



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

UNIVERSITI TEKNOLOGI MARA  
SCHOOL OF INFORMATION SCIENCE  
COLLEGE OF COMPUTING, INFORMATICS, AND  
MATHEMATICS

INDUSTRIAL TRAINING REPORT :  
PERPUSTAKAAN TENGGU ANIS (KELANTAN)  
KAMPUS MACHANG, UITM CAWANGAN KELANTAN 18500  
MACHANG, KELANTAN DARULNAIM, MALAYSIA

SPECIAL PROJECT :  
CSR VITAMIN ILMU SMK PANGKAL MELERET  
CSR JALINAN KASIH BERSAMA ANAK YATIM  
GLOCAL SYMPOSIUM ON INFORMATION AND SOCIAL  
SCIENCE 2023 : CHALLENGE AND OPPORTUNITIES

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APRIL – JULY 2023

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**REPORT SUBMITTED IN FULFILLMENT OF THE  
REQUIREMENT FOR THE INDUSTRIAL TRAINING  
FACULTY OF INFORMATION MANAGEMENT  
UNIVERSITY TEKNOLOGI MARA KELANTAN**

**APRIL – JULY 2023**

## **DECLARATION**

I hereby declare that this is my original work. I have not copied from any other student's work or from other sources. I am also declare that no part of this report has been published or submitted for publication except where due to reference or acknowledgement is made explicitly in text, nor has any part been written for me by another person. I confirm that I have read and understood the UiTM regulations with regards to plagiarism and will be penalized by the university if found guilty.

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DELLA KARTIKA SARI  
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Date of submission: 31 July 2023

## ABSTRACT

Libraries play a role in fulfilling information sources such as storage function, education, research, information retrieval, and cultural recreation function. In carrying out the above functions, the implementation derived from the library is the existence of user-oriented services and facilities. Based on the internship in Tengku Anis Library (PTA) Universiti Teknologi MARA (UiTM) Kelantan from April to July 2023, the writer has done many activities related to librarian role. They are shelving by arrange book in the shelves to ease from information retrieval, analyze strategic planning of PTA to improve library service for user, analyze about library collaboration in Malaysia, held a library online exhibition by making flipbook, information marketing and branding on social media by making video content and collaborate with Unai Library to held a talk show, work on the counter room to do circulation of library, analyzing library psychological aspect to improve library service for user, analyzing online personalities among user in PTA, analyzing library privacy security services, user trust, held a literacy skill class, provision of electronic resources is the provision of accountable information through the selection of reputable journals, do collection procurement process such as cataloging and sticking call number for book, subject heading, digitalize archive, and making a notebook. Another activities is visiting public library in Kelantan and visiting UiTM Press Shah Alam by online. For the special project, the writer join Community Social Responsibility (CSR) in SMK Pangkal Meleret and CSR Jalinan Kasih Bersama Anak Yatim to set up mini library, and then the last is joining Glocal Symposium on Information and Social Science (GSISS) 2023 and made a paper about crowdsourcing as a solution for library's problem. Based on the internship activities that have been carried out, the author gained a lot of knowledge, especially related to library science.

**Keywords:** *library role, librarian, literacy skill*



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# CHAPTER 1: INTRODUCTION

## 1.1 Background

Education plays an important role in the formation of personality. Education in colleges and universities is still limited to providing theory and small-scale practice with limited intensity. To understand and solve every problem that arises, it is necessary to hold training in the work environment to support the skills and abilities of a person. So the students need to carry out training activities directly at institutions related to the education plan they are following. Because to be able to work directly in the community not only need to obtain a satisfactory value education, but also must have skills and experience in order to better determine the field of work based on their professional knowledge.

Internship is an academic activity carried out by students by plunging directly into real work in institutions or organizations related to an institution or agency related to the education of learners. Internship activities can be carried out at agencies, both government and private, that have competencies that are in accordance with the graduate outcomes taken by students. One of the institute accordance with the science of Information and Library is Tengku Anis Library (PTA), Universiti Teknologi MARA(UiTM) Kelantan.

### 1.1.1 History

UiTM Machang Library was established in 1985 on a temporary campus located in Kem Kijang. In 1996, Tengku Anis Library moved to Bukit Ilmu following the university's relocation. On 15 July 2008, UiTM Machang Campus Kelantan Library was inaugurated by DYMM Sultan of Kelantan, Sultan Ismail Ibni Al-Marhum Sultan Muhammad IV and named as Tengku Anis Library (PTA) after KDYMM Queen of Kelantan, Tengku Anis Ibni al-Marhum Tengku Abdul Hamid. The library has a role in supporting learning, teaching, research and scholarship programmes by providing a wide range of services, collections, technology and up-to-date information resources.



*Figure 1.1.1: Tengku Anis Library Picture*

### **1.1.2 Vision, Mission, and Philosophy**

Tengku Anis Library has a vision “To establish UiTM as a Globally Renowned University of Science, Technology, Humanities, and Entrepreneurship”. For gain this vision, Tengku Anis Library set a mission “To development of agile, professional Bumi Putera through state-of-the-art curricula and impactful research”. This organization declare philosophy that every individual has the ability to attain the excellence through the transfer of knowledge and assimilation of moral values so as to become professional graduates capable of developing knowledge, self, society, and nation.

### **1.1.3 Objectives**

Tengku Anis Library has the objectives below:

- 1) Strengthen the UiTM library service delivery system as a center of excellence for information that is always permanent, relevant, referenced, and respected.
- 2) Diversify comprehensive, up-to-date, and relevant knowledge sources covering various formats that can be accessed physically and virtually.
- 3) Provide a conducive environment for teaching, learning, and research.
- 4) Improving the latest information and communication technology facilities that focus on customer needs.
- 5) Empowering human capital through PERDANA culture among PUiTM
- 6) Improve relations and cooperation with external organizations in industrial network activities

### 1.1.4 Location

Tengku Anis Library is located on Campus Universiti Teknologi MARA, 18500 Machang, Kelantan, Malaysia.



Figure 1.1.4: Location of PTA

### 1.2 Organizational Structure

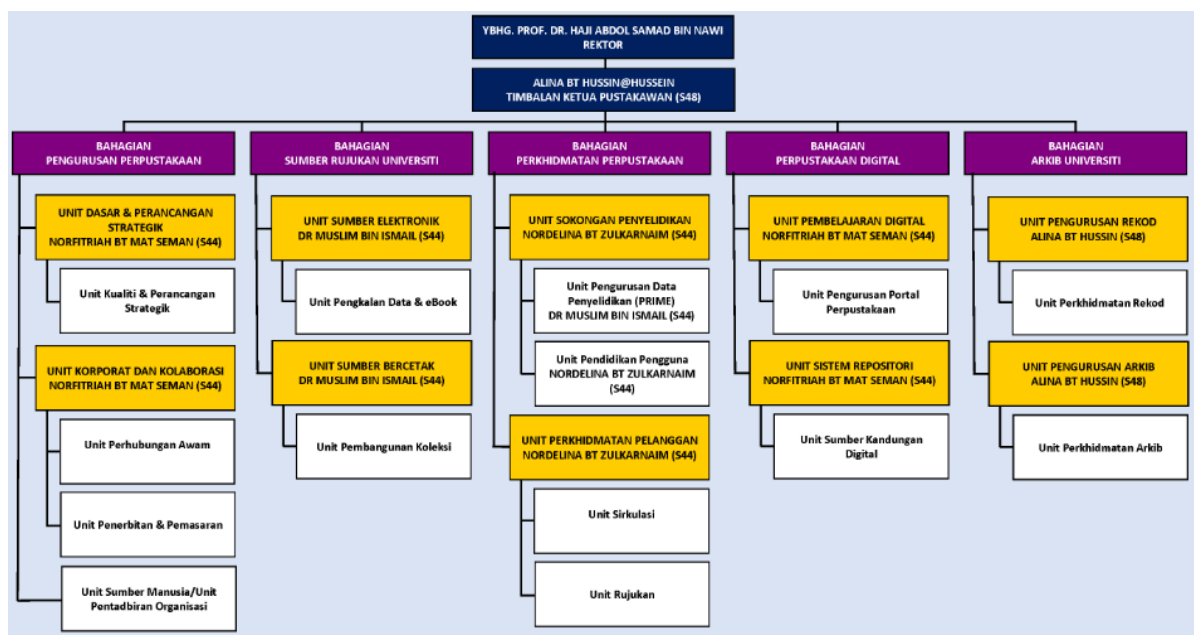


Figure 1.2: Organization Structure of PTA

# CHAPTER 2: ORGANIZATION INFORMATION

## 2.1 Department Structure

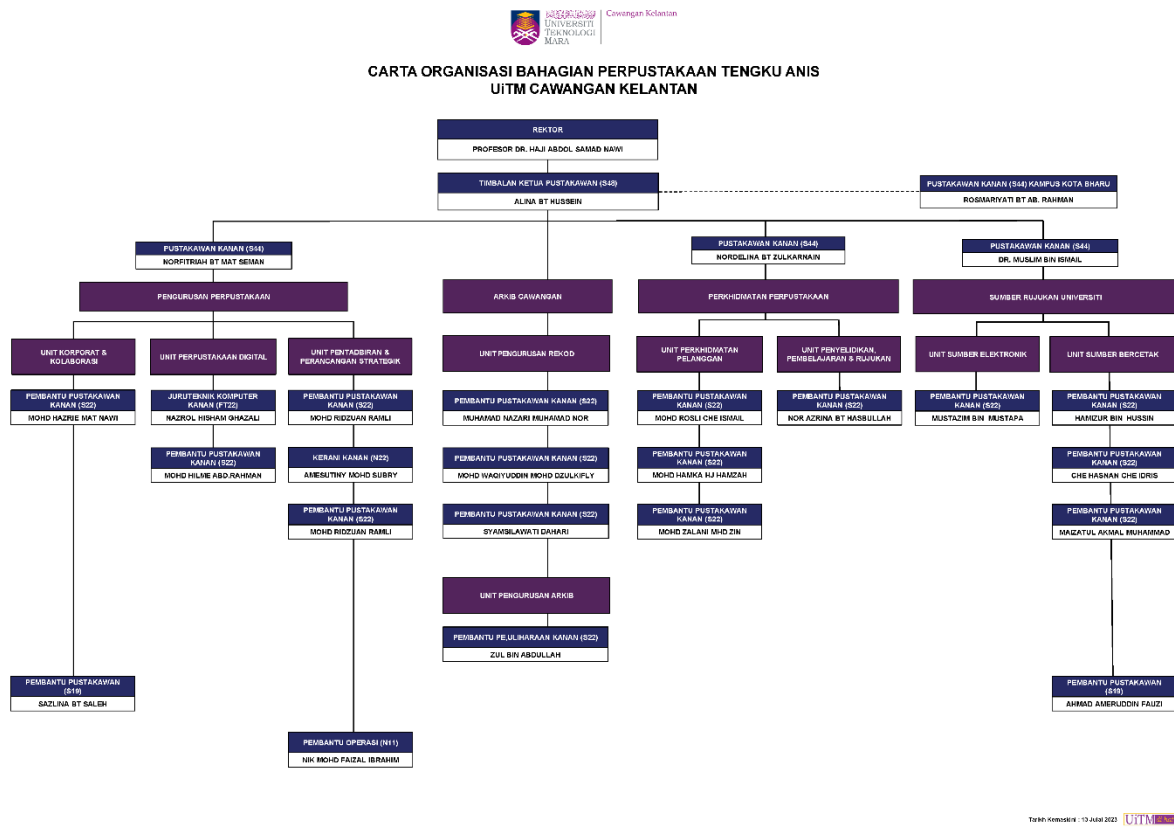


Figure 2.1: Department Structure of PTA

## 2.2 Department Function

### 2.2.1 Department Management Library

This department is responsible for human resource management including planning annual training, providing working papers and annual reports, providing training for the library's student industry, and providing training for new library staff. In order to fulfil its duties, the department is divided into three units, namely:

#### a. Unit Corporate and Collaborative

This unit has tasks in designing and aligning public relations programmes and library publications, building library networks, writing, publishing, and printing official library materials as well as researching promotional and marketing materials, library corporate activity reports, building strategic networks with parties inside and outside the library, creating media coverage and media trials, conducting promotions through mass media, planning exhibition activities both physical and virtual.

b. Unit Digital Library

This unit is responsible for managing the digital library, PTA Mobile Apps, online database, repository, and other online materials.

c. Unit Administrative and Strategic Planning

This unit is responsible for managing the administration and correspondence of the library.

2.2.2 Department Archive Branch

a. Unit Record Management

This unit manages the university's important records from the archive reception stage to the archive digitalization process until the records can be accessed by the library.

b. Unit Archive Management

This unit handles the process of maintaining and preserving library materials such as binding, making magazines, and managing printed collections.

2.2.3 Department Library Services

This department handle by the senior librarian and follow by unit here:

a. Unit User Services

This unit is tasked with designing and aligning the library's public relations and publicity programmes, designing and monitoring aspects of customer service and management of the university's library collections, operations, and services, managing the library's circulation services, managing the library's customer facilities, and managing the provisioning system services.

b. Unit Research, Learning, and Reference

This unit is tasked with designing and implementing research support services to pre and post graduate learners as well as UiTM academics and administrators in supporting the continuity of university teaching, learning and research, monitoring, harmonizing and sourcing materials for selective dissemination of Information (SDI) services, carry out research consultancy services, provide PUiTM literacy assessment analyses and reports

2.2.4 Department Resource and Reference

This unit handle following unit below:

a. Unit Electronic Resource

b. Unit Printed Resource

## CHAPTER 3: INDUSTRIAL TRAINING ACTIVITIES

### 3.1 Training Activities

#### 3.1.1 Introduction Session to Tengku Anis Library (PTA)

The first activity carried out to be able to know the conditions of the place and the work environment of the Tengku Anis Library (PTA) Universiti Teknologi MARA (UiTM) Kelantan Campus Machang which was guided by Madame Norfitriah Bt Mat Seman as the head of the Strategic Design, Quality, and Administrative department online through the WebEx platform. The introduction session was attended by department's head who explained about their respective departments and their duties. The introduction session also explained about the history of PTA, the purpose of PTA, PTA's vision and mission, organizational structure, division of tasks, and facilities in the library.



*Figure 3.1.1.1: First Meeting of Introduction to PTA*

Tengku Anis Library as one of UiTM's library branches has departments that represent the Library's Customer Charter which consists of:

1. Ensuring that the Chat with Librarian service response time (Response Waiting Time Lib Chat) does not exceed 7 minutes.
2. Ensuring interlibrary loan materials (which are Successful) are supplied within two weeks of the date of request.
3. Ensure customer complaints and feedback are responded to within one working day.
4. Ensure referral requests for university archive materials are made available within three working days.

5. Ensure the digital library portal is accessible 24/7 to customers.
6. Ensure the passing status of new materials acquisition reserves (printed books/printed journals/eBooks/PDA/eJournal) is notified to the patron within 7 working days.

The library's customer charter is manifested in six departmental units as part of the library's main tasks and functions which comprise the Strategic Design, Quality & Organizational Management Department, the Library Archives Department, the Corporate Communications & Digital Library Unit, the Library Services Department, the Referral Resources Unit, the Referral and Research Unit.

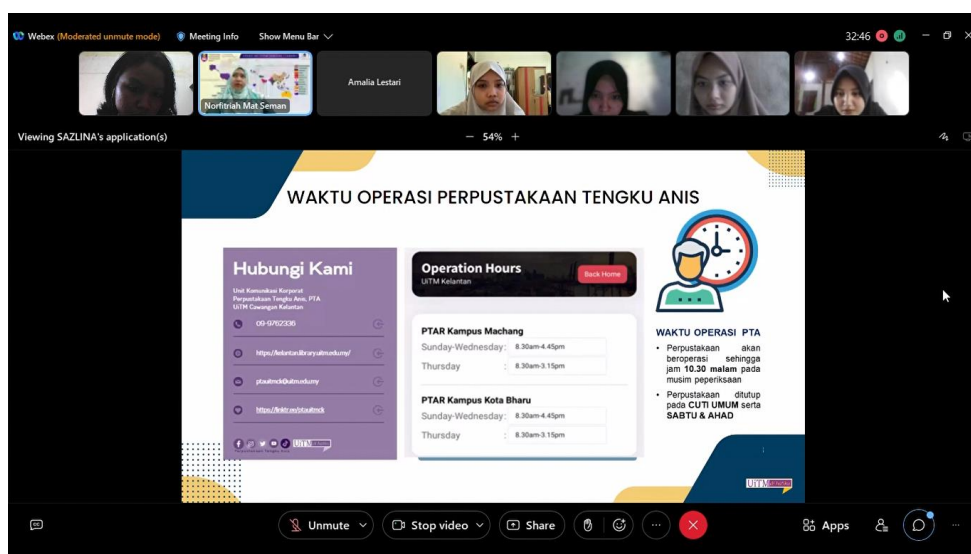


Figure 3.1.1.2: Explanation about PTA

Libraries play a role in fulfilling information sources. According to Qalyubi (2003), the main work functions of the library consist of storage, education, research, information, and cultural recreation.

a. Storage Function

The main function of the library is to store and provide a collection of library materials. With this collection, the library has derivative work functions such as collection procurement, collection care and maintenance activities (preservation), information facilities, and a foundation of knowledge for the community. Depository activities are not only limited to introducing the collections owned by the library, but also providing an understanding to users and the general public that the library provides access to fulfil their information needs.



b. Education Function

Libraries provide a place to conduct educational activities, namely a place for lifelong learning for the community regardless of age, social conditions, occupation, religion, or race. Through the provision of collections, libraries are required to provide access to information and knowledge and must be able to socialize these facilities so that they can be maximally utilized by the community.

c. Research Function

The library is a place that provides facilities to support research activities. With a collection of library materials owned from various sources can be a reference for users who need data and references to support the research process. The library itself can be the object of research or conduct research. Routine activities of library material procurement through surveys and user studies become routine functions and studies every year for libraries. This is due to the dynamic development of user information behaviour

d. Information Function

The information function is the most crucial function for libraries. This function is in accordance with the main purpose of the library as an information center that provides access to information and knowledge for the community. The information function will be successful if the information provided by the library matches the information needs of the users. Libraries are not only required to provide information and knowledge needed by users, but also to be able to create independence for users in the ability to access the information needed. In this case, the library must be able to collaborate with the users by conducting socialization, training, and providing understanding through intensive guidance.

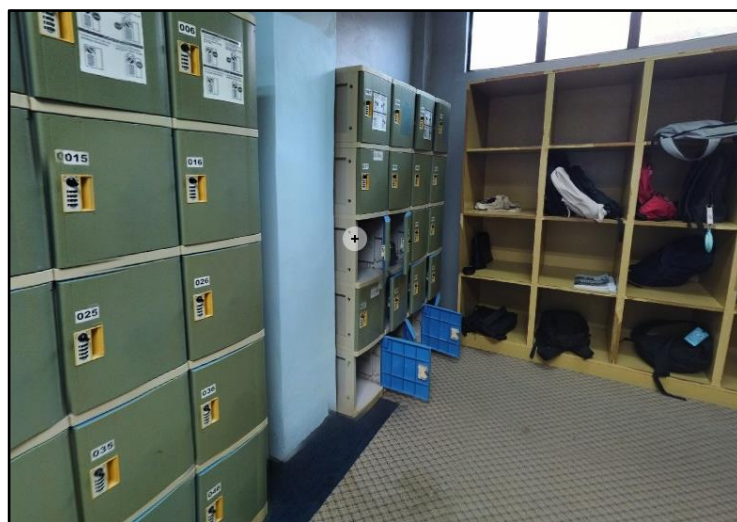
e. Cultural Recreation Function

Recreation function can be defined when the library is able to provide facilities and facilities that are entertaining for the users. The collection provided by the library includes reading materials as a source of entertainment that can provide refreshment for the library users. With this means, the library is expected to be able to provide encouragement for the community to create new works in the world of science (Krismayani, 2018)

In carrying out the above functions, the implementation derived from the library is the existence of user-oriented services and facilities. Fulfilling the information needs of users will create a library environment that is in line with the vision and mission to be achieved. Therefore, in order to fulfil the information needs of the users and to provide the best service, Tengku Anis Library provides the following facilities:

a) Lockers

This place is a locker room that is useful for storing the luggage of visiting students. There are two types of lockers available: lockers without locks and lockers with locks. Students who want to use the locked lockers can take and put the locker keys back in the original place. The task of the librarian is to ensure that all lockers are functional and that the locks match the locker numbers. Librarians will check the lockers at the beginning and end of the library opening hours.



*Figure 3.1.1.3: Library Storage Lockers*

b) Reading Room

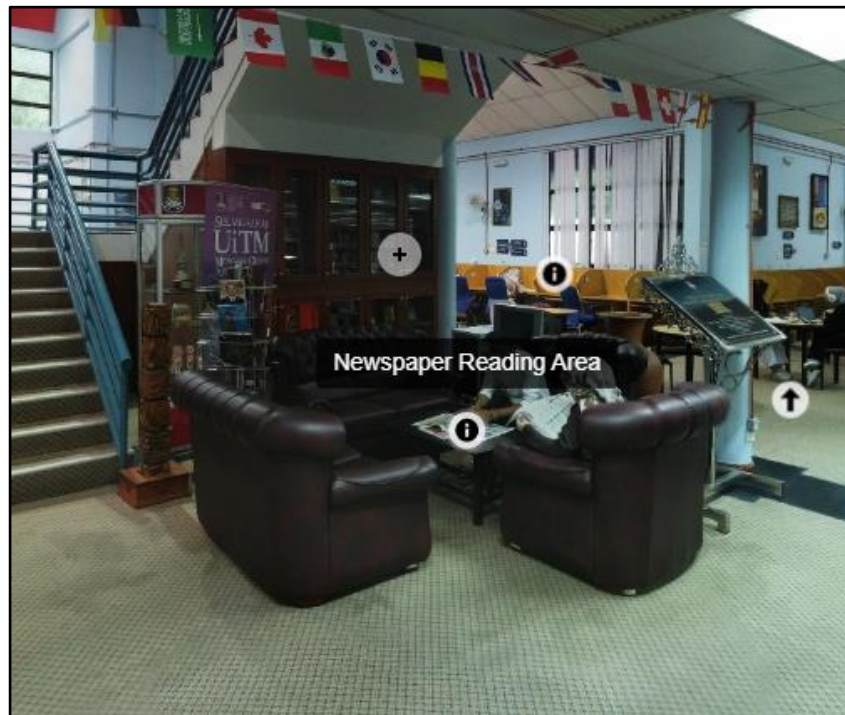
Inside the Tengku Anis Library there are two floors used as reading rooms. In the downstairs reading room there is a collection rack of general library materials that are open access for students. In this reading room there are quite a lot of table and chair facilities that can be used to read books or do assignments. While in the upstairs reading room, there are more tables and chairs that can be used next to the closed access library collection rack in the form of a reference collection.



*Figure 3.1.1.4: Reading Room of PTA*

c) Newspaper Reading Area

This room is an open area with sofas and small tables located on each floor. Patrons are free to use this room to read newspapers provided by the library. This facility can also be used by visitors to rest and have discussions while still observing the ethics in the library so as not to disturb other users.



*Figure 3.1.1.5: Newspaper Reading Area in PTA*

d) Discussion Room

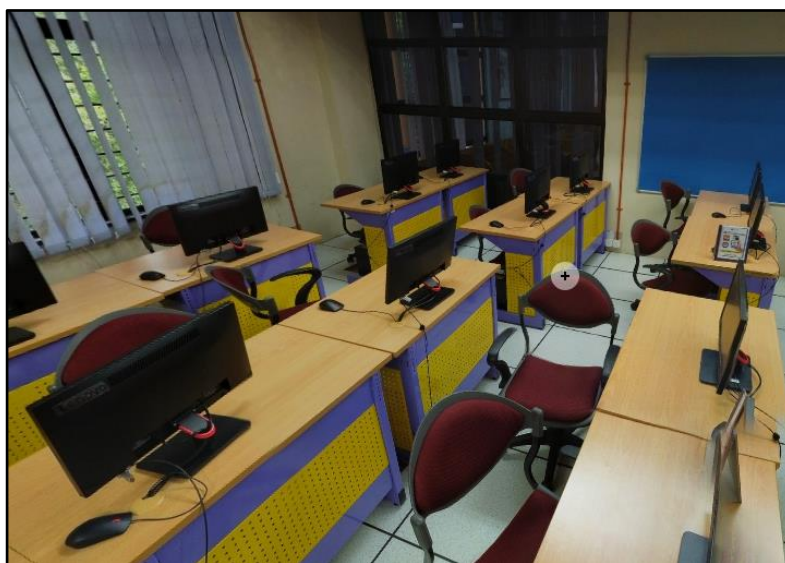
Inside the library, there is a private room that can be used for discussion. This room can accommodate up to 6 people and is soundproof so that users can freely discuss without disturbing other users. There is also a whiteboard that can be used as a medium for discussion. To be able to use this room, users can ask permission to the librarian on duty or ask permission to the circulation desk.



*Figure 3.1.1.6: Discussion Room*

e) IT Room

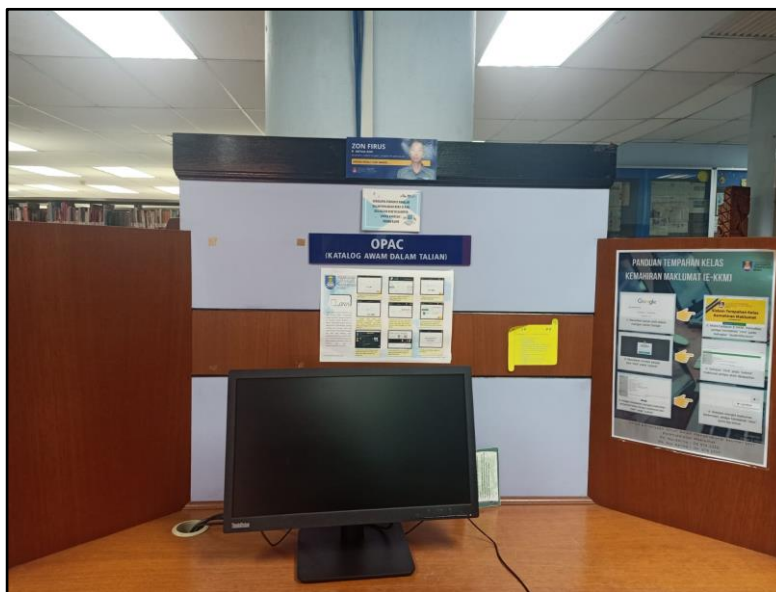
This is a room with computer facilities that can accommodate up to 40 people. It also has a projector, screen and speakers which are usually used for teaching proficiency classes (special skills classes) held by the library. For users who want to use this room, they can borrow it from the librarian on duty.



*Figure 3.1.1.7: IT Room*

f) OPAC Zone

This facility is in the form of computers totaling 16 PCs located throughout the reading room. OPAC (Online Public Access Catalogue) is an online catalogue access that can be used by users to find information about library materials in the form of the location of library materials on the shelves, call numbers, titles, what collections are in the library, and the availability of library material collections.



*Figure 3.1.1.8: OPAC Zone*

g) StarCor Area

Starcor is a special room located in the corner of the library. In this room there is a Library Community Engagement room that is used by the library to create content and as a facility to improve library branding. In this room there are also traditional games such as congklak and card games that can be used by users for entertainment and rest.





*Figure 3.1.1.9: StarCor Area*

h) Seminar Room

A room with a capacity of 40 people is used to organise seminars by the library. There are benches equipped with small tables that can be used by seminar participants to write. This room is very comfortable to use with supporting facilities such as air conditioning and projectors.



*Figure 3.1.1.10: Seminar Room*

The introduction of the industrial environment to students can improve the quality of work that will be undertaken where in the implementation of industrial training will be able to help students to find information easily according to their respective fields.

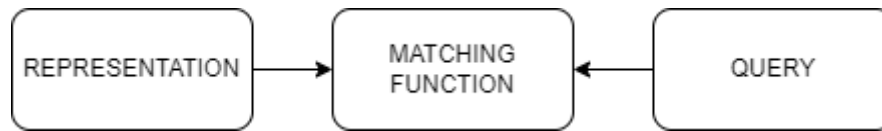
### **3.1.2 Shelving**

In Undang-undang No 43 of 2007 pasal 1 explains that a library is an institution that manages collections of written works, printed works, and/or recorded works professionally with a standardized system to meet the needs of education, research, preservation, information and recreation. In the world of education in particular, it can be said that the library is the heart of education where the library has a role in processing and distributing information to users. Academic libraries within the scope of higher education have a much greater role. In the college library guidebook, the library acts as a technical implementation unit of higher education that works together with other units to implement the Tri Dharma of higher education by selecting, storing, processing, maintaining, and serving information sources to the parent institution in particular and to the community in general. The college library as an academic library has an obligation to process library materials as a source of information effectively and efficiently. In managing library materials, one aspect that needs to be considered is how the library does shelving. Shelving is related to the information retrieval system. Information retrieval system is a system that is made to facilitate a person in finding back information that was previously lost.

According to Sumardji (1990) shelving is the activity of arranging books on shelves using certain rules. Shelving is one of the ways to make the collections owned by the library can be accessed easily by the users. A good shelving system must fulfil the following indicators:

- a) Neatness of the library collection arrangement
- b) Orderliness of the library collection
- c) Accuracy of the arrangement of the library collection
- d) Appropriateness of the storage facilities used
- e) Clarity of instructions on the shelf (Husni et al., 2016).

Shelving that is done without paying attention to the above indicators will make it difficult for users to find the collections needed so that it will lead to a poor assessment of library services. In shelving, it is necessary to pay attention to the following concepts regarding information retrieval:



*Chart for Information Retrieval*

In the chart above, information in the form of library materials as a library collection is represented as a catalogue which contains information about the library materials. Meanwhile, a query is a command that is inputted in the form of library materials desired by users of a library collection. When the user is looking for the desired collection, the user will input a command to find the collection through the catalogue either card catalogue or OPAC, the inputted command can be in the form of subject, author's name, or collection title then the inputted query will match with the pre-existing database in the catalogue as a form of representation of the library material collection.

Tengku Anis Library (PTA) applies an open access service system where users can easily access the collection of library materials on the library shelves and closed access services where users can find access to library material collections through the help of librarians with certain conditions that have been set. In open access services, Tengku Anis Library manages the collection of library materials in the form of shelving by using Library Congress Classification (LCC) as a method of classifying library material collections. The LC classification system is based on the development of book arrangement rules in the American Library of Congress. In this classification system, there are differences between other classifications, namely:

- a. The notation used in LC is a combination of Arabic numerals and Roman numerals, known as alphanumeric. It includes a main class denoting one capital letter with two or three capital letters used as sub-classes, accompanied by integers from 1-9999 as subdivisions, and a decimal number extension if there is no integer for the new subject. By using this



method, there will be many classifications because the combination of letters and numbers can be combined into a wider range.

- b. LC classification is not expressive, where each notation has no connection with other notations. Even though the notation of a library material with another library material has the same subclass, the notation can have a different meaning when viewed from the numerical notation.
- c. There are additional decimal numbers to cover additional topics.
- d. The building number used in the LC classification system is enumerative, which is a list of recorded works whose arrangement is limited by the compiler, which can be in the form of geography, chronology, or subject arrangement. The use of building numbers in the LC classification system includes items that have not been described in the chart so that the conceptual description is very detailed. This is done by using the numbers provided by a particular chart or using A-Z instructions for alphabetical arrangement by place, author, or subject.
- e. Cutter table usage. The cutter application system was pioneered by Charles Ammi Cutter. This table is used in organizing library materials alphabetically on shelves that require special information on the collection and provide unique call numbers, indicate titles more specifically, indicate geographic areas, or indicate special topics in library materials.



*Figure 3.1.2.1 Organizing the PTA Library Collection using the LC Classification System*

In creating the LC classification system, there are several principles that must be considered, namely:

- a) Classification of library materials is based on the subject
- b) Classification can be done specifically using numbers
- c) Each classification of library material collections has a unique number
- d) Classification of library materials containing two or more subjects by means of one full treatment or can also be included at the class boundary if it includes all subjects as sub-classes.

Shelving activities in Tengku Anis Library are carried out every morning at 08.00-08.30 with all librarians on duty. Each librarian will do shelving according to the division of responsibilities that have been listed on the collection rack. The collection of library materials in the form of books that have been used by users will be placed in a trolley rack (bulk loan) that has been specially prepared at each end of the collection rack. The books are automatically grouped according to the shelf arrangement using LC classification. An average of 25 books per person will be shelved each day.



*Figure 3.1.2.2: Shelving Activities in PTA Every Morning*

Shelving collections of library materials at PTA in addition to needing to pay attention to the LC classification structure, librarians must also be able to arrange collections of library materials neatly and easily accessible to users. This is done

by aligning the books according to the edge of the shelf so that even though the books have different sizes, they can still be arranged neatly. Librarians will monitor the collection of library materials whether the collection is on the right shelf, because it is often found that users return books at will on the library shelf not on the bulk loan that has been provided.

### **3.1.3 Department Strategic Planning, Quality, and Administrative**

Organizational strategic planning is a must-have for agencies or institutions to achieve the goals of the organization. Strategic planning includes the functions of organizing, directing, and supervising. Planning contains everything that is comprehensive as a guide in carrying out all activities of the organization and becomes the basis for carrying out organizational goals (Rusniati & Haq, 2014). The existence of rapid environmental changes requires organizations to be able to follow changes quickly and precisely so that they can anticipate and adjust (Setiyati & Hikmawati, 2019).

Planning is a type of decision-making to achieve the future in detail and desired by stakeholders of an organization (Arora & Stoner, 1996). While other experts argue that planning is used as an action to determine the future and how to achieve these goals. Strategic planning provides an influence in knowing how to run the organization effectively so that goals are achieved, maximize ideas from existing resources, optimize opportunities, and know the right time in making organizational decisions (Rusniati & Haq, 2014).

In an organization, planning is done by detailing the levels into a hierarchy and parallel to the organizational structure (Handoko, 2009). At each level, planning has two functions, namely providing the needs to achieve the goals above and showing the goals that must be met at the lower level. Libraries as non-profit information institutions have a major role in the development of education.



*Figure 3.1.3.1: Discussion about Strategic Planning in Service Sector*

Strategic planning has an important role in the company to strengthen the goals and functions of an organization. This refers to the important reasons, namely to form goals, vision, and mission to be achieved, the formation of organizational guidelines, organizational management, control, and decision-making mechanisms and management processes (Hasibuan, 2006). Strategic planning is prepared over a long period of time and is comprehensive in various aspects of the organization. The process of determining strategic planning provides a formulation of the direction of an organization, procedures for allocating resources to achieve goals in the long term, analyzing various possible circumstances that occur, selecting goals, determining strategies, policies, and evaluating strategic programs (Rusniati & Haq, 2014). The formulation of strategic planning in an organization needs to be prepared carefully and thoroughly. Errors in formulating the concept of strategic planning will result in the non-achievement of organizational goals. The steps in preparing strategic planning can be described in the following points:

- a. Determination of the organization's mission and goals
- b. Development of a company profile that includes the internal conditions and capabilities of the organization. This aims to identify current goals and strategies to achieve these goals based on organizational capabilities.
- c. External environmental analysis which aims to identify changes in the environment.
- d. Analysis of the organization's internal environment, which includes aspects of the organization's strengths and weaknesses. This analysis aims to

identify the strengths and weaknesses that are used to formulate the organization's strategy.

- e. Identification of strategic opportunities and threats that serve to formulate and anticipate losses.
- f. Strategic decision making which includes identification, assessment, and selection of various alternative strategies.
- g. Development of organizational strategy. This development is described in detail regarding short and long-term goals and operational strategies (Handoko, 2009).

Based on the processes of strategic planning formulation, library as an important unit in information management has its own policy from each institution to determine the steps in formulating organizational strategies to achieve goals. Tengku Anis Library (PTA) as one of the UiTM branch libraries across Malaysia has an implementation of organizational strategic planning. As an academic library institution under the auspices of the university, PTA is committed to supporting the efforts of Universiti Teknologi MARA (UiTM), especially the Machang campus, to achieve the university's stated goals. The strategic planning policy is under the control of the main library, Tun Abdul Razak Library in Shah Alam, Selangor.

Tengku Anis Library as part of the UiTM library will be involved in the strategic planning process carried out by Tun Abdul Razak Library. In this formulation process, each branch library head will hold a meeting to discuss the implementation plan of the library as an academic library. The formulation of strategic planning is carried out once every 5 years and evaluation meetings are held every year.



*Figure 3.1.3.2: PTA's Award*

The process of formulating strategic planning prepared by Tun Abdul Razak Library and guiding strategic planning for Tengku Anis Library refers to the objectives of Universiti Teknologi MARA (UiTM) itself. In the period 2020-2025, one of the goals to be achieved by UiTM through the preparation of strategic planning is Learning Global Marketable which aims to establish university programmes that refer to increasing the university's achievements and branding in the international and global arena. The library's role in this goal is the establishment of Library Community Engagement where the majority of the programmes run are the library's efforts to build a brand by attracting various organizations both locally and internationally.

### **3.1.3.1 Environmental Analysis of PTA**

Strategic planning results from managerial formulation in which there are best alternatives to consider changes in the organization's environment such as changes in user markets, policies, procedures, competition levels, inflation, growth rates, technological developments, demographics, and organizational operations (Septiadi Gunawan et al., 2015). Analysis of the environment provides the best influence in providing benefits to the organization. Environmental analysis is carried out because organizations face an ever-changing and dynamic environment where internal and external factors are changing rapidly. This environmental analysis includes the main activities of investigating the underlying basis of an organization, comparing the results that the organization has received, and corrective actions aimed at ensuring the organization's performance in accordance with planning (David, 2009).

Environmental analysis of both the external environment and the internal environment undergoes dynamic changes that make it difficult to carry out. This is due to the following factors:

- a) The increasing complexity of the dynamic environment
- b) It is increasingly difficult to predict the future accurately
- c) The number of variables that continue to grow
- d) The lifespan of a product or service is quickly obsolete
- e) Many global events that easily affect organizations

- f) A decreasing time frame for organizations to carry out strategic planning with a certain degree of certainty (Septiadi Gunawan et al., 2015).

### **3.1.3.2 External Analysis**

Analysis of the external environment of the organization is an activity of assessing factors that are outside the scope of the organization that must be taken into account by the organization because it has an influence on decision making (Duncan, 1972) in (David, 2010). The organizational environment is all factors outside the organization that have an influence on the running of the organization (Chuck Williams, 2001). This external environment is a factor outside the control of the organization that influences choices about direction and action which in turn also affects organizational structure and internal processes (Pearce II and Robinson, 2013).

External analysis needs to be carried out by organizations to identify opportunities and threats faced by an organization against changes in the organization's external environment so that managers can formulate strategies to take advantage of various opportunities and minimize losses (Septiadi Gunawan et al., 2015). The main external factors that affect the global organizational environment are divided into 5 categories, namely:

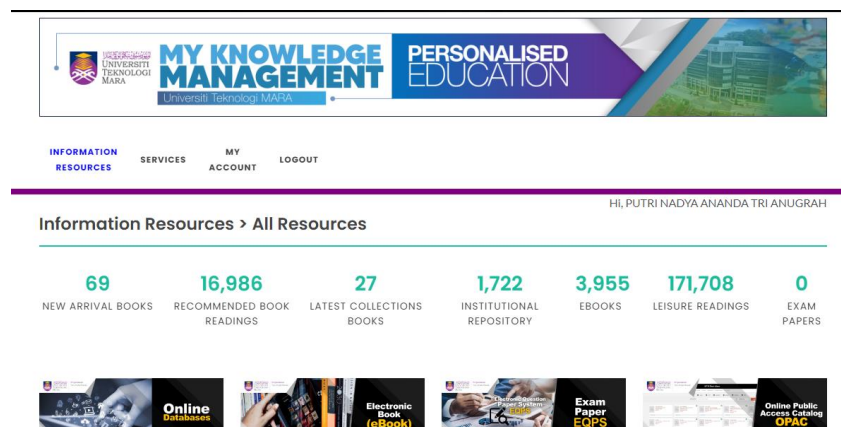
- a) Economic power
- b) Social power
- c) Political power
- d) Technological forces
- e) Competitive forces

These five factors become the main reference for an organization to be able to consider the formulation of decisions and policies in analyzing the external environment.

In carrying out its organizational functions, Tengku Anis Library constantly analyses the external environment that influences the organization to achieve its goals. Based on the analysis of the external environment, Tengku Anis Library found obstacles in the problem of service adjustment to the existence of increasingly rapid technological developments. Technological developments that have very fast dynamics require libraries to be able to adjust in developing services and facilities. This can be seen in the



reference services served by the library where the reference information desired by users is currently online-based, where the library must reorganize the reference service strategy into an online form. The result of this implementation is the MyKM service which provides access to references in various international journals and publications that can be accessed openly by UiTM students. However, with the development of this technology, it also requires the shrewdness of the library, especially the IT unit, to overcome the problems of data security, data privacy, and information hacking.



*Figure 3.1.3.2.1: Online Library Databases to Fulfil the Information Needs of Users through Technological Development*

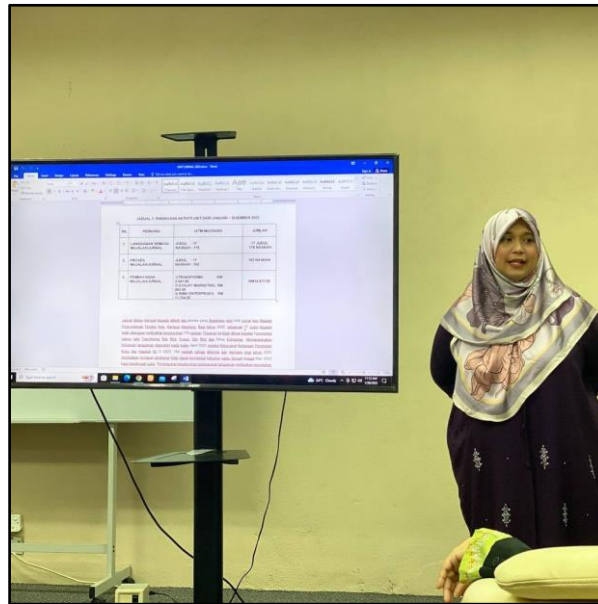
### 3.1.3.3 Internal Analysis

The internal environment is the scope of the organizational environment that is within the body of the organization and has a direct impact on the running of the organization. Internal analysis of the organization is related to the strategic planning process that examines various areas including marketing aspects of information products, distribution of the organization, research and development of the organization, production and operations, resources and stakeholders of the organization, financial factors and accountability for efforts to increase opportunities and minimize risks (Lawrence and Wiliam, 1998). Analysis of the organization's internal environment will make appropriate and effective use of existing opportunities towards the organization's main objectives.

Analysis of the organization's internal environment aims to identify the strengths and weaknesses of the organization's resources and management



processes. Resources and organizational management processes will be said to have strengths if they have capabilities that will create distinctive competencies so that the organization will gain a competitive advantage. The ways and methods in analyzing the internal environment of the organization can be done through SWOT analysis (Strength, Weakness, Opportunity, and Threat) and value chain analysis and resource-based view (Septiadi Gunawan et al., 2015).



*Figure 3.1.3.3.1: Annual Evaluation*



*Figure 3.1.3.3.2: Participant from All Staff*

Not only conducting external organizational analysis, Tengku Anis Library routinely conducts internal organizational environmental analysis. This is evident in the library's activities to conduct year-end evaluations and become material for improving library quality and services. Based on the analysis conducted, PTA experienced obstacles in terms of communication between each other in equating perceptions and goals of the library programme. This happens especially when the work system changes to Work From Home, which causes one librarian to not be able to communicate directly to other librarians, making it difficult to unite ideas. This constraint also hampered decision-making. The role of the head librarian to be able to provide bonding to subordinate librarians is needed to solve internal library problems.

#### **3.1.3.4 Strategic Planning Implementation**

In implementing the strategic planning formulation, PTA as an academic library under the auspices of UiTM has the obligation to run library program in accordance with the university's objectives. In the implementation of organizational strategic planning, PTA has reformulated the library objectives that refer to the Tun Abdul Razak Library guidelines but with modifications and adjustments according to the Machang Campus environment. The formulation of the strategy plan is listed in PI (Performance Indicator) and KPI (Key Performance Indicator). These two things become the basic and main guidelines for the library to command the direction of the library's movement in developing program, services, and facilities.



*Figure 3.1.3.4.1: PTA Cleanliness Assessment as One of PTA's Efforts in Providing the Best Quality of Service to the Users*

PI and KPI are developed by the library every 5 years. The preparation of PI and KPI involves the role of librarians and all UiTM stakeholders to remain in accordance with the objectives of the university. Evaluation of the program in accordance with the PIs and KPIs is carried out 4 times a year or divided into Q1 for January to March, Q2 for April to June, Q3 for July to September, and Q4 for October to December. This method will ensure that each program runs according to the plan that has been made. Although the main guideline is under the auspices of the central UiTM library, each branch library has the right to adjust the strategic planning according to the environmental analysis in the country, how the community conditions, how people's habits in seeking information, as well as how the role and dominance of libraries in each region.

The implementation of strategic planning carried out by PTA always pays attention to the times, especially in technological developments. As a library effort in improving this service, PTA developed a digital library application called PTA Mobile Apps as a form of non-physical library services, MyKM services to access references and scientific reference sources in international scope, and various other library facilities.



*Figure 3.1.3.4.3: UiTM Rector's Visit to Pay Attention to Library Quality*

Strategic planning made by the PTA based on PTAR guidelines does not only focus on technical aspects, but also on human resources (HR) aspects. HR is an important factor for the running of the organization where HR will be the main driver of strategic planning to achieve organizational goals. In supporting the role of HR, PTA uses two main approaches, namely top down and bottom up approaches. The top down approach will provide subordinate staff with an understanding of the development and design of strategies that will be carried out by the organization. While the bottom up approach opens up opportunities for subordinate staff to provide ideas and aspirations to organizational leaders so that an organization can develop better.

Every librarian has the same vision and mission to develop Tengku Anis Library. This is through a long process of internal program conducted by PTA. It is impossible for a strategic plan to run well especially if every actor in the organization does not understand the purpose of the organization. The approach achieved by the library to handle this is by improving the skills and abilities of staff to have knowledge and knowledge that continues to be honed. Each staff will attend briefings and seminars which can help create professional librarians. This professional staff will provide ideas and ideas in library deliberation activities and become an opportunity to be able to develop themselves.

In the implementation of strategic planning, Tengku Anis Library often encounters obstacles, especially related to human resources. This is due to the gap and age difference of the librarians. Older librarians have a high level of understanding and experience in the library field but are often weak in terms of technological developments. Conversely, young librarians do not have high knowledge and skills in the library field but on average have better mastery skills.

#### **3.1.4 Library Collaboration**

Collaboration is a beneficial relationship between two or more parties to achieve goals that have been formulated together by sharing responsibility, authority, and accountability to achieve the desired results. Collaboration is not only done to achieve the goals of each party but the goals to be achieved are common goals that have been formulated. The goal of collaboration is the creation

of a shared vision and joint strategies to address problems that go beyond the scope of a particular party (Chrislip, 2002). The objectives of collaboration are as follows:

1. Increase resource availability
2. Expanding resource accessibility
3. Reduce costs
4. Promote full utilization of resources

The association that Tengku Anis Library belongs to is Persatuan Pustakawan Malaysia (PNM). This association is a form of collaboration between librarians in special libraries, academic libraries, public libraries, and resource centers. Each librarian who joins this network connects with each other to hold forums and discussions to discuss current issues regarding library services. Apart from forums and discussions, the association provides services to librarians in the form of training, seminars, and webinars that are routinely held every year. The Malaysian Librarians Association collaborates with the International Federation of Library Association (IFLA) to conduct coordination, cooperation, and evaluation meetings.



*Figure 3.1.4.1 Discussion about Library Collaboration*

### **3.1.5 Library Online Exhibition**

Media is the part that carries information messages and serves as a carrier to motivate someone to learn. In general, media in the library world brings benefits in the following ways:

1. As a uniform contributor of material
2. Information delivery becomes more interesting
3. The process of delivering information becomes more interactive with the various media available.
4. Efficient in terms of time and energy
5. Improve service quality
6. Allows access to information at any time and place
7. Fosters a positive attitude towards library services
8. Provide a more productive role for librarians

In the world of education, learning media has an important role in supporting student learning activities. According to the National Education Office (2003), learning media has the following benefits:

1. Learning media can clarify the presentation of messages and information to facilitate and improve the learning outcome process.
2. Learning media can increase and direct students to increase learning motivation, strengthen student interaction with the environment, and foster a culture of independent learning.
3. Learning media can overcome the limitations of the senses, space, and time.

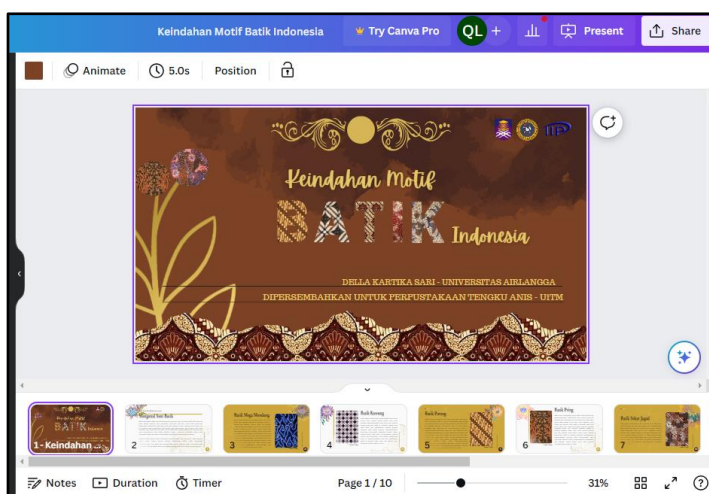
One of the learning media that is currently being used is digital media using flipbooks. This digital book is a publication in the form of text and images in digital form that is produced, published, and can be read through computer devices and other digital tools (Andina, 2011). Through this digital media access can increase interaction between users and existing media if it fulfils the following elements:

1. Instructional sequence
2. There is a response from the user
3. Customizable feedback (Arsyad, 2007).



Flipbook design is now in great demand by various groups of people because it has a three-dimensional display where the pages presented can be opened like reading a book on a monitor screen (Riyanto et al. 2012). Flipbooks were developed for digital learning media in the world of education and can improve student learning outcomes (Ramdania et al, 2007). This is influenced by the appearance of flipbooks that are more attractive and interactive compared to printed books.

Based on the background of the use of flipbooks that are more often in demand, Tengku Anis Library provides flipbook services to users online which can be accessed through the website and library application pages. The flipbooks contain information and knowledge that are relevant to the needs of the users and continue to get collection updates every month. In creating flipbooks, Tengku Anis Library uses the Canva Pro and PDF Pro platforms as media in creating designs and creating flipbooks formats.



*Figure 3.1.5.1: Making Flipbook Using Canva*

The process of making flipbooks requires content that is relevant to the needs of the library but also still displays a creative side based on scientific literature. Librarians need to have creative ideas so that the services provided can attract library users' motivation, including this online service. Flipbooks can improve library branding in the realm of digital technology development.



Figure 3.1.5.2: Online Exhibition by Instagram

### 3.1.6 Information Marketing and Branding on Social Media

Social media has a high role in increasing the personal branding of an institution including libraries. The existence of social media allows data collection in the form of text, images, videos, and other forms that are recorded and become a large data source. Various platforms can be utilized to support the improvement of library branding through the role of social media such as Instagram, Website, TikTok, Facebook, and WhatsApp. These social media platforms record traces and store data from online activities carried out by the library to communicate and interact with users.



Figure 3.1.6.1: Instagram Account of PTA



Instagram and TikTok are platforms that have a great influence on the branding built by Tengku Anis Library. Through these two platforms, PTA is more widely recognized by the public anywhere and anytime. Social media can attract people creatively while still providing the library's main function as an information center. In creating social media content, librarians must have high creativity skills and always be up to date with the development of trends in cyberspace.

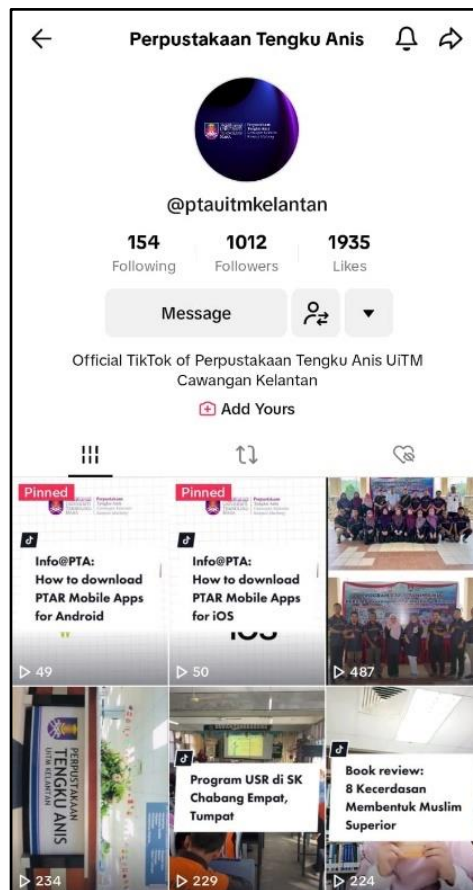


Figure 3.1.6.2: TikTok Account of PTA

In helping to improve the branding of Tengku Anis Library, the author contributed to the creation of social media content both through Instagram and TikTok. This content is useful in introducing the existence of Tengku Anis Library to students in Indonesia so that it can increase the library's branding.



*Figure 3.1.6.3 Taking Video for Book Review*

Video content creation is done individually or in groups. The editing process uses the CapCut Video editor application which can be easily operated from each mobile phone. The creation of social media content is left to each student according to their creativity but still reflects PTA culture. If video shooting and content have been completed, students can collect content that is ready to upload to library staff to further go through the upload stage to social media.

In addition to video content creation, library branding can be implemented through collaborative program with other libraries to hold live Instagram to discuss and discuss certain themes that have been mutually agreed upon. One of the implementations of this activity is the collaboration of the "Ngobras : Ngobrol Santi Student Inbound and Outbound" held by Universitas Airlangga Indonesia Library on Tuesday, 11 July 2023. This program brought in industrial training students from Tengku Anis Library and industrial training students from UiTM Kedah.

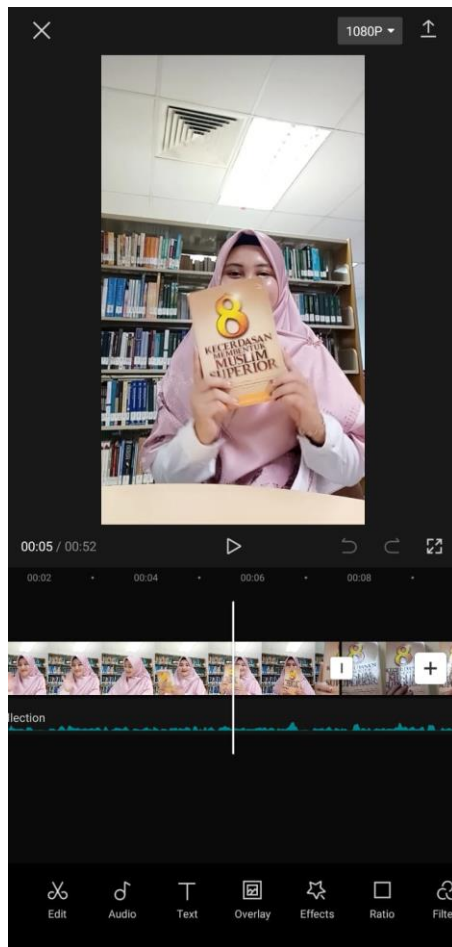


Figure 3.1.6.4: Editing Video Content with CapCut (Left)



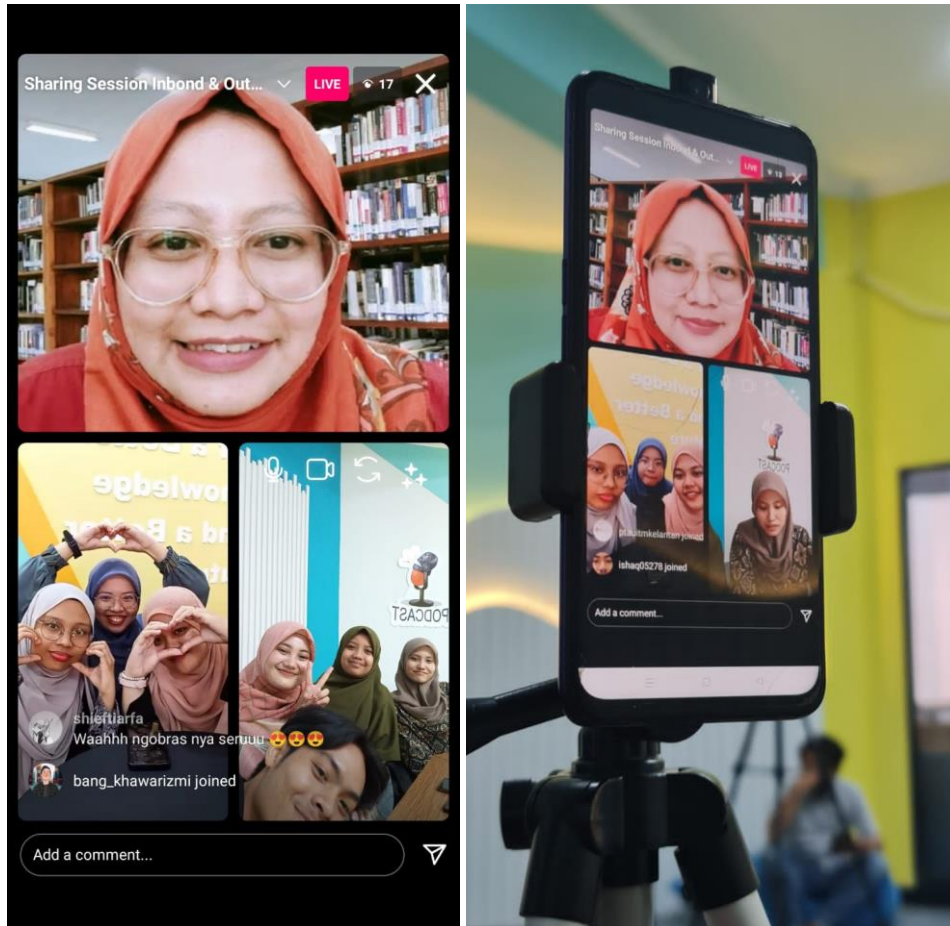
Figure 3.1.6.5: Reels on Instagram to Engage Netizen (Right)



Figure 3.1.6.6: Ngobras Program Poster from Universitas Airlangga Library

This activity took place in the Studio Room of Universitas Airlangga Library on the 3rd floor with the assistance of librarian staff. The activity went smoothly in the form of a series of questions and answers and sharing sessions regarding the internship program carried out. The list of questions from this activity include:

1. Introduction
2. What are the reasons for choosing an internship abroad?
3. Where did you get the information about internships abroad?
4. What are the procedures for an overseas internship?
5. How long is the internship at each agency?
6. Is the cost of the internship borne by yourself or the university? Including for living expenses and others?
7. Did you experience culture shock?
8. What were the experiences during the internship?
9. Are there any interesting and funny stories during the internship?
10. Where did you explore during your internship?
11. What are your tips for doing an internship abroad? What are the preparations?
12. What is your message to friends who want to join an internship programme abroad?
13. Conclusion



*Figure 3.1.6.7: Live Instagram Activity with Universitas Airlangga Library*

### **3.1.7 Circulation**

Tengku Anis Library as the center of information services in the university has the main services provided to the users. This unit oversees several services such as circulation services that provide access to users to borrow collections, return collections, and renew collections. In addition, there is also a reference service in the form of providing reference collections as reference materials for various purposes such as making scientific papers, coursework references, and various other academic interests. Circulation services and all processing are automatically integrated using library software. The book borrowing system is only allowed for library members who are academics from UiTM and outside UiTM who have obtained a library membership card.





Figure 3.1.7.1: Counter Table for Ciculation

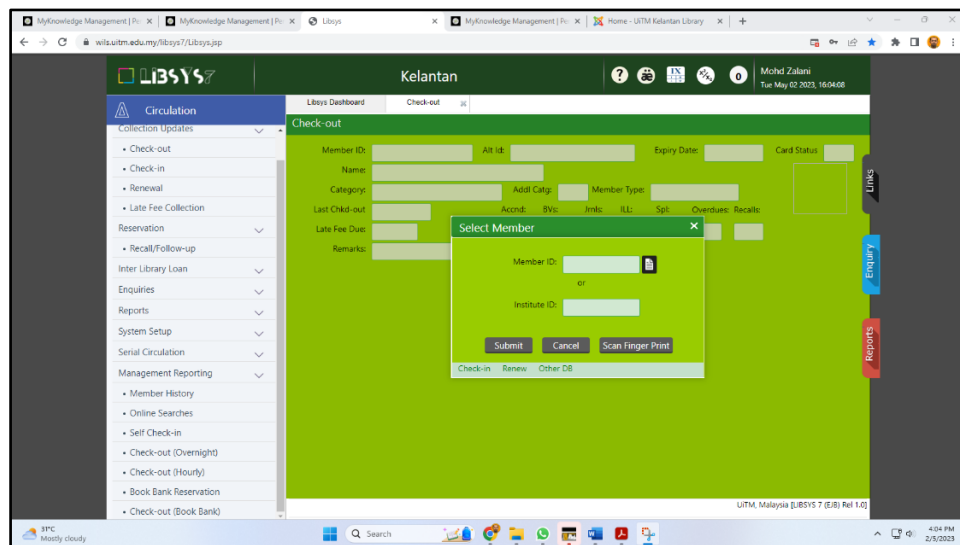


Figure 3.1.7.2: Check Out System for Borrowing Book

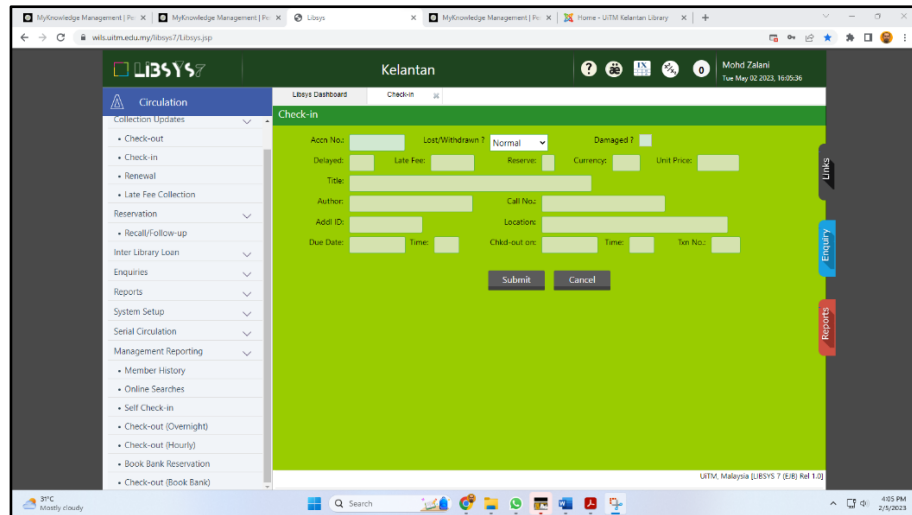


Figure 3.1.7.3: Check In Process for Return Book

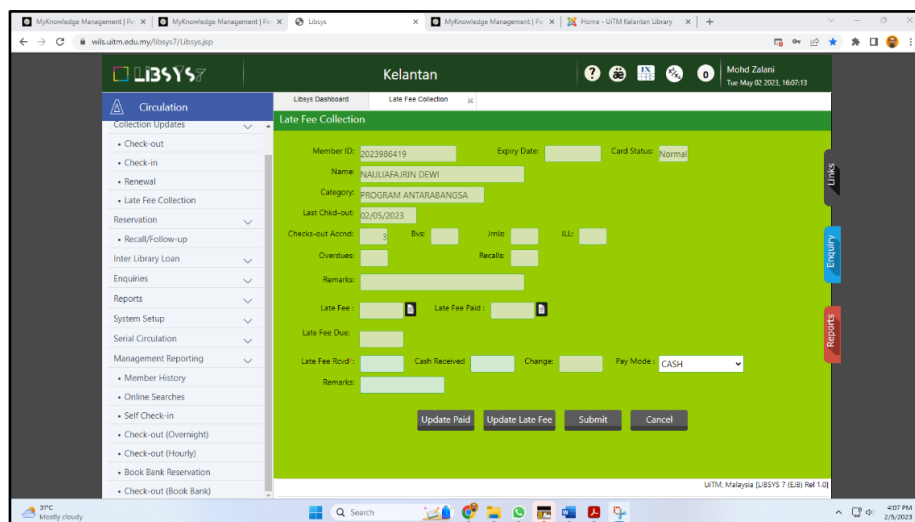


Figure 3.1.7.4: Fine Process

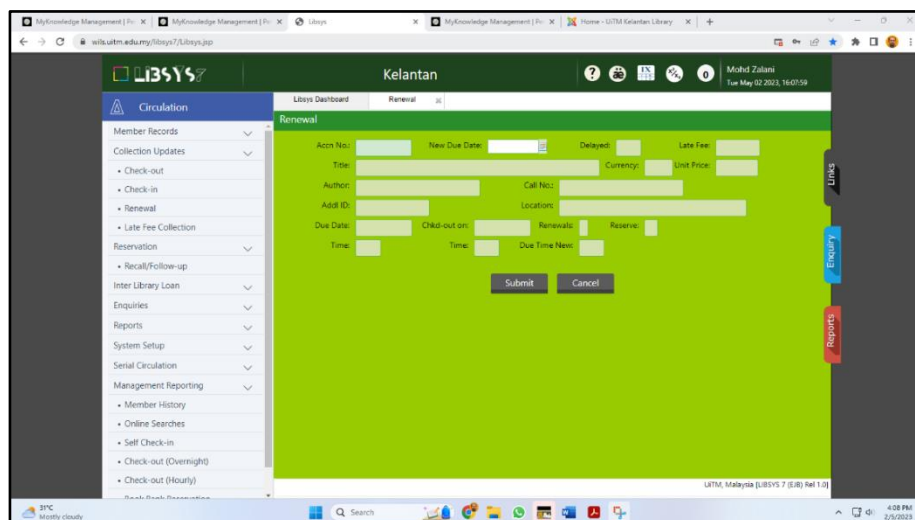


Figure 3.1.7.5: Renewal Process

User can borrow up to 20 books and have a return deadline of two weeks (14 days). User who borrow books are required to leave a library membership card and can take it back when the borrowed book has been returned. If you they do not finished reading the book, you can extend it for another week. The borrowing process is done by scanning the barcode code on the book label, then scanning the member card, providing information on the return date on the book card and the user's identity number, and providing a library stamp. Another service provided is the registration of library membership cards for visitors. The requirements of this membership card registration are that the user is a Malaysian citizen as evidenced by the Citizenship Card and is an alumnus of UiTM throughout the country. The user is required to fill out a library membership form and is charged 10 Ringgit for a period of 1 year and can renew every year with the same fee. After the user completes the form filling procedure, the librarian will enter the prospective member's data into the master book to get a member identity number and input the prospective member's data into the system.

### **3.1.8 Analyzing Library Psychology Aspect to Improve Library Services**

Libraries as a source of information that provides collections and library materials for users have an important role in managing knowledge. Information management is needed by libraries to create library-oriented information management where the information needs of the users become the center of library activities. Information management is based on library users' information needs that come from within themselves or external influences that encourage a person to seek information. According to Voight in Krikelas (1983: 6), individuals always need information based on aspects such as the need to complete tasks that must be done, information needs due to professional demands, and information needs in accordance with certain subjects owned by the library. From these aspects, the information needs of the users differ from one another. This is the task of librarians to be able to know and identify the needs of users according to their respective fields. Identifying users' needs is the first step for the library to be able to develop relevant collections. Understanding the information needs of users is the first benchmark in successful library collection management.



The differences in information needs and users' reactions to the library are influenced by many factors, one of which is the psychological factors of the users. Individual characteristics are different from one another, influenced by the user's background and perception of information. It is important to identify the information needs of the users by analyzing the psychological aspects of each individual. The psychological aspects of the users are related to their personal understanding and perspective in using the information available in the library (Nasution, 2004). Psychological aspects will influence whether an information service provided by the library can be accepted by individuals or not.

Humans need information to be able to carry out their daily lives. There are various factors behind the fulfilment of information needs for individuals, one of the biggest factors is the psychological aspects between individuals that differ from one another. This is a challenge for libraries to develop services that are orientated towards the needs of different users. Libraries as information center have an obligation to identify users' needs so that the information they receive is relevant to their needs.

Individual behaviour in accessing information differs from one another. In the Big Indonesian Dictionary, the definition of behaviour includes individual responses or reactions to external stimuli and influences. Skinner, a biologist, explains that behaviour is a reaction to a stimulus obtained from external individuals. From a biological perspective, behaviour has a relationship with individual activities during the life process. Individual behaviour can also change due to the following factors:

1. Increased driving factors from both inside and outside due to additional stimulus.
2. The restraining force decreases due to a weakening stimulus.
3. There is an inverse comparison where the driving force increases along with the behavioural restraining force decreases (Notoatmodjo, 2003) in (Suharyat, 2009).

In identifying user behaviour, Universiti Teknologi MARA (UiTM) academic library has its own strategy. As a university that has more than 14 branch libraries across Malaysia, UiTM has a main base of academic users. The characteristics of academics that are built in the world of lectures are critical, creative, thorough, and responsible attitudes possessed by students and academicians at a university (Heryadi, 2016). On the basis of these behavioural similarities, UiTM Library develops library policies set by the Tun Abdul Razak Central Library in Shah Alam, Selangor, Malaysia. All UiTM branch library policies will follow the policies set by the central library. This is a drawback because even though they have the same user characteristics, the background and behaviour of the users from each negeri (Malaysian region) will be different. The characteristics of UiTM library users who come from different regions lead to different information seeking behaviour. For example, the Tengku Anis Library located in Negeri Kelantan where the characteristics of the residents of the hilly area have different information seeking behaviour from users of the Tun Abdul Razak Library in Shah Alam who are city people. This policy equation causes library users to feel dissatisfied with the services provided because they do not match user behaviour.

To be able to overcome this problem, each library needs to determine a structured policy in accordance with the analysis of each user's information needs. Tengku Anis Library oversees a university with 7 faculties namely Fakulti Pengurusan Perniagaan, Fakulti Perakaunan, Fakulti Pengurusan Maklumat, Fakulti Komputer dan Matematik, Fakulti, Fakulti Seni Lukis dan Seni Reka, Fakulti Ilmu Administrasi dan Kebijakan, and Akademi Pengajian Islam Kontemporer. Based on a survey that has been conducted among the library users, students need information in the form of library materials that can support lecture activities such as books related to information management for students of the Information Management Faculty, books on politics, global issues, scientific articles, and companion books as entertainment both from novels and other works. The users assessed that Tengku Anis Library (PTA) has fulfilled their information needs. However, these needs will continue to grow and change over time, so the library's ability to continue to adapt in meeting the information needs of users needs to conduct analysis and evaluation in order to be in line with the main purpose of the library as an information provider.

Tengku Anis Library provides technology facilities to the library users in the form of online-based services using PTA Mobile Apps, special IT room services, OPAC, WiFi, and computers provided to the library users. The provision of these technology facilities provides convenience to the library users as well as answering the library users' needs for access to information. Based on the survey results, the technology facilities sought by the users are WiFi access, document printing services, and personal computer services.

Behaviour, attitude, and motivation have different meanings that affect each other. Attitude is a psychological term related to human perception and behaviour. Attitude arises from the existing stimulus factors as a form of reaction to the situation at hand (Suharyat, 2009). Attitudes are based on beliefs about the norms that exist in society. Ellis states that attitude involves the knowledge that a person has about something and a situation that is described as an object that affects the feelings and emotions of individuals, causing feelings of pleasure (like) and dislike towards something (Suharyat, 2009).

Motivation is a process carried out by someone to achieve something. Motivation consists of intrinsic and extrinsic motivation. Intrinsic motivation is motivation that comes from within a person for the inner satisfaction he feels. Meanwhile, extrinsic motivation is motivation that comes from external elements that cause someone to do something.

Based on the explanation above, attitudes and motivations that individuals carry out continuously will give birth to behaviour. In relation to information needs, attitudes, motivation, and behaviour will influence a person in fulfilling information needs. Libraries as information centres need to pay attention to the three aspects above to achieve user-oriented library goals. To demonstrate its user-centred commitment, Tengku Anis Library of Universiti Teknologi MARA (UiTM), Machang Campus, Kelantan conducted a survey on the satisfaction of the services and facilities provided. The survey is given to all users who utilise library services and facilities. The results of the survey will be evaluated annually and become a reference for the library in improving services and facilities to fulfil the information needs of users. Based on the results of the annual survey, it was found that the library has a score of more than 88 in the aspect of services provided in the form of collection services, visitor services, library classes, literacy programmes, and other aspects related to the information needs of users. However, based on

users' information-seeking attitudes and behaviours, which are now all online-based, the Tengku Anis Library (PTA) of Universiti Teknologi MARA (UiTM) Machang Campus, Kelantan has a low score in providing internet access at 70 out of a total score of 100. This is due to the location of the UiTM campus which is in a hilly area so that to be able to improve the quality of WiFi as a medium for accessing the internet must use larger funds.

Problems with library services and facilities can affect the motivation of individual library users. Poor services and inadequate library facilities become extrinsic motivation factors where individuals will leave the library and choose other places that can fulfil their needs. This is in accordance with the theory of motivation put forward by Herzberg (1996), which states that there are two types of factors that encourage a person to strive to achieve satisfaction and stay away from dissatisfaction. These factors are hygiene factors (extrinsic factors) and motivator factors (intrinsic factors). Hygiene factors motivate a person to move away from dissatisfaction including human relations, rewards, and environmental conditions.

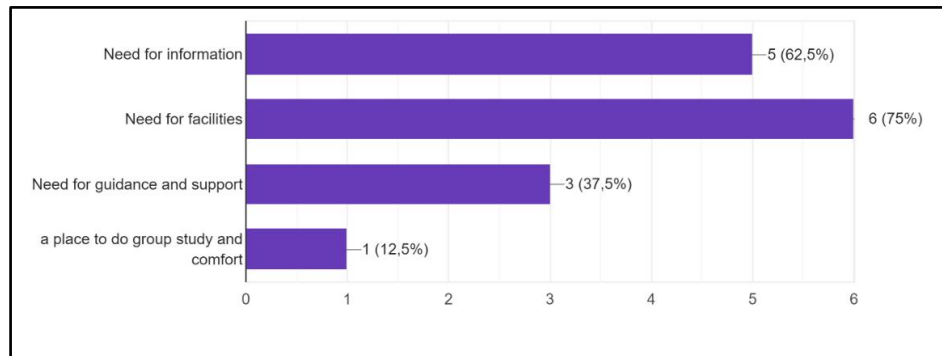
The influence of library services and facilities is also in accordance with the theory of motivation put forward by Vroom (1964) where the high and low motivation of a person is determined by three components, namely:

- a) Expectation (hope) of success on a task.
- b) Instrumentality, which is an assessment of what will happen if successful in performing a task (the success of the task to get a certain outcome).
- c) Valence, which is a response to outcomes such as positive, neutral, or negative feelings. Motivation will be high if the effort produces something that exceeds expectations. Meanwhile, motivation will be low if the effort produces less than what is expected.

When viewed from the point of view of the users, the main role of the library is no longer seen as an information center, but the users prefer the role of the library as a facility and a place that supports lecture activities. Based on the survey results with the users, the library is seen as a place to learn (87.5%), a place to get information (100%), a place to hold meetings and discussions (75%), and a place used as a means of recreation (12.5%). Meanwhile, based on the survey results regarding the motivation of the users to come to the library, it is dominated by

facility factors (75%) and followed by factors in fulfilling information needs (62.5%).

**Graph of Survey Results Regarding User Motivation**



### 3.1.8.1 Analyzing Online Personality in PTA

Perception is a process of identification or recognition of something using the five senses (Drever in Sasanti, 2003). Individuals will give an impression of the experience they have received. Meanwhile, according to Sabri (1993), perception is an activity that allows humans to control stimuli through the sensory organs to recognise their environment. In the process of forming perceptions, there are two stages, namely the sensing stage by the sensory organs and the stimulation stage as a form of interpretation and evaluation.

The services and facilities provided by the Tengku Anis Library (PTA) of Universiti Teknologi MARA (UiTM) Machang Campus, Kelantan have a major role in reconstructing students' perceptions of the library. Students' perceptions will be built from the factors of experience using the library, the learning process, horizons, and knowledge of the psychological objects of the library users in utilising library services and facilities. In an effort to build good perceptions by library users, Tengku Anis Library (PTA) Universiti Teknologi MARA (UiTM) Machang Campus, Kelantan has a strategy to not overly restrict users with various restrictive rules. This is welcomed by users so that they can feel comfortable using library services and facilities and create a good perception.

The perception obtained by each individual has a subjective value related to a person's personality or personality based on individual needs, experience, age, past, personality, gender, and others. In addition, factors from outside the individual such as the family environment and educational

outcomes, applicable laws, and values in society also influence a person's perception.

Humans as social beings who constantly interact with each other need to pay attention to ethics in communication online (through digital media) and offline (face to face). In relation to online communication, humans have a tendency to be compulsive and emphasize that online communication is a comfort zone to be able to avoid the obligation of social skills. Human behaviour that tends to communicate online more often through the internet has an impact on one's personality. In one study, it was studied that there were significant differences between the personalities of men and women in interacting using the internet. Men tend to provide positive extraversion towards the use of recreational services and have negative neuroticism in information services. Women, on the other hand, tend to give negative extraversion and positive neuroticism towards the use of social sites.

The reasons why people will have different personalities when they interact online are:

- a) Dissociative Anonymous, which is a condition where a person feels compartmentalized by boundaries so that he feels alone and anonymous. Individual personalities will feel different from themselves when they are in the offline environment. When in the online space, individuals will be limited to virtual aspects so that they consider others only as virtual relationships.
- b) Invisibility. When in an online environment, individuals with other individuals do not meet in person, so physical aspects such as appearance can be easily modified and cause a person to be more confident. The entire interpretation of the actions taken will depend on the thoughts that arise from within the individual.
- c) Asynchronicity. In online communication, individuals can easily respond to something at will without the pressure of worrying about other people's responses.
- d) Solipsistic Introjection, which is a situation where when a person has online friends and experiences more online interactions, he will experience a "voice in the head" that he creates himself (Suler, 2004).

In dealing with users who have personalities that tend to be comfortable with the online world, Tengku Anis Library (PTA) has a strategy to remain an information center for all groups. Online Personality owned by most students. Tengku Anis Library creates a community in which members are categorized according to their interests. The existence of this identification and grouping has the aim that each individual still feels comfortable when interacting. This community is the PTA Readers Club which is a community of library readers under the auspices of Hal Ehwal Pelajar (HEP). The existence of this community has the aim that students as the main library users have a close relationship with the library both online and offline and it will be easier to absorb student aspirations in order to improve the quality of library services and facilities.

### **3.1.8.2 Library Privacy Security Services**

Online privacy is defined as the claim of each individual or institution to decide when, to what extent, and how information about themselves is communicated (Westin, 1967). Meanwhile, another definition states that privacy is a control of access to personal information and is achieved by limiting social interactions so that it can provide feedback on the ability to deal with the world and influence the definition of self (Altman, 1975). Privacy has main dimensions consisting of informational (psychological) privacy, accessibility (physical) privacy, expressive (interactional) privacy.

- a) Informational (Psychological) Privacy. This dimension relates to the determination of when, how, and to what extent personal information in individuals will be conveyed to other people or organizations (Westin, 1967). Personal information that can be conveyed in this case regarding finances, medical details, or information that is private and only wants to be known with the permission of the owner of the information.
- b) Accessibility (Physical) Privacy. This dimension relates to the physical aspects that can be accessed by others. Individuals will set limits on who can have physical access through perception, observation, or body contact (DeCew, 1997). This dimension is based on an individual's biological need for personal space.

- c) Expressive (Interactional) Privacy. This dimension relates to the protection of self-expression or personality through interactions, both talks and activities. In expressing this, individuals are free from pressure from others or coercion (DeCew, 1997). The opportunity to express oneself according to one's will enhances interpersonal relationship skills while external social control is limited to lifestyle choices (Schoeman, 1992).

As an information center, the library is obliged to maintain the privacy of its users. Tengku Anis Library (PTA) is committed to maintaining user data contained in the library database. When students or academicians activate their library membership, their personal data will be inputted into the system such as name, category, nationality, courses taken, address, location, entry date, end date, date of birth, and gender.

The personal information is protected by the library and not everyone can access it. Only authorized staff have access to the data. Outsiders outside the staff on duty cannot access the library database system. Each library unit has its own module that is interrelated but has its own duties and functions and there are restrictions that make the unit cannot easily see the modules of other units.

Library user data entered into the library database system has been approved by the user. Before the user provides their personal information, the user is asked to fill out the "Aku Janji Pelajar" form which contains a written agreement and permission from the user for the data obtained to be used as needed. The library will not force students to fill out the form so that students are free to determine whether to agree or not. This is in accordance with the theory of expressive (interactional) privacy where individuals will provide their personal information without pressure and coercion.

Tengku Anis Library has made every effort to protect users' personal information. However, storing digital data into a database is not impossible to experience obstacles and problems. In library activities, attacks on eavesdropping and data leaks are a challenge for Tengku Anis Library to protect data and information from users. Tengku Anis Library is committed to safeguarding the personal information of library users. There has never been a case of data leakage from Tengku Anis Library.



The main server is located at Tun Abdul Razak Library in Shah Alam, Selangor. Each branch of the UiTM library only acts as a user of the centralized system. The existence of this method makes it easier for the library to control and maintain each branch library. It also makes it easier for the library to check the data security of the users so that the online privacy of the users can be maintained properly.

The personal data protection and privacy system of the Tengku Anis Library (PTA) of Universiti Teknologi MARA (UiTM) will continue to improve and update data so that aspects of service, ease of access, and data security can continue to grow. This is the main concern of the library to be able to improve services to users. In terms of library users, who are students, they already have security system capabilities that can be implemented such as using two-step authentication, using complex passwords from a combination of several characters, regularly changing passwords, and formatting accounts into private mode. The awareness about the security of using online system is obtained by the library users from the socialization given by the university through lectures.

### **3.1.8.3 User Trust in the Library's Online Services**

Trust is a form of a person's belief due to uncertainty (Mayer, Davis & Schoorman, 1995). Trust relates to the expectations held by individuals or groups in the form of words, promises, oral, or written statements of others that can be relied upon (Rotter, 1967). There are three main dimensions that exist in trust, namely ability, integrity, and benevolence.

- a) Ability. This dimension refers to a person's ability to knowledge, skills, and competence in performing the desired action.
- b) Integrity. This dimension refers to the confidence of people or institutions to be able to act honestly, reliably, and trustworthily (Jarvenpaa, Knoll, & Leidner, 1998). Within integrity, there are rules that are considered fair by both parties. Integrity reflects the belief that a trusted person will carry expectations and will not violate the trust that has been given. In an interpersonal context, integrity reflects the belief that a trusted person or institution will not violate the trust and has a strong element of predictability of future behaviour (Gefen, 2002).

- c) Benevolence. This dimension refers to benevolence where the trusted person is believed to have the intention to do good to the trusting person (Bhattacharjee, 2002). Institutions that have an interest will provide the best service to customers as a form of effort to maintain user loyalty.

The library in its role as an institution has an obligation to build public trust (Pranoto, 2020). These two things have a causal relationship where good service from an institution called a library will provide good public trust. Libraries as good governance have the responsibility of organizing solid and responsible development management efficiently, avoiding misallocation and preventing political and administrative corruption, exercising budget discipline and creating a legal framework for the growth of business activities. There are important roles that need to be carried out by libraries as a mirror of good governance, including innovating, developing, generating trust, looking at long-term perspectives, and doing the right things that become library principles (Harefa, 2001). The main aspect in building good governance is transparency and accountability that can provide trust to users.

Tengku Anis Library is committed to building user trust through the services and security of the facilities provided. For data security issues, the library has provided a campaign on the security of the system built. All library databases are under the auspices of the central library which is systemized into the branch libraries. All access control is under the Tun Abdul Razak Library (PTAR) of Universiti Teknologi MARA (UiTM) Shah Alam, Selangor, Malaysia.

### **3.1.9 Literacy Skill Class**

The proficiency class program is one of the library services provided to users in the form of conducting classes to train the skills and abilities of students and librarians. Tengku Anis Library as an information center participates in improving students' soft skills through proficiency classes that are held within a certain period of time. This class is in the form of coaching and training according to the needs of users such as Canva classes, Microsoft Word classes, Microsoft Excel classes, editing classes, and various other training that supports student educational activities. The proficiency class activities are held physically in IT booths and seminar rooms that can accommodate up to 40 - 80 participants.

In supporting this service, the author and the team have analysed the users and proposed the creation of Microsoft Power Point proficiency classes. The author and the team saw that the ability to use Microsoft Power Point is still lacking in accordance with applicable general guidelines. Microsoft Power Point is a medium for making presentation slides that display the essence of the material to be presented. However, the problem that is often encountered among students is that the content of the presentation is not concise and only copies and pastes from the written material. This makes the presentation uninteresting and the audience cannot capture the essence of the material presented. On this basis, the author and team provide input to provide proficiency classes on the topic of Microsoft Power Point to improve students' soft skills.



*Figure 3.1.9.1: Discussion with Senior Librarian to Held a Power Point Class*

This Microsoft Power Point proficiency class in its planning will take place in a duration of 2 hours with a capacity of 40 participants located in the IT Room. The implementation of the class uses a tutor system where there will be one speaker who explains in front of the class and another team will assist all participants to do the assigned tasks, but this program cannot be implemented due to the limited time available with the schedule set by the author and the team.

### **3.1.10 Electronic Resource Unit**

Online reputation in the form of publishing scientific papers through research has an important role in building the branding of an institution. The existence of research conducted by researchers in an institution will help improve research performance and influence the world of knowledge. Research conducted by Linton, Tierney, and Walsh (2011) shows that there is a relationship between research productivity and an organization's reputation rating. The publication of research from a scientific work, especially in international journal publications, can improve the reputation of researchers and their institutions. Therefore, the library as an information center in an institution must ensure its role in supporting the fulfilment of information needs in the form of access to scientific research services through the provision of international journals to library users.

Tengku Anis Library provides electronic resource services, especially in fulfilling the needs of international journals through online databases that can be accessed by users. This service provides access to international journals that have been subscribed by UiTM. Various international journals can be utilized by users in fulfilling their information needs such as American Chemical Society Journals (ACS) which serves information especially in the chemical field, Emerald Insight, Lexis Advance Malaysia, Library of Congress Classification, Scopus, ProQuest Dissertation & Theses, and many other journal subscriptions and online databases.

One of the jobs in this unit related to the provision of electronic resources is the provision of accountable information through the selection of reputable journals. In carrying out this task, the author conducted an analysis related to humanizing the library by finding accountable electronic resources based on the given theme. The author searched for electronic sources from all online databases in the form of journals, news, and articles. The results of the references obtained are compiled in a flipbook to be analyzed which information sources meet the criteria for accountable journal reputation.

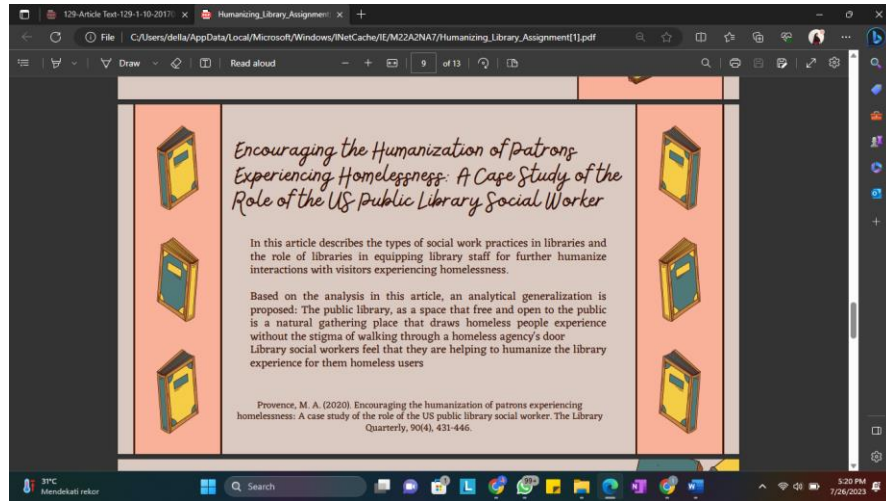


Figure 3.1.10.1: Information Findings on Humanizing Libraries

### 3.1.11 Printed Resource Unit

Libraries have a basic task in fulfilling the information needs of users through the provision of book-based information. There are various kinds of printed collections served by the library including books, magazines, journals, newspapers, and reference collections such as dictionaries, encyclopedias, and almanacs. The management of printed resources is carried out starting from the planning of collections to be purchased through deliberations by librarians with university leaders, purchasing books, management in the form of inputting collections in the system, inventorying, giving RDA and RFID, to sticking book labels and books ready to be served on the shelves.

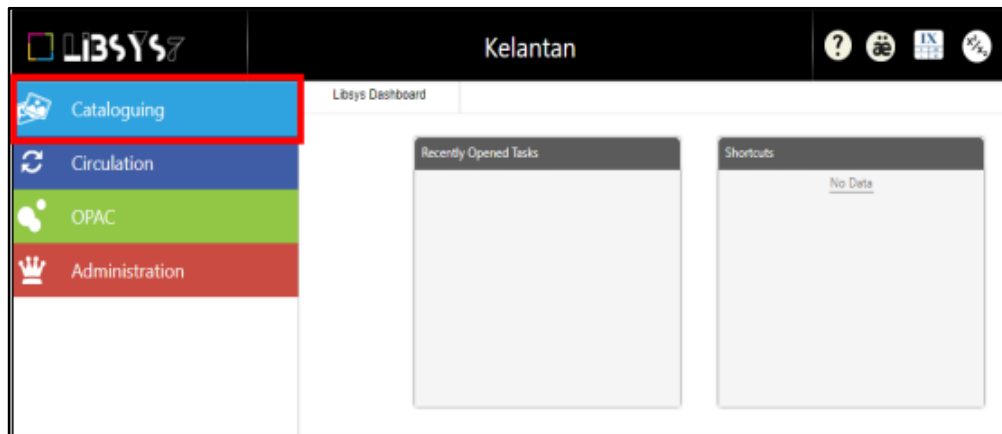
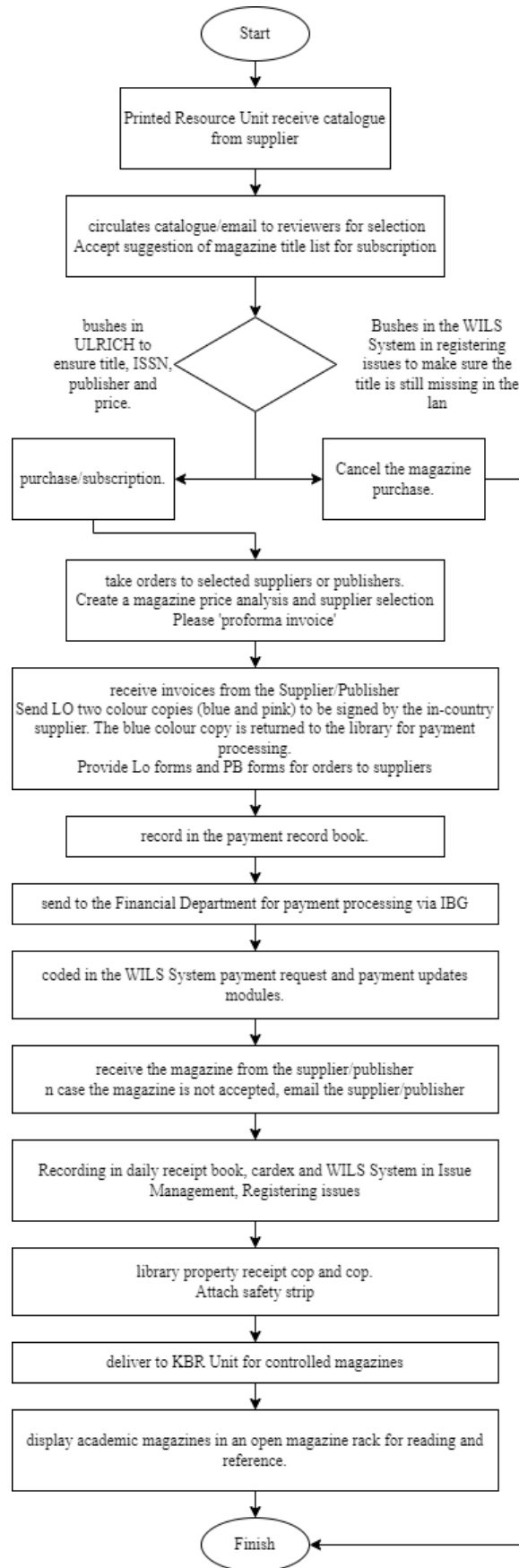


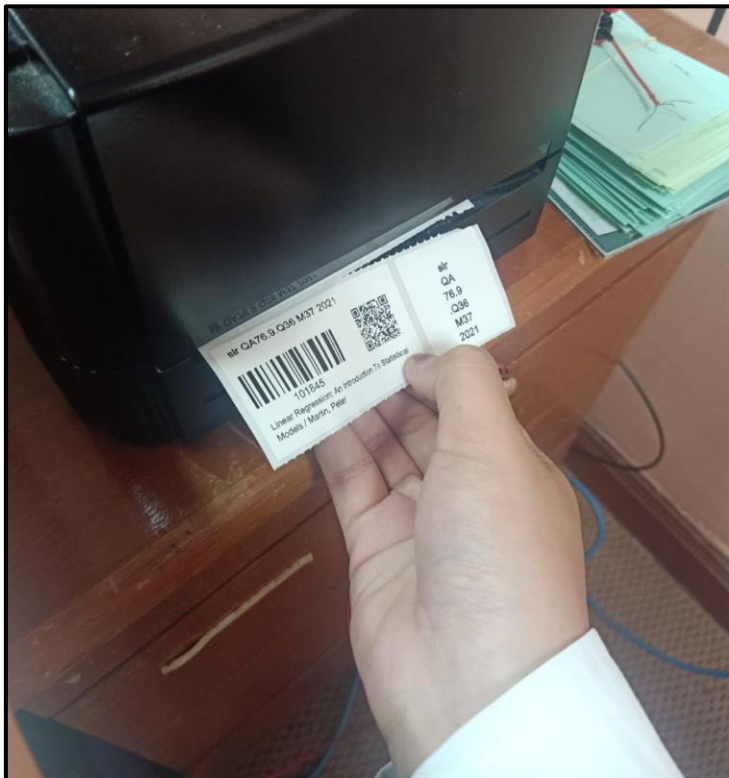
Figure 3.1.11.1 All Processing System Use LIBSYS

## Flowchart of the collection procurement process





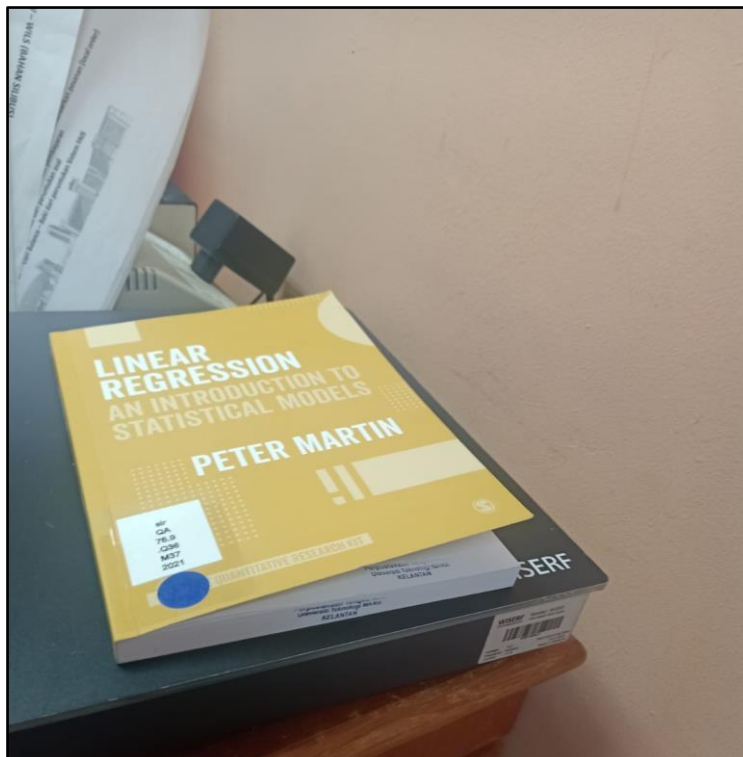
*Figure 3.1.11.2: Cataloging by RDA System*



*Figure 3.1.11.3: Book Labelling*

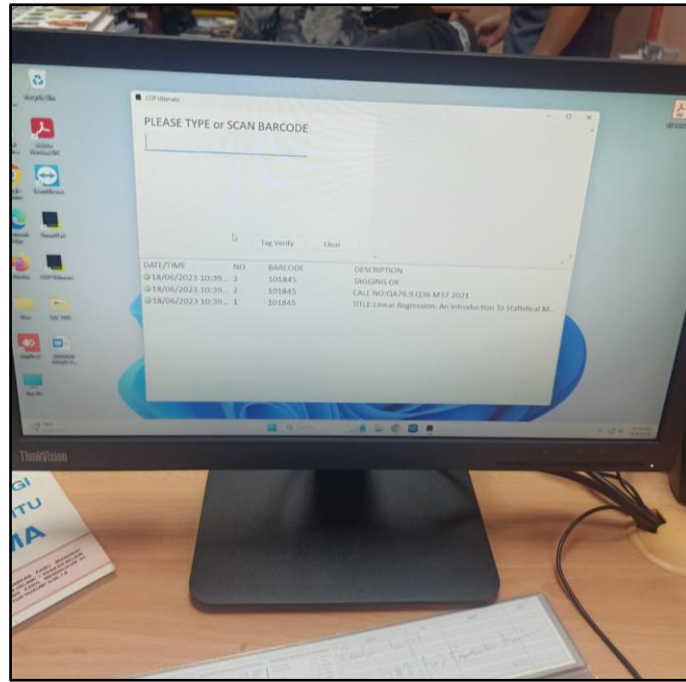


*Figure 3.1.11.4: Sticking Label for Call Number*



*Figure 3.1.11.5: Testing for RFID System*





*Figure 3.1.11.6: Scanning RFID System*

### **3.1.12 Digital Library**

Changes in library users' information-seeking behaviour patterns from physical libraries to digital libraries require adjustments to be made by the Tengku Anis Library. The role of digital libraries makes it easier for students to access information, especially online databases that can be accessed anywhere and anytime. In fulfilling this information need, PTA provides online repository and online database services in the form of providing digital library materials through the MyKM website. To make it easier for users to find the information they need, it is necessary to analyze subject headings to identify keywords and subjects that match the results of library materials. Subject heading is done through the MyKM page and accessing the login as an admin to manage the repository through subject determination. Identification and provision of subject heading is done every day with approximately 10 works from each student to be analyzed and determine the appropriate subject.

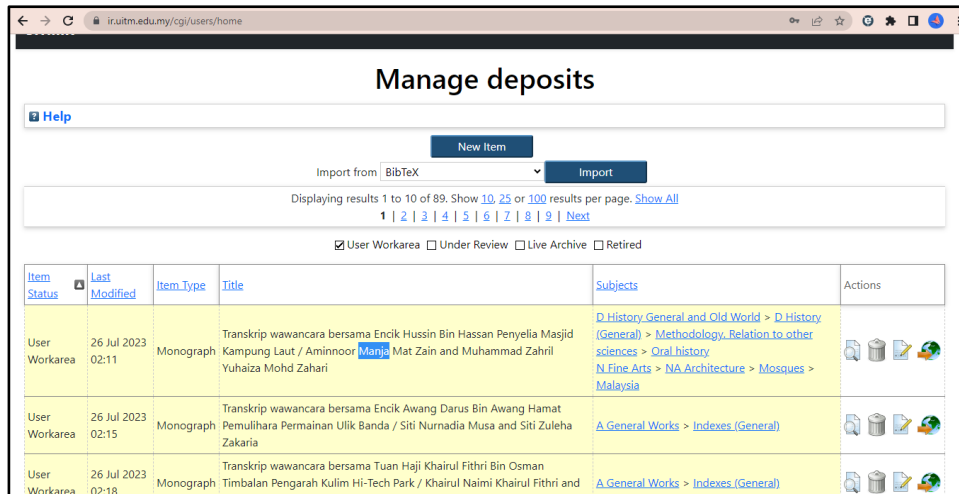


Figure 3.1.12.1: Manage Deposit for Subject Heading Process



Figure 3.1.12.2: End of Process Subject Heading

### 3.1.13 Archive Unit

Universiti Teknologi MARA (UiTM) Machang Campus, Kelantan, Malaysia is one of the branches of Universiti Teknologi MARA which has a specialized document and archive recording unit that is tasked with preserving important university document records under the auspices of the library. The unit manages archival collections of all educational and student activities at the UiTM Kelantan branch campus. The function and role of the archive unit is to strengthen and improve the management of archives at UiTM Kelantan in accordance with the needs and standards of archive management set by the UiTM archive center in Shah Alam. In addition, this unit manages the collection of document records that have archival value at UiTM Kelantan. The function and role of this unit is also to strengthen and improve the management of document records at UiTM Kelantan following the development of time. It is also clear that the role and function of the

Archives Unit at UiTM are (1) Keeping important records of the university, (2) Being a reference place for positions for securing records, (3) Recording, storing and collecting materials that have historical value as a university treasure, and (4) Disseminating announcements and knowledge related to archives among UiTM residents.

The Archives Unit at UiTM Machang, Kelantan is chaired by Madame Alina binti Hussain, while the archive and manuscript managers are Mister Muhammad Nazari bin Muhamad Nor and Mister Mohd Waqiyuddin bin Mohd Dzulkifly or commonly referred to as the Right Librarian Helper, and the maintenance and preservation manager is Mister Zul Abdullah or commonly referred to as the Right Maintenance Helper. To support successful records management, the UiTM Machang Archives Unit has several objectives/goals, namely:

- 1) Display the Tun Abdul Razak Gallery collection for viewing and reference for internal and external visitors.
- 2) Carry out the work of the Tun Abdul Razak Gallery collection as an information resource center for visitors both internal and external
- 3) Organizing visits to the Tun Abdul Razak Gallery in order to educate the public.

The archive unit of UiTM Kelantan has at least 15 types of document records that are considered important by the university, including:

- 1) Memorandum of Understanding (MoU)
- 2) Important meetings at UiTM
- 3) Annual reports, UiTM financial reports and records
- 4) UiTM long term plan
- 5) UiTM contract documents
- 6) Staff/student discipline records
- 7) Map of UiTM
- 8) Staff/student personal files
- 9) Historic images of UiTM
- 10) PTJ publishing materials
- 11) Accreditation
- 12) UiTM Foundation, Policies, Guidelines
- 13) Important UiTM circulars

14) Audiovisual

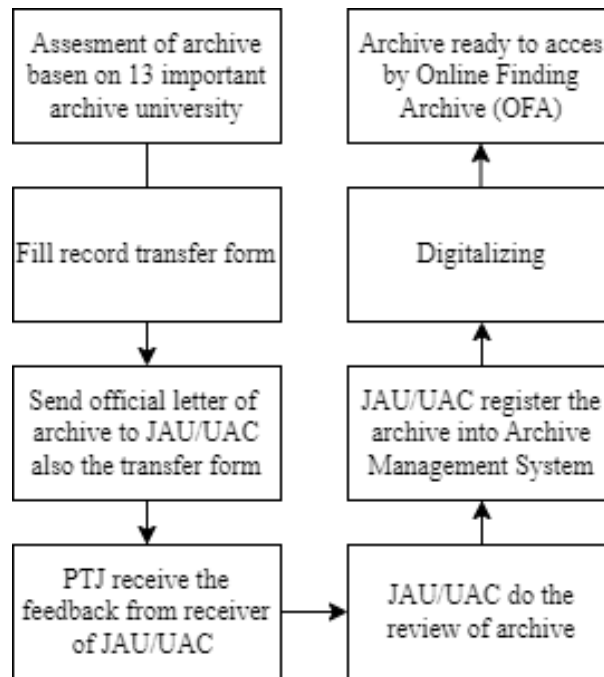
15) Keratan Akbar

The Archives Unit at UiTM Kelantan has several collections, such as publication materials, digital archive collections, faculty archive collections, and various other types of archive collections. With details that they have 27 publication materials, 14 historical images, 2250 personal files, 6 main meetings, and 3 audiovisual archives. In its implementation, UiTM uses the reference source of the Public Sector Record Management Guidelines issued by Arkib Negara Malaysia in managing university document records. This is certainly done so that the activities or tasks they carry out are in accordance with existing guidelines so that there is order in the UiTM Archives Unit.

#### **3.1.13.1 Digitalize Archive**

In digitalizing archives, the UiTM Kelantan Archives Unit needs a system to support the continuity of these activities. The UiTM Archives Unit uses AMS (Archive Management System) as the basis for managing university archives from all campus branches. AMS was developed in collaboration with the Digital Library Initiative Section, Tun Abdul Razak Library to streamline the process of capturing, preserving and accessing University Archive materials. The system is also ISAD (G) standardized: International Standard Archival Description - Second Edition Year 2000, an international framework standard for the registration of archival documents produced by organizations or individuals.

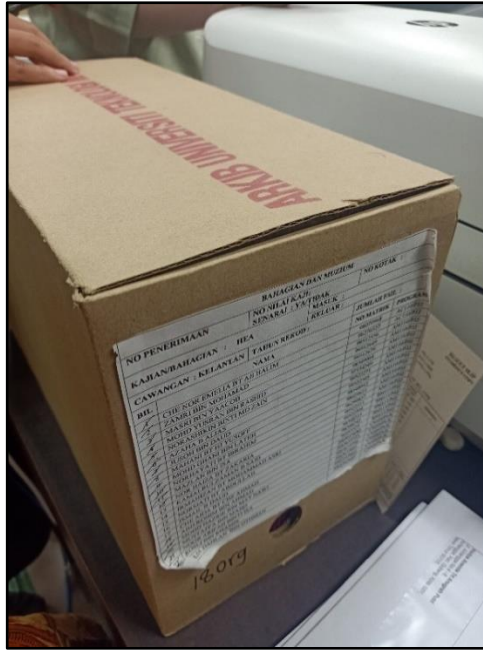
**Flow chart for the handover of important archive materials of work units at the university**



The following process was carried out to digitise the archives at UiTM Machang, Kelantan.

1) Receiving Document

The UiTM Kelantan Archives Unit receives all recorded documents from activities carried out by the university both from the faculty, academic unit, staffing, student affairs unit, and various institutions under the auspices of the university. Document submission can be done at any time by the unit that has recapitulated the resulting document record. Generally, each work unit at the university will submit archive records in one year. Archives submitted to the Archives Unit are in the form of printed documents grouped according to the type of archive and placed in archive boxes and numbered boxes.



*Figure 3.1.13.1.1: Archive Boxes handed over to archive units*

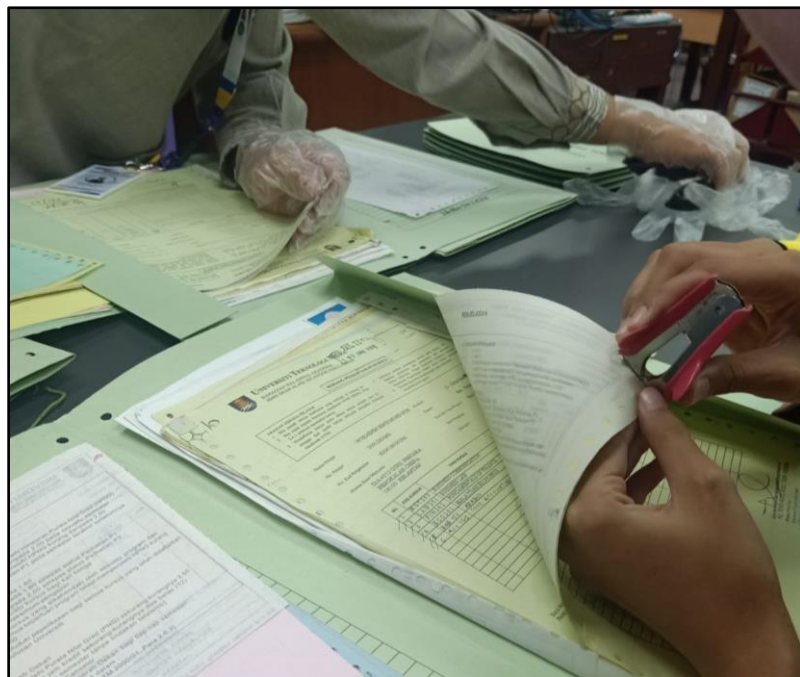
The transfer of archives from the university to the archive unit is for archives that have a high value to promote the work function of the university and protect the interests of UiTM and human rights. The transfer of archives from the university work unit has the purpose of archive maintenance in the form of centralised storage of both semi-active and inactive archive material. The submission of archives to the archive unit also aims to increase the active period of archive material so as to increase its use value and provide access to archive owners if needed. As supporting documents, work units that will submit archives can attach archival evidence, investigations, publications, and historical archival documentation. Archival materials should be submitted in the form of physical documents to ensure that they can be referred back to in the information retrieval process.



*Figure 3.1.13.1.2: Receiving Archive from Faculty*

## 2) Preservation Archive

Before archival materials enter the digitalization stage, they need to be cleaned of foreign objects such as dust, staplers, glue, and other foreign objects including checking the state of the archive so that it is not folded and makes it easier during the scanning process. In this process, the tools needed are scissors, cloths, gloves, masks, staple removers, and other printing tools.



*Figure 3.1.13.1.3: Sorting Archive from Disruptor*



The process of cleaning from foreign objects is carried out by looking at the condition of the archive material and ensuring that the archive material is still in a state that is clearly visible for the scanning process. Archives that have been cleaned of foreign objects and dust can be scanned using a special scanning machine so that archive materials can be classified in one bundle.



*Figure 3.1.13.1.4: Scanning Archive*

### 3) Upload File to AMS System

This process is the stage where the archives are digitized using the Archive Management System (AMS). AMS is an archive database established by the central archive unit of UiTM to manage, access, input and centralize all university archives. To access this, managers and users can log into the website <https://kelantan.library.uitm.edu.my/unit-arkib>

### 4) Processing Archive on AMS System

Archives that have been scanned will enter the management process into digital archives into the Archive Management System (AMS) database. AMS is managed by the archive unit containing all archives that have gone through the digitalization process and will be open access to users. To be able to enter this system requires a password that is only owned by library staff in the archive unit. The steps in this stage are:



Receiving Dokumen. After opening the AMS system website, the manager will enter the Archive Material Acceptance portal and can select several types of archive acceptance. For the archive that is currently being worked on, the archive is in the form of student personal documents, so enter the Document File Acceptance portal.

The screenshot shows the 'Pendaftaran Maklumat Item Bahan Arkib' (Archive Item Information Registration) page. It features a table with 10 rows of data. The columns are: Bil, Fond, Sub Fond, No Rujukan Fail, Jenis Bahan, LOD, Id Persekol, and a 'Tindakan' (Action) column with a 'Tafirl Maklumat Item' button. The 'Jenis Bahan' column contains 'FAIL PERIBADI PELAJAR' for all items. The 'LOD' column contains 'FAIL' for items 1-5 and 'FAIL PERIBADI PELAJAR' for items 6-10. The 'Id Persekol' column contains '232370' for items 1-3 and '243825' for items 4-10.

Bil	Fond	Sub Fond	No Rujukan Fail	Jenis Bahan	LOD	Id Persekol	Tindakan
1.	DO2 - UTM KELANTAN	BM - FAKULTI PENGURUSAN DAN PERIAGAN	MYUTM/DO2/BM/47019	FAIL PERIBADI PELAJAR	FAIL	232370	Tafirl Maklumat Item
2.	DO2 - UTM KELANTAN	BM - FAKULTI PENGURUSAN DAN PERIAGAN	MYUTM/DO2/BM/47017	FAIL PERIBADI PELAJAR	FAIL	232370	Tafirl Maklumat Item
3.	DO2 - UTM KELANTAN	AC4 - FAKULTI PERAKAUNAN	MYUTM/DO2/AC4/47015	FAIL PERIBADI PELAJAR	FAIL	232370	Tafirl Maklumat Item
4.	DO2 - UTM KELANTAN	AC4 - FAKULTI PERAKAUNAN	MYUTM/DO2/AC4/47014	FAIL PERIBADI PELAJAR	FAIL	243825	Tafirl Maklumat Item
5.	DO2 - UTM KELANTAN	BM - FAKULTI PENGURUSAN DAN PERIAGAN	MYUTM/DO2/BM/47005	FAIL PERIBADI PELAJAR	FAIL	243825	Tafirl Maklumat Item
6.	DO2 - UTM KELANTAN	AC4 - FAKULTI PERAKAUNAN	MYUTM/DO2/AC4/46906	FAIL PERIBADI PELAJAR	FAIL	243825	Tafirl Maklumat Item
7.	DO2 - UTM KELANTAN	AC4 - FAKULTI PERAKAUNAN	MYUTM/DO2/AC4/46903	FAIL PERIBADI PELAJAR	FAIL	243825	Tafirl Maklumat Item
8.	DO2 - UTM KELANTAN	AC4 - FAKULTI PERAKAUNAN	MYUTM/DO2/AC4/46897	FAIL PERIBADI PELAJAR	FAIL	243825	Tafirl Maklumat Item
9.	DO2 - UTM KELANTAN	AC4 - FAKULTI PERAKAUNAN	MYUTM/DO2/AC4/46888	FAIL PERIBADI PELAJAR	FAIL	243825	Tafirl Maklumat Item
10.	DO2 - UTM KELANTAN	AC4 - FAKULTI PERAKAUNAN	MYUTM/DO2/AC4/46878	FAIL PERIBADI PELAJAR	FAIL	243825	Tafirl Maklumat Item

Figure 3.1.13.1.5: Receiving Archive in AMS

Filing Archive Data. After selecting the portal, the manager will be presented with a page for filling in archive data. The manager can enter all the information listed according to the explanation in the archive material.

The screenshot shows the 'Daftar Penerimaan Fail Dokumen' (Document File Acceptance) form. The form contains several fields for data entry:

- Cawangan: --Sila Pilih--
- PTJ: --Sila Pilih--
- Fond: --Sila Pilih--
- Sub Fond: --Sila Pilih--
- Kategori Bahan: --Sila Pilih--
- Jenis Bahan: --Sila Pilih--
- Tahap Deskripsi (LOD): --Sila Pilih--
- Series: --NIL--
- Tarif Rekod: --Sila Pilih--
- Tajuk:  Enter ...
- Tahun Diwujudkan:  Enter ...
- Deskripsi Bahan:  Enter ...
- Tarikh Kandungan Pertama:
- Tarikh Kandungan Terakhir:
- No. Kotak Asal:

Figure 3.1.13.1.6: Filing Archive Data

Update Data in AMS. After the archive data has been successfully entered into the system, the manager is obliged to complete the existing data in as much detail as possible according to the number of documents contained in the archive material. In this stage, no document should be left behind and must match the document description with the existing data.

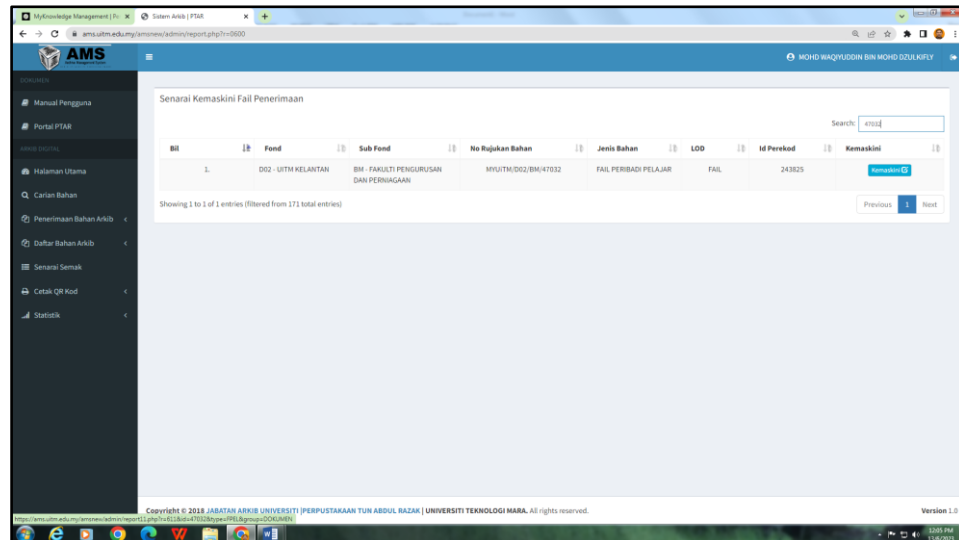


Figure 3.1.13.1.7: Update Data in AMS

Complete the Data. Archives entered in the Update portal need to be checked again so that managers need to enter the name of each document that has been scanned.

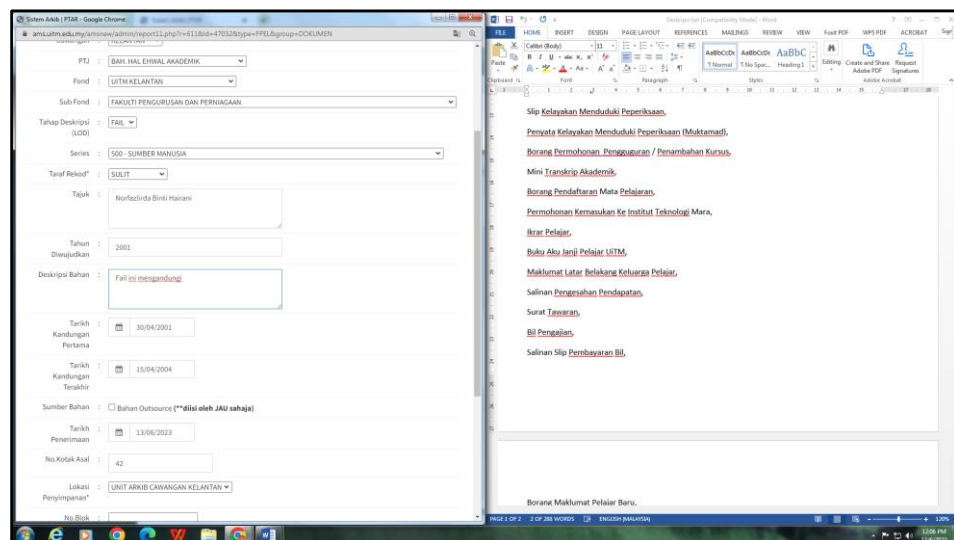


Figure 3.1.13.1.8: Process of Updating Data

Once the update and data entry process has been completed, the archive has been successfully recorded into the AMS system and can be checked in the archive list.

Bil	Fond	Sub Fond	No Rujukan Bahan	Jenis Bahan	LOD	Id Perekod	Kemaskini
1.	DO2 - UTM KELANTAN	BM - FAKULTI PENGURUSAN DAN PERNIAGAAN	MYUTM/DO2/BA/47032	FAIL PERIBADI PELAJAR	FAIL	243825	Kemaskini
2.	DO2 - UTM KELANTAN	BM - FAKULTI PENGURUSAN DAN PERNIAGAAN	MYUTM/DO2/BA/47030	FAIL PERIBADI PELAJAR	FAIL	225270	Kemaskini
3.	DO2 - UTM KELANTAN	BM - FAKULTI PENGURUSAN DAN PERNIAGAAN	MYUTM/DO2/BA/47029	FAIL PERIBADI PELAJAR	FAIL	225270	Kemaskini
4.	DO2 - UTM KELANTAN	BM - FAKULTI PENGURUSAN DAN PERNIAGAAN	MYUTM/DO2/BA/47028	FAIL PERIBADI PELAJAR	FAIL	225270	Kemaskini
5.	DO2 - UTM KELANTAN	BM - FAKULTI PENGURUSAN DAN PERNIAGAAN	MYUTM/DO2/BA/47029	FAIL PERIBADI PELAJAR	FAIL	225270	Kemaskini
6.	DO2 - UTM KELANTAN	BM - FAKULTI PENGURUSAN DAN PERNIAGAAN	MYUTM/DO2/BA/47027	FAIL PERIBADI PELAJAR	FAIL	225270	Kemaskini
7.	DO2 - UTM KELANTAN	AC4 - FAKULTI PERAKAUNAN	MYUTM/DO2/AC4/47025	FAIL PERIBADI PELAJAR	FAIL	225270	Kemaskini
8.	DO2 - UTM KELANTAN	AC4 - FAKULTI PERAKAUNAN	MYUTM/DO2/AC4/47024	FAIL PERIBADI PELAJAR	FAIL	243825	Kemaskini
9.	DO2 - UTM KELANTAN	BM - FAKULTI PENGURUSAN DAN PERNIAGAAN	MYUTM/DO2/BA/47025	FAIL PERIBADI PELAJAR	FAIL	243825	Kemaskini
10.	DO2 - UTM KELANTAN	AC4 - FAKULTI PERAKAUNAN	MYUTM/DO2/AC4/46906	FAIL PERIBADI PELAJAR	FAIL	243825	Kemaskini

Figure 3.1.13.1.9: Entry Data is Completed

Archives that have been scanned and filled in data in the AMS system can go directly through the process of uploading digital archives that have been created. This upload is done by uploading the scanned archive in the form of a document into the AMS system that has previously been filled in.



Figure 3.1.13.1.10: Managing File to Input in AMS

### 3.1.14 Visiting Public Library in Kelantan

The visit to the Kelantan public library is one of the efforts to benchmark and see the potential that can increase the potential of library services. This visit was carried out to find out the conditions of Perbadanan Perpustakaan Awam Kelantan (PPAK) as well as participating in book review activities as a form of literacy activities to the community, the author observed PPAK and saw how PPAK was managed in the field of organizational strategic planning.



*Figure 3.1.14.1: Photo in PPAK*

#### 3.1.14.1 Analyzing Strategic Planning in PPAK

Strategic planning in non-profit organizations such as libraries is important. Libraries need to develop strategic plans in order to achieve their vision and mission effectively and efficiently, especially in optimizing limited resources and adapting to the rapidly changing needs and desires of the community. Perbadanan Perpustakaan Awam Kelantan (PPAK) is one of the public libraries in Malaysia which is a public library in the Kelantan area that has a strategic plan to guide the running of the organization so as to achieve its vision and mission in serving the people of Kelantan effectively and efficiently.

Perbadanan Perpustakaan Awam Kelantan (PPAK) is a public library under the auspices of the Kingdom of Kelantan. The library was originally established in 1938 under the name Carnegie Public Library located at Jalan Doktor Kota Bharu as a result of assistance from the Carnegie Foundation in New York. In 1965, the entire administration of the library was taken over by Jumaah Amanah Carnegie Public Library and it was opened to the general public in 1967. After the passing of Act No.14 of 1973, the Carnegie Public Library changed its name to Perbadanan

Perpustakaan Awam Kelantan (PPAK) with funding and resources from the Royal Government of Kelantan. With the transfer of control of the library, the Royal Government of Kelantan renovated the building to 3 floors and increased funding to RM 4 Million. From 15 February 1983, the library was opened to the general public. Perbadanan Perpustakaan Awam Kelantan (PPAK) was established as a manifestation of the government's efforts to manage, organize, and expand the use of books and library materials to the public.

Perbadanan Perpustakaan Awam Kelantan (PPAK) has a main function that is divided into three activities to be able to realise services to the general public, namely:

a. Management

In management activities, the library has a role to play in providing services to the community for access to information in the form of library materials. In providing this access, the library always conducts socialization activities, collaborates, and strengthens relationships with other agencies and organizations that can support the achievement of library goals as a source of information.

b. Development

In this activity, the library has an obligation to fulfil the needs of users in the form of providing collections, maintaining collections, developing collections, and fulfilling infrastructure facilities for users.

c. Services

In this activity, the library created program to fulfil the community's need for information, such as the literacy movement, the IQRA' program, the skills class program, and the provision of information services at the village level.

In preparing strategic planning, it must be prepared carefully and thoroughly because strategic planning is a comprehensive plan. Errors in strategic planning will have fatal consequences for the organization. According to Hindun (2015) all planning activities basically go through four stages, including:

- 1) Setting objectives. Planning begins with decisions about the activities or needs of the organization or work group. Without clearly defined objectives, the organization will use its resources ineffectively.

- 2) Formulate the current situation. Understanding the company's current position from the goals to be achieved or the resources available for achieving the goals, is very important, because goals and plans concern the future.
- 3) Identify facilities and constraints. All strengths and weaknesses as well as conveniences and obstacles need to be identified to measure the organization's ability to achieve goals. Therefore, it is necessary to know the internal and external environmental factors that can help the organization achieve its goals or potential problems.
- 4) Develop a plan or set of activities to achieve the objectives. The final stage in the planning process involves developing a range of alternative activities for goal achievement, assessing these alternatives and selecting the best (most satisfactory) alternative among them.

According to Handoko (2009), the steps of the strategic plan preparation process are as follows:

- 1) Mission and goal setting, which includes general statements of the organization's mission and goals.
- 2) Development of a company profile, which reflects the internal conditions and capabilities of the company by identifying current or emerging goals and strategies.
- 3) Analysis of the external environment, with a view to identifying changes in the environment
- 4) Analysis of the company's internal environment, with a view to identifying strategic strengths and weaknesses that are important to the formulation of the company's strategy.
- 5) Identification of strategic opportunities and threats.
- 6) Strategic decision-making, including the identification, appraisal and selection of strategic alternatives
- 7) Development of corporate strategy. Once the long-term goals and strategies are selected and set, the organization needs to translate them into short-term goals and operational strategies.
- 8) Strategy implementation
- 9) Review and evaluation

The strategic planning process described above, if followed properly, will certainly produce strategic planning that is truly appropriate for the organization concerned. Everyone who does strategic planning for their organization almost certainly always expects that strategic planning can be implemented properly and can achieve the desired results (Bryson, 2011). Based on the results of interviews, in the strategic planning process set by Perbadanan Perpustakaan Awam Kelantan (PPAK) it is necessary to determine priorities by reflecting and aligning with the vision and mission of PPAK itself, which has a vision of "Melahirkan Masyarakat Berbudaya 'Cultivating Knowledge Society'" by carrying out the mission of "Providing Information and Science Source Infrastructure for All Levels of Society". With a strategy that is based on the vision and mission, PPAK achieves the mission as expected.

The strategic plan that has been designed must be implemented so it must be made realistically. To overcome this, recognizing the organization's resources is fundamental to the success of the strategic plan. Based on the results of the interview, in designing to implement the strategy, resources are collected, which in this case are human resources that can contribute to the successful implementation of the strategy.

The strategic plan that has been approved should be implemented and developed regularly. The strategic plan that has been implemented is then evaluated and analyzed for its shortcomings and advantages so that the strategic plan does not just stay in one place but can develop so that it can get wider benefits. After implementing the strategic plan, PPAK often evaluates the strategic plan that has been implemented by analyzing and following developments in the environment around PPAK.

According to Hubeis and Najib (2014), due to the rise of information reform and globalization, the environment is now undergoing tremendous change and its intensity is becoming more frequent and difficult to predict. As a result, competition is becoming increasingly fierce and the problems faced by organizations are becoming increasingly complex. Therefore, before any other process in strategic management is undertaken, an analysis of the company's environment is the first thing to be done. What is meant by analysis is tracing the external and internal conditions faced by the company to its roots. Thus the company will be able to be aware of and understand the implications of changes in

order to compete more effectively. The rationale for why environmental analysis should be conducted is general systems theory. According to this theory, organizations today are more open systems. Therefore, organizations are highly influenced and in constant interaction with the environment that surrounds them.

The internal environment is the organizational environment that is within the organization and normally has direct and company-specific implications. Analysis of the company's internal environment is defined as a strategic planning process that examines the company's marketing, and distribution, research and development, production and operations, resources and employees, and financial and accounting factors to analyze the strengths and weaknesses of each of these divisions so that the company can take advantage of opportunities in the most effective way and can deal with threats (Glueck & R. Jauch, 1991). Analysis of the company's internal environment aims to identify a number of strengths and weaknesses contained in the company's internal resources and business processes. Resources and internal business processes are said to have strengths if the resources and internal business processes have capabilities that will create distinctive competencies so that the company will gain a competitive advantage. Some analyses used to measure the ability of the company's internal resources, among others: SWOT analysis (Strength, Weakness, Opportunities, Threat) and value chain analysis and resource based view (RBV).

As an organisation that wants its strategic plan to work, Perbadanan Perpustakaan Awam Kelantan (PPAK) conducts an analysis of its internal organisation. With internal analysis, PPAK can identify and overcome problems. Based on the results of the interview, the interviewees identified that the psychological condition of the staff involved is one of the determinants of the successful implementation of the strategic plan. Staff who are not totality in implementing the strategic plan can create future problems. To overcome this, PPAK staff continue to be guided so that they are animated by the programme being run, stay on the right track and stay focused on the goals of the strategic plan.

Quoted from David (2010), Duncan (1972) explains what is meant by the company's external environment (external business environment) are various factors that are outside the organization that must be taken into account by the company's organization when making decisions. The company's external environment is all events outside the company that have the potential to affect the



company. Pearce II and Robinson (2008) define the external environment as factors beyond control that affect a company's choices regarding direction and action, which in turn also affect its organizational structure and internal processes. External environmental analysis needs to be carried out to identify the major opportunities and threats faced by an organization against changes in the company's external environment so that managers can formulate strategies to take advantage of these opportunities and avoid or minimize the impact of potential threats that arise. Based on data from interviews, it was found that in the external analysis, PPAK identified opportunities due to changes in the information industry, namely the presence of developments in information technology. It is realized that nowadays most people prefer information in digital media such as. In response to this, PPAK made a strategic plan that was adjusted to changes in the external environment. This is realized by the existence of a digital library, online consultation and complaint services, and studies conducted and broadcast on social media.

In order to measure resource capability and identify the focus of resource allocation, a SWOT analysis of Perbadanan Perpustakaan Awam Kelantan (PPAK) can be conducted. SWOT consists of identifying the organization's internal strengths and weaknesses and identifying external opportunities and threats related to achieving the organization's mission. Evaluating the organization's strengths and weaknesses generally includes views on the effectiveness of program services, program implementation, planning and evaluation, office facilities and equipment, working relationships between groups, and so on. The SWOT analysis process is not just about fixing what is wrong, but also about strengthening what is already working well. Opportunities and threats in this case are related to external forces that affect the organization. These are generally grouped into economic, social, political, technological, demographic, and legal trends. This includes conditions such as changing customer needs, increased competition, changes in legislation, and so on. Opportunities that are ignored can become threats, and threats that are handled well can become opportunities. During the strategic planning process, organizations need to think about how to best use their limited resources to capitalize on strengths and opportunities and address weaknesses and threats (Allison and Kaye, 2013).

PPAK is the only public library under the auspices of the government in Kelantan so it already has a big name. This can be PPAK's strength, for example in terms of attracting NGOs to work together to carry out PPAK's program and projects and connections with the government so that it can be easier to work with government instruments in carrying out the strategic plans that PPAK has compiled. That way, PPAK also has the power to control the parties it works with. As stated by the interviewee, connection is one of the most important things that must be considered and requires power to be able to control the party to work in line with PPAK's vision and mission. In addition, another strength is that PPAK has been established for a long time so that it has a lot of experience in managing information and library materials. This can also have implications for PPAK's branding as a professional and reliable information center that is open to all levels of Kelantan society.

PPAK's facilities and infrastructure are not very modern and many facilities are damaged and insufficient. This can affect the smooth running of the program and affect library users' satisfaction with the library, which can have implications for the number of people visiting the library and participating in program held at the library. Furthermore, inadequate facilities and infrastructure can affect employee performance due to uncomfortable work spaces.

Society's changing preferences for how to consume and obtain information can be an opportunity for PPAK to develop innovative program. As stated by the interviewees, the change in the way people obtain knowledge, which was previously only accessible from physical books, can now be accessed online through various forms of media, such as YouTube videos, TikTok videos, and so on. PPAK can take this opportunity to transform to provide digital services so that it can continue to adapt to the needs and desires of the community. By combining the strengths of PPAK, which is an agency under the government and is a reliable information center available to all Kelantanese, with the opportunities in providing digital services, PPAK has the opportunity to become a trusted, inclusive, and accessible information provider for the community through its various program and digital services. This has the potential to increase community engagement in PPAK's program and can further help achieve the vision of "Cultivating Knowledge Society" and the mission of "Providing Information and Knowledge Resources Infrastructure for All Levels of Society".

Opportunities that are not properly utilized can be a threat to the organization, as well as to PPAK. Opportunities to take advantage of changes in people's preferences for technology and also the development of information technology that are not well utilized by PPAK can be a threat to PPAK. This can threaten the existence of PPAK and the lack of community involvement with PPAK program, which can hinder the achievement of PPAK's vision and mission.

The development of information technology has penetrated into various aspects of organizations including libraries. Perbadanan Perpustakaan Awam Kelantan (PPAK) as one of the information center that provides library services and access to information to the general public has adapted organizational management to existing technological developments. This can be seen from the various library activities that began to be carried out online, especially during the covid-19 period. Online access to information and media is massively adapted by libraries in various activities to optimize technological developments to save library funding. By holding library program online, the library can save on program financing costs so that all program can run in accordance with the strategic planning that has been made.

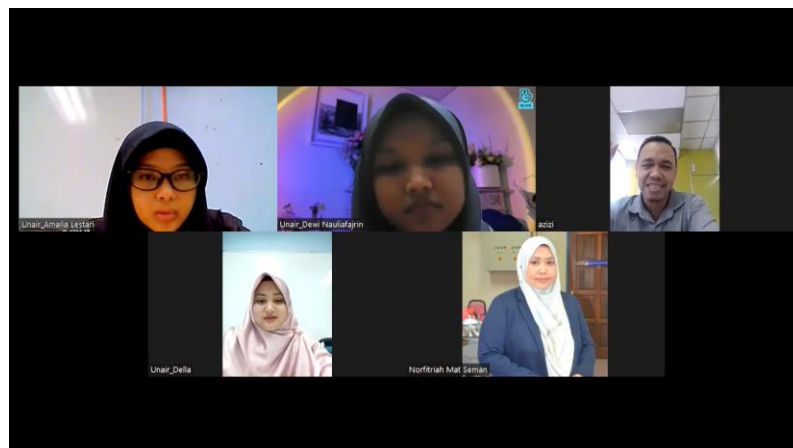
In its implementation, Perbadanan Perpustakaan Awam Kelantan (PPAK) adapts technological developments to the needs of users. The realisation of the library's efforts to realize library services in line with technological developments can be seen in video and podcast program that can be accessed online anytime and anywhere so that users do not need to read books physically come to the library.

The formulation of library strategic plans needs to pay attention to aspects of information technology development (Ashshidiqy, 2019). In its formulation, not all information technology is in line with the implementation of the work program planned by an organization. Organizations need to pay attention to whether the technology products in circulation are in accordance with the needs of the organization so that the direction of the development of the organization's information system can achieve the predetermined goals. The organization needs to create a program to direct the library work system in accordance with the constitution designed by the information technology unit in implementing its duties.

Human resource management is one aspect of organizational strategic planning. Human resources are the main function in the organization that plays a role in implementing the organization's strategic plan that has been determined and its management aims to ensure the availability of the right workforce to occupy various positions in the organization. Wether and Davis in (Fuad, 2021) explain that human resource planning is systematic planning regarding the estimation of employee needs and procurement. Meanwhile, another opinion said by Reilly in (Mulyono, 2008) provides an explanation of human resources as a form of planning which is the process of an organization to estimate the demand for manpower needs and evaluate the running of the organization based on aspects of need. In managing human resources, organizations need to pay attention to the factors that influence them, namely internal factors and external factors. Internal factors include the management of the organization's budget, the strategic planning made, the development of the organization's expansion, the programs run, the organizational system, the financial system, the marketing system, and the system for implementing the organization's programs. The external factors that affect human resource management include economic conditions in a country, socio-cultural aspects in society, political conditions, current laws and regulations, technological developments, and the influence of competitors. Strategic planning in good human resource management is planning that fulfils the principles of human resource planning including the principle of achieving goals, the principle of accurate data support, comprehensive hope, and practical principles. Human resource management must also pay attention to principles such as referring to the objectives to be achieved, developing organizational efficiency, practical implementation, optimizing existing resources, implemented comprehensively, integrated between applicable systems, oriented towards a sustainable future, flexible to change, and there is a link between components.

Perbadanan Perpustakaan Awam Kelantan (PPAK) in managing human resources always pays attention to aspects of empowerment and maximum and optimal utilization of the existing workforce. Every human resource in the PPAK organization has a role and opportunity to build the library together. The head of Human Resource Development has a high vision to bring about the development of the library through the role of the library workforce from the lowest to the highest level to jointly feel and have a stake in the implementation of library

program. To support this effort, PPAK applies top-down and bottom-up strategies to the entire workforce and human resource management. A top-down approach is a type of organizational approach in which directives and orders given by superiors (either managers or leaders in the organization) are passed on to team members in the organization. While the bottom-up approach is the opposite where staff or teams in the organization have the opportunity to speak up and give their opinions for the development of the organization. The top-down approach is implemented in the process of briefing and giving work directions to library staff that are adjusted to the main tasks and functions of each section. Meanwhile, the implementation of the bottom-up approach is realized by the existence of joint deliberation activities where all elements of the library have the right to submit suggestions and proposals that remain in line with the vision and mission of the library. The unique thing applied by the head of the human resource management section is an understanding to staff about the importance of providing affectionate aspects in carrying out a job. Staff are given a technical understanding of the tasks to be done and get an understanding that in doing work must be accompanied by a deep passion with full spirit. The spiritual aspect needs to be raised by every staff in order to get extraordinary work results. The implementation of this aspect is manifested in the IQRA' program where every librarian must understand from the beginning that their role in promoting the spirit of reading is not merely because of carrying out work but it is a syiar and command of divine revelation to mankind. This understanding is fostered by the head of the section's efforts to insert lectures in the "Wednesday Provision" program, namely tausiyah every Wednesday to instil morals to staff.



*Figure 3.1.14.1.1: Interview with Chief Executive PPAK*

### **3.1.15 Visiting UiTM Press Shah Alam**

Books are a medium for transferring knowledge that becomes a source of information for readers. Books are an important teaching tool in educational institutions, especially in higher education. According to the Decree of the Minister of National Education No.2 of 2008 on books, books are an important aspect of education to support a conducive education system. The distribution of textbooks is the responsibility of the Ministry of National Education and the Ministry of Religious Affairs, but the two ministries have not been optimal in supplying quality, cheap, and easily accessible educational books (Andina, 2012). To be able to support the efforts to develop knowledge, both commercial and educational book publishers have an important role in providing access to information and knowledge distribution.

Book publishing plays an important role in improving the economy of a university or institution (Magadán et al., 2022). According to data from the World Intellectual Property Organization (WIPO) since 2020 the book publishing industry in both the commercial and educational sectors can earn up to 64.4 billion dollars, especially in western countries such as the United Kingdom (1.8 billion), France (2.9 billion), Italy (3.5 billion), Brazil (1 billion), Turkey (0.9 billion) and several Asian countries such as Japan (10.8 billion) (Magadán et al., 2022). This data has a positive impact on the development of book publishing and distribution to increase its role in education.

Within the scope of its work, publishing has things to consider, namely the turnover and marketability of books, the diversity of titles and the number of copies in circulation that reduce the average print run per year, the decline in printed books as a result of technological developments in the digital world, and the reduction in the number of copies sold (Magadán-Díaz & Rivas-García, 2022). In addition to these factors, there are external factors that affect the existence of book publishing, namely social conditions, economic conditions, and the level of consumerism of society. The development of information and communication technology also contributes to the management of book publishing and distribution. The existence of these factors has a significant influence on the role of publishers to provide access to information and knowledge, especially publishers under the scope of universities or academic institutions to supply information to their members.

UiTM Publisher as an agency that manages book publishing under Universiti Teknologi MARA (UiTM) from all over the country takes an important role in managing information and knowledge for the UiTM academic community. The production process of both printed and digital books is something that needs to be analyzed to be able to provide information and knowledge services that are relevant to user needs. The management of book publishing and distribution at UiTM Publishers is an interesting aspect to study as this publisher is one of the largest suppliers of textbooks published by the university for students.

Before having the name UiTM Publisher (UiTM Press), UiTM publishing agency had the name Bureau of Text Provision (BIROTEKS) which was established on 10 January 1981. At the beginning of its establishment, UiTM Publishing managed less than 10 types of library materials with existing human resources. On 15 July 2001 BIROTEKS changed its name to Academic Publishing Unit (UPENA) with an upgrade to a central level service and on 29 November 2001 it still used the acronym UPENA but meant Academic Publishing Centre. Until finally on 15 November 2011 UPENA changed its name to UiTM Publisher which was confirmed until now. Based on this decision, the UiTM Higher Management Board No. 21/2011 established 15 November 2011 as the day of the establishment of UiTM Publisher with a focus on intellectual publishing and coordinating the scientific publications of UiTM staff to disseminate information both for the benefit of the university in particular and the benefit of society in general.

The main responsibility of the establishment of UiTM Publishers is to oversee the book publishing and distribution process to help the UiTM academic community to remain active in the field of authorship, by providing mentoring and consulting assistance up to the editing, administration, and sales and marketing stages.

The establishment of UiTM Publisher has the main objectives of:

1. Encouraging UiTM academicians to write scientific material as a reference for teaching and learning at the institution.
2. Championing Malay as the language of knowledge
3. Encouraging the publication of academic materials such as books, journals, proceedings, monographs, and manuals
4. As an institution, UiTM Publishers has 4 main units consisting of the director, administration unit, editorial unit, sales and marketing unit.

As a publisher under the auspices of the university, UiTM Publishers focuses more on providing text materials to fulfil the educational and academic activities of all UiTM branches across the country. The types of materials published are not only printed manuscript materials but also include the publication of journals and e-books. The publication of electronic materials will be published through digital media platforms. All publications from UiTM Publishers can be viewed through the UiTM Press Catalogue which can be accessed through the website media. This catalogue can be used to see what collections have been published by UiTM Publishers, books that are included in best-seller works, books that are recommended for the teaching and learning process, and grouping books based on courses that must be owned by students. Every year UiTM Publisher will provide this online catalogue according to the published material produced.

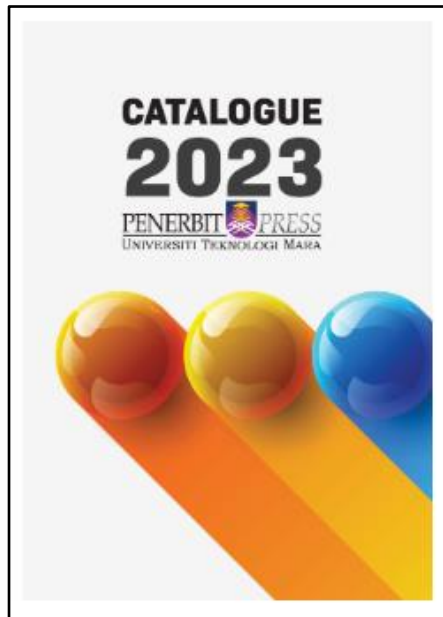


Figure 3.1.15.1: Explanation from UiTM Press by WebEx

The development of technology that is currently occurring has made a shift in interest in the use of information sources that were previously printed to electronic information sources. Despite this phenomenon, the use of textbooks, especially as a guidebook in learning activities in the world of education, still occupies its own interest. UiTM publishers themselves are still massively publishing printed books because the interest is still great among academics at UiTM throughout the country. As a publisher under the auspices of the university, policies set by the institution often affect the publishing process at UiTM Publishers. An example is the policy on the use of printed books in learning activities obtained from academics from within UiTM and experts from UiTM. UiTM Publishers must be able to have flexibility in order to comply with the



policies set by the institution but also still be able to meet the information needs of readers.



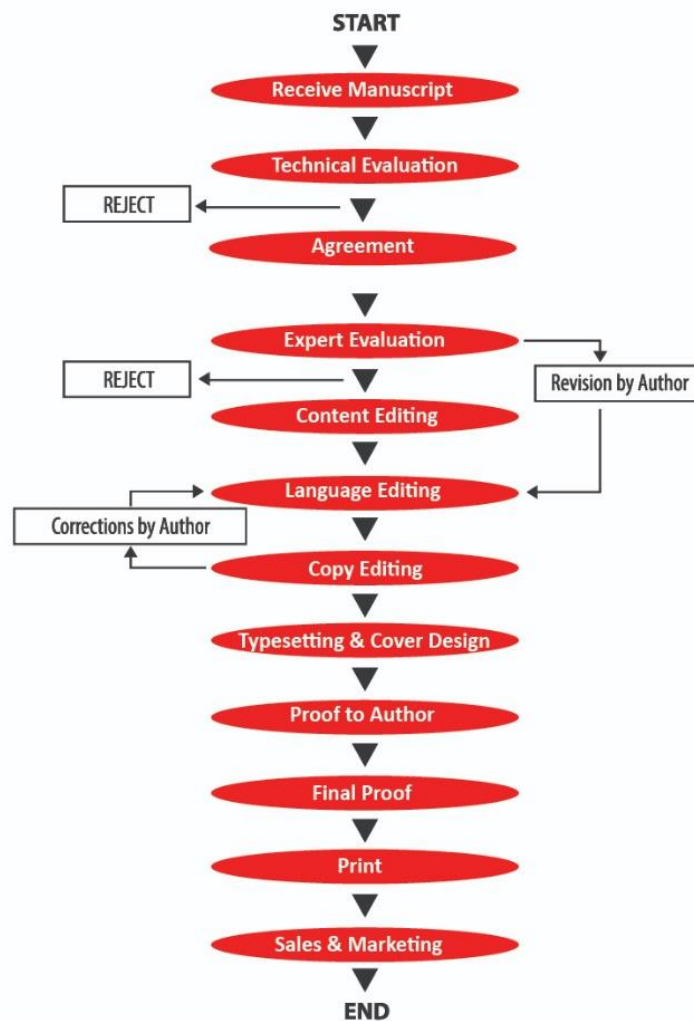
*Figure 3.1.15.2: Catalogue of UiTM Press 2023*

Publishers have a close relationship with writers where writers need publishers to be able to publish their work with their publishing technology and publishers need works from writers to be able to process publishing activities. Publishers as business entities have production activities that handle editorial processes, production in the form of printing, to the marketing stage of printed manuscripts distributed to readers.



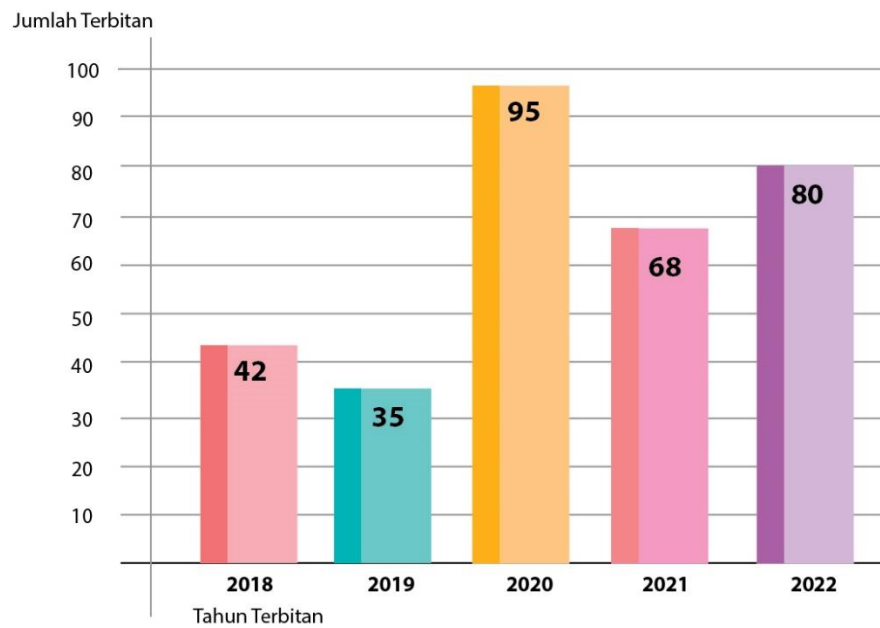
*Figure 3.1.15.3: Production of UiTM Press*

## Flowchart of Publishing in UiTM Press



The development trend of using digital books continues to increase. Information technology that is increasingly massively developing supports the dissemination of information more quickly and efficiently. Seeing this development phenomenon, UiTM Publisher began to adapt and publish digital works in the form of e-books to meet the information needs of readers, especially in supporting educational activities at the university. Based on the data that has been collected, the use of e-books and digital materials each has its own market segment.

**Graph of Book Published by UiTM Press**



In 2020, the covid-19 pandemic had a positive impact on the increase in the number of published works. This is seen from the positive side where writers come up with more creative ideas due to reduced outside activities. Seeing this enthusiasm, the publisher provides great support in the publication of works so that the highest publication in 2020 is achieved. The number of books published is more in line with the results of book sales carried out by the sales and marketing unit which aggressively promotes through websites, social media, and online shopping media.

The challenges in publishing activities are as follows:

1. Inadequate staff with the needs of activities at UiTM Publisher
2. High publishing demands
3. The author's confusion regarding scientific publishing with commercial publishing
4. Content that requires a long period of expert judgement
5. Increasingly complex book distribution across multiple platforms and vendors
6. Less comprehensive book marketing

## **3.2 Special Project**

### **3.2.1 CSR SMK Pangkal Meleret**

Libraries are information centres that aim to meet the information needs of users. The phenomenon of the explosion of information that is increasingly diverse and increasingly complex creates an increasing need for information. The existence of growing information needs, the development of information that is accelerating, but not matched by the availability of resources owned by each library is a challenge in itself (Purwono, 2011) In an effort to fulfil the information needs of these users, the library needs the intervention of other parties in order to provide maximum service to the users. This concept gave birth to collaborative efforts carried out by the library both with similar agencies and other agencies.

One of the forms of cooperation carried out by the library to develop its services is the Community Social Responsibility (CSR) program. This program is a social responsibility undertaken by an institution. Law No. 40 of 2007 Article 2007 defines social responsibility and environmental responsibility as the company's obligations that are budgeted and have been calculated for implementation by taking into account the principles of compliance and fairness. Libraries are one of the agencies that organize CSR program because libraries have the task of providing public services that are visited by many people and hold many functions.

Tengku Anis Library (PTA) as an academic library has the authority to implement CSR program in the realm of social responsibility development that focuses on improving the education level of students. This effort is reflected in the CSR activities held by PTA at Sekolah Menengah Kebangsaan Pangkal Meleret in the form of NILAM cooperation program, Book Review challenge, Bulk Loan submission, and sharing session with Airlangga University. The CSR program was held on Monday, 8 May 2023 at Dewan Sekolah Menengah Kebangsaan Pangkal Meleret, Machang, Kelantan from 10am to 4pm. The programme involved all students of SMK Pangkal Meleret from the first to the last year and several teachers on duty.



*Figure 3.2.1.1: Group Photo of Unair Students and Library Staff at CSR location*

The first activity carried out in this program was the inauguration session of the NILAM (Nadi Ilmu Amalan Membaca) program which is a unified reading movement program for all schools in Malaysia. The NILAM program is an approach initiated to address issues related to low reading and literacy habits among students. The aim of the NILAM program is to make students love reading and to encourage schools to maintain creative and innovative ideas in an effort to improve students' reading skills. The NILAM program was inaugurated by En. Nadzri bin Ismail as the Chairman of SMKPM by cutting the ribbon.



*Figure 3.2.1.2: Inauguration of NILAM*





*Figure 3.2.1.3: Students of Sekolah Menengah Kebangsaan Pangkal Meleret are focused on listening to the explanation of the sharing session with Universitas Airlangga students.*

After the ribbon-cutting ceremony, the Tengku Anis Library handed over a bulk loan in the form of a bookshelf with a number of books donated to the SMK Pangkal Meleret School Resource Centre. The bulk loan is a collection of books of various types such as novels, history books, non-fiction books, and knowledge books. The bulk loan aims to increase the collection of the school library (School Resource Centre) to be more diverse so that it can increase information sources for students. With the increase in information sources, students' information needs can be met.

The activity continued with a sharing session by Universitas Airlangga students with the theme of school libraries and academic libraries in Indonesia. The sharing session took place in several activities, namely the introduction of Universitas Airlangga students to the students of Sekolah Menengah Kebangsaan Pangkal Meleret, welcoming the event with traditional dances to introduce Indonesian culture, presentations about school libraries in Indonesia, presentations about academic (university) libraries in Indonesia, game sessions, and ended with singing together "Laskar Pelangi" to build bonding with students of Sekolah Menengah Kebangsaan Pangkal Meleret.



*Figure 3.2.1.4: Sharing Session*

School libraries have an important urgency to fulfil the information needs of users who are dominated by students. The school library holds important functions, namely:

- 1) As the center of teaching-learning activities in education according to each school's curriculum.
- 2) As a research center in a simple scope that provides opportunities for students to develop creativity and innovation.
- 3) As an information center in which students can access information from various sources through books, magazines, games, and other sources.
- 4) As a facility for students to learn independently so as to improve academic achievement.

To fulfil the functions of the school library above, the management process includes the stages of policy development, procedure development, collection management, funding and procurement, facility management, human resource management, and library planning process. Library management requires high skills in order to create a user-oriented library environment. The skills that must be possessed by school resource center managers are:

- a) Able to develop professionalism as a teacher-librarian.
- b) Take into account the purpose of establishing the library as a source of information that has a role in fulfilling students' information needs.
- c) Develop policies and procedures with principles that actualize the vision, mission and goals of the school.
- d) Linking information resources and goals to the school's priorities in developing the library program
- e) Demonstrate the role of teacher-librarian through management planning.

As one of the library's efforts to build the School Resource Centre environment into an information source that is able to meet the information needs of students, teacher-librarians who hold the management of the School Resource Centre must be able to carry out procedures in order to improve services and achieve goals. Teacher-librarians will always see and define what information is needed by the library users, which are students. Teacher-librarians must always pay attention to the technical aspects of carrying out tasks in the library such as circulation services, literacy programs, appropriate collection selection, preservation, collection management, and other areas under the auspices of the School Resource Centre as an information center.

The implementation of a successfully run school library was presented in the presentation, namely the SMA Muhammadiyah 1 Yogyakarta Library. As one of the best high schools in Indonesia, this school library not only provides services in the library but also organizes training and education programs for students including literacy skills training, digital media usage training, sharing sessions, and library content creation together with students. This active collaboration has a positive impact on improving the role of the library. SMA Muhammadiyah 1 Yogyakarta library is committed to fulfilling the library's role as a source of information. This is supported by the fulfilment of library facilities in the form of the establishment of Muhi (Muhammadiyah) Corner as a special area containing collections from Muhammadiyah, Rahmatan Lil Alamin Room as the main room to find library collections, IT Corner as a special room in which there are also facilities for using computers and accessing the internet, Expression stage as a room provided for reading books and student activities, study corner as a place for



individual study, and a special batik room that stores batik collections in the archipelago.



*Figure 3.2.1.5: Visiting 'Pusat Sumber Sekolah' SMK Pangkal Meleret*

### **3.2.2 CSR 'Jalinan Kasih Bersama Anak Yatim'**

The next CSR activity carried out was "CSR Jalinan Kasih Bersama Anak Yatim Rumah Anak Yatim Lilbanat Darulnaim Machang". This CSR was held by Pengajian Sains Maklumat on 17 June 2023 with the collaboration of the Society of Information System Management (SISMA), Association of Information Sciences (AIS), Universitas Airlangga, and Tengku Anis Library UiTM Kelantan. This CSR program has the following objectives:

- a) Creating a genuine bond between individuals and strengthening the relationship.
- b) Provide opportunities for students to care for orphans and the poor
- c) Forming cooperation between students to drive the program
- d) Apply a sense of sympathy, empathy, compassion, identity building and concern for the less fortunate.
- e) Foster good relationships and work effectively with others to achieve a common goal



*Figure 3.2.2.1: Set Up Mini Library*

CSR activities are carried out at Lilbanat Darulnaim Machang Orphanage with the main project of building a mini library to make it easier for orphans and residents of the house to get the latest and appropriate information. The library can provide facilities for orphans to utilise free time with useful activities. The series of activities carried out are:

<b>Time</b>	<b>Activities</b>
08.30 am	The whole committee gathered at Medan Ilmu UiTM Machang and prepared to go to the destination at Lilbanat Darulnaim Orphanage.
09.00 am	Arrived at Lilbanat Darulnaim Orphanage and prepared the needs for the program
09.15 am	Morning Gymnastics with the whole committee and orphans
09.30 am	Welcome speech from program director and assignment of tasks
10.00 am	Activities with orphans : <ol style="list-style-type: none"> <li>1. Cleaning the library</li> <li>2. Classifying the library books using the colour classification system.</li> <li>3. Colouring bookmarks with orphans</li> <li>4. Finding lost objects game with orphans</li> <li>5. Dream wheel activity</li> </ol>
12.00 am	Break

2.00 pm	Activities with orphans : <ol style="list-style-type: none"> <li>1. Organizing books in the library</li> <li>2. Tidying up the library</li> <li>3. Sorting out books that cannot be used</li> <li>4. Storytelling activity with orphans</li> </ol>
4.30 pm	Closing Ceremony
5.00 pm	End of Activity



*Figure 3.2.2.2: Mini Library Classification Activity*

In this series of activities, the author contributed as part of the event division in charge of filling the event with orphans during the mini library set up process. The author participated in creating the concept of the event, guiding the activity of colouring bookmarks, distributing gifts, playing games with orphans, and participating in guiding storytelling activities.

### **3.2.3 Glocal Symposium on Information and Social Science (GSISS) 2023**

GSISS 2023 is an international symposium that seeks to bridge the global and local perspectives in the realm of information and social science. With a focus on Malaysia, this symposium aims to connect scholars, researchers, students, and professionals from various academic disciplines to foster collaborations, share innovative ideas, and collectively contribute to the advancement of knowledge in the field. In participating in this symposium, the activity carried out is to make a paper on innovation in answering challenges in the world of information and its relation to social science. The symposium was held on 20-21 June 2023 at the HRDA building of UiTM Kelantan. All students from Universitas Airlangga followed the series of events solemnly and made presentations on their respective papers.

The author raised the theme of library funding problems and proposed to solve the problem using crowdsourcing method. Financial problems are faced by libraries all over the world, regardless of whether they are in developed or developing countries. Financial problems have been faced by libraries since the 1970s during the economic crisis (Çelik, A, 2000). Developing countries continue to struggle with financial problems that affect the allocation of funds to services and resources. These conditions make it difficult for libraries to adapt to modernization and reconstruction work, and even to provide key services to the fullest (Malhan, I. V. 2001). Financial problems are not only an issue but also a reality, in the ALA report (2009) mentioned that there was a decrease in library use due to reduced funding. Broadly speaking, academic libraries have experienced funding cuts during the pandemic, thus experiencing uncertainty about long-term recovery (Frederick, J., & Wolff-Eisenberg, C. 2020). Similarly, Berg et al (2022) stated that librarians feel the impact of funding cuts during the pandemic, making their work more challenging. So, it is clear that financial problems have a direct impact on the development of libraries to be better at providing services and adapting to technological changes. However, various efforts have been made by libraries to address these issues, partnerships with organizations and grants (Moyer, 2005), community advocacy (Hussey & Velasquez, 2011), purchase-on-demand (Hutchinson, 2019), communication plan to stakeholders (Borchert, 2023).

Library and Information Science (LIS) which has to be as fair as possible to ensure and sustain knowledge as a driver for development. Crowdsourcing as a new collaborative, interactive and incremental paradigm for cultural heritage and multilingual bibliographic data curation, processing and mapping for library. Research conducted by (Al-Aufi et al., 2022) explains that the crowdsourcing method can be developed by information service institutions that have proven effective. Crowdsourcing has high reliability to increase public trust in information service institutions, develop transparent information attitudes and services, and develop technology as a medium for crowdsourcing. The development of crowdsourcing methods through online platforms, especially social media, can solve institutional problems that previously could only be solved through laboratory research and internal development studies (Erickson, 2013).

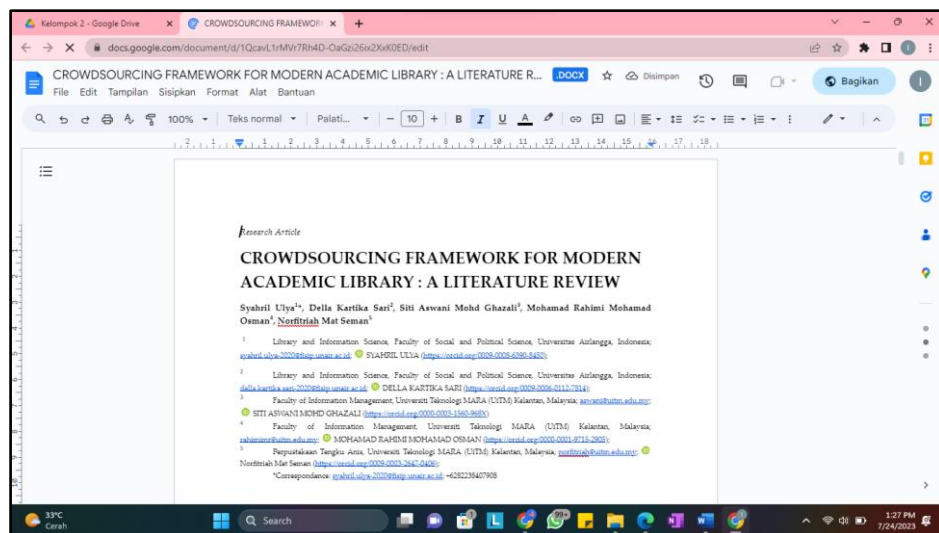


Figure 3.2.3.1: Arrange Paper for GSISS 2023

In the paper prepared by the author, the crowdsourcing method can be implemented by libraries to help libraries to carry out activity programs without being hampered by funding problems. The process of preparing the paper lasted for approximately one month with various analyses and literature reviews conducted. The preparation of the paper also received guidance and direction from senior researchers and provided input regarding the methods used, references, language use, and overall editing of the manuscript. The results of the paper written were presented at the symposium and received an assessment from the reviewer.





*Figure 3.2.3.2: Presentation of GSISS 2023*



*Figure 3.2.3.3: Awarding of GSISS 2023*

## **CHAPTER 4: CONCLUSION**

### **4.1 Application of Knowledge, Skill, and Experience**

Education plays an important role in personality formation. Education in colleges and universities is still limited to providing theory and small-scale practice with limited intensity. Tengku Anis Library is one of the information center under MARA Technological University. The presence of this public library provides a solution to fulfil the information needs of the community. The services provided by this library also vary, namely circulation services, reference services, special collection services, internet access services, audio-visual services, storytelling services, children's educational game equipment services, mobile library services, and others that can meet the needs of users. With these services, it is hoped that the information needs of the community can be met so as to create the right decision-making process. Not only service activities, Tengku Anis Library (PTA) organizes library material processing activities, develops literacy programs, and maintains information sources that can provide field experience for Information and Library Science students.

Based on the internship activities that have been carried out, the author gained a lot of knowledge, especially related to library science below:

#### **1. Technical Implementation of the Library Sector**

The author conducted an analysis related to aspects of library technical development such as the difference in the use of the Library Congress Classification system with the Dewey Decimal Classification which provides direct knowledge and analyses the advantages and disadvantages of using the two classification systems. The majority of Indonesian libraries use the DDC classification system which is considered to better represent the subject of a collection. When viewed from its use, LCC is more practical and able to accommodate more subjects compared to DDC. The author can implement the skills in the field of archive management and maintenance that the author has gained during the learning period and is able to practice directly in the world of work.

#### **2. Analytic Skill**

The author was able to implement the ability to analyze library services, library design aspects to improve services, analyze psychological factors to attract

users to the library, and analyze library networks within Malaysia and between countries. Through observation and discussion during the internship, the author was able to analyze the strategic planning conducted by Tengku Anis Library and was able to participate in designing progra in accordance with the information needs of the library users.

### **3. Digital Literacy**

In addition, the author can implement digital literacy skills in Digital Library activities to carry out network-based library management that can facilitate access to services to users. Utilizing all existing technological developments to improve the quality of the library.

### **4. Social Responsibilities**

The author learned to play a role in introducing the library through CSR program so as to form a social inclusion-based library. The CSR program provided the author with knowledge that libraries can be an important bridge to improve quality through the window of knowledge provided.

### **5. Paper Writing Skill**

In writing skills, the author is able to create international papers and find solutions to global library problems in the GSISS 2023 program. The author identified the problem of library funding associated with the crowdsourcing system as a solution to the problem. The author learnt many things, especially choosing reputable sources of information to improve the quality of writing.

## **4.2 Personal Thought and Opinion**

The existence of this internship activity provides a lot of lessons, skills, and experiences for the author. International internship is a program from Airlangga University which was revived after it was stopped due to the COVID-19 pandemic. The author feels very grateful to be able to meet friends of the Malay family and learn many things from them. The majority of Malay people are very friendly and treat the author well. The author can get to know Malaysian culture through daily interactions, participating in activities organized by UiTM, getting to know Malaysian customs through the 'Malam Warisan Melayu' activity, getting to know historical places in Malaysia, diving into the beauty of language differences that make the author take a lot of lessons. In daily life, the author met many fellow UiTM students who helped the author to survive and enjoy being a UiTM student.



In relation to the science that the author is studying, the field of library science in Malaysia is not much different from library management in Indonesia. However, the role of librarians who are able to identify the needs of diverse users is what makes a lot of different program implementations between these two countries. Libraries in Malaysia, especially Tengku Anis Library, are very committed to providing the best service to their users through the provision of facilities and programs that are very consistent. The author realizes that the role of libraries that have many competitors makes libraries must be able to improve services and develop library branding both nationally and internationally. Hopefully, library cooperation between Indonesia and Malaysia can continue and make a great contribution, especially in human knowledge.

#### **4.2 Lesson Learnt**

For the internship experience that the author gained, the author felt the need to improve the ability in time management, discipline, respecting every person's opinion, learning to see differences, learning to know the world that turned out to be very broad, learning to interpret everything that happens in life is something to be grateful for and is the best way given to humans. In addition, the author also learnt a lot about patience and sincerity in establishing relationships with friends. The author also realized the harmonious relationship between lecturers and students who are very close so as to eliminate gaps and bring up deeper discussions between lecturers and students.

#### **4.3 Limitation and Recommendation**

Based on the analysis that the author has done, Tengku Anis Library (PTA) as an academic library under the auspices of the university has an important role in fulfilling students' information needs. The library should improve facilities, especially the provision of access to study rooms and more reading materials to support student lecture activities. In addition, the role of the library can be actively improved in branding the library through existing media, both social media and websites and other activities. The library should also be active in providing social inclusion in the development of programs implemented.

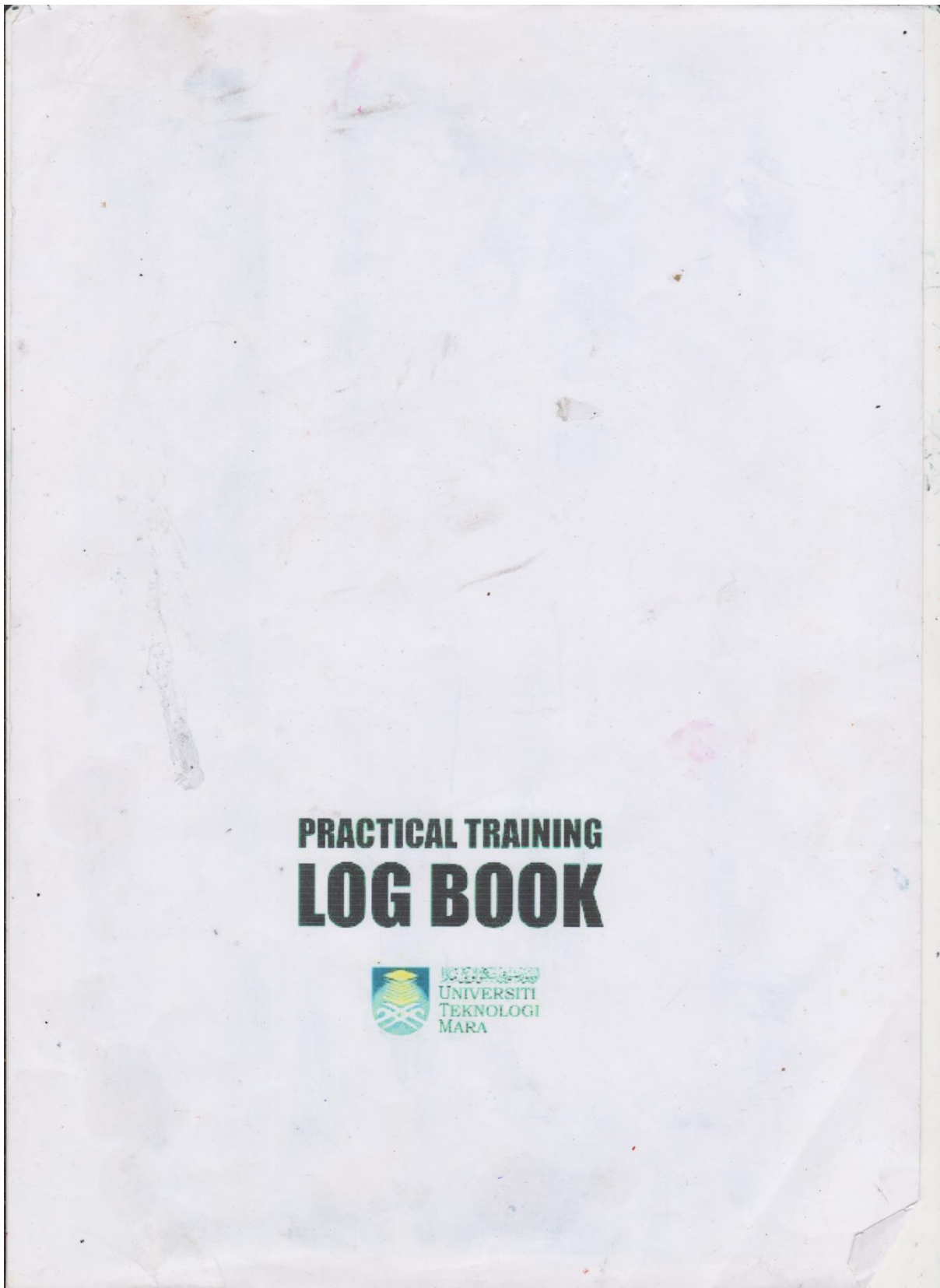
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**APPENDIX 1 : LOGBOOK**



## Instructions

This book is issued to you to provide a history of your training and to act as a weekly record by the work on which you are engaged.

### **Student's responsibilities for keeping log book up-to-date**

Immediately this book is issued to you, you should, in consultation with your Training Officer, complete the detail required on the previous page.

It is your responsibility to make the main entries of the log book and keep it up to date. Entries must be regularly initialled by your Supervisor. You must ensure that:

1. It is available at your place of work during your training.
2. All entries, except sketches, are made in ink.
3. Entries are made within a week of the work to which they refer.
4. The book is handed to your training officer for retention on your return to UITM and this will later be handed to the head of school for grading.

### **Recording**

The log book should contain the following information:

1. A neat concise description of each of your training locations and the work on which you are engaged.
2. Relevant sketches, data and circuit diagrams.
3. References to textbooks, standards and other technical information related to the work being undertaken.
4. Constructive comment on the work being undertaken and your considered opinion as to its value as training.

1. Student's Name : Della Kartita Sari
2. Date & Place of Birth : Sukoharjo 5<sup>th</sup> June ~~2002~~ 2002
3. UiTM I/C No. : 2023306475
4. Course : IMC690 - Industrial Training
5. Year : 2023 Part 1
6. Home Address : Tambakrejo RT 2 RW 3 Tambakboyo  
Tawanghari, Sukoharjo
7. Address During Practical Training: Kolej Tunku Abdul Rahman  
UiTM Kelantan
8. Place of Training : Perpustakaan Tengku Anir (PTA)  
UiTM Machang, Kelantan, Malaysia
9. Name of Supervisor In-Charge : Dr. Khalid Abdul Wahid  
Nur Shaliza Sapiai
10. Duration of Training  
From: April To: July

**FOR OFFICE USE ONLY:**

**11. Remarks: [Dean/ Course Tutor]**

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### LOG BOOK REPORT

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 1

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
April 9th, 2023	Easter Sunday	
April 10th, 2023	Registration course online Administration registration with faculty.	
April 11th 2023	<ul style="list-style-type: none"> <li>- Introduce to Perpustakaan Tengku Anis by online</li> <li>- Got acquainted with PTA, librarian their tasks, units, facilities, vision, and mission.</li> </ul>	
April 12th, 2023	Exploring for Mobile Apps of PTA	
April 13th, 2023	<ul style="list-style-type: none"> <li>- Introduce to "Unit Pentadbiran dan Perencanaan Strategik"</li> <li>- Learn about strategic planning of PTA, quality, human resource</li> <li>- Activities library recorded and centralize system.</li> </ul>	



**LOG BOOK REPORT**

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 2

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
April 16th, 2023	Doing for CSR programme presentation (library school in Indonesia)	
April 17th, 2023	Doing for CSR programme presentation (library school in Indonesia)	
April 18th, 2023	Doing for CSR programme presentation (library school in Indonesia)	
April 19th, 2023	<ul style="list-style-type: none"> <li>- Introduce to Corporate and Collaboration Department.</li> <li>- Learn about department task, communication, corporate relation, and marketing.</li> <li>- Task for making flipbooks.</li> </ul>	
April 20th, 2023	Doing task for flipbooks looking for content of Indonesian culture	

### LOG BOOK REPORT

NAME : Della Kartika Sari  
STUDENT ID : 2023306475  
PLACEMENT : PERPUSTAKAAN TENGKU ANIS UTM MALAYSIA  
WEEK : 3

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
April 23th, 2023	'Eid fithri day	
April 24th, 2023	'Eid fithri day	
April 25th, 2023	Doing task flipbooks Looking for content about Batik, variety batik, and its history	
April 26th, 2023	Doing task for flipbooks. Designing flipbooks in canva,	
April 27th, 2023	Doing task for flipbooks Finishing design with canva	

### LOG BOOK REPORT

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 4

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
April 30th, 2023	Introduce to library by offline Library Tour Finishing presentation for CSR programme Shelving	
May 1st, 2023	International Labour Day	
May 2nd, 2023	08.00-09.00 Shelving 09.00-10.00 Information searching Behaviour, LC classification, and recall + precision by OPAC 10.00-13.00 meet and greet with faculty of Information Management 14.00-17.00 Circulation, Management e-resources, OPAC, Online Library.	
May 3th, 2023	08.00-09.00 Shelving 09.00-13.00 E-resource management, combine keyword, scopus and emerald management, Online Library Acces 14.00-17.00 CSR Programme : Design content for quizzet game, library school material.	
May 4th, 2023	Wesak Day	

### LOG BOOK REPORT

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 5

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
May 7th, 2023	08.00 - 08.30 Shelving 09.00 - 10.00 Reference unit, in this session we do how to looking for valid reference, how to increase writing index. 10.00 - 13.00 rehearsal for CSR programme 14.00 - 17.00 Reference unit. practical for how to manage collection, buying collection, input collection to Database.	
May 8th, 2023	CSR programme to SMK Pangkal Melere Presentation about library in Universiti for Airlangga. school library in Indonesia bulk loan donation, book review for student, game (quizzzz) for recalling information to student.	
May 9th, 2023	08.00 - 09.00 Shelving 09.00 - 11.00 preparation for Jamuan Raya PTA 11.00 - 13.00 Jamuan raya PTA 14.00 - 17.00 Unit perpustakaan digital (information system and repository) learn and do how to manage information system in library.	
May 10th, 2023	08.00 - 09.00 Shelving 09.00 - 11.00 Archive unit, learn and do how to input archive (fisical) to electronic use AMS 11.00 - 13.00 Jamuan Raya Hal Etwal pelajar 14.00 - 16.00 Archive unit, input archive in to AMS, scanning, classification 16.00 - 17.00 preservation	
May 11th, 2023	08.00 - 09.00 Shelving 09.00 - 13.00 making content for PTA's youtube by doing interview about strategic planning in PTA. 14.00 - 17.00 Archive unit, preservation collection, making book (agenda note)	



### LOG BOOK REPORT

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 6

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
May 14th, 2023	08.00 - 09.00 Shelving 09.00 - 10.00 circulation unit 10.00 - 13.00 Jamuan Raya Faculty Information Management. 14.00 - 17.00 circulation unit.	
May 15th, 2023	Flight from Kota Bharu to Kuala Lumpur 13.30 - 16.00 : sharing session as a collaborative with Integrated Record Community (IREC) UiTM Puncak Perdana.	
May 16th, 2023	Back to Indonesia (Flight from Kuala Lumpur to Surabaya)	
May 17th, 2023	Internal meeting and discussion about internship report with team.	
May 18th, 2023	Analyse about prycological aspect in information and library by doing interview with librarian and survey with user.	

### LOG BOOK REPORT

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 7

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
Mei 21th, 2023	Making content "Book Review Challenge" entitle '8 Cara Menjadi Muslim Superior', editing video, uploading in social media use Tik Tok.	
May 22th, 2023	Doing task for Reference Unit about Humanizing Library and Humanizing Technology in this era.	
May 23th, 2023	Analyzing about Strategic Planning Information Organization in PTA, what is the strength, challenge internal and eksternal factor affected PTA's program in a report.	
May 24th, 2023	Finishing report of Strategic Planning on Information Organization	
May 25th, 2023	Discussion about Human Resource in PTA, making question for interview, analyze potential on Human Resource: problem and solution.	

### LOG BOOK REPORT

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 8

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
May 28th, 2023	Analyze about PTA's collaborative program in unit strategic planning Analyze the role of Librarian Association for Library's Development.	
May 29th, 2023	Analyze aspect about Information and special needs, making question for interview and analyze for social theory.	
May 30th, 2023	Meeting and Discussion between PTA's librarian and Uniar's supervisor. Interview with UiTM's student with special need.	
May 31th, 2023	Internal team meeting for arrange strategy of report. Preparing and fixing idea and paper for symposium (GSLS)	
June 1st, 2023	Finishing concept for GSLS paper. Collect the theory for paper. Finishing the 'background' of the paper.	

### LOG BOOK REPORT

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 9

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
June 4th, 2023	Writing paper for GSISS 2023	
June 5th, 2023	Writing paper for GSISS 2023	
June 6th, 2023	Reference and online publication about Humanizing Library	
June 7th, 2023	Reference and online publication about Humanizing Library	
June 8th, 2023	Flight from Indonesia to UiTM for second physical practical.	



### LOG BOOK REPORT

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 10

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
June 11th, 2023	08.00 - 09.00 Shelving 09.00 - 13.00 presentation paper of GSIS to PTA (group 1 and 2) 14.00 - 17.00 Finishing paper of GSIS, making submission, revision	
June 12th, 2023	08.00 - 09.00 Shelving 09.00 - 11.00 Unit perhidmatan, making concept of book review, analyze for literature class 11.00 - 13.00 discussion paper GSIS with faculty 13.00 - 17.00 revision paper GSIS separate by 4 group (add 2 paper more)	
June 13th, 2023	08.00 - 09.00 Shelving 09.00 - 13.00 digitalize archive in AMI Input metadata, checking database, preservation of archive, cleaning archive in the box archive 14.00 - 17.00 digitalize archive by scanning document.	
June 14th, 2023	<del>08.00 - 09.00</del> Visiting public library Kelantan (PPAK) with PTA Joining launching book by PPAK Analyze about public library's strategic planning	
June 15th, 2023	08.00 - 09.00 shelving 09.00 - 13.00 Repository management : subject heading. 14.00 - 15.00 : consulting paper for GSIS	

### LOG BOOK REPORT

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGGU ANIS UTM MALAYSIA  
**WEEK** : 11

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
June 18th, 2023	08.00 - 09.00 : shelving 09.00 - 13.00 : subject heading 14.00 - 15.00 : Interview with PPAK via zoom to discuss about strategic planning in PPAK 15.00 - 17.00 : unit archive	
June 19th, 2023	08.00 - 09.00 : shelving 09.00 - 13.00 : Subject heading 14.00 - 17.00 : preparation for GSISS (fix the presentation, analyse the question, fix the paper, making script for presentation)	
June 20th, 2023	GSISS Day - 1 (Global Symposium on Information and Social Science 2023)	
June 21th, 2023	GSISS Day - 2	
June 22th, 2023	Paper Writing Class	

### LOG BOOK REPORT

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 12

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
June 25th, 2023	Closing ceremony and farewell party of International Internship	
June 26th, 2023	Flight to <del>Indonesia</del> Kota Bharu - Kuala Lumpur	
June 27th, 2023	Flight Kuala Lumpur to Indonesia.	
June 28th, 2023	Hari Raya Idul Adha	
June 29th, 2023	Hari Raya Idul Adha	

### LOG BOOK REPORT

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 13

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
July 2nd, 2023	Analyzing Library Collaboration between Malaysia - Indonesia.	
July 3th, 2023	Analyzing Library Strategic Planning of PTA	
July 4th, 2023	Analyzing and transcribing of Interview with PPAK	
July 5th, 2023	Analyzing Library Strategic Planning of PPAK	
July 6th, 2023	Analyzing Library Services for Disability.	



### LOG BOOK REPORT

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 14

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
July 9th, 2023	Transcribing of Interview with UiTM Press	
July 10th, 2023	Survey of Library Quality with user by google form. - Making question - Making form	
July 11th, 2023	Library Branding Live Instagram and collaboration UiTM x Unair Talkshow-base.	
July 12th, 2023	Analyzing user satisfaction and psychological aspect to improve library service	
July 13th, 2023	Analyzing user satisfaction and psychological aspect to improve library service.	

### LOG BOOK REPORT

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 15

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
July 16th, 2023	Analyzing about designing library to evaluate how library serve best service for user	
July 17th, 2023	Evaluate building, rignation, lighting, interior, and ergonomic aspect	
July 18th, 2023	Analyzing human resource and managemen organization of PTA	
July 19th, 2023	Digital Library : mobile remote for subject heading	
July 20th, 2023	Digital Library : mobile remote for subject heading.	

### LOG BOOK REPORT

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 16

DATE	EXACT NATURE OF WORK DONE	SUPERVISORS REMARKS
July 23th, 2023	Analyzing about library system repository	
July 24th, 2023	Analyzing archival system and digitalize system on Archive Unit	
July 25th, 2023	Analyzing about publishing business system in UiTM Press, Shah Alam	
July 26th, 2023	Analyzing about collection management in printed Resource Unit	
July 27th, 2023	Presentation about library collaboration, library service for dirability, and library desain.	

**LOG BOOK REPORT**

**NAME** : Della Kartika Sari  
**STUDENT ID** : 2023306475  
**PLACEMENT** : PERPUSTAKAAN TENGKU ANIS UiTM MALAYSIA  
**WEEK** : 17

<b>DATE</b>	<b>EXACT NATURE OF WORK DONE</b>	<b>SUPERVISORS REMARKS</b>
July 30th, 2023	Finishing Report	
July 31th, 2023	Finishing Report	
August 1st, 2023		
August 2nd, 2023		
August 3th, 2023		



**APPENDIX 2 : SURVEY OF USER SATISFACTION FORM ABOUT  
PSYCHOLOGICAL ASPECT  
HASIL SURVEY PEMUSTAKA**

Question 1	
How many times have you come to the library during your study in UiTM Machang?	
Muhammad Firdaus Bin Mohamed Sohaimi	More than 10 times
Muhammad Zulhakimi Bin Sabrey	More than 10 times
Mhd Yusuf Bin Ahmad	More than 10 times
Muhammad Imam Zulhakim Bin Rosdi	More than 10 times
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	More than 10 times
Nurul Medina	5 to 10 times
Safdar Izzul	5 to 10 times
Nor Zalikha Binti Marzukaini	More than 10 times

Question 2	
How much time do you spend in one session of visit PTA?	
Muhammad Firdaus Bin Mohamed Sohaimi	1 - 3 hour
Muhammad Zulhakimi Bin Sabrey	1 - 3 hour
Mhd Yusuf Bin Ahmad	1 - 3 hour
Muhammad Imam Zulhakim Bin Rosdi	1 - 3 hour
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	Less than 1 hour
Nurul Medina	1 - 3 hour
Safdar Izzul	Less than 1 hour
Nor Zalikha Binti Marzukaini	More than 3 hour

Question 3	
Do you ever borrow a book from PTA?	
Muhammad Firdaus Bin Mohamed Sohaimi	Frequently
Muhammad Zulhakimi Bin Sabrey	Never
Mhd Yusuf Bin Ahmad	Rarely
Muhammad Imam Zulhakim Bin Rosdi	Never

Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	Always
Nurul Medina	Never
Safdar Izzul	Rarely
Nor Zalikha Binti Marzukaini	Never

Question 4	
How do you feel about the overall services delivered by the librarians and staff of PTA?	
Muhammad Firdaus Bin Mohamed Sohaimi	Satisfied
Muhammad Zulhakimi Bin Sabrey	Satisfied
Mhd Yusuf Bin Ahmad	Satisfied
Muhammad Imam Zulhakim Bin Rosdi	Very satisfied
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	Satisfied
Nurul Medina	Satisfied
Safdar Izzul	Satisfied
Nor Zalikha Binti Marzukaini	Satisfied

Question 5	
Do you ever ask for help to the librarian or staff of PTA ?	
Muhammad Firdaus Bin Mohamed Sohaimi	Yes
Muhammad Zulhakimi Bin Sabrey	Yes
Mhd Yusuf Bin Ahmad	Yes
Muhammad Imam Zulhakim Bin Rosdi	Yes
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	Yes
Nurul Medina	Yes
Safdar Izzul	Yes
Nor Zalikha Binti Marzukaini	Yes

Question 6	
Do you satisfy with the help?	
Muhammad Firdaus Bin Mohamed Sohaimi	Satisfied

Muhammad Zulhakimi Bin Sabrey	Satisfied
Mhd Yusuf Bin Ahmad	Satisfied
Muhammad Imam Zulhakim Bin Rosdi	Very satisfied
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	Satisfied
Nurul Medina	Satisfied
Safdar Izzul	Satisfied
Nor Zalikha Binti Marzukaini	Very satisfied

Question 7 Do you think of PTA as?	
Muhammad Firdaus Bin Mohamed Sohaimi	A place for learning, A place for seeking information, A place for meeting or socializing
Muhammad Zulhakimi Bin Sabrey	A place for learning, A place for seeking information, A place for meeting or socializing, A place for recreation
Mhd Yusuf Bin Ahmad	A place for learning, A place for seeking information, A place for meeting or socializing
Muhammad Imam Zulhakim Bin Rosdi	A place for learning, A place for seeking information, A place for meeting or socializing
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	A place for learning, A place for seeking information
Nurul Medina	A place for learning, A place for seeking information
Safdar Izzul	A place for seeking information, A place for meeting or socializing
Nor Zalikha Binti Marzukaini	A place for learning, A place for seeking information, A place for meeting or socializing

Question 8	
What motivates you to visit PTA?	
Muhammad Firdaus Bin Mohamed Sohaimi	Need for information, Need for facilities, Need for guidance and support
Muhammad Zulhakimi Bin Sabrey	Need for facilities
Mhd Yusuf Bin Ahmad	a place to do group study and comfort
Muhammad Imam Zulhakim Bin Rosdi	Need for facilities, Need for guidance and support
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	Need for information
Nurul Medina	Need for information, Need for facilities
Safdar Izzul	Need for information, Need for facilities
Nor Zalikha Binti Marzukaini	Need for information, Need for facilities, Need for guidance and support

Question 9	
If you answer need for information, what kind of literature do you usually need?	
Muhammad Firdaus Bin Mohamed Sohaimi	Database, system, leadership
Muhammad Zulhakimi Bin Sabrey	Journal
Mhd Yusuf Bin Ahmad	
Muhammad Imam Zulhakim Bin Rosdi	
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	Knowledge about hard skill and soft skill
Nurul Medina	Information management
Safdar Izzul	Information on my subject
Nor Zalikha Binti Marzukaini	Manuscript

Question 10	
Have PTA fulfilled your need of the information you want?	
Muhammad Firdaus Bin Mohamed Sohaimi	Yes, the book that i borrow have the information that i needed
Muhammad Zulhakimi Bin Sabrey	Overall, yes.
Mhd Yusuf Bin Ahmad	if there is a need for information, yes
Muhammad Imam Zulhakim Bin Rosdi	Yes
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	yes very helpfull
Nurul Medina	Yes
Safdar Izzul	Yes, it fulfill my needs
Nor Zalikha Binti Marzukaini	rarely

Question 11	
If you answer need for facilities, what kind of facility do you usually need?	
Muhammad Firdaus Bin Mohamed Sohaimi	Place for study
Muhammad Zulhakimi Bin Sabrey	Wifi
Mhd Yusuf Bin Ahmad	
Muhammad Imam Zulhakim Bin Rosdi	Aircond, computer
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	Water cooler and a place to pray
Nurul Medina	Wifi
Safdar Izzul	Printing and uasing vomputer
Nor Zalikha Binti Marzukaini	more personal computer and convenience seats

Question 12	
Have the facilities in PTA fulfilled your need?	
Muhammad Firdaus Bin Mohamed Sohaimi	Yes
Muhammad Zulhakimi Bin Sabrey	Yes
Mhd Yusuf Bin Ahmad	Yes

Muhammad Imam Zuhakim Bin Rosdi	Yes
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	Yes
Nurul Medina	Yes
Safdar Izzul	Yes, it fulfill my needs
Nor Zalikha Binti Marzukaini	Yes

### Question 13

If you answer need for guidance and support, what kind of guidance and support do you usually need?

Muhammad Firdaus Bin Mohamed Sohaimi	How to find a book
Muhammad Zuhakimi Bin Sabrey	
Mhd Yusuf Bin Ahmad	
Muhammad Imam Zuhakim Bin Rosdi	
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	guidance regarding how to find a book
Nurul Medina	
Safdar Izzul	No
Nor Zalikha Binti Marzukaini	how to get the thesis and get information about study

### Question 14

Does the guidance and support delivered by the librarians and staff help you?

Muhammad Firdaus Bin Mohamed Sohaimi	Yes
Muhammad Zuhakimi Bin Sabrey	No
Mhd Yusuf Bin Ahmad	yes
Muhammad Imam Zuhakim Bin Rosdi	No
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	yes
Nurul Medina	No
Safdar Izzul	No
Nor Zalikha Binti Marzukaini	yes

### Question 15

What kind of information do you usually receive on the internet?	
Muhammad Firdaus Bin Mohamed Sohaimi	Politician, news of country, global issue
Muhammad Zulhakimi Bin Sabrey	Factual information
Mhd Yusuf Bin Ahmad	raw
Muhammad Imam Zulhakim Bin Rosdi	Management system
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	articles for the assignment
Nurul Medina	information management
Safdar Izzul	News
Nor Zalikha Binti Marzukaini	entertainment

Question 16	
What do you do to secure your social media accounts?	
Muhammad Firdaus Bin Mohamed Sohaimi	Not all information on the internet is true, what you can do is to search resources of the information that you received
Muhammad Zulhakimi Bin Sabrey	Yes
Mhd Yusuf Bin Ahmad	maybe yes, maybe no, need to do some research on the subject
Muhammad Imam Zulhakim Bin Rosdi	Yes
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	yes with guideline
Nurul Medina	Yes
Safdar Izzul	Yes
Nor Zalikha Binti Marzukaini	not sure

Question 17	
What are you going to do if you think that the information you received is not true?	
Muhammad Firdaus Bin Mohamed Sohaimi	Try to find the resources of the information



Muhammad Zulhakimi Bin Sabrey	Ignore the fake information and report it.
Mhd Yusuf Bin Ahmad	double check them, look for right answer
Muhammad Imam Zulhakim Bin Rosdi	
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	i will recheck with my supervisor and let him correct me
Nurul Medina	Find the others
Safdar Izzul	I will do a research
Nor Zalikha Binti Marzukaini	i will ask the chat with librarian or staff

#### Question 18

What kind of information that you usually share to your friends?

Muhammad Firdaus Bin Mohamed Sohaimi	Information about the news of global issue, politician
Muhammad Zulhakimi Bin Sabrey	About Motivation
Mhd Yusuf Bin Ahmad	depends
Muhammad Imam Zulhakim Bin Rosdi	
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	Everything expect family, financial
Nurul Medina	Literature
Safdar Izzul	News
Nor Zalikha Binti Marzukaini	about news, studies

#### Question 19

What do you do to secure your social media accounts?

Muhammad Firdaus Bin Mohamed Sohaimi	Make a security steps
Muhammad Zulhakimi Bin Sabrey	Two factor authentication
Mhd Yusuf Bin Ahmad	mix symbol and number and caplock alphabet
Muhammad Imam Zulhakim Bin Rosdi	

Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	make it private account
Nurul Medina	Using password
Safdar Izzul	Active the security called 2fa
Nor Zalikha Binti Marzukaini	secure password

Question 20	
Do you know about the "Chat with Librarian" service?	
Muhammad Firdaus Bin Mohamed Sohaimi	Yes
Muhammad Zulhakimi Bin Sabrey	No
Mhd Yusuf Bin Ahmad	Yes
Muhammad Imam Zulhakim Bin Rosdi	No
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	Yes
Nurul Medina	No
Safdar Izzul	Yes
Nor Zalikha Binti Marzukaini	Yes

Question 21	
Do you use the "Chat with Librarian" service via Perpustakaan Tengku Anis website?	
Muhammad Firdaus Bin Mohamed Sohaimi	2
Muhammad Zulhakimi Bin Sabrey	1
Mhd Yusuf Bin Ahmad	1
Muhammad Imam Zulhakim Bin Rosdi	1
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	1
Nurul Medina	3
Safdar Izzul	1
Nor Zalikha Binti Marzukaini	4

Question 22	
Do you use WhatsApp or other social media platforms to communicate with and receive information from PTA?	
Muhammad Firdaus Bin Mohamed Sohaimi	2

Muhammad Zulhakimi Bin Sabrey	3
Mhd Yusuf Bin Ahmad	1
Muhammad Imam Zulhakim Bin Rosdi	3
Nik Muhammad Luqman Al Hakim Bin Mohd Roslan	3
Nurul Medina	1
Safdar Izzul	5
Nor Zalikha Binti Marzukaini	1


## APPENDIX 3: COPY OF GSISS PAPER


Research Article


# CROWDSOURCING FRAMEWORK FOR MODERN ACADEMIC LIBRARY : A LITERATURE REVIEW


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**Abstract:** Financial problems are faced by libraries widely throughout the world, including developed or developing countries. This condition makes it difficult for libraries to adapt to modernization and reconstruction work, even to provide maximum main services. Library and Information Science (LIS) which has to be as fair as possible to ensure and sustain knowledge as a driver for development. Crowdsourcing as a new collaborative, interactive and incremental paradigm for cultural heritage and multilingual bibliographic data curation, processing and mapping for library. Crowdsourcing uses social engagement techniques to achieve a common goal by working collaboratively as a group. This is reinforced by the fact that libraries are non-profit institutions, so crowdsourcing provides more value for the money involved as well as creating a sense of shared ownership (public). The research methodology used in this paper is literature review. The data contained in the finding were collected from 2017 - 2022 from several Indonesian academic libraries' financial reports and a secondary source. The findings were that libraries faced a lack of funding for library activities and services. Academic libraries as libraries under the auspices of institutions can take advantage of crowdsourcing systems, especially in the implementation of library programs that are hindered by funding from institutions. Crowdsourcing will help academic libraries to achieve goals without funding limitations, effectiveness and time efficiency for the realization of planned programs, active community involvement, building relationships (approaches) with users and strategic marketing to attract wider and more diverse participation.

**Keywords:** modern library; financial problem; crowdsourcing



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## 1. Introduction

Libraries nowadays have developed as much as society has been developing at such a rapid pace. Libraries in the medieval time were certainly different from libraries that exist now. Library that is traditionally known as a physical place where collections of books, journals, manuscripts, and other sources of recorded information are stored and served to the users. Now, the functioning and environment of libraries have been impacted by the emergence of technology, namely the internet, modern telecommunications, data processing, information retrieval systems, management information systems, etc. As society changes, information needs and information-seeking behavior of library users also change and require libraries to adapt to sustain and maintain their position as the prominent institution of knowledge and learning. Libraries are prone to extinction if they do not evolve to deliver new modern services that meet the needs and expectations of their users.

Libraries in the modern world should continually develop by implementing information technology to meet the user's needs. The implementation of technology in libraries includes creating electronic catalogs, initiating the internet catalogs of libraries, digitizing physical books, self-service book loans, and so on. The development of technology and the growing change in the social, cultural, and economic state of society set out new tasks for libraries (Baryshev et al., 2020): utilizing digital technologies to optimize internal library operations; giving access to the primary collection of printed books to those who need it; library environment modernization; and enhancing and developing library services.

Academic libraries have a significant and crucial role in the development of knowledge and science. Thus, improving library service will have a significant impact to support the development of knowledge in the academic environment. Khan et al (2022) found that beside implementing expert leadership, advanced technological utility in academic libraries significantly accelerate the use of library resources, increase user performance, develop management abilities, and eventually improve academic achievement and services. However, the primary constraint faced by libraries frequently circles around financial source and funding in which academic libraries face the similar problem. This constraint can hinder the modernization of academic libraries and consequently slow down the development of knowledge and science.

Financial problems in libraries have existed for a long time. Financial problems are faced by libraries all over the world, regardless of whether they are academic libraries or public libraries, in developed or developing countries. Financial problems have been faced by libraries since the 1970s during the economic crisis (Çelik, 2000). Developing countries continue to struggle with financial problems that affect the allocation of funds to services and resources. These conditions make it difficult for libraries to adapt to modernization and reconstruction work, even to provide the main services to the fullest (Malhan, I. V. 2001). Financial problems are not only an issue but

also a reality, ALA report (2009) mentioned that there is a decline in library use due to reduced funding.

The latest financial issues faced by libraries is after the whole world was hit by the Covid-19 pandemic. Generally, academic libraries have experienced funding cuts during the pandemic, thus experiencing uncertainty about long-term recovery (Frederick, J., & Wolff-Eisenberg, C. 2020). Similarly, Berg et al. (2022) stated that librarians felt the impact of funding cuts during the pandemic, making their work more challenging. Thus, it is clear that financial problems have a direct impact on the development of libraries to be better at providing services, adapting to technological changes, and moving towards modernization. However, various efforts have been made by libraries to tackle these problems, such as partnerships with organizations and grants (Moyer, 2005), community advocacy (Hussey & Velasquez, 2011), purchase-on-demand (Hutchinson, 2019), and communication plans to stakeholders (Borchert, 2023).

Library and Information Science (LIS) has to be as fair as possible to ensure and sustain knowledge as a driver for development. One of the ways libraries can implement to solve financial problems is crowdsourcing. Crowdsourcing as a new collaborative, interactive incremental paradigm for cultural heritage and multilingual bibliographic data curation, as well as processing and mapping for library. Research conducted by Al-Aufi et al. (2022) explains that the crowdsourcing method can be developed by information service institutions and has proven to be effective. Crowdsourcing has high reliability to increase public trust in information service institutions, develop transparent information attitudes and services, and develop technology as a medium for crowdsourcing. The development of crowdsourcing methods through online platforms, especially social media, can solve institutional problems that previously could only be solved through laboratory research and internal development studies (Erickson, 2013).

Information institutions and libraries have utilized online media, especially social media such as Twitter, Facebook, and Instagram in campaigning for crowdsourcing-based service programs. Not only information institutions and libraries, but the existence of the use of crowdsourcing methods has also penetrated into museums and archival institutions (Huang et al., 2017). Crowdsourcing in library and information services is a method for the public to explore the resources and collections owned by the institution (Library News Editor, 2017). As part of their response, some of these institutions - known as LAM (Libraries and Museums) - in Australia have harnessed participatory media such as Facebook and purpose-built digital sites that simultaneously collect, curate and often exhibit life narratives in public archives of crises by the citizen (Davies, 2023).

Crowdsourcing uses social engagement techniques to achieve a common goal by working collaboratively as a group. In financial matters, crowdsourcing is the right choice. This is because many people, both individuals and groups, can participate and

contribute to the library. Brabham (2008) argues that "crowd-sourcing is a model appropriate for the utilization of collective talents by aggregating collective intelligence and knowledge and also by increasing the ingenuity of the crowd". Crowdsourcing is needed to overcome financial or staff crises to provide efficient services to its users because libraries can achieve their desired goals without any financial and resource constraints. This is reinforced by the fact that libraries are non-profit organizations, hence crowdsourcing provides more value for money and creates a sense of shared (public) ownership.

## 2. Method & Material

The research methodology used in this paper is literature review. The data contained in the finding were collected from 2017 - 2022 from several Indonesian academic libraries' financial reports and a secondary source, such as a thesis of analysis of an academic library's financial report. The finding also includes the analysis of one of the academic libraries in Malaysia's financial report available online. The academic libraries being analyzed in this paper are Universitas Gadjah Mada Yogyakarta (UGM), National Institute of Islamic Religion (IAIN) Syekh Nurjati Cirebon, Universitas Nahdhatul Ulama (UNISNU) Jepara, Institute of Economic Science (STIE) Amkop Makassar, and Universiti Teknologi MARA Malaysia (UiTM). Both UGM and IAIN Syekh Nurjati are public institutions in Indonesia while UNISNU Jepara and STIE Amkop Makassar are private institutions in Indonesia. IAIN Syekh Nurjati, UNISNU Jepara, and STIE Amkop Makassar are small institutions while UGM itself is one of the oldest and most reputable universities in Indonesia. UiTM is one of the largest universities in Malaysia with its branches located all over the states.

## 3. Findings

There are several institutions that transparently provide opportunities for the public to be able to access the institution reports and secondary source that contain their libraries' financial information. The findings are described in the description below:

### 3.1 Library of Universitas Gadjah Mada

Library of Universitas Gadjah Mada (UGM) receives funding allocation from the government and community funds received through the university. The amount of budget allocation of UGM central library from year to year has decreased and increased. The results of data obtained by the UGM central library budget in a span of 5 years, namely from 2022 to 2018, show that there are decreases and increases alternately. The number of library budgets in 2019 increased by around 18.38% from 2018, but decreased in 2020 by -10.78% from 2019. In fiscal 2020, the decrease in funding from the previous year was also due to budget priorities for COVID-19 prevention. Furthermore, in 2021 funding increased from the previous year by 2.85%, then decreased again in 2022 by -5.88%. Broadly speaking, it can be seen that there are fluctuations in funding that occur in that time span.



**Table 1.** Table of UGM Library's Budgeting in 5 Years.

Year	Library's Budget	University's Budget	Ratio (%)
2022	19.166.229.326,00 IDR	3.304.419.404.687,00 IDR	0,58
2021	20.365.363.437,00 IDR	2.809.890.314.889,00 IDR	0,73
2020	19.801.449.222,00 IDR	2.715.249.909.129,00 IDR	0,73
2019	22.216.210.113,00 IDR	2.579.822.390.071,00 IDR	0,86
2018	18.766.446.516,00 IDR	2.942.621.414.623,00 IDR	0,64

Source: Annual UGM Library Report 2018-2022 and Annual UGM performance report 2022

A significant decline occurred in 2020 leading to a reduction in database subscriptions and non-implementation of grants for librarian research. On the other hand, the library budget also has not met the national standards of university libraries based on National Library of Indonesia Regulation Number 13 of 2017. Universities as main organizations allocate a budget to libraries of at least 5% of the total college budget (excluding physical development and salaries). This is not in line with the increase in university funding which tends to increase every year. Even the library's funding ratio does not reach 1% of the university's overall funding.

### *3.2. Library of Universiti Teknologi Mara (UiTM)*

In 2018, UiTM Libraries had a total budget of RM17,073,662.10 (seventeen million seventy-three thousand six hundred sixty-two ringgit ten cents) allocated to 14 UiTM Libraries. Shah Alam was the largest recipient at RM10,000,000.00 (ten million Malaysian ringgit), followed by Sabah at RM1,644,500.00 (one million six hundred forty four thousand five hundred Malaysian ringgit) and Selangor at RM1,584,154.26 (one million five hundred eighty four thousand one hundred fifty four ringgit twenty six sen). The recipient of the least funding allocation was Terengganu with RM130,091.28 (one hundred and thirty-nine-one thousand twenty-eight sen).

The total revenue received by UiTM Library in 2018 was RM 612,639.65 (six hundred twelve thousand six hundred thirty nine ringgit sixty five cents). Shah Alam was the branch with the highest revenue of RM137,754.29 (one hundred and thirty-seven thousand seven hundred and fifty-four ringgit twenty-nine sen) and Kelantan was the branch with the lowest revenue of RM2,235.98 (two thousand two hundred and thirty-five ringgit ninety-eight sen).

Since 2016, the funding designated to the Malaysian Ministry of Higher Education has reduced to RM13.37 Billion when compared to the 2015 funding of RM15.78 Billion. The funds were further reduced until in 2017 there was also a

decrease in the number of book purchases. The reduction in the allocation of funds given to the Ministry of Higher Education each year certainly has a tremendous impact on finances in higher education libraries in Malaysia. College libraries require a lot of money to continue to develop collections and services, so if the funds received are reduced, the library is forced to make budget cuts so as not to affect customer satisfaction.

Based on the information available in Bajet 2018 by the Ministry of Finance Malaysia, UiTM received a funding allocation of 2.4 Billion Ringgit. These funds do not include scholarship grants and other activities. It is quite unfortunate that UiTM allocates funds for the library only with a total budget of RM17,073,662.10 (seventeen million seventy-three thousand six hundred sixty-two ringgit ten sen) which is also then divided into 14 branches. An appropriate level of funding for the long-term development of libraries is needed especially in improving the effectiveness of the resources available to users and also the provision of services in accordance with what has been stated in IFLA Publication 147.

### *3.3. Library of IAIN Syekh Nurjati Cirebon*

Another library that transparently provides information on financial management is the IAIN Syekh Nurjati Cirebon Library in 2019. According to the financial report, IAIN Syekh Nurjati Library Cirebon has a total budget of Rp. 613,826,000 (six hundred thirteen million eight hundred twenty six thousand rupiah). From the total budget, it is realized into several types of expenditures, namely for routine library activities in the form of procurement of collections, maintenance of library materials, procurement of library facilities and infrastructure, procurement of seminars and workshops, and human resource empowerment in the form of employee salaries. The amount of budget managed by the library is sourced from institutional funds managed by the library's finance department. However, in its realization, the total budget given has not been able to meet the target of library needs. This is also influenced by the factor of lack of maximum budget absorption due to some of the activities of implementing budget realization at the end of the year. There are several activities that have not been realized due to budget factors, namely the procurement of library RFID, the procurement of book transport elevators, the procurement of a new library center building, and e-Journal International subscriptions (IAIN Central Library Syekh Nurjati Cirebon, 2019).

Although the realization of the majority budget plan has been more than 70%, the budget is still less than the minimum budget stipulated by law, which is 5% of the total budget of the institution excluding employee expenditure. There are several issues in IAIN Syekh Nurjati Central Library that require the allocation of funds and a new budget plan, including:

1. Library buildings that are not in accordance with the National Library Standards for Higher Education Libraries

2. Lack of adequate human resources. There are several units that are vacant due to lack of human resources, such as IT units, front office guards and locker officers, BI Corner service officers, Cirebonese Corner officers and officers for repair and binding of damaged books and Shelving officers (moving books).
3. The ratio of the number of librarians at the IAIN Syekh Nurjati Cirebon library center has not met the National Library Standards for Higher Education Libraries.
4. The ratio of the number of collections in the IAIN Syekh Nurjati Cirebon library center has not met the National Library Standards for Higher Education Libraries.
5. IAIN Syekh Nurjati Cirebon Library has never subscribed to international journals.

#### *3.4. Library of Universitas Islam Nahdhatul Ulama (UNISNU)*

UNISNU Jepara Library in 2018 has an annual budget of Rp. 250,000,000 (two hundred and fifty million rupiah) with an average monthly budget of Rp. 21,020,000 (twenty one million twenty thousand rupiah). The source of this budget comes from foundations and also third parties (PNRI). UNISNU expenditure funds other than employee expenditures are Rp. 32,656,000,000 (thirty-two billion six hundred and fifty-six million rupiah), while the library budget each year is 252,240,000 (two hundred fifty-two million two hundred forty thousand rupiah) which is only 0.78% of the ideal budget of 5%. The budget for the library has not been optimal because the library does not have an appropriate development plan and also literacy activities to support academic development in the university environment.

Although the survey results stated that students were satisfied with library services, the library needed to increase the number of collections to meet the needs of users in accordance with the Regulation of the Head of the National Library of the Republic of Indonesia No. 13 of 2017 concerning National Standards for Higher Education Libraries. In addition, other issues to note are:

1. Add scientific journals subscribed per study program because there is only 1 journal that has been subscribed.
2. Subscribe to an electronic journal because the library has not subscribed to any journal at all.
3. Subscribe to a database because the library has not subscribed to any database at all.
4. The area of the collection room is still substandard and also has not utilized multimedia and budget provided very well.
5. It is necessary to improve the quality of user comfort by adding lighting in some parts of the collection room
6. Repository policies that do not yet exist and have not been discussed

### *3.5. Library of Institute of Economic Science Amkop Makassar*

Several financial challenges are also faced by the Institute of Economic Science Amkop Makassar Library. The library's fund comes from the campus and is used to meet the library's needs in which the needs have not been realized completely because of the shortage of the fund. The fund received from the campus management is used for collection acquisition, facilities and infrastructure of the library, collection preservation, e-learning development, and office equipment procurement. However, as in 2019, the fund was allocated for another need, namely the development of other parts of the library's building. The only other source of the library's budget comes from fines in which the amount is still low. This source of funds is used to buy additional office equipment needed (Harzuki, 2020). This financial constraint results in unimplemented programs and limits the library from serving the best services, collection, and program to its users.

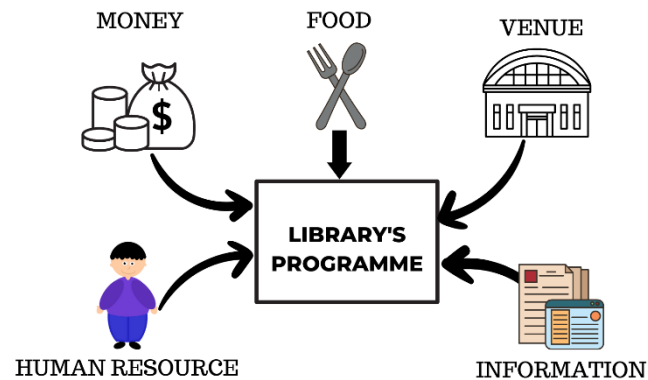
## 4. Discussion

Financial readiness is a determining factor in the sustainability of library activities and services. Generally, libraries face a lack of funding for library activities and services as described earlier. Academic libraries have a source of funding from the main organization, the university, which allocates funding from government and public funds. The lack of funding from universities to university libraries is due to the global financial situation during the pandemic. It can be seen that UGM library funding has decreased significantly during the pandemic so there must be a reduction in database subscriptions and activities are not carried out. The university as the main organization has not provided funding allocations under the provisions, which has hampered the development of library facilities and infrastructure. Moreover, the library does not have alternative funding besides the main organization to meet its needs. Therefore, the author proposes an alternative to the problem through crowdsourcing.

### *4.1. Crowdsourcing*

Crowdsourcing is an effort to gather resources based on the willingness of the community voluntarily and their awareness to achieve goals that are considered important (Ar-Rahiem, 2019). Crowdsourcing is done to find resources including data and information that are effective and efficient to be coordinated in accordance with the authority of individuals and individuals in order to meet needs and achieve goals. Crowdsourcing is usually done through platforms that have a large reach of community access such as through social media, websites, and applications that already have a large database and network. This is done so that crowdsourcing can be widely known by the public, especially those who give focus on non-profit organizations. The quality and success of crowdsourcing is influenced by several factors such as the level of education of a community, collective awareness, access to information, and technological intervention in the community. The dissemination of

information both through the network and outside the network greatly affects the success of crowdsourcing (Dede et al., 2020).



**Figure 1.** Crowdsourcing system in library.

Crowdsourcing since its introduction by Howe (2006) has been applied in various institutions that have a wide reach to the community. Crowdsourcing is a powerful strategy to overcome the problem of funding shortages (Erickson, 2013; Al-Aufi et al., 2022). Moreover, crowdsourcing covers a variety of issues that can be addressed according to the type of crowdsourcing that can be implemented as needed; 1) crowdfunding 2) crowd wisdom; 3) crowd creation; and 4) crowd voting. It is important to determine several types of crowdsourcing to be used so that it can be appropriate and achieve the objectives (Howe, 2008). However, it is possible to have a mix-method in crowdsourcing applications. The library can apply crowdsourcing (crowdfunding) in meeting physical (tangible) needs, and apply crowdsourcing (crowd wisdom, crowd creation) in gathering other resources for the implemented program.

#### 4.2. Motivation and Crowdsourcing

Andro (2018) argues that crowdsourcing provides benefits for both parties involved, both libraries and users. The motivation for users to participate in crowdsourcing can be viewed from intrinsic and extrinsic motivation. Intrinsic motivation for users to participate in crowdsourcing can be in the form of individual motivation such as; interest in a field, self-development, to prove something, or even for fun (for pleasure). In addition to individual motivation, it can also be viewed from collective motivation such as; feeling useful/impactful to the community; participating for free; the possibility of meeting other people; or even feeling indebted from services that have been obtained. On the other hand, extrinsic motivation can be in the form of immediate benefits such as; economic motivation (money); gifts; and other benefits that can be obtained immediately. Included in extrinsic motivation are benefits that are obtained over time or in the long term such as; developing popularity; seeking job opportunities; adding experience for job development.

However, the aforementioned economic motivations are paradoxical to the problem being solved. How can an underfunded academic library provide economic benefits (money) to participants? Therefore, a more appropriate approach in this case is to provide other rewards. Furthermore, Andro (2018) explains that it is important to maintain the loyalty of participants who are actively involved in crowdsourcing. This can be done by giving awards in various forms such as displaying the names of active participants, recognizing the contributions made to each project, getting certificates, or even getting further training for involvement in programs conducted by the library. The awards received by participants will be a motivation to continue to be involved in the activities, however, the awards are in accordance with the scale of the contribution given (Puspitasari, 2019).

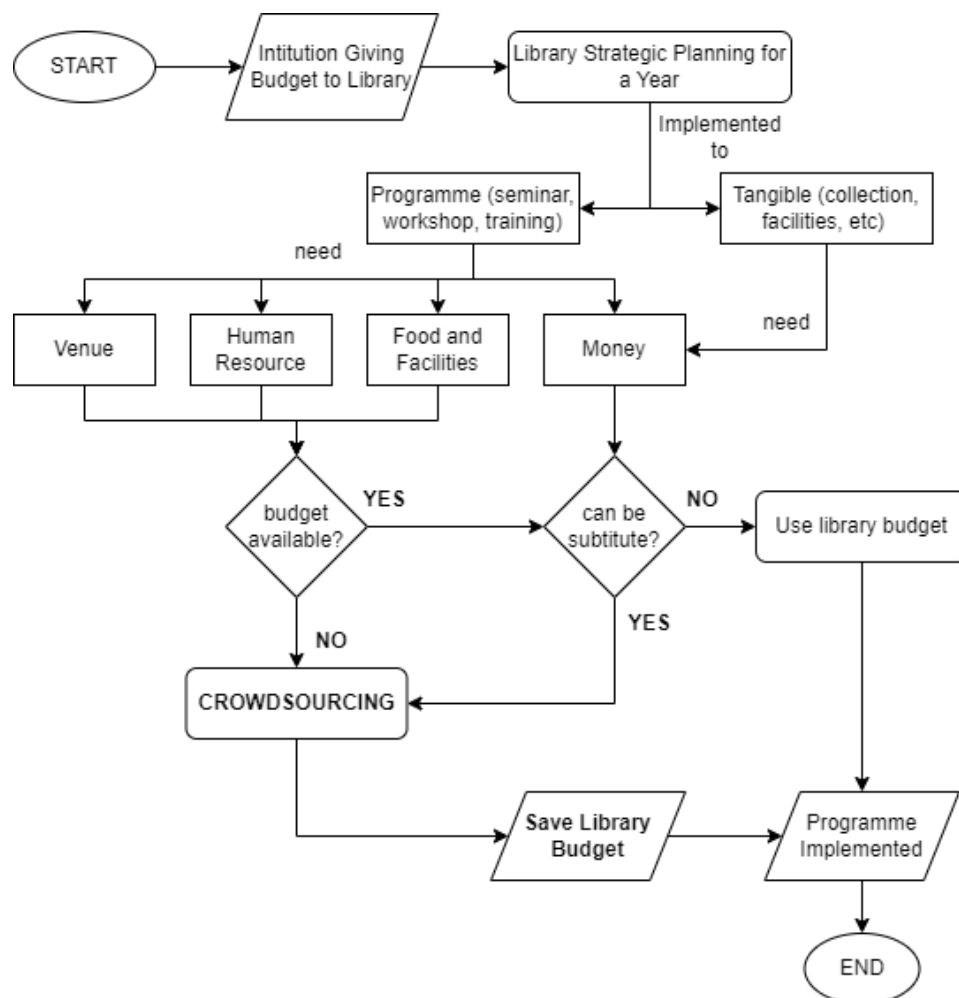
In addition to the motivation of the participants, a gamification approach can be considered to attract participation in crowdsourcing. Gamification can be considered by libraries to build user engagement models such as to solve problems, make contributions, and get rewards or recognition. The implementation of gamification can include participation categories based on contributions such as Gold, Silver, Medal or other similar tier models. The gamification approach in linking participation in crowdsourcing in libraries has been proven to influence participants' interest because it increases feelings of fun, comfort and enjoyment (Zain, Sardi, & Junaedi, 2020). In addition to increasing motivation for participation, gamification-based trust can also be a supporting factor for the further success of crowdsourcing (Xu., Wu, & Hamari, 2022).

Andro (2018) emphasizes that communication and marketing can be one of the keys to attracting participation. The page containing information for crowdsourcing should include detailed program information, and be open to questions from potential participants. These efforts should be made to convince potential participants to join. The content of the marketing should be clear and concise without requiring more effort from potential participants (to dig through the information). The involvement of various parties is the key to crowdsourcing being implemented and can solve the problems faced by academic libraries. So it is important for academic libraries to pay attention to user motivation factors and consider gamification approaches, of course, by adjusting the program context and social environment, as well as communication and marketing tricks. Even in the development of studies, crowdsourcing itself is one of the approaches to build relationships with customers so that they can be able participate (Ellis, & Peña, 2015).

#### *4.3. Crowdsourcing Implementation in the Academic Library*

As a non-profit organization, the library can apply the concept of crowdsourcing in carrying out library activities. The services in the library are user-oriented services that allow the community to be widely involved, especially users, to participate in certain activities carried out by the library. Academic libraries as

libraries under the auspices of institutions can take advantage of the crowdsourcing system, especially in the implementation of library programs that are hindered by funding from institutions with the following scheme:



**Figure 2.** Flowchart of implementation of crowdsourcing in academic library

Academic libraries receive budget allocations from institutions to carry out activities in accordance with the main tasks and functions of the organization. In carrying out its functions, the library makes strategic plans and targets to be achieved within a certain period of time, including how the organization's financial management strategy. In financial management, the library allocates the funds received into two types, tangible and intangible budget allocations. Tangible fund allocation is a form of budget realization in the form of collection procurement, infrastructure, facilities, and physical access provision. While the allocation of intangible funds is in the form of organizing seminars, webinars, workshops, training, and non-physically improving the quality of the library. To be able to run the entire program, the library has the challenge of being able to manage finances evenly.

Intangible activities carried out by libraries have more diverse needs such as the need for access, facilities, places, resources, and funds. To be able to cut these needs, the library can open opportunities for the community to participate in activities



carried out by the library through a crowdsourcing system. Crowdsourcing held in a library activity is adjusted to the needs, especially resources that can be supported by many parties. In addition, substitutable needs that can be replaced with the sponsorship of other parties can be a priority for the library to do crowdsourcing. For tangible activities, the community can also contribute resources according to the needs of the library such as opening sponsorship for new collections and library facilities. This can have a positive impact in the form of savings on the library budget, the implementation of all library activity plans without financial constraints, increasing the library's role as a shared institution that is close to all parties, and avoiding the exclusivity of the library as a source of information.

The implementation of crowdsourcing in the library sector has been applied through activity programs, both tangible and intangible activities. One example of the implementation of crowdsourcing carried out by Universitas Airlangga Library is the Library Volunteer program as a form of user contribution in helping libraries to carry out library programs such as book exhibitions, library seminars, talk shows, workshops, and various other activities engaged in library creative (Puspitasari, 2019). The participation and participation of users in library programs is important in creating library connectivity with the community.

Book donation is an example of crowdsourcing (tangible) implementation in the library. Guru Gembul, one of the influences who is active on Youtube with 779k subscribers, donated books to Nurul Hidayah School in East Bandung (Guru Gembul, 2023). His popularity and reach can attract the interest of the wider community to participate in the book donation program initiated by Guru Gembul. 775 books were collected from the book donation program initiated by Guru Gembul from 11 donors who had participated (Guru Gembul, 2023a). Social media platforms have a wide reach in accordance with the purpose of crowdsourcing applications in libraries and the library's mission of inclusiveness.

#### *4.3. The Advantages and Drawbacks of Crowdsourcing*

Participants who engage in crowdsourcing programs will receive the benefits (Andro, 2018). Crowdsourcing can improve relationships between stakeholders, capacity building, and increase visibility to the public (Lynch et al., 2021). Indeed, crowdsourcing will help academic libraries to achieve goals without funding limitations, effectiveness and time efficiency for the realization of planned programs, active community involvement, building relationships (engagement) with users (Ellis, & Peña, 2015), and strategic marketing to attract wider and more diverse participation (Chhatwal & Mahajan, 2015). Finally, in the context of addressing research problems, crowdsourcing can be a strategy for libraries to deal with funding limitations.

It is undeniable that crowdsourcing has the disadvantage of predicting unexpected results. The first thing that will be faced is the fact that crowdsourcing involves multiple parties. It will be difficult to manage a large number of people, so it

takes proper preparation before the crowdsourcing program is implemented by paying attention to the important points in the discussion. The quality of the end result may not be similar to professional work. In the discussion of crowdsourcing, Howe (2008) has discussed the difference between amateurs and professionals as a result of crowdsourcing programs. As the program is conducted on a voluntary basis, participation may not be predicted and may also leave without being predicted (Chhatwal & Mahajan, 2015). The weaknesses or shortcomings of crowdsourcing programs are side effects that can be avoided and anticipated while considering more benefits.

## 5. Conclusion

Academic library has a crucial role in the development of knowledge and science by providing quality information and serving the best information services to meet its users' needs and wants. However, financial problems faced by academic libraries often prevent them from serving the best information and services. Therefore, crowdsourcing can be a solution to many financial problems in the library so that various activity programs that have been prepared by the library can be carried out. Crowdsourcing allows an academic library as an information center that provides services for the community to build connectivity between various parties in order to build a modern academic library. Thus, crowdsourcing has a major impact on the continuity of library activities in carrying out their functions.

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