

The Utilization of Instagram as Promotional Media at the Yogyakarta Agricultural Development Polytechnic Library

Dina Amanda¹, Febri Nahla², Cut Putroe Yuliana³, Mutia Watul Wardah⁴

^{1,2} Postgraduate, Concentration in Library and Information Science, UIN Sunan Kalijaga Yogyakarta, Indonesia.

^{3,4} Library Science Study Program, UIN Ar-Raniry Banda Aceh, Indonesia.

¹ Correspondence email: dinaamanda027@gmail.com

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ABSTRACT

This study aims to analyze how Instagram is used as a promotional medium at the Yogyakarta Agricultural Development Polytechnic Library (Polbangtan Yogyakarta). With 89.89 million Instagram users in Indonesia, this platform is considered effective in reaching the wider community. This study uses a qualitative method with a descriptive approach. Data collection was carried out through observation and analysis of the library's Instagram account (@perpuspolbangtanyoma_pertanian) from October to December 2023. The results of the study show that the Yogyakarta Agricultural Development Polytechnic Library uses various Instagram features, such as Feed, Reels, Stories, and Highlights, to promote services, activities, and collections available. Library promotional activities using Instagram as a promotional medium have a positive impact on user engagement, this can be seen from the interaction on uploads and responses to shared content. Instagram has proven to be a useful promotional tool for libraries in attracting user interest in the services offered.

ABSTRAK

Penelitian ini bertujuan untuk menganalisa bagaimana pemanfaatan instagram sebagai media promosi di Perpustakaan Politeknik Pembangunan Pertanian Yogyakarta (Polbangtan Yogyakarta). Dengan 89,89 juta pengguna instagram di Indonesia, platform ini dianggap efektif dalam menjangkau masyarakat luas. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Pengumpulan data dilakukan melalui observasi dan analisis terhadap akun Instagram perpustakaan (@perpuspolbangtanyoma_pertanian) dari Oktober hingga Desember 2023. Hasil penelitian menunjukkan bahwa Perpustakaan Politeknik Pembangunan Pertanian Yogyakarta menggunakan berbagai fitur Instagram, seperti Feed, Reels, Stories, dan Sorotan untuk mempromosikan layanan, kegiatan, serta koleksi yang tersedia. Aktivitas promosi perpustakaan dengan menggunakan Instagram sebagai media promosi berdampak positif pada keterlibatan pemustaka, hal ini terlihat dari interaksi pada unggahan dan respon terhadap konten yang dibagikan. Instagram terbukti menjadi alat promosi yang bermanfaat bagi perpustakaan dalam menarik minat pemustaka terhadap layanan yang ditawarkan.

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1. INTRODUCTION

Indonesia is one of the countries with the fourth-largest of Instagram users in the world. This is evidenced by data from *We Are Social*, which states that Instagram users reached 1.65 billion globally at the beginning of 2024 with a total of 89.89 million users, ranking

below Brazil and above Turkey. (Rizaty, 2024) Instagram is a social media platform that has continuously evolved throughout its history. These changes include filters, engaging features such as Insights and Stories, as well as functionalities related to ad creation and camera enhancements on mobile devices. The popularity of Instagram has increased every year, as evidenced by the number of users in 2012 as many as 30 million users, but in 2014 the number of Instagram users increased to 300 million users (Lev Manovich, 2017). Based on the presentation of the data, it proves that there are so many Instagram users that it has become one of the promotional media used by many institutions, one of which is the library.

Library promotion activities are now increasingly agitated because of the low index of reading interest in Indonesia. This is evidenced by the results of research "*Most Literate Nations Ranked*" conducted by Central Connecticut State University in 2016, Indonesia was ranked 60th out of 61 countries in terms of reading interest. To be precise, Indonesia is below Thailand and above Bostwana (Evita the Ninth,). Promotional activities are of course carried out to introduce the library to a wider range. Various promotional activities are carried out by libraries, especially university libraries. Higher Education Libraries can use social media as a source of information about the library, socialization of activities or events, library campaigns and all activities related to social and cultural (Aras & Çolaklar, 2015).

Library promotion is important to be carried out as a form of effort to increase interest in visiting and also as a form of effort to increase interest in libraries so that an academic culture involving the role of libraries will certainly contribute to the development of education in higher education. The vital role of libraries in the development of the world of education in higher education can be seen from the continuity in efforts to fulfill information for the academic community group in the university (Safri. & Miski, 2022).

The Yogyakarta Agricultural Development Polytechnic Library is a library under the auspices of the Yogyakarta Agricultural Development Polytechnic (Polbangtan). This library has used Instagram as a library promotion medium since 2018. In 2023, the Yogyakarta Polbangtan Library introduced a content guidebook on creating engaging Instagram content, editing photos and videos, and actively posting about library and national special days. In addition, the use of Instagram as a promotional medium is also based on the behavior of users, namely Yogyakarta Polbangtan students who are dominated by Gen Z and are the generation that uses the internet the most, especially Instagram. According to data from Databoks, the percentage of Generation Z in Indonesia who access Instagram social media reaches 51.9%, while millennials are 22.14% (Adi Ahdiyati, 2024). This is what makes Instagram a strategic platform to promote libraries. By utilizing Instagram, the Yogyakarta Polbangtan library can reach users more effectively and convey information about services, new collections, and activities in an attractive, visual, and easily accessible way at any time. In addition, the factor of high social media use is the impact of the high dissemination of information through the internet which has an impact on the use of new media for young people (Yuliana et al., 2024), as a form of lifelong learning in a person's literacy ability when utilizing new media for students or students (Wahyuni & Safri, 2023).

Based on this, this study is needed to analyze how Instagram can improve the effectiveness of communication and library appeal, expand the reach of information, and increase the use of services, especially at the Yogyakarta Agricultural Development Polytechnic Library. Without the right approach, libraries risk becoming irrelevant to the digital generation, which constitutes the majority of users today. Thus, this research aims to provide strategic solutions so that libraries can be more adaptive to the needs of the digital era and remain a competent and in-demand literacy center.

2. RESEARCH METHODS

The method carried out in this study is a qualitative research method which is a method that explains or describes phenomena from the informant's point of view and finds various realities or realities in the field and develop the understanding as a whole (Helaluddin, 2019). This research was conducted from October to December 2023. The data collection technique was carried out with a model *library research* namely analyzing and searching literature relevant to the theme so that it makes it easier to search in research (Lexy J. Moleong, 2018) and also made observations on the Instagram account of the Yogyakarta Agricultural Development Library.

3. RESULTS AND DISCUSSION

Library Promotion

Promotion comes from the word *Promote* which means developing or improving. According to Fandy Tjiptono, promotion is a form of marketing communication. The marketing communication referred to here is the activity of disseminating information, influencing and persuading the target (2008). Lasa HS said that promotion is the delivery and exchange of information to organizations, institutions and consumers to convey information about products or services available at an institution and persuade or attract the interest of potential consumers to give a response to the product or service. Library promotion is an effort made to introduce all library activities, both from the type of services, facilities and anything in the library so that it can be known by the public. In addition, libraries need to promote and cooperate with users and market their services to attract more users to the library (Fauziyah, 2023). Widayat Prihartanta said that there are several library promotion goals, namely:

- a. Introducing library functionality to users;
- b. Increase interest in reading and encourage users to make the most of the collections in the library;
- c. Explaining various types of library services to users;
- d. Fostering awareness and action to make the best use of the existence of libraries (Earth, 2015).

Suresh Patil stated that the basic objective behind library promotion, marketing of library services and products is to achieve a high level of customer satisfaction, ensure the survival of the respective institution and increase the perceived value of the services. Libraries can promote the use of their services and products, but cannot take advantage of them because libraries are social institutions (Patil, 2014). Library promotion can be done

with several media, including print and non-print media as well as direct introduction through socialization. One of the non-print media that is often used in library promotion is social media. The use of social media in marketing services, collections or activities carried out by libraries is considered effective because almost all people in other parts of the world use social media as a medium to communicate and obtain the information needed (Maretno & Marlina, 2021). The use of social media as a means of library promotion is also one of the efforts to build and strengthen the positive image of the library in the eyes of the public. This step is the beginning of library transformation in the digital era, as well as showing that libraries continue to adapt to technological developments (Siregar, 2022). With this approach, people will be more motivated to visit the library, especially because the promotions carried out feel more modern, relevant, and not outdated (Maretno & Marlina, 2021). According to Nasrullah, there are 6 types of social media that can be used as a tool for promotion (Nasrullah Rulli, 2017) Including:

- a. Social Networking Media (*Social Networking*); Social Networking Media is a means used by users to conduct social relationships. The characteristic of this type of social media is that users form a network of friends, both for users they already know and the possibility of meeting each other in the real world (*offline*) or forming a new network of friends;
- b. Online Journals (Blog); This type of social media allows its users to evoke daily activities, comment and share with each other, both other web links, information and so on;
- c. Microblog (Micro-Blogging); Microblogs are social media that facilitate users to write and publish activities. The most widely used example of a microblog is Twitter;
- d. Media Sharing; This type of media facilitates users to share media, ranging from documents (files), videos, audio, images and so on. Examples are Youtube and Snapfish;
- e. Social Bookmarking; Social Bookmarking is used to organize, store, manage, and search for information or certain news online. Examples of popular social bookmarking sites are Digg.com and Reddit.com;
- f. Shared Content Media or wikis; This social media is a site whose content is the result of collaboration from its users. Content media presents users with understanding, history, and book references or links about one word. An example is wikipedia.

Instagram

The use of social media in library promotion activities is considered to have a significant influence. Social media is an online media that supports social interaction by using web-based technology that transforms communication into interactive dialogue (Sidabutar, 2022). One of the social media platforms that is quite in demand as a library promotion tool is Instagram, apart from the fact that creating an istagram account does not

require additional costs, libraries, especially university libraries, can promote effectively because the users of Instagram are quite inclusive of students (Suharso & Pramesti, 2019).

Instagram is a social networking service for sharing photos and videos that is now owned by an American company called Meta Platforms. Instagram was first launched in October 2010 in the hands of Kevin Systrom and Mike Krieger. We Are Social and Hootsuite released the number of global Instagram usage reaching 1.65 billion as of January 2024. Based on Napoleon Cat, there are 89.89 million Instagram users in Indonesia. Since its inception, Instagram has focused more on image and video lines, making it more attractive to users who want to share and enjoy visual content. Instagram is also the most effective social media platform for promoting business. This is supported by a variety of features Instagram in marketing something. Here are some of Instagram's features, including (Lev Manovich, 2017);

- a. Instagram Live Video; The Live Video feature allows Instagram users to *stream* in *real time* and interact directly with followers. This feature has the advantage of producing *genuine interaction* and is often used when introducing products, conducting *campaigns*, and attracting new customers.
- b. Instagram Reels; Reels can be said to be an Instagram feature that works similarly to TikTok's *For Your Page* (FYP). The Reels feature can create, find, and share short videos on Instagram with additional music in it.
- c. Instagram Story (Insta Story); Insta Story is an Instagram feature to create short photo content, writings, or videos that will disappear within 24 hours. Through Insta Story, *creators* have the opportunity to tell the story behind the feed posts to their followers. In order for Insta Story content to last longer, it can be added to the Highlights feature.

Library promotion activities carried out through the Instagram platform provide several advantages for libraries. One of them is that libraries are easier to offer products and services in the form of information services, book collections, library utilization, and digital services to library users (Sari, 2020). The Yogyakarta Development Agricultural Polytechnic Library (Polbangtan) is a Higher Education Library under the Ministry of Agriculture (Yogyakarta Agricultural Development Polytechnic Magelang, 2024). This library has been using Instagram as one of the promotional media since 2018. The Polbangtan library's Instagram has 183 followers, following 7, and 50 posts as of January 2024. Similar to other university libraries, the Yogyakarta Agricultural Development Polytechnic Library has several services such as circulation services, reference services, independent turnitin services, e-journals, repository services and multimedia services. The types of collections available are books, e-books, references, journals, magazines, VCDs, KIPA, newspapers, and research results. The facilities available at the Yogyakarta Agricultural Development Polytechnic library consist of Internet, partitioned reading desks, lesehan reading desks, air-conditioned rooms, and OPAC computers. Instagram of the Yogyakarta Development Agricultural Polytechnic Library with @perpuspolbangtanyoma_pertanian username can be seen on the Instagram search page.

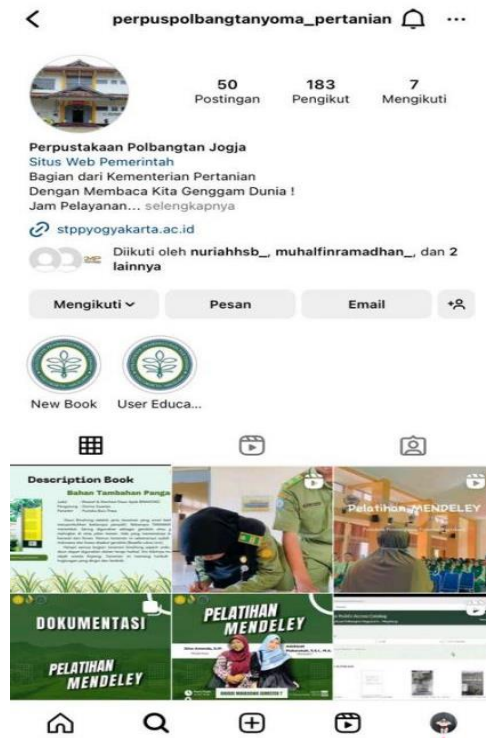


Figure 1 (Instagram homepage)

The Yogyakarta Agricultural Development Polytechnic Library has been actively sharing posts since the creation of its Instagram account in 2018. On the account, there is interesting and informative content about the library so that users can see for themselves what activities are carried out in the library. Now, there are 50 posts with a variety of content such as introducing what services are available in the library, regulations in the library, links to information literature, rare collection information, new collection information, tips and tricks about reading interests, requirements for making library free cards, inspirational quotes and commemorations of special days such as Heroes' Food Day, Youth Pledge, and special library days.



Figure 2. (Instagram Feed)

On the Instagram feed, there are a series of posts that display the content and videos on the account. Judging from figure 2, the Agricultural Development Polytechnic Library is also actively posting photos and videos. Posts on the Instagram feed of the Yogyakarta Agricultural Development Polytechnic library are carried out regularly. However, the Instagram account was stopped during Covid-19 which caused the content to be slightly hampered.

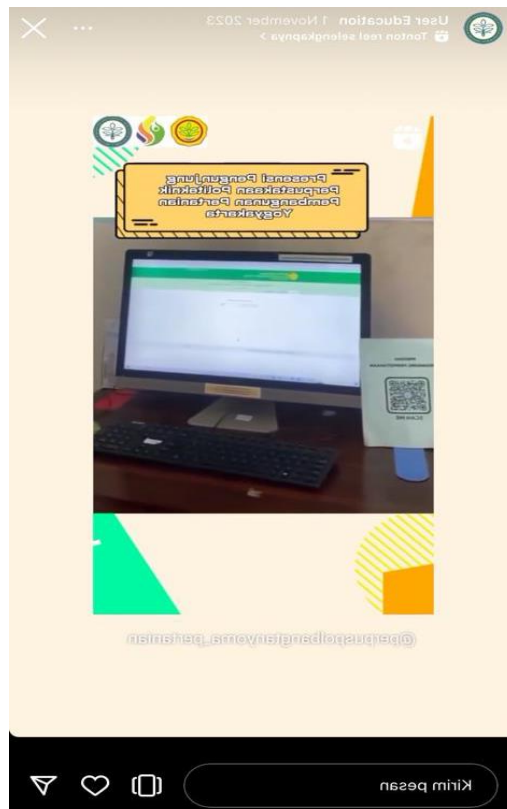


Figure 3. (Instagram Reels)

The Yogyakarta Agricultural Polytechnic Library also posted reels content. This reels content includes various tutorials that must be done before utilizing the services in the library such as tutorials to fill in the presence of library visitors, tutorials on utilizing library collections, tutorials on information search. The reels content on the @perpuspolbangtanyoma_pertanian account also contains an overall introduction to the library starting from the contents of the visiting books, access to OPAC, Turnitin checks, and brochures about agriculture. In addition, there were several activity posts such as Mendeley training for final semester students, Socialization of Press Publishing Guidelines which were attended by students and librarians.



Figure 4. (Instagram Story)

Meanwhile, in addition to some of the features described above, @perpuspolbangtanyoma_pertanian Instagram account is also active in creating Instagram stories or better known as Insta Stories. The difference between Insta Story and other features is that posts can only be viewed 1 x 24 hours. Here, libraries often share information about libraries such as the latest collections which can be seen in figure 4. Insta Stories that have been uploaded will be able to last longer if you add posts to the Highlights so that they can still be seen by users who visit the Instagram page of the Yogyakarta Agricultural Development Polytechnic Library.

Various interactions occurred on this Instagram account, such as questions about how to get a library-free letter for final students, replying to comments and tagging the Instagram account of the Yogyakarta Agricultural Development Polytechnic campus to have a wider reach. Since the establishment of the @perpuspolbangtanyoma_pertaniann Instagram account in 2018, it began with a post on the feed, namely a picture of the library building as an introduction to the library with the caption "Sugeng Rawuh Wonten Library Polbangtan Yogyakarta! Hello library friends, have you been to the library today? If you haven't visited the library, you know, there is a lot of interesting knowledge that we get. Oh, in the future, the admin wants to create content about the Jogja Polbangtan library, so according to all library friends, what content is interesting to discuss? Let's please in the comment column,

my friends and don't forget to read". Based on the caption above, interaction began to occur such as comments that gave suggestions, comments about comfortable reading room services and many other positive comments in each post. However, unfortunately, from 2019 to 2021 the Polbangtan library's Instagram account was not active at all due to the Covid-19 situation and no activities were carried out at that time. Then in 2022 the library's Instagram began to repost library activities and is still actively posting informative content until now. Library promotion carried out on Instagram has a positive impact on library users.

4. CONCLUSION

The use of Instagram as a library promotion medium by the Yogyakarta Agricultural Development Polytechnic Library (Polbangtan) shows its effectiveness in building a positive image and increasing interaction with users, this is evidenced by various features such as Instagram *Live*, *Reels*, *Stories* and *Feed*, the library is able to convey information on services, collections, and activities in an interesting and modern way. The content presented includes all information about library services, tutorials on using facilities, promotions of new collections, and commemorations of important days, which are relevant to the needs of users, especially students.

Even though I have experienced *Off* (inactive) during the pandemic *COVID-19*, promotional efforts through Instagram have been continued with consistent informative content since 2022. This shows that social media, especially Instagram, can be a strategic means for libraries to remain relevant in the digital era. The interactions that take place through this platform, such as comments, questions, and suggestions from users, show a positive impact in increasing public awareness of the library. Thus, Instagram is not only a promotional tool but also an effective communication medium to bridge libraries with users in today's information technology era.

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