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SALUTATION

Assalamuallaikum w.b.t,

Alhamdulillah, firstly I would like to thank Allah for showered us with His blessing. All the way that He helps and eases for me and team mates were such permission those we really hope for. What can be proud more is we have such a big and kind hearted person with strong determination lecturer, sir Azmi bin Abd Rahman. He is very eager in guiding us to publish our own writing and guiding us very well to publish our first TINTA publication in the defined way. He deserved so much credit and salutation. Not to forget, with the cooperation given together with all the joyful and tenses time to finish this book, it was a bitter sweet experience that worth to be going through together. Thanks to my assistant, my graphic designer, my editors and my reporters, we all did a very good job with all our dedication and effort to publish this book. Thank you all, with love, we should be proud with our selves!

To all dear readers, please enjoy reading ours writing, may it be useful for you, Thank You supporters!

Chief Editor SOK

Fatin Nurain binti
 Baharuddin

INFORMATION

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HOW TO ATTRACT USERS COME TO THE LIBRARY

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ABSTRACT

This article intended to show on how to attract users come to the libraries. Several points will be explained and tips are available on how to encourage patrons come to library. Elements of attraction are very utmost important for maintaining user's visit to library. The library should become a place for searching knowledge, leisure and recreation and also a place where community meets. Attraction of users towards library identified mainly because of user's need and fulfilment of materials, good library environment, architecture factor, programmes, services and facilities and etc. The importance of this article to inform librarians on what should he or she do to encourage users to visit the library .

KEYWORD

Library, Attraction, Users, Librarian, Staff, Library design, Collections of materials, Facilities and services, Public relation, Staff good ethics and behaviour, Library marketing

INTRODUCTION

Library has served communities as a source of knowledge for many centuries. The library's great importance for society is to increase and disseminate the knowledge among them in any related field. Every nation around the world have their own library for collecting books and other materials. In people's mind every time when they wanted to search a book, library is the first place to visit. (Koski,2012) gave the

opinion the reasons why library should be visited are because of get information and taking advantages of free programs offered by library.

The existence of library is still relevant until today even though the ICT technology dominate the worlds especially the Internet. Library nowadays try to approach users with many ways to encourage the patrons come to their library. Embracing the technologies like ICT become popular among libraries around the world and become one of the key factors on attracting user since the society nowadays lives in digital era. Patron Profiles (as cited by Barack, 2012) stated through their findings that public library should focus on mobile technology to attract users like children, teens and parents. This show that society nowadays is technology oriented and that is the reason why ICT technology become one of the vital for attracting users come to library. There are several ways on how to attract patron come to library.

LIBRARY DESIGN

Library design is part of attraction for library patrons . Back to the old times, the library usually was painted and decorated by artist and sometimes the fretwork on the building. The arts mainly become part of decoration for libraries internally and externally at that time including the statue as well. The designs play an important role to create amazement and superb feelings when reaching the library. The library design that is usually capable to create excellent environment such as landscape, exterior and interior building architecture design that also include colours, lighting, drawings or signage and spaces. The librarian should emphasize these factors when designing the library. The landscape should be vital for library for having it but depends on the places itself. If the library has spacious surroundings from outside, it is recommended to create landscape for creating beautiful environment. However the landscapes can also be designed in cities and village areas as well but depend on the area itself. There is a Latin phrase that describes the importance of landscapes for library "*Si hortum in bibliotheca habes, deerit nihil*" means if you have a garden in

a library, nothing is missing. The landscape ideas came from the ancient times and this idea is widely used by libraries at that time.

On setting the landscapes, the librarian should do some research about landscapes and also consult with landscape designer to create better landscapes. (Gisolfi,2012) stated that the idea of landscape is holistic and can be understood through three categories such as natural landscape which is the originality of landscape itself before human intervention, vernacular landscape that is the human-made landscape formed by incremental and almost unintentional changes and lastly designed landscape which is human made landscape. Creating the garden in landscapes requires several components such as various flowers, water fountain, bench, pavement, small hut and if possible places for drawing like anamorphic drawing and also the famous and historic building or town models. It is essential for librarian to ensure the landscape to have the attraction elements to hook them up to come to the library. Landscapes can also be applied inside building but depends on its architectural design. Combination of garden combine and water fountain is a recommended design for inside buildings. Another design should be focused by librarian are interior and exterior building architecture design.

Both designs play major role of attractions for users itself. The exterior design sometimes has plain design like other ordinary buildings and some of the library has unique design concept. Unique design on building enable patron to fell impress with the library when visiting it. In addition, users will memorize and remember the unique design of library building. To create library, the librarian themselves should conduct research on unique theme concept . However the librarian must ensure that this design concept should accommodate the large collections of materials and also services and facilities as well. For interior design, space accommodation should be emphasized as mentioned above and the most utmost important. Aspect that should be taken on interior design such as spaces, lighting, colours, furniture, drawings or signage . All of these required collaboration with expertise like architect, artist and library planner vendor.

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FACILITIES AND SERVICES

Facilities and services are also the key elements of user's attraction towards the library. Facilities in the library should be varied and not limited to reading materials only. Certain libraries around the world sometimes provide facilities other than reading facilities. Facilities in the library that can be used for attracting users such as gym, swimming, court and etc. in sports sections, gallery and exhibition section, 3D cinema section, garden, restaurant or café, bookshops, hall or conference room and etc. With these, perhaps the libraries can become part of tourist attractions as well. A surefire strategy for libraries is providing a series of smaller "places" within and around them to attract people. These attractions do not need to be elaborated to make the library a success. Usual facilities for reading also should not be forgotten such as disabilities facilities, discussion room, ICT room, Wifi, colourful signage, children library section, elevator and many more. The facilities should be friendly to users so that it can encourage users come to the library. However, on creating the facilities, the librarian should ensure all facilities meet the library's objective. The most vital facilities in this age is ICT technology especially Internet. People often come to library not just reading books, but accessing information from Internet as well online database. Samsung Library at Suwon campus of Sungkyunkwan University and Samsung Smart Library in Malaysia are the good example for any libraries around the world because of full implementation of ICT technology.

In addition of ICT becoming part of attractions, this ICT technology also can prepare users especially for young generations towards the ICT literate and also towards the usage of ICT library at the future. The trend of reading and accessing materials nowadays is using Internet. Besides the facilities, services of library also play the important role for attracting users as well. Services should be fulfilling in accordance with current user needs. The librarian should help the users to ensure users can use the library effectively like guiding them to retrieve collections, teaching information literacy and etc. To ensure the excellent services, the librarian

COLLECTION OF MATERIALS

Collections of materials are the core of the library. Collections also become part of attraction factor for patron to visit it. The users mostly desire the collections that suit with their pertaining subjects and sometimes based on their interest. It is the responsibility of the librarians to select the updated, relevant and popular collections for user's fulfilment. However, the collections especially on the factual subject should be relevant and updated for any field. Research about collections should be conducted with several aspects such as what fields are provided for library, patron's age, relevancy of collections, and strength of collections. In addition, it is recommended to create the special collection that consist of popular and bestseller collections.

Besides that, in developing the collection, the librarian should ensure the quality of collections itself so that it can fulfil patron needs. A good Collection development practice includes an understanding of your community (which may require a community analysis), policies related to selection and deselection of materials based on your library's mission, goals, and policies, a process for actually acquiring the materials selected and getting them processed for use,...evaluation or analysis to determine the quality of the collection. To attract more patrons, the librarian should create a best seller collection that consists of award winning, popular and best seller. The more relevant and popular collection acquired, the more patron come to the library. The usage of technology on library collections make user to be satisfied in terms of access for location. Many libraries around the world implement the digital library. However, the design for digital library should be users friendly and contains attractive elements in terms of its appearance. E-book as a prove of reading trend nowadays among users because of ease of access which is anytime and anywhere.

should be friendly and always communicate with them on searching materials. Not just communication between users, the librarian should ensure the accommodation of facilities that match with the services itself. More importantly, the librarian should think outside the box on improving and creating the services. With this, the users will explore the new services and also ensuring them using library effectively with new ways. Innovation of services by librarian leads to the library success and also improvements of library usage among users.

PUBLIC RELATION

Public relation is a way to attract patron users by engaging them with activities and exhibition. The activities and exhibition should be beneficial and look attracting in order to encourage them come to library. To create the interesting activities and exhibition, the librarian should do some research and observation to other library around the world. The activities and exhibition should be created and design in accordance with patron's age. Good public relations leads to the users frequently come to library. Harwell (1958) stated public relations must be done in accordance with library needs and the librarian should express the library attractively and accurately towards public.

Good public relation not just focused only for activities and exhibition, but good management and coordination among librarian and staff on conducting the public relations. Public relations enable opportunity for librarians on promoting its service and also telling information about the library itself. It also enable library to create their own publicity among public so that the public know its existence.

Public relation can be main activities and services of the library however it required large sum of budget. It is recommended that the library should conduct activities and exhibition every week so that it can keep patrons coming to library like weekend book talk, one week exhibition with specific theme, children programmes, contest and etc. Another recommendation is the library also should create the major event twice in a month like book fair, PC fair, entrepreneur

carnival, innovation carnival and many more. For library which have large sum of budget, it is recommended to do these public relation activities and exhibitions.

STAFF GOOD ETHICS AND BEHAVIOUR

Another component of library attraction is **staff good ethics and behaviour** towards patron. Gentle, kind, honest, friendly and helpful are the people's favourite behaviour when engaging them. The staffs represent the library's image and it is important for them to be in good ethics and behaviour. Good ethics and behaviour among library staff make the people feel pleasure to communicate with librarians and staff. It is essential for librarian and staff to have good ethics and behaviour so that easy for patron to ask for help regarding searching materials and many more. Without good ethics and behaviour, patron's perception towards library becoming bad even though the library famous with its collections, facilities and services. The friendly librarian and staff towards customer strengthen the connections among them and ensure the exchange of informations and ideas of improvements between them. With this good ethics and behaviour, the patron will feel staying in the library like a second home and becoming part of library families that include librarian and staff as well. Good behaviour and ethics also improve the library services as well.

Discipline among staff members also playing role to ensuring the good quality of services provided for users. For example, the users request the favourite book but somehow it didn't available in library and requests the interlibrary loan. In allocated time, the librarian will try to find the materials before deadline. The librarian able to do this because of good self disciplinary within itself .Without discipline, the librarian and staff will face many problems on managing library along with dealing with users. The librarian and staff should understand the user's needs and behaviours so that they can decide what is the best service provided for users. A better understanding of human motivation and behavior would no doubt help library staff to anticipate user problems and encourage them to take the initiative in offering assistance and advice Coker, (1993). An important aspect of ethical

behavior, too, is how ethical awareness should enhance the individual library and information worker's knowledge of his or her own personal biases (Hannabuss , 1996). Good behavior and ethics of librarian and staff capable to bridging the gap between librarian and users.

LIBRARY MARKETING

Lastly, **library marketing**. The librarian especially must think on how to market the library and think like a businessman on promoting products and services. To market the library, the librarian can use any medium such as television, radio, websites, social network, banner advertisement, and many more. However, the services must fulfill the user's needs and also library facilities and environment must be ensuring to fulfill user's taste. If the library has their own success stories, it should be post in social media and television. Marketing in the library is not easy to do. Strategic planning required ensuring library marketing success.

The librarian must put itself in user's shoe on how they thinking and what they need towards services. Before doing the marketing , the librarian should analyze and ask opinion from users or known as feedback so that the librarian know what they need, what they want to find and what are their interest. Potter (2013) stated that on marketing the library, the librarian should provide something that user required and in other words fulfilling their need. With this, users will frequently come to library since the library can help them on solving problems in searching information. However on marketing the librarian, the librarian must have ambition to make the library a great place and provided excellent services.

Potter (2012) when interviewed with Terry Kendrick the first step in creating any marketing plan is knowing what your ambition is. If you don't know what you want to be, the market doesn't matter and your capabilities don't matter either. Marketing indeed part of attracting user but required strategy and understanding the user's behavior before marketing the library. To ensure effective in marketing, the library should promote their own library through television. Collaboration with

TV station is essential in order to approach user's mind. Not just television, creating official video regarding services and activities in library. With these medium, users will be convinced with library services and they will visiting the library since they know library capabilities.

CONCLUSION

As a nutshell, these factors should be implemented on attracting users come to the library. High efforts and commitment required from librarian and staff on ensuring library success for present and the future as well. It is important for them to encourage the users come to the library and spreading reading culture among them. Something must be done to create knowledgeable generation for the present and future. The library itself should have their own aura to hook users stay in the library as a second home for them. Knowledgeable generation leads to the successful society .

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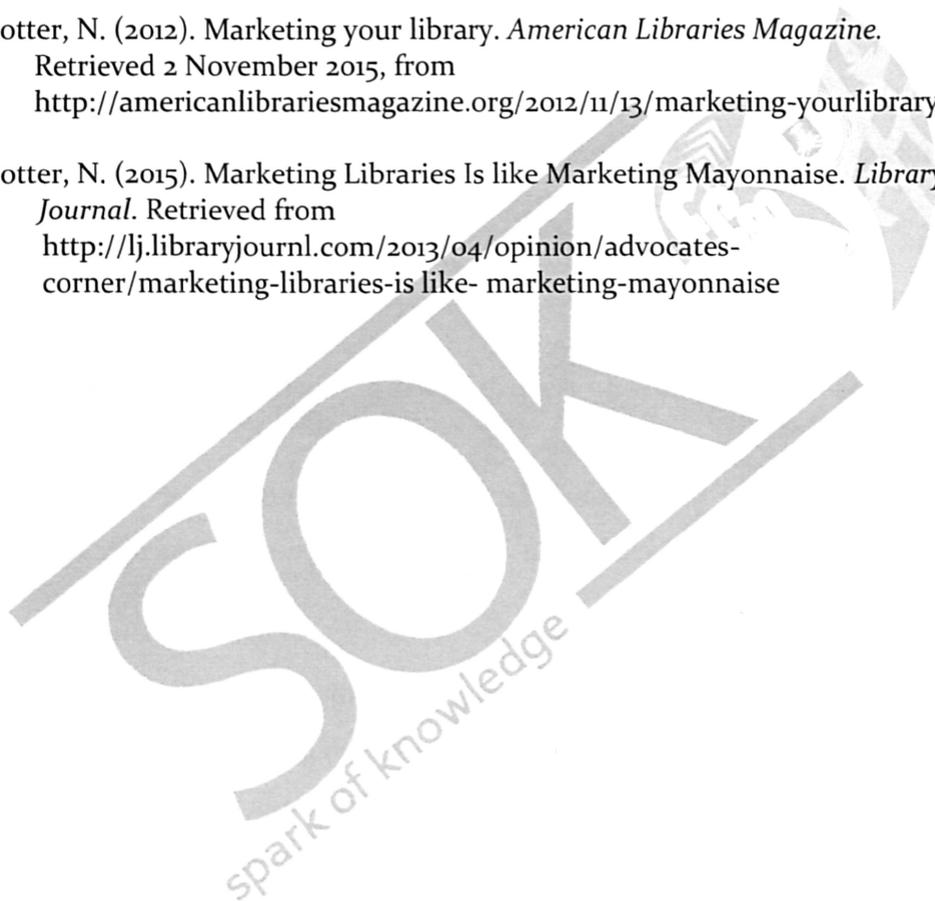
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INTERVIEW SESSION

With Encik Abduk Rahman Bin Abdul Rahman

Faculty of Information Management, Universiti Teknologi MARA

1. What is your background education?

I come from Bachelor of Information Science Library Management at UiTM, previously known as ITM and I am also studied in Master of Library and Information Science at Universiti Malaya.

2. How long have you been working in this field?

I have worked around 15 years old in this field.

3. What is your opinion regarding the Faculty of Information Management?

For me, Faculty of Information Management is one of the new faculty. So, this faculty is not so well known unlikely from the other faculty but this faculty has expanded quickly and well.

4. How to provide fresh graduate in Faculty Information Management?

I think, this faculty can provide two types of fresh graduates that encompass well in both academic and non-academic. For the academic, they can get the best students by helping those students to achieve good and satisfactory pointer every semester. For the non-academic, this faculty can get the fresh graduates with good in non-academic matter by having the students involves in sport, associations and uniform units.

5. What is the different between Faculty Information Management and other faculty?

Faculty of Information Management is different with other faculty which is in term of the specialty of the field. If the Faculty of Information Management it takes pride in being the pioneer in providing professional education to fulfil the manpower need of the country in three very important fields namely are information management, library management, and records management. While, the other faculty might be the pioneer in engineering, languages and so on.

6. From your opinion what can be learn from Information Management?

For my opinion, Information Management is the collection and management of information from one or more sources and the distribution of that information to one or more audiences. This sometimes involving those who have a stake in, or a right to that information. Management means the of and control over the structure, processing and delivery of information.

7. What is the specialty of Information Management program?

From my knowledge, Information Management program can be considered as specialty because it is a field which teaches on how to manage information, plus it is also being taught at Univsersiti Teknologi MARA (UiTM), Universiti malaya (UM), Universiti Islam Antarabangsa Malaysia (UIA) and Universiti Selangor (Unisel).

8. In your opinion, is it posible for graduate in Information Management join other field in employment for example the accounting program?

Yes, these graduates are more versatile and flexible to join other field in employment because there are one name of Faculty of Information

Management but it will be divide to many field based on the individual's interest.

9. From your observation, how far can Information Management go further?

For me, our philosophy is to provide students with knowledge and skill in effective delivery and use of information systems, together with an awareness of the continuing development in the field of information technology. Knowledge of the principle and techniques required of an information professional oriented to one or all types of library or information centre, system or service, including library, archival, and record management, and other related disciplines. So in future, students can use their knowledge and experience to use in the work.

10. What are the skill that needed by the fresh graduate in order to improve their quality and capability in Faculty of Information Management?

For my experience, use the keywords like P.I.E.S..P stand for physical need. That means it is most important that your physical needs are met. Physical needs induce food, drink, warmth and shelter. I stand for intellectual need. These are needs that are met by using that part of the mind that are we thinking. E stand for emotional need. As example, how do we weel about ourselves and others. How we feel is linked to our emotions. Lastly S stand for social need. It is being able to join in activities and to communicate with other people is a way of meeting out social needs.

11. Based on your experience, what are the challanges for information proffesional to survive?

From the challenges that I faced in my experience, the challenge that will be faced by information professional in the future is information technology.

Nowadays information technology is growing at a rate beyond anyone expectations. This means any staff or librarians need to constantly be improving their skills. New technologies are always appearing, leading to previous information becoming obsolete.

12. What are your expectation for Faculty Information Management in the future?

Sincerely, I hope this Faculty of Information Management can get the best faculty equal with other faculty in Malaysia. Although this faculty is not famous like other faculty but this faculty can follow them slowly. So, Faculty of Information Management can be the best faculty because they can divide to many fields that can be chosen by student according to their interest.

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TINTA publishes full articles, brief notices, conference reports, project briefings, opinions, letters, clippings, and pointers of broad interest in information management.

Full articles should:

- o be of interest to a broad community of information management, and
- o Reflect work that has been completed, rather than just beginning.

Articles should not have been published previously in another magazine or journal, nor been available in a final version on a publicly available web site.

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We prefer *TINTA* articles that are 1,500-5,000 words in length but in certain circumstances accept articles that are 5,000-10,000 words in length. They should be in English or Bahasa Melayu. Articles must include a 100-200 word abstract. We have the following additional preferences:

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