

Social Inclusion of Academic Library in Realising Sustainable Development Goals (SDGs) through Corporate Social Responsibility (CSR) Program: A Case Study in Tengku Anis Library UiTM Kelantan

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Abstract. Academic libraries do not have an awareness of being proactive in the community to organise programmes to increase the role of libraries in fulfilling broad information needs. Role of the academic libraries to support high quality education in society of community service can be realised through the Corporate Social Responsibility (CSR) programme which is a form of library social inclusion. The impact of the realisation of the library's social inclusion through CSR programmes on the community is the implementation of the Sustainable Development Goals (SDGs). Research conducted on libraries in several countries shows that libraries, both public libraries and academic libraries, through CSR programmes can realise the SDGs, especially the first, second, third, fourth, seventh, and thirteenth points. This research uses a qualitative method based on a case study of the CSR Program implemented by the Tengku Anis Library UiTM Kelantan and support by literature review relevant to the program. The informants for the research were the program implementers and program recipients from Pangkal Meleret Vocational School and the Lilbanat Darulnaim Machang Orphanage. Based on the activities of Tengku Anis Library (PTA) as one of the academic libraries, it contributes to the realisation of the Sustainable Development Goals (SDGs), especially on the fourth point of quality education through its CSR programmes. Based on this finding, academic libraries in other countries can implement similar Corporate Social Responsibility (CSR) programmes in order to realise the achievement of Sustainable Development Goals (SDGs). Implementation of CSR programs from libraries can focus on literacy programs for the community to increase knowledge and education.

Keywords: Social inclusion, Corporate Social Responsibility (CSR), academic library, Sustainable Development Goals (SDGs), library management.

1 Introduction

Academic libraries as a part of the ISS (Institutional Support System) have an important role to support the vision of higher education, one of which is in the field of community service. The increasing development of information and the community's need for literacy demand the role of libraries to be able to improve the quality of library services and become the main reference source as an information centre. However, the fulfilment of information and literacy needs carried out by academic libraries in Indonesia to the community has so far only been limited to providing access and library services for those who want to visit the library (Komariah et al., 2019). Academic libraries do not have the awareness to proactively engage in the community to organise programmes to enhance the role of library in meeting broad information needs.

Efforts that can be made by libraries, especially academic libraries, to carry out their role in the vision of Higher Education are to conduct social inclusion-based programmes. In social inclusion, academic library guarantees open facilities and services so as to encourage the fulfilment of the community's need for appropriate information (Mahdi, 2020). The social inclusion of academic libraries must fulfil the following requirements: (1) organising a programme of activities aimed at community empowerment (2) providing the public with the right to access information and library services, and (3) easy access to information provided by the library. The main objective of the concept of social inclusion is the openness to all levels of society for access to information. The statement by the World Bank (2013) that social inclusion is the library's effort to increase dignity and opportunities for the community so that they can actively participate for a better life sustainability.

The concept of social inclusion has been implemented in libraries through Corporate Social Responsibility (CSR) programmes. CSR programmes are carried out by an institution as a form of responsibility towards stakeholders in helping to solve social problems in the surrounding environment (Solihin, 2009). Corporate Social Responsibility (CSR) is an important part of professional ethics in librarianship in accordance with the standards set by the American Library Association and the International Federation of Library Association (ALA Council, 2019; Garcia-Febo et al., 2012).

Realisation of social inclusion in libraries requires good cooperation between the library itself and the community. Libraries can provide a space for people to develop their potential through training programmes and providing access to information services. However, the implementation of the library's social inclusion programme has the challenge of ensuring good cooperation between the library in creating the programme. (Mahdi, 2020). For example, the library was able to collaborate with various ministries to create a waste recycling training programme as one of the community's information needs for knowledge and skills in life. This indicates that the library's social inclusion programme has successfully collaborated and fulfilled the information needs of the community. The library encourages the community to collaborate in the implementation of programme activities so as to provide a sense of trust and belonging between fellow citizens.

The impact in library's social inclusion through CSR programmes on the community is the implementation Sustainable Development Goals (SDGs). The SDGs offer a better future for all people by eliminating discrimination in poverty alleviation, more

equitable access to education, and protection of the environment. Academic libraries as knowledge-based institutions have the main responsibility in fulfilling the SDGs in the field of creation sustainable knowledge-based economy and development of indigenous knowledge in each country. Understanding the important role of libraries in efforts to realise usefulness and contribution of libraries to society has the aim of fulfilling information so as to create a knowledgeable society which is an aspect of education in SDGs. Successful of an institution, including a library, is measured by its continuity in creating knowledge and distributing access to information using technology and the products it produces (Tajpour & Razavi, 2023).

One of the academic libraries that has implemented CSR programmes as an effort to realise the SDGs is Tengku Anis Library, which is a library under the auspices of the Universiti Teknologi MARA (UiTM) Kelantan, Malaysia. 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. As one of the largest universities in Malaysia, UiTM has an important role in striving for quality education in every region of Malaysia Therefore, this research will discuss the role of Tengku Anis Library (PTA) as an academic library that conducts social inclusion libraries through CSR programmes as an effort to realise the goals of SDGs 2030. Based on this background, this research aims to determine the implications of the CSR program as a form of library social inclusion in achieving the objectives of the Sustainable Development Goals.

2 Literature Review

2.1 Library Social Inclusion

Social inclusion is a program implemented by an institution to increase participation in society, especially in economic and educational improvement. Social inclusion is a process of increasing the ability and providing opportunities to restore the position of the community due to discrimination in gender, disability, education, ethnicity, and others that hinder participation and involvement in social community activities (Kodiyat et al., 2020, p.275). Social inclusion is the result of exclusion that occurs in society where social groups cannot participate in society. Based on this understanding, a library based on social inclusion is a library that is developed in solving the problem of exclusion or exclusivity in a community environment. The purpose of this transformation is the role of libraries through cultural and recreational activities to improve the quality of life of the community, especially through literacy-based programs for the community.

2.2 Corporate Social Responsibility

Social Responsibility of library pointed out that library has a responsibility for preserving nation's literary records (Esdaile, 1933). This programme was adopted and is more widely known in the business industry where Law No. 40/2007 on Limited Liability Companies explains the concept of CSR as a commitment to improving the welfare of the social environment through social inclusion programmes. The implementation of CSR programs can be carried out through voluntary donations in the form of funds, thoughts, innovations, resources, environmental preservation, community skills improvement, economic improvement, health improvement, humanitarian activities, and programs that are in accordance with social problems around the organisation's environment. Kotler and Lee define CSR as "a commitment to improve community well-being through discretionary business practices and contributions of corporate resources". Kegiatan CSR juga dapat dilakukan dalam bentuk kerjasama antar lembaga baik dari Lembaga Swadaya Masyarakat, Lembaga Pendidikan, media massa, dan pemerintah.

2.3 Library Social Inclusion through Corporate Social Responsibility (CSR) Programme.

International Federation of Library Association (IFLA) has directed libraries to take an important role in participating in national development plans and implementing the SDGs as part of these national development efforts. The embodiment of this call was implemented in the Corporate Social Responsibility (CSR) programme by academic libraries. Research by (Delrobay et al., 2023) on CSR programmes at The Science and Technology Park of Sharif University of Technology in Tehran-Iran showed that CSR programmes conducted by the organisation had a 40% impact on the development of SDGs in Iran. Still in Iran, another study was conducted by (Miller-nesbitt, 2023) The study on the role of CSR in libraries shows that CSR programmes also help the development of libraries internally where CSR programmes have a direct impact on librarians to increase positive perceptions of the work environment related to professional ethics and conscientiousness.

Research conducted in academic libraries in Indonesia by Komariah (2019) shows that academic libraries have actively conducted social inclusion through various social activities such as providing book donations to Ta-man Baca Masyarakat, organising literacy activities, story telling activities with school children, and socialising the importance of libraries as information centres (Komariah et al., 2019). The community service activity programme provides great benefits to the target community group and builds good cooperation between educational institutions and community members. Another research conducted by (Husna et al., 2021) The study showed that social inclusion carried out by academic libraries has its own challenges, especially in the lack of creative ideas and human resources in improving the field of literacy among rural communities in Indonesia while the needs of rural communities for literacy, especially digital literacy, are needed. The implementation of CSR programmes as social inclusion was carried out through counselling on the optimal use of gadgets to housewives and

children. From the results of this research, educational benefits were obtained where the community was able to use digital technology as a medium in increasing knowledge and creativity (Husna et al., 2021).

2.4 The Role of CSR in Realising Sustainable Development Goals (SDGs)

In order to continue the efforts of the Millennium Development Goals (MDGs) that ended in 2015, The United Nation mapped out an agenda to achieve the goals of the 2030 Agenda for Sustainable Development Goals (SDGs) with 17 goals namely (1) no poverty, (2) zero hunger, (3) good health and well-being, (4) quality education, (5) gender equality, (6) clean water and sanitation, (7) affordable and clean energy, (8) decent work and economic growth, (9) industry, innovation, and infrastructure, (10) reduce inequalities (11) sustainable cities and communities, (12) responsible consumption and production, (13) climate action, (14) life below water, (15) life on land, (16) peace, justice, and strong institutions, and (17) partnership for the goals. The key to understanding the implementation of CSR in realising the SDGs is an awareness of the social reality problems that exist in the neighbourhood of an institution (Enem & Benson, 2020). The Library CSR programme as the provision of information services for the community can be implemented by academic libraries in realising the Sustainable Development Goals (SDGs) because of the functionality and accessibility of institutions that are close to the community. The efforts of academic libraries in realising educational transformation, economic transformation, infra-structure development, and the provision of community services are an important part of developing and actualising the goals of the Sustainable Development Goals (SDGs) (Enem & Benson, 2020).

A study in South Africa involving 20 heads of academic libraries in 2023 showed that the initiation of CSR programmes by academic libraries has a great impact on hunger, improving public health, providing solutions to climate change and weather problems, education, and teaching which are aligned with the Sustainable Development Goals (SDGs) especially the second, third, and thirteenth points (Bangani & Dube, 2023). Another study in Bangladesh, India involving 59 public libraries showed that libraries, especially public libraries and academic libraries, have an important role in efforts to realise the SDGs goals on the first, second, third, fourth, and seventh points. (Md et al., 2023).

3 Methodology

This research uses a qualitative research method based on a case study of the CSR program at the Tengku Anis Library UiTM Kelantan. The researcher was directly involved in the process of CSR planning, program preparation, program implementation, and evaluation of the CSR program. Based on the results of observations and assessments of researchers in the field, researchers get data through observations in the field, the results of interviews with program recipients, and supported by the existence of literature reviews of similar previous studies. The informants of this research are the CSR program implementers, students from SMK

Pangkal Meleret Machang, and residents from Lilbanat Machang Orphanage. Data were analyzed based on the library's social inclusion theory and previous studies through literature review.

4 Findings and Discussion

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. 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 Universitas Airlangga from Indonesia.

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.



Figure 1: Inauguration of NILAM

Source : personal archive

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 2: Sharing Session

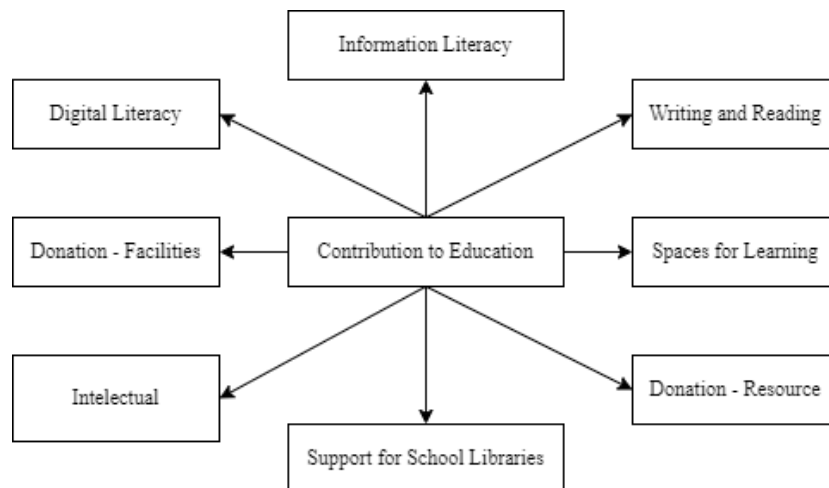
Source : personal archive

This CSR programme has a positive impact on all parties involved. For SMK Pangkal Meleret, this activity can be an introduction for students to have and foster a good reading culture. Through a culture of reading, it will be a bridge for school students to become knowledgeable and insightful people. The programme launched by the library through reading culture plays an important role in opening access to information towards new ICT assistance and a conservation of human resources as a form of realising the SDGs, especially in the field of education. (Dey, 2023). The NILAM programme is in line with IFLA's library goals where the library's main contribution to supporting the SDGs is through supporting the fulfilment of information literacy programmes (Ma & Ko, 2022). Supporting the fulfilment of literacy programmes has a significant role in the development of the country, especially the younger generation, through access to information to overcome literacy gaps. Participation in literacy programmes held by libraries is one way for libraries to contribute to the SDGs in the fourth point (Mojapelo & Modiba, 2021). The fourth point that libraries contribute to the realisation of quality education requires good literacy skills as a learning tool to train critical thinking skills in an effort to support the qualification of education. (Bangani, 2023).

In addition to the NILAM programme, other activities in the form of bulk loans and book reviews are aspects of fulfilling information sources for students of SMK Pangkal Meleret and motivating them to create people who love books and reading. Through

this form of donation, students can borrow and read books freely because of the book loan from the Tengku Anis Library. This activity is in line with the fourth SDGs point where access to quality education can be fulfilled to improve students' abilities and skills.

The next activity in this CSR is a sharing session with outbound students from Airlangga University about libraries in Indonesia, students can find out and gain insight into how the form and activities of academic libraries abroad, especially Indonesia. This sharing session can also be a means and reference for Tengku Anis Library and PSS Luqman Al Hakim to add activities in their libraries that are useful and make students love the existence of libraries in their academic environment. For Universitas Airlangga, through CSR programme, student can promote Universitas Airlangga Library and the activities carried out by this library as well as Universitas Airlangga itself. Through this promotional activity, students are expected to add Universitas Airlangga as one of the references related to higher education that will be continued after high school.



Graphic 1. Visualization of the Contribution for SDGs

Source : personal archive

The next CSR activity carried out was "CSR Jalinan Kasih Bersama Anak Yatim Rumah Anak Yatim Lilbanat Darulnaim Machang". This CSR was held by Pengajuan Sains Maklumat 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: Set Up Mini Library
Source : personal archive

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.



Figure 4: Mini Library Classification Activity
Source : personal archive

The implementation of this activity had a positive impact on both participants, namely orphans, students, and the Tengku Anis Library. Participants can enjoy the reading room/mini library more comfortably which can increase their interest in reading at the mini library in the orphanage. This activity also invites participants to learn while playing and invites participants to read diligently through various games and storytelling sessions. Participants can also find out various things about Indonesia through sharing sessions with students. The impact on students and UiTM Kelantan students included training cooperation, communication skills, and storytelling skills. This activity also had a positive impact on Tengku Anis Library in terms of managing the library collection by providing a number of collections suitable for participants to the orphanage's mini library. Collection management will provide empty space that can then be filled with new collections. That way, in addition to providing the orphanage with a more appropriate mini library to increase participants' interest in reading, this activity also has a positive impact on improving student soft-skills and the process of depreciating the Tengku Anis Library collection.

Based on the two CSR programs implemented by Tengku Anis Library, social inclusion has a major impact on improving literacy skills through the role of academic libraries. CSR programs have an impact on improving literacy skills and reading culture, thus supporting efforts to achieve quality education. CSR programs increase accessibility for the community to obtain information through library optimization. In the aspect of academic libraries, education plays an important role in community welfare efforts. The implementation of CSR as a form of social inclusion for libraries will reduce imbalances and gaps in society, especially in accessing quality education. The role of academic libraries in reducing this gap requires good synergy from the university and other units concerned with education.

5 Conclusions

Academic libraries have a great responsibility in improving access to quality education for the community. The increasing development of information and the community's need for the importance of literacy demand the role of libraries to be able to improve the quality of library services and become the main reference source as an information center. In supporting this role, the library carries the concept of library transformation based on social inclusion where academic libraries guarantee facilities and services that are open to the community so as to encourage the fulfillment of community needs for appropriate information. Through social inclusion, academic libraries are able to provide a working space for the community to develop their potential through training programs and providing access to information services. The concept of social inclusion has been implemented in the library through the Corporate Social Responsibility (CSR) program.

Based on the findings above, CSR programmes carried out by Tengku Anis Library (PTA) as an academic library in the form of activities inaugurating the NILAM (Nadi Ilmu Amalan Membaca) programme, book donation programmes, sharing sessions, book reviews, mini library management, and literacy activities can have a positive impact and support efforts to realise Sustainable Development Goals (SDGs) on the

fourth point where Tengku Anis Library (PTA) has a major role in the realisation of quality education. The programmes run by Tengku Anis Library (PTA) still focus on providing quality education services through the importance of a reading culture that can open windows to the world. CSR programs have an impact on improving literacy skills and reading culture, thus supporting efforts to achieve quality education. CSR programs increase accessibility for the community to obtain information through library optimization. In the aspect of academic libraries, education plays an important role in community welfare efforts. The implementation of CSR as a form of social inclusion for libraries will reduce imbalances and gaps in society, especially in accessing quality education. The role of academic libraries in reducing this gap requires good synergy from the university and other units concerned with education. Academic libraries in other countries can implement similar Corporate Social Responsibility (CSR) programmes in order to realise the achievement of Sustainable Development Goals (SDGs). Implementation of CSR programs from libraries can focus on literacy programs for the community to increase knowledge and education.

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