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Synergizing Information in Transformative Societies

PROCEEDINGS



Organized by
Faculty of Information Management
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PROCEEDINGS OF THE 1st INTERNATIONAL CONFERENCE ON INFORMATION SCIENCE (ICIS 2015)



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ABOUT THE CONFERENCE PROCEEDINGS (ICIS 2015)

The Faculty of Information Management, Universiti Teknologi MARA (UiTM) is pleased to announce the hosting of the 1st International Conference on Information Science (ICIS). The conference is held at the Faculty of Information Management, UiTM Puncak Perdana Campus, Shah Alam, Selangor, between 7th – 8th December 2015. ICIS 2015 welcomes any innovative ideas in order to support and synergize the development and growth of a competitive library and information professions. Tracks include Information Management Systems, Library Science, Records Management, Knowledge Management, and Museum and Heritage Information Management.

With these aims in mind, the International Conference of Information Science (ICIS) 2015's theme is "***SYNERGIZING INFORMATION IN TRANSFORMATIVE SOCIETIES***". The conference is organized in cooperation with Tun Abdul Razak Library of UiTM, the National Library of Malaysia, the University of Malaya and National Archive of Malaysia. ICIS 2015 welcomes any innovative ideas in order to support and synergize the development and growth of a competitive library and information professions. The objectives of the conference are as follows:

- To promote innovation and new discoveries in the Information Science field in facing the challenges of globalization and technology advancement.
- To provide opportunities for sharing latest knowledge and research findings related to the field of Information Science.
- To expose participants to the current trends, directions, issues and challenges related to Information Science.
- To share best practices and approaches for managing information in the new millennium economy.
- To foster networking, cooperation, collaboration and international linkages among information professionals from a wide range of Information Science fields.

In order to make the information and ideas presented at the conference promptly and widely available, participants in the conference were invited to submit short papers (extended abstract) and full papers based on their presentation to be published in this proceedings.

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**PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON
INFORMATION SCIENCES (ICIS)
Synergizing Information in Transformative Societies**

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SHORT PAPER

“Open House”: A Strategy for Promoting Academic Library Services to New Students at Institut Teknologi Sepuluh Nopember (ITS) Library

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ABSTRACT

The main objective of this study was to find out the real results of the program "Open House" held in the Library of the Institute of Technology (ITS) Surabaya. "Open House" is new strategy from ITS Library in order to "embrace" new students and especially as a means to promote all products and services. This program held for the first time by ITS Library, concurrent with the commencement new semester academic. In this research, authors used a quantitative approach with descriptive methods. Population in this research is all new students (2015/2016) in ITS whose amount is around 4000 people. Data collection and sampling technique using purposive sampling with the terms new students (2015/2016), and have followed the activities of "Open House". The number of participants who are willing to fill in the questionnaires are 100 persons. The questionnaires is used to to explore information about responses of new student to the event "Open House". In addition, the authors also used data of user statistics, observation, and involved become participant in a activities of the "Open House" at ITS Library. The research results are: (1) increasing the number of physical visits to the library, (2) improvement of information literacy and the increase of using of scientific literature resources, and (3) creating a first positive perception of the library. Thereby, it can be said that Open House" is one of the effective promotional program to promote products and services on the new students in the information digital era, so that the library resources can still be utilized to the maximum by its users.

Keywords: promotion, promotion of library services, academic libraries, new students, ITS

Surabaya Library

INTRODUCTION

As a learning resource center, academic library has the function of providing products and information services to the academic community in supporting the program of "Tri Dharma Perguruan Tinggi" (education and teaching, research and community service). However, by the penetration of the technology involve increasing the use of electronic resources off campus, and reduce the circulation of printed collection and the use of facilities services in the academic library. Bringing the total number of physical visits to the library of the college tend to stagnate or even decline.

Library of Institut Teknologi Sepuluh Nopember (ITS) Surabaya is the academic library under the auspices of the Institut Teknologi Sepuluh Nopember-where the majority of its users are the academicians who are involved or studying the development of science and technology in the ITS.

To overcome these challenges, ITS Library anticipates some strategies for products, services and information offered various facilities remain competitive and utilized to the maximum by its users. One strategy is conducted are promotional activities in direct contact with the users named "Open House".

Qalyubi, et al (2003), reveals that the promotion of the library is basically a forum for the exchange of information between libraries with consumers or potential users with the primary purpose of providing information about the products or services provided by the library at once persuaded to react to the products or services offered. The Results of the promotion is a growing awareness on the actions to utilize.

The basic objective behind library promotion and marketing of library services and products are to achieve high level customer's satisfaction, ensure the survival of their respective institutions and enhance the perceived value of the services. Libraries can promote the use of the services and products but cannot make profit out of it because library is a social institution (Pathil dan Pradhan: 2014).

Salzer (2003) expressed the opinion that to promote library resources and services, the librarian must take a proactive approach, see strategic marketing services and their resources as critical to their survival. Rhoades and Hartsell (2008) in his article titled "Marketing First Impressions: Academic Libraries Creating Partnerships and Connections at New Student Orientations" further explained that creates a positive perceptions of academic libraries can occur at more than just the reference desk or during library instruction. Librarians can and should take advantage of other occasions to promote their library. New student orientations provide an ideal opportunity to be more innovative and proactive in creating first impressions of library resources and services. When librarians become involved with orientation programs, positive interactions can begin before students even start their first semester.

Today, in the information digital era, new students are college library users who are often also called net generation students. Lippincott (2005) revealed that the net generation students dependence on Google or similar search engines for discovery of information resources rather than consultation of library Web pages, catalogs, and databases as the main source of access. Since students often find library-sponsored resources difficult to figure out on their own, and they are seldom exposed to or interested in formal instruction in information literacy, they prefer to use the simplistic but responsive Google.

Moreover, there are many perceptions and views of new students that the library only contains books and guarded by stern librarian. Thereby increasing the effect of the students are reluctant to visit to come to the library even though reality is not like that.

Therefore, the library should plan strategy carefully in promoting the products and information services to users, especially new students. So that they will realize that the current library in fact not only as providers of books and collections various readings. However, the library is now a comfortable place to study (library as place) and inspirational place for the development of science (through discussions, exhibitions, seminars, workshops, etc.). And, also facilitates student needs net generation that is always connected, namely the need for a power plug, socket, and wifi for net generation so that they can keep using their laptop and mobile phone and still be connected / online, to learn, do the work or just interact through social media.

METHODS

In this research, authors used a quantitative approach with descriptive methods. Population in this research is all new students (2015/2016) in ITS whose amount is around 4000 people. Data collection and sampling technique using purposive sampling with the terms new students

(2015/2016), and have followed the activities of “Open House”. The number of participants who are willing to fill in the questionnaires are 100 persons. The questionnaires is used to to explore information about responses of new student to the event "Open House". In addition, the authors also used data of user statistics, observation, and involved become participant in a activities of the “Open House” at ITS Library. Through this study, the authors are interested in knowing the real results and the response of new students to the program "Open House" so that it can be feedback to evaluate promotional activities that have been performed by ITS Library.

“OPEN HOUSE”: A PROGRAM FOR PROMOTING ACADEMIC LIBRARY SERVICES TO NEW STUDENTS

“Open House” is a new strategy from ITS Library in order to “*embrace*” new students and especially as a means to promote all products and services. This program held for the first time by ITS Library, concurrent with the commencement new semester academic and Anniversary of ITS. There are many activities, such as:

1) Booth “I want one”

The latest concept conducted by ITS Library, with the aim to reawaken the spirit of sharing to others. This activity is a dedicated booth so visitors can donate personal book collection that are not used anymore. In addition, visitors can also exchange personal book with other books that interest him respectively. There are various types of collections are displayed in this booth, among other supporting books lectures, religious books, novels, and other popular publications.

2) Movie screenings

The event is held on the 1st floor cross-legged sitting room (Wi-Fi Zone) aims to introduce and maximize the recreational function in the library ITS. For the screening movie itself, is one of the services regularly held 2 times a week by the Library of ITS in the mini theater space 4th floor. But to enliven the program "Open House", then during the event, screened two films a day. With film screenings held, expected visitors can unwind, and can refresh and re-energize their spirit in learning activities.

3) Socialization of ITS Library members

This socialization briefly been introduced through a program IPITS (Information and introduction of ITS) held before the lecture began. With re-described in detail, it is expected that visitors can understand more deeply how to register as a member of the library. In addition, through the socialization ITS library also introduced programs and networks that have been done so far. In addition ITS register as a member of the library, visitors can also get the facility to sign up for the service of “Kartu Sakti”. “Kartu Sakti” is the identity card that can be used to take advantage of library services under the network FKP2TN (Communications Forum of Library State University) throughout Indonesia. In addition the program also introduced "Kartu Super" where this card can be used as a letter of introduction to access services throughout the library joined in FPPTI network (Forum of University Libraries in Indonesia) of East Java.

4) Socialization of e-Journals

In 2015, ITS subscribe 20 e-journal database that can be accessed by students. So that these resources can be used optimally by the user, then this activity is included in the series "Open House". Socialization is very important to do, so that students can learn scientific reference source that can be used to do the tasks given by the lecturer. Especially for new students, which when in high school, the level of scholarly reference source has not been a major concern. For that there should be an introduction on how to do searching (especially scientific article) so that new students can be trained and accustomed to using scientific reference sources for academic interest. In addition, it is expected that later article or duty charged by

their lecturers can have a good quality and can be published in a scientific conference and used as a reference for other research.

5) Socialization of ITS Library facilities

Currently the market share of the library ITS is dominated by the Net Generation. In this generation, they grew up with technology that has advanced the conditions in which the gadgets into a commodity that is very important in everyday life. So also in getting the required information, enough through software they have, and the results can be obtained instantly. With this phenomenon, library ITS seeks to draw on and provide quality and best service facilities and qualified to be used by the user. Started with the creation of a comfortable room, procurement of teaching a complete collection, as well as a recreational facility with a function that is able to refresh the mind and spirit of the belly in ITS. Therefore we need the means or the appropriate promotional strategies that resources and existing facilities can be used optimally. In addition, through socialization, expected reliance to utilize library facilities are also increase.



Figure 1. The participants of “Open House” at ITS Library

Sources: ITS Library

RESULTS

Based on collection data and information, obtained some results or findings as follow:

Increasing the number of physical visits to the library

A total of 3,350 students recorded in the statistics of visits a day, exactly the first day of the event "Open House" held on the 1st floor of the building ITS Library. When compared to 2014, the recorded number of visitors as much as 482 444 / year or 1,614 / day. So it is known to be held the "Open House", the number of visitors in 2015 in a day increased by 207.5%. View statistics of visiting could be an indicator that the event "Open House" can attract users to visit the library. It is different with previous years, ITS Library conducted promotion of products and services information by conducting socialization in classrooms for each faculty when a new student orientation in activities of program “Information and Introduction of ITS” program (Informasi dan Pengenalan ITS/IPITS) without being followed by the "Open House".

Some of the activities during the event "Open House" takes place also followed enthusiastically by visitors. Through the addition of an entertaining event (movie screening as a means of support who are recreational), information literacy activities to new students is also considered quite successful.

Table 1
The most preferred events in the "Open House" ITS Library

Events	f	%
"I want one"	4	4
Movie screenings	66	66
Socialization of ITS Library members	8	8
Socialization of e-Journals	12	12
Socialization of ITS Library facilities	10	10
Total	100	100

Improvement of information literacy and the increase of using of scientific literature resources

Previously, the use and utilization of scientific literature, especially e-journal is still dominated by a further generation students, postgraduate students, and also professionals in their respective fields. Still a bit new student role in exploiting one of the scientific references. With the strategy of promotion of library services through the "Open House" could improve the information literacy of students regarding e-journals subscribed by ITS Library as a scientific reference. This is evident from the enthusiasm of the participants that the majority of new students participated in socialization of e-journals and the number of participants who asked the question and answer session took place. In this event, librarian emphasize that higher education environment should use scientific resources. Based on observation authors, this way is worked. Mostly, after Open House, new student ask about brochure list of e-journal that subscribed by ITS for doing their task.



Figure 2: Socialization of e-journal

Sources: ITS Library



Figure 3: Socialization of ITS Library members

Sources: ITS Library

Sources: ITS Library

Creating a first positive perception of the library

Not only increasing the number of visiting to the library and an increase in information literacy of resource of scientific literature, to create a first positive perception about Library of ITS is also a real sustainable benefits from promotion through the "Open House". It is proven from the results of questionnaires are processed (Table 2) it was found that as many as 94% of respondents responded that it was good after they saw directly at the event "Open House". Most of them claimed that following the "Open House" is an effective way to know more deeply the library after the socialization of the library that already they hear from librarians in IPITS program.

Table 2
The student responses to ITS Library (first impression)
after they attend the "Open House"

Student responses	f	%
Good	94	94
Not good	6	6
Total	100	100

Through the "Open House" can know the response is generated from new students to utilize the existing facilities in the library maximally (Table 3).

Table 3
Student responses after following the "Open House"

Student responses	f	%
I want to use the facilities of ITS Library (wifi-zone room, internet room, cafe hot spot) as a place of learning (internet access, tasks, etc.)	100	100
I want to borrow ITS Library collection	100	100
I want to access a collection of electronic journals subscribed ITS library	88	88
I want to be a member of ITS Library so they can take advantage of products and services ITS Library	96	96

They average argued (see table 4) that follows the "Open House" is an effective way to get to know and to know more deeply the library after the socialization of the library that already they hear from librarians in IPITS events (Information and introduction of ITS).

Table 4
Sources of information about the event "Open House"

Sources of information	f	%
Socialization of ITS Librarr in IPITS (Information and introduction of ITS)	44	44
Friends	16	16
Pamphlets / leaflets / brochures / banners	34	34
Social media (FB, Twitter, dll)	6	6
Total	100	100

DISCUSSIONS AND CONCLUSION

Promotional activities of academic library services to the new students before start their first semester is an ideal opportunity to "embrace" the new students and creates a positive impression about library resources and services. "Open House" is one of the promotional strategy of effective library services to promote products and services on the new student in the information digital era, so that the library resources can still be utilized to the maximum by its users. This is because the "Open House" is the promotion of direct contact with service users. In addition, "Open House" also can attract users to visit the library and can create a first positive perception in the eyes of new students. So the main goal to get closer to ITS Library and gain confidence as a formal institution providers of credible information can be conveyed to the maximum. The impression of "library minded" can slowly shift the "google minded" in searching the sources of reference that are not only popular but also science among the students.

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