A Creative Library Management in Digital Era in Indonesia from Psychopragmatic Perspective

Muhammad Rohmadi*
Department of Indonesian Language Education, Faculty of Teachers' Training and Education, Universitas Sebelas Maret, Surakarta, Indonesia.
E-mail: mamad_r76@staff.uns.ac.id

Kundharu Sadhhono
Department of Indonesian Language Education, Faculty of Teachers' Training and Education, Universitas Sebelas Maret, Surakarta, Indonesia.
E-mail: kundharu_s@staff.uns.ac.id

Memet Sudaryanto
Department of Indonesian Language Education, Faculty of Humanities, Universitas Jenderal Soedirman, Purwokerto, Indonesia.
E-mail: memetsudaryanto@gmail.com

Abstract

Library management is a center controlling libraries in a digital era. Libraries need creative managers to get power in carrying out planning, implementation, evaluation, and follow-up using a psychopragmatic perspective. The problems are (1) how creative library management in the digital era in Indonesia is, (2) how to strengthen librarians' competencies in managing a creative library in the digital era, (3) how to create creative strategies and information technology-based innovation in managing creative libraries in Indonesia, and (4) how the effort of creative library management in understanding characteristics and objectives of library users using the psychopragmatic approach. The method was descriptive qualitative with the psychopragmatic approach. The data collection techniques used interviews, observation, and active participation to obtain the data. They were then analyzed by interactive techniques, in terms of a deductive technique to answer research problems. The result indicates that (1) the creative library management of digital era in Indonesia regarding psychopragmatic perspective is necessarily started by changing library managers' and librarians' mindset, (2) strengthening librarians' soft skills is considered significant in this management, (3) this management certainly needs information technology-based creativity and innovation to provide various information literacies, and (4) this management needs psychopragmatic approach. Therefore, the creative library management in the digital era in Indonesia based on the psychopragmatic

perspective is actualized and useful for librarians to support the acceleration of information and knowledge literacies in the industrial revolution 4.0 era.

Keywords

Management, Library, Creative, Literacy, Indonesia, Psychopragmatics.

Introduction

The development of libraries requires various creative strategies to plan and develop facilities, library collection, human resources, literacy activities, and information technology. It is considered that the main key to developing creative libraries in the digital era in Indonesia is library management. It refers all efforts to achieve library objectives by using human resources, information, sciences, systems, capital sources, facilities, and other resources by consistently concerning functions, roles, and skills (Lasa, 2017). Besides, all elements undertaken by managers will affect in strengthening and developing creative libraries in the digital era and industrial revolution 4.0.

Libraries as a center of learning and information sources are required to able to provide many collections as needed by library users. It is considered as a realization of library services and contributions. Shrirang & Kulkarni (2020) said the strength of libraries is on library managers' creativity in managing libraries. The impact of creative management toward libraries as a center of learning and literacy sources is its contribution to the development and dissemination of information and knowledge to young generations. The important role of libraries must be utilized properly by library users so that they are able to study and learn sciences in all fields. However, to achieve library objectives needs human and non-human resources in terms of capital sources, techniques, physic, nature, information, ideas, rules, and information technology (Safii, 2019). Therefore, all aspects supporting the development of creative libraries must be empowered optimally with creative ways and strategies by creative library managers.

Sivakumar & Dominic (201) state that managing creative libraries in the digital era needs creativity of managers and supports from all library users comprehensively. As a consequence, a mutual commitment is essential to actualize visions, missions, and objectives of creative libraries. Many facilities must be collected, managed, and optimized their usefulness for library users to obtain sciences independently and in a group (Miller & Steams, 2019). According to the explanation, the problems formulated are: (1) how the creative library management in the digital era in Indonesia is, (2) how to strengthen librarians' competencies in the creative library management in the digital era in Indonesia,

(3) how to create creative strategies and information technology-based innovation in the creative library management in Indonesia, and (4) how the effort of creative library management in understanding characteristics and objectives of library users using pychopragmatic approach.

Methods

This study deployed a descriptive qualitative method with a psychopragmatic approach. The data were obtained through interviews, observation, and active participation. They were analyzed through an interactive technique, started from data collection, data identification, data analysis, and conclusion. The conclusion technique was deductive.

Results

Creative Library Management in Digital Era in Indonesia

The creative library management in the digital era in Indonesia is fundamental to start from the mindset changing of all management teams. Library managers and librarians are united in visions, missions, objectives, and targets being actualized in the creative library management in the digital era. Creative libraries deal with that libraries should inspire library users to create creative thoughts for their self-development supporting their hard and soft skills. In the psychopragmatic perspective, it is significant to change managers' and librarians' mindset.

Concerning that opinion, the innovation of libraries in the digital era needs to conduct gradually. Similarly, the effort of building libraries requires an innovation that stimulates better development, namely cataloging. E-resources are one of the online-based cataloging systems. These have been suggested by Guay, Rachel, dan Donna (2014) on "Management of E-Resources Cataloging Workflows" at the University of Maryland, College Park. In 2011, one of them who was a staff member of the Department of Metadata Services at the University of Maryland, College Park, created an electronic resources cataloging management (ERCM) to manage the details of MARC record set loads to the online catalog. After attending the NISO Standards update season on "The NISO ERM Data Standard and Best Practices Review", a presentation in an Annual Conference in 2012 of the American Library Association, in which a support of cataloging workflow is considered as a problem area in the electronic resources management, s/he decided to follow-up by investigating problem characteristics and exploring its relevances to ERCM. This study confirmed the department of metadata services about the management of electronic resources constantly

changing in cataloging workflow and discusses cataloging workflow since it is related to the establishment of the Electronic Resources Management System (ERMS).

Creative library managers are important to have the ability in socializing visions, missions, objectives, and targets to all library teams. This ability becomes one of the benchmarks to quickly actualize visions. Jabeen & Ganaie (2019) said by the strong coordination and collaboration in the team, the effort to empower human resources, facilities, and all units in libraries is possibly conducted immediately. Besides, empowering and controlling each division in strengthening and accelerating the realization of each creative team are needed to conduct periodically. Moreover, it is also mandatory to select and distribute the main duties and functions of the team to accelerate the actualization of visions, missions, and objectives of creative and inspirative libraries in the digital era in Indonesia. Furthermore, the integration of institutional visions, missions, and objectives with librarians' performance becomes a support to actulize institutional visions, especially short, medium, and long-term (Rohmadi, 2016). Thus, building a collaboration of a super team is more important rather than superman. It will be indicated and controlled from each performance improvement in a group and individual on actualizing visions, missions, and objectives.

Library managers' creativity in the space management following library users' need is significant. It is related to the need of space and users' satisfaction in libraries. Users' needs and satisfaction are considered essential. While users' needs are fulfilled successfully, libraries are advertised through their inspirative stories to their friends and colleague from mouth to mouth without force. It effectively becomes a way to brand creative and inspirative library services in the digital era. The role of library managers to remain creative and explore creative ideas is fundamental for all learning contexts and innovation in libraries. Also, their commitment in being creative, communicating with library users, and making library users inspired by each mission and objective should be maintained all the time (Babalhavaeji, et al, 2017)

Since cataloging workflow is not indicated, it means that there are different components for people who are responsible for e-resource cataloging management. Some elements mentioned above have been conducted or planned to implement the electronic resource management system in two or more institutions. The cataloging components of electronic resources in terms of workflow diagram and database are described by the support of the department of metadata service staffs in which its aims include data resource description and access provision to e-resources. The need to manage electronic resources of cataloging workflow has stimulated an innovative approach through the use of an electronic resource management system. The effort of UM Library to give access to electronic resources

through its discovery system, not online catalog, will affect the way UM Library managing the access. When technology or administrative objective is changed, management tools such as relational database have become flexible. When it is based on sound design principles, it offers support of capacity for global updates and flexible additions.

The writer supports the recommendation of the NISO Steering Committee because the support must become stronger in the future to enable library staff in all fields to optimize time usage. If the ERMS workflow support is compulsory to expand further to cataloging areas, the important data will be in the place after the resource for the catalog is ready. It is only the data from authorized staff cataloging needed to enter the system. As an additional bonus, the opportunity to do cross-functional training between cataloging staff and staff in other areas will be established. The Committee Job is to further discuss workflow support in the context of next-generation development.

Strenghtening Librarians' Soft Skills in Creative Library Management in Digital Era

Librarians have important roles in actualizing the vision of creative and inspirative libraries in the digital era in Indonesia. It is reflected by their function in giving optimal services and as consultants of sciences in libraries. Likewise, Rohmadi (2016) stated that librarians are required to have a soul of serving library users optimally and strength to share with them. They not only prepare, serve, return, and receive references from library users but also provide the information and literacies on experiences related to sciences with optimal services. Henceforth, they must have hard and soft skills used as competitiveness and comparability in the digital era.

Librarians' soft skills determine how visions are realized. They become the mainstay to give optimal services to library users. These soft skills are particularly smiling, concern, love, communication, collaboration, information sharing, and mutual respect. These skills are to give library users attention and to communicate with them who visit libraries at the service time. Their communication and concerning skills supported by smile possibly give a positive impression to library users, and their simplicity in front of them are continuously consummate. This commitment and integrity in giving optimal services should be implanted to all librarians.

The development of technology in the industrial 4.0 era certainly has a huge impact on all information dissemination processes, information processing, and information utilization (Warokka, et al, 2020). It must become librarians' concern in giving services in the digital era. It is similar to Anshor (2016) who stated that the development of science and

technology in the information era will affect many aspects of life particularly library and education, including changes in users' style of learning reflected by changes in accessing information. Library users that formerly dependent on manual information sources, started to shift into the digital one so that they no need to spend much time to search for information in libraries. Thus, the role of librarians as consultants of information and knowledge literacies for library users is necessary. It indicates that in the creative library management in the digital era should strengthen librarians' soft skills.

Librarians are an important aspect of establishing libraries. They are one of the factors to run the library operational. Hence, an attribute conveyed by librarians becomes a consideration to actualize library objectives. It is reinforced by Williamson and John (2016) on their study about distinctive 16 PF personality traits of librarians. They suggested that there was a wide range of literature on the main competences of librarians, but lacks research distinguishing their personality traits to others with different jobs. They aimed to compare the personality traits of 88 librarians with a general norm group using 16 PF, a normal personality inventory that was widely investigated. They gave 16 PF Fifth Edition Questionnaire (Conn & Rieke, 1994) to 88 librarians. However, the demography information was only available for 87 amongst 88 librarians. After the convention, 16 scores of PF conversed to Sten score between 1 and 10 with the average score of 5,5 and the deviation standard of 2.

The result showed that librarians become more apprehensive, cautious, flexible, focused, imaginative, open-minded, respectful, self-reliant, serious, tender-minded, and trusting as well as higher on general reasoning skills compared to them in the norm group. It is discussed in terms of consistency with the main competences of librarians. The practical implication is recorded, including recruitment and coaching of job incumbents.

Utilizing Information Technology in Creative Library Management in Digital Era

The creative library management in the digital era inevitably needs information technology-based creativity and innovation as a breakthrough to provide various information for all library users. The openness of information based on information and technology necessarily accelerate to build digital libraries. Similarly, there is also a requirement for innovation integrated into many things. Also, a study on "Integration Innovation: Launching the Library into a Course Management System" indicated that instructors (of courses) wanted library resources to cover general instructions of the information literacy on how to search, access, and evaluate materials (Jeffryes, al, 2011). They wanted center resources included in library tools, something that will be easy for students to access and simple for instructors

and staff to manage. Besides, they wanted these resources adjusted to the individual course level but had no time to do it by themselves. Moreover, they often felt as if there were useful library tools or services they did not know. Consequently, they expressed their desire for an easy mechanism, integrated into their workflow, to increase resource awareness that potentially helps them. For many instructors, many discrete systems containing library resources and problems with a persistent and authentic URL make integration in a problem.

According to the survey conducted to instructiors, the most commonly used instructional technologies among instructors included e-reserves (74%), WebVista (68%), Moodle (51%), and website (33%). Besides, library resources in terms of technology currently used e-reserves (71%) and online articles and journals (62%) as the most popular. It represents that instructors used many platforms and a different set from library sources, indicating that each solution proposed need to be flexible and include many types of library tools.

In addition, the result from a survey conducted to students reinforces that most students used some educational technologies (90% of the research sample) and library tools to support their searching. The most frequent answer selected was about library tools, in terms of online catalogs (80%), articles/e-journals (55%), indexes/databases (48%), and google scholar (27%). This result verifies the writers' suspicion that libraries generally give confusion. It strengthens researchers' requirements to produce a simple system that easy to discover.

The establishment of libraries needs something that simplifies many parties in using it. Besides, it also needs to consider the budget to operate them. Thus, a tool that is well-functioned and probably minimizes the budget becomes a necessity. The budget is one of the challenges in establishing libraries. It is as suggested by Wells (2014) on "Addressing Rural Library Technology Budgets with Single Board Computers: Testing the APC 8950 Rock Circuit Board Computer for Patron Access." The writer explained that during the last decades, libraries faced challenges in implementing new technology in terms of a huge amount of budget. These challenges are reflected in rural areas where libraries struggle to develop and determine a way of purchasing and replacing outdated systems. The writer attempted to make a unit to replace aging OPAC terminals and provide a low-cost computing option for rural library budgets. The writer included purchasing and configuring an APC single board computer. Unfortunately, due to the limitations of the APC unit, there was an Android-based operating system, the initial effort was failed to produce a computer able to be used in libraries with average costumers. The writer's further plan is outlined to develop the second system using the Raspberry platform widely accepted. The success

possibly empowers libraries and customers in their community to have more control of the technology they develop and use in the future.

As technology leading to the "post PC" era, rural libraries are still left behind in terms of accessing technology, whether it focuses on computing need in physical libraries, building technology learning program, starting from building laboratories, or only cutting technology costs, it seems there is a place for a new low-cost computing system (Sudarsana, et al, 2019). While board computing systems such as Raspberry cannot solve problems faced in rural libraries about high-speed internet access, they can easily solve some budgeting problems in replacing computers existing. By using the low-cost single-board computer with open systems such as Linux, rural libraries can start to empower themselves by adjusting their computer system. Through education and the right planning, libraries can adjust the open-source system to give easy usage, and their specialties focus on the local library community (Setyorini, et al, 2019).

Library is the center of digital information holds essential role in improving language literation of the university's member. Language study is a service optimization step with the purpose to enhance social communication-interaction role among the students, lecturers, and academic staffs. The information cycle in the psycho-pragmatic has concrete definitions. However, a less synergic communication-interaction, which results on conflicts among the members, shows that they have not mastered the definitions yet.

Creative Library Management in Digital Era with Psychopragmatic Perspective

The main factor in the sanitation of establishing libraries make visitors interested in visiting libraries. A way to get visitors' interest is by creating a reading club related to football. Osadebe (2013) conducted a study on "Football: An Innovative Way to Attract Teenagers to the Library" due to his desire to get adolescents' interest in coming to libraries. The writer proposed innovation in collaboration with the Nigerian University Library or Nsukka library, reading club, and football club by requiring club members to make an active library membership. This innovation is successful. However, there are some problems indicated, including the lack of cost, personnel, time, and reading collection availability. Moreover, there is the Child Center, a non-profit organization, in which the operational is ran by individual donation and library membership registration and extension. As a result, the budget for this program become constant challenges.

Based on the study, novels were selected for discussion while they are unavailable for members to buy. As a result, these clubs should multiple novels or ask members to read

novels in a hurry so they were able to rotate reading novels. Therefore, it is recommended that librarians who want to run a similar program, they have to include income, volunteering staff, availability of books in their plan as considerations. Haq & Farini (2020) said libraries, especially funded by the government, must search the way to get income to run activities. It is possible in terms of fulfilling cost for services to allow libraries to recruit staff and maintain permanent staff and collection procurement. Meanwhile, libraries depended on volunteering staff, it is suggested to determine the duration of volunteering service first to allow adequate planning for staff. Books must be selected at the beginning of the year, so the coordinator of the reading club can get them from publishers.

Adolescents' interest to go to libraries always become a challenge. However, as the Child Center showed, librarians can be successful if they make a program to give fun and impressive library experiences (Shahbazi, et al, 2019). The benefit of reading and football clubs surpasses reading promotion by creating a sense of belonging among children. Members start to see themselves as a formidable strength in the organization of Child Center and responsibility to develop organizational interest (i.e. by voluntarily help other activities). Moreover, clubs even allow members to have direct contact with the wife of the vice-rector of the university, a patron of the child center. Children come to see club membership as an honor. Reading and football clubs have developed that far, not only about participation but also pride and involvement.

The establishment of libraries needs to develop in advance by presenting various innovations aiming to develop libraries, simplify libraries, and get library visitor's interest. It is similar to Schumacher (2012) on "Developing a Communications Plan for Library Screencasts". Schumacher said that screencasts were an instructional module that can run by itself for users. The ability of these screencasts, or its opposite through the irrelevant part, allowed users to adjust their education with their needs. The use of screencasts offered libraries the way to fulfill repeated instructional demands without burdening valuable library resources. Besides, screencasts increased access to educational libraries since they might see users' enjoyment in contrast to the temporal limitation embedded to the reference table time and training workshops. If it is conducted well, screencasts became a good alternative for textual or spoken instruction because they decreased ambiguity and firmly showed the use of discrete duties needed to achieve their educational objectives. All qualities are necessary to serve libraries well once they can hire the screencasts as an individual tutorial or supplement to someone's references and instruction (Saddhono, 2020).

According to the result of comparative critical study, the use of references in studying cross-fields; politic, economic, social, culture, and mass communication, needs an enhancement

in using Indonesian Language based on the principle of the psychic needs in the speaking community (Sudaryanto, et al, 2019). This research underlines specific generative thinking flow through triangulation of method and data sources in order to describe the needs of the academic community in the relevant university, (1) reference tracing through a social normative approach, (2) application of both micro-linguistic and macro-linguistic approaches, (3) stimulation of analogical thinking in the speaking community of the campus.

The psycho-pragmatic in this study found the use of local-regional language and Indonesian language in the academic environment affects to communication mindset among the members. Someone's psychological expression and psychological factors which shown through language symbols became the background of this study. Psycho-pragmatic mastery is crucial to be a part of the main study in the library because, (1) Linguistic psychology that is mastered by the academic community in the university environment affects the scientific mindset they have. (2) Language references are pragmatically and practically a provision for acceptable communication to improve understanding of attitudes, knowledge, and language skills. (3) Centralization of information regarding a lack of psycho-pragmatic studies needs further identification, specification, and centralization as a culture of thinking in the academic community. (4) The low absorption of logical and analogical information received by the academic community needs reinforcement as a language insight. The triangulation study of data sources found that in communicating with a psycho-pragmatic perspective, references as a source of digital information in tertiary institutions needs a revitalization from various factors supporting the success of mass-academic communication, namely the similarity of perceptions between speakers and interlocutors in various contexts of speech.

Conclusion

The result and discussion indicate (1) creative library management in the digital era in Indonesia from psychopragmatic perspective need to begin with changing managers and librarians mindset, (2) it needs to strengthen librarian soft skills, (2) it needs information technology-based creativity and innovation to provide various information literacy, (2) it also needs to understand users; characteristic and objectives to utilize libraries with the psychopragmatic approach. Therefore, this management can be realized and used by all users to support information literacy and knowledge acceleration in the industrial revolution 4.0.

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