiatiningsih, R., & Rizkyantha, O. (2022). Analisis Karakteristik Literasi Generasi Alpha Dan Implikasinya Terhadap Layanan Perpustakaan. *Tik Ilmeu: Jurnal Ilmu Perpustakaan Dan Informasi*, *6*(2), 295–306.

Satang, S. (2024). Improving Students' Reading Comprehension through Rehearsal Strategy. *REVIEW*

OF MULTIDISCIPLINARY EDUCATION, CULTURE AND PEDAGOGY, *3*(2), 168–178. https://doi.org/10.55047/romeo.v3i2.1137

Suwarno, Y. (2008). *Inovasi di sektor publik*. STIA-LAN Press.

Syam, A. M. (2016). Koleksi Audio-Visual Sebagai Alat Promosi Budaya: Studi Kasus Perpustakaan Korean Culture Center. *JIPI (Jurnal Ilmu Perpustakaan Dan Informasi)*, *1*(1), 1–11.

Tinambunan, R. F. (2016). Pemanfaatan layanan internet pada perpustakaan. *Al-Kuttab: Jurnal Perpustakaan Dan Informasi*, *3*(1), 81–92.

Tusa, S. (2001). Developing Library and Information Center Collections. *Serials Review*, *27*(3–4), 144–146.

Ummah, A. H. (2020). Dakwah digital dan generasi milenial (menelisik strategi dakwah komunitas arus informasi santri nusantara). *Tasâmuh*, *18*(1), 54–78.