Instagram as a media to get information: a case study at *Grhatama Pustaka* Special Region of Yogyakarta

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Abstract:

Special Region of Yogyakarta is one of province in Indonesia. It has many universities, they are state and private university. For that, there are so many students in Yogyakarta that make Yogyakarta called by student city. Almost every student need some information to their study, but university library is not enough to provide some knowledge. So, the public library has become almost needed by students because they need many of academic knowledge. One of libraries in Yogyakarta is public library called by Grhatama Pustaka. Grhatama Pustaka is a public library owned by the provincial government of Special Region of Yogyakarta. The library consists of 3 floors with several services, including general references, multimedia, rare collections and braille collections. The users of Grhatama Pustaka that the average per day can be 600-1000 visitors especially from student. Until now, many people are still having many question about its policy like how to get in? How to borrow books? When is it opened and closed? What're collections? And many other questions related to library policy. In fact there was once a person asked today, and asked again tomorrow. It is very inconvenient for librarians to provide the same information continuously. With these problems, information on library policy should be known wider. Grhatama Pustaka provided official website and social networking (facebook, twitter, Instagram) to get information about its rules and anything regarded to a library. For this networks, one of the interesting social networks is Instagram. Instagram can facilitate the library in providing information. The information are about library policies, library facilitate, condition in the reading room and interesting events at Grhatama Pustaka. It can promote Public Library generally and in special region of Yogyakarta particularly. Then Grhatama Pustaka continues to develop its services to provide the best services for the users. The extensive information can answer the curiosity of the users about Grahatama Pustaka.

Keywords: Instagram, public library

Background

Special Region of Yogyakarta is one of a province in Indonesia. It has many universities they are private and state university. For that, there are so many students in Yogyakarta that make Yogyakarta called by student city. There are 40 universities and 2 million students from a state university and 4 million students from the private university[1]. All of them stay in Yogyakarta to study about their academic. The tasks of students from their university are very much, such as; daily tasks, research, thesis, and dissertation. For these tasks, the student needs more information.

Almost student need some information to their study, but university library is not enough to provide some knowledge for they need. Actually, in one university there is one central library and other faculty libraries. Some universities just have a central library, so all of the students focused on a central library. It's not effective because the number of books and students is not balanced. So, the public library has become almost needed by students because they need many of the academic knowledge. One of the libraries in Yogyakarta is a public library called by *Grhatama Pustaka.*

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For these matters, *Grhatama Pustaka* provided official website and social networking (Facebook, Twitter, Instagram) to get information about its rules and anything regarded to a library. Nowadays, Instagram reaches a younger, more diverse users than other social networks. Instagram users skew much younger than Facebook users which means that every incoming class of college students is bringing with it a larger pool of Instagram users[3]. Instagram is an application that is familiar to a youngster today. Instagram had been downloaded by 1 billion people. This indicates that Instagram is an application which used by so many people. This application is used by *Grhatama Pustaka* to provide information related to library policy as well.

Instagram is same with the official website of *Grhatama Pustaka*, but the information provided through Instagram is more simple and efficient. If the users try to find information on a website, they are still confused with the number of posts. They should open the links and have to know where the link of information is located. It differs with Instagram since the

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[1] Badan Pusat Statistik.2017. Jumlah Perguruan Tinggi, Mahasiswa dan Tenaga Edukatif (Negeri dan Swasta) di Bawah Kementerian Pendidikan dan Kebudayaan Menurut Provinsi Tahun Ajaran 2013/2014-2014/2016 accessed from https://www.bps.go.id/ by 26 May 2018

[2] BPAD DIY. Profil Balai Layanan Perpustakaan accessed from http://bpad.jogjaprov.go.id/ by 26 May 2018

[3] Salomon, D. (2013). Moving on from Facebook: Using Instagram to connect with undergraduates and engage in teaching and learning.

information can be viewed with one post and using a short and understandable language. The way to access instagram is so easy. You just have to follow or join the account. Therefore Instagram can be a media promotion for *Grhatama Pustaka* because all of event and information can be read by followers.

Social Network Sites

Since social network sites (SNSs) introduction, such as MySpace, Facebook, Twitter, and Instagram have attracted millions of users, many of whom have integrated these sites into their daily practices. There are hundreds of SNSs, with various technological affordances, supporting a wide range of interests and practices. While their key technological features are fairly consistent, the cultures that emerge around SNSs are varied. Most sites support the maintenance of preexisting social networks, but others help people to connect based on shared interests, political views, education, sport, or activities. Some sites cater to diverse users, while others attract people based on common language or shared racial, sexual, religious, or nationality based identities. Sites also vary in the extent to which they incorporate new information and communication tools, such as mobile connectivity, blogging, and photo/ video-sharing.

Instagram

Instagram is a mobile app (iOS and Android) that enables users to instantly turn their mobile snapshots into visually appealing images, which are then shared with others on the network. The images can be shared on other social networks, as well, including Twitter, Facebook, Tumblr, Flickr, and Foursquare. Image in Instagram has a high quality that viewer can be interested. Instagram launched in October 2010, was purchased by Facebook in April 2012, and currently has approximately 130 million monthly active users. These users are improve significantly in the last years. With these active users, Instagram always develop it feature. On June 20, 2013, Instagram added the capability to post short videos, a response to the growing popularity of Vine, a six-second video app owned by Twitter. These capabilities made Instagram look more interested.

Instagram is dedicated to the mobile experience, and part of its growth was fueled by the rapid adoption of smartphones with high-functioning cameras. Now, Instagram has many features and emoticons that can make images or video more beautiful. Any research, Instagram is currently the third most popular social network used by U.S. college students. While it still trails Facebook and Twitter in terms of adoption rate, the level of engagement on the network appears to be higher. A youth and family market research firm, teens and 20-somethings are spending less time on Facebook and more time on niche social networks like Instagram[4]. This research describe that youngster is definitely move to Instagram that suitable for them.

Instagram in Indonesia

In Indonesia, Instagram has become improved. Photo-sharing app Instagram claims it records more than 45 million active users every month in Indonesia and a user growth of more than 100 percent since last year, confirming the general suspicion that Indonesians are among the

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[4] Obar, Jonathan A. and Wildman, Steven S., Social Media Definition and the Governance Challenge: An Introduction to the Special Issue accessed from https://ssrn.com/abstract=2647377 by 26 May 2018

world's most active Instagrammers. Sri Widowati as Facebook Indonesia's Country director said Indonesia has the largest Instagram community in the Asia Pacific. It's a popular here for sharing important moments in someone's life. Except important moments, it can be news or something amazing that posted in Instagram. Instagram said in a statement that Indonesians are also the most active users of our 'Instagram Story' feature, using it twice more frequently than the average user. Maybe, nowadays Indonesians can using 'Instagram Story' more than twice in a day. Indonesia also has one of the highest numbers of internet users in the world. In 2016, nearly 88 million of the country's 250 million plus were connected to the network[5].

Information of Library

The definition of information is statements, ideas, and signs that contain values, meanings, and messages, both data, facts, and explanations that can be seen, heard, and read. It is presented in a variety of packaging and format in accordance with the development of information and communication technology electronically or not. The information values are divided into 10 types, namely 1) ease of access, 2) wide and complete, 3) accuracy, 4) compatibility, 5) timeliness, 6) clarity, 7) flexibility, 8) provable, 9) there is no prejudice, and 10) can be measured[6]. Information in library science is defined as news, events, data, and literature. Good information must be eligible 1) availability 2) easy to understand 3) easy inaccessible 4) relevant 5) useful 6) on time 7) reliability 8) accurate 9) consistent[7]. Definition of Information from Indonesia Dictionary is notice and news about something[8]. Information that always asked in Library is book collection, circulation, open service, a rule of the library, and location. These are a simple thing but if asked every day it makes inconvenient with the librarian. Then librarian should have the skill to provide this information.

Result

Instagram can facilitate the library in providing information. The information is about library policies, library facilitates, a condition in the reading room and interesting events at *Grhatama Pustaka*. It can promote Public Library generally and in a special region of Yogyakarta particularly. Then *Grhatama Pustaka* continues to develop its services to provide the best services for the users. The extensive information can answer the curiosity of the users about *Grahatama Pustaka*.

Posting about Library Policies

The first information that provides by *Grhatama Pustaka* is library policies. Library policies are explained how to get in the library, circulation, step how to get member card, library free cards, and step to use any facilitation room in *Grhatama Pustaka*. For entrance, users should put the sandal or shoes in sandal bag. If users want to borrow a book, they should register themselves to get a card member. In this card, they can borrow a book. The timeframe to borrow a book is one week if late they must pay Rp 200 for exemplary. This library free cards is cards for a requirement for students of University in Yogyakarta for the graduate

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[5] Amal Ganesha.2017.Instagram Has 45 Million Users in Indonesia, The Largest in Asia Pacific accessed from jakartaglobe.id/ by 26 May 2018

[6] Ati, S., Nurdien, N., Kistanto, K., & Taufik, A. (2014). Dasar-dasar Informasi.

[7] Lasa HS.2009.Kamus Kepustakawanan Indonesia.Yogyakarta : Pustaka Book Publisher

[8] https://kbbi.kemdikbud.go.id

from their campus. The requirement to get library free cards is student card and pay amount Rp 4000. For this post, users understand about library policy with a post. Users don't ask librarian or someone about library policy.

Posting about Library Facilitation

The next posting is library facilitation. There are kinds of facilitation in *Grhatama Pustaka*. Such as braille room, general references, mobile library, audiovisual room, theater 6D, and reading corner. There are kinds of reading corner that disappeared in everywhere in Yogyakarta. Such as in post office, hospital, Social Security office, and One Roof System Office. These facilitations can use by all of the users from a child until adulthood. In this post, librarian also explains how to use facilitation in a library, where location the users can find, in audiovisual how much users pay. This facilitation can be shared wider to users simplicity and easy to understand the users.

Posting about reading room

Next posting is a condition in the reading room. Librarian always posts the condition in the reading room, weekend or not. In weekend and ordinary days is a different situation, sometimes there are more of the user in the reading room but sometimes is so quiet. In general service and children reading a room is very different. There is some visitation in the reading room, visitation from the government, institution. Sometimes visitation is from students of university or school, government and private institution. They visit *Grhatama Pustaka* to know all about library and what inside it. In this post, librarian also explains to invite users to come in Library and spend their weekend in Library.

Posting about events

The next is interesting events in *Grhatama Pustaka*. These events allowed by the child until adult. There are so many events in *Grhatama Pustaka*, such as competition, celebrate a national day, workshop, conference, and book review. All of the users is appreciated for these events. The interest for these events is preferred to culture and introduce about culture in Yogyakarta. The example is making a competition about a book review of java, the workshop about a culture of java. One day in a week uses a Javanese blouse to respect the culture of Yogyakarta. All of this can be found in this post in Instagram about an event.

Engage with promotion of library

This information that posted *Grhatama Pustaka* is can be connected to promotion. With this application, more people can view and understand the rule of a library, know the situation in the library closer than before. People can know about the announcement for competition, the winner, So, Library can be known wide to all people. For these post, it can be promoted media to introduce *Grhatama Pustaka* wider than before.

Conclusion and recommendation

Instagram can answer the curiosity from users especially from a student of the university who wants to know closer about *Grhatama Pustaka*. All of the posts on Instagram has explained completely and easy to understand. Instagram is not posted just in library policy but there is additional information about news, culture, new book, new facilitation, new service and

announcement. For this post, it can be promoted media to introduce *Grhatama Pustaka* wider than before. All the post that shared in an Instagram can help librarian to share information about *Grhatama Pustaka*. I think this library's account must be shared wider than before. Althought it has 2000 follower, but it can be improved. Librarian can announce this account with big poster in everywhere users can be see or if there are users ask about information, Librarian can guide to follow library's account.

Acknowledgments

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