



Improvement of SD Negeri 2 Bojongmenger school library services by Customer Relationship Management (CRM) design

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ABSTRACT

The widespread COVID-19 pandemic has had an impact on the realm of education. The enactment of the Learning From Home (LFH) policy has reduced activities carried out in schools. The school library at SDN 2 Bojongmenger was also affected and began to have fewer visitors, even though limited face-to-face activities were re-implemented at school. Therefore, a Customer Relationship Management (CRM) strategy is needed to properly maintain the school library's function and role. CRM strategy is an effort to attract students and teachers as school library customers to visit the library. The method used in this service is the service improvement method with the results of research and development. With the potential and problem analysis process steps, data analysis, and product design. Based on the results that have been implemented, the results show that the design of the CRM strategy in the school library can be carried out conventionally first by collecting needs data, data processing, collection development, user education, competitions, and rewarding after that it can be carried out developing CRM in a digital direction through the use of media Instagram.

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ABSTRAK

Pandemi COVID-19 yang meluas menyebabkan berdampak pada ranah pendidikan. Dengan diberlakukannya kebijakan Belajar Dari Rumah (BDR) yang menyebabkan berkurangnya kegiatan yang dilaksanakan di sekolah. Perpustakaan sekolah di SDN 2 Bojongmenger pun ikut terdampak dan mulai minim pengunjung meski sudah kembali diberlakukan kegiatan tatap muka terbatas di sekolah. Oleh karena itu, agar dapat mempertahankan fungsi dan peran perpustakaan sekolah dengan baik, diperlukan sebuah strategi Customer Relationship Management (CRM). Hal ini sebagai upaya untuk dapat menarik minat siswa dan guru sebagai pelanggan perpustakaan sekolah untuk dapat mengunjungi perpustakaan. Metode yang digunakan dalam pengabdian ini adalah metode peningkatan layanan dengan hasil research and development. Dengan langkah proses analisis potensi dan masalah, analisis data dan membuat desain produk. Berdasarkan hasil yang telah dilaksanakan, didapatkan hasil bahwa rancangan strategi CRM di perpustakaan sekolah dapat dilaksanakan secara konvensional terlebih dahulu dengan kegiatan pendataan kebutuhan, pengolahan data, pengembangan koleksi, user education, perlombaan dan rewarding setelah itu dapat dilakukan pengembangan CRM ke arah digital melalui pemanfaatan media sosial instagram.

Kata Kunci: Belajar dari Rumah; BDR; Customer Relationship Management; CRM; Pandemi COVID-19; Peningkatan Layanan; Layanan Perpustakaan Sekolah.

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INTRODUCTION

The dissemination of the severe acute respiratory syndrome (SARS) virus, which first emerged in Indonesia in March 2020, has unquestionably precipitated substantial alterations in numerous pivotal domains. The Policy on the Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM), implemented by the government, has emerged as a strategy to curtail the propagation of COVID-19. The ramifications of the virus have affected not only the health and economic sectors but also the education sector, which has responded by formulating new policies.

Based on this, the Kementerian Pendidikan dan Kebudayaan (Kemendikbud) issued Regulation Number 4 of 2020 concerning the Implementation of Education Policies in the Emergency Period of the Spread of Coronavirus Disease (COVID-19), one of which states that the learning process is carried out from home. This policy is a strong reason for implementing Learning From Home (LFH) activities. Learning activities, ranging from early childhood education to higher education, have undergone significant changes, particularly in the continuity of teaching and learning between educators and students. Learning that is usually conducted face-to-face is now being transferred to online learning in accordance with the government's recommendations (Novianto *et al.*, 2021; Ratu *et al.*, 2020).

This virtual learning activity does not involve in-person attendance at school, effectively transforming the school into an unoccupied building. This has resulted in a series of new challenges, primarily due to the inadequate maintenance of facilities and infrastructure within the educational institution. Despite the presence of teachers who rotate their schedules at the school, the facilities and infrastructure, including classrooms and libraries, are not utilized to their full potential. Indeed, the presence of comprehensive facilities and infrastructure, including a school library, constitutes a pivotal element in the context of school accreditation activities (Mafar & Sudiar, 2017). Cases like this have occurred following the implementation of the online learning policy, resulting in numerous changes in schools. The incomplete facilities and infrastructure of elementary school libraries are also in line with the statement by Bramasta and Irawan (2018), who noted that the condition of school library facilities and infrastructure still lacks and has not been able to meet the needs of the increasing number of students.

One of the educational institutions adversely affected by COVID-19 is SDN 2 Bojongmenger, located on Jl. Raya Ciamis-Banjar No. 575, Kec. Cijeungjing, Kab. Ciamis. Initially, the institution appeared to be a vibrant environment, with a multitude of activities being conducted by both students and faculty members. However, the coronavirus disease 2019 has precipitated a series of changes, including the suspension of in-person activities at educational institutions. It has been observed that the classrooms are becoming increasingly dusty, and the school library is also affected. The school library, which was initially characterized by a high volume of students, has since become a tranquil space, devoid of both library users and staff. Indeed, a considerable proportion of these collections have become unsuitable for utilization due to obsolescence, thereby necessitating the implementation of management activities. The school library's administration had previously relied on conventional management practices. In conventional library management, activities such as processing and organizing collections, recording bookings and returns, and preparing reports are typically conducted manually. This approach often necessitates a greater investment of time and effort and is susceptible to human error. Furthermore, the accessibility of information and interaction with patrons may be constrained due to limitations in storing and managing patron data, as well as an inability to provide personalized services.

The initiation of library management activities at SDN 2 Bojongmenger is contingent upon the enactment of the regulation pertaining to the implementation of Limited Face-to-Face Learning activities for elementary schools in Ciamis Regency, which took effect in September 2021. The administration has once again assumed responsibility for managing the school library, specifically overseeing the processing of its collections. The management activities executed in the SDN 2 Bojongmenger Library thus far have

encompassed only the initial development stage, involving the acquisition of a new collection of books for the library. The collection has only been completed at the inventory, classification, and shelving stages, in accordance with the DDC classification guidelines.

The underutilization of technology, information, and communication in schools is primarily attributed to the scarcity of ICT skills among the human resources. This, in turn, results in library management being conducted more conventionally. The minimal integration of information and communication technology (ICT) in educational institutions impedes the advancement of library management, thereby hindering the enhancement of accessibility and the effective utilization of information resources. Enhancing Information and Communication Technology (ICT) competencies among school human resources is imperative to leverage the potential of ICT in library management, addressing the challenges and demands of the expanding digital era. The author's observations revealed the implementation of a Library Automation application, SLiMS, for creating barcodes, labeling, and managing book collection data. The application was used in conjunction with Excel to facilitate data collection for new library books.

Preliminary observations suggest that the library's operations are not fully optimized, particularly in terms of circulation services and other library functions. This is primarily attributable to the scarcity of human resources and inadequate infrastructure within the educational institution. Additionally, there is a notable underutilization of the library's collection materials by the student body. Conversely, the services provided at the SDN 2 Bojongmengger library have not been adequately utilized, as evidenced by the underrepresentation of both students and teachers among its visitors. This observation serves as an indication of the school library's underdeveloped state. Indeed, the library should serve as the primary catalyst for academic enhancement, thereby assisting students in refining their learning abilities and cultivating their imagination (Lattuputy, 2003).

The school library is a facility that facilitates educational activities by providing learning resources (Komara & Hadiapurwa, 2022; Ningrum et al., 2018). Additionally, the library serves as a venue for students to learn and acquire information (Zohriah, 2017). As demonstrated in this analysis, the presence of a school library is of paramount importance within the educational sector, particularly in cultivating the next generation of literate individuals. Consequently, there is an imperative for enhancing school libraries to ensure their accessibility, ease of use, and convenience in acquiring information resources (Setyawatira, 2009; Soulen & Tedrow, 2022).

Consequently, a strategic approach is imperative to ensure the continued functionality and efficacy of the school library. This strategy should focus on attracting students and faculty members as regular library patrons, thereby fostering a culture of regular and frequent use of the library resources. The strategy under discussion in this paper is customer relationship management (CRM). Customer relationship management (CRM) can be conceptualized as a strategy to enhance services, thereby fostering heightened customer engagement and interest. According to Warsela et al. (2021), the term "CRM" is defined as a process of obtaining, maintaining, and enhancing profitable relationships between companies and customers, with the aim of creating value for customers and maximizing profits for the company, thereby increasing customer satisfaction.

This concept of customer relationship management can also be applied to libraries. According to Komariah (2018), the concept of customer relationship management (CRM) is applicable to libraries, which are information services. When implemented effectively, CRM enables libraries to provide information services that meet the needs of their patrons and foster a community of generous users. The implementation of customer relationship management (CRM) in the context of school libraries, particularly those experiencing a decline in visitors due to the pandemic, can serve as a viable solution. It is hypothesized that the customer relationship management approach applied in this school library can help achieve the school library's goal of creating a literate generation for the nation.

In light of the preceding elucidation, the author aims to develop a customer relationship management design for school libraries. The design of the customer relationship management system is tailored to the specific needs of the SD Negeri 2 Bojongmenger school library, based on the conditions prevailing within the school library. A multitude of theoretical frameworks exist that lend credence to the implementation of this program. Theories and opinions from previous research encompass those related to school library management and customer relationship management in libraries.

The presence of a library within an educational institution has been identified as a crucial factor in fostering students' interest in reading (Wulandari, 2012). The library's role encompasses several facets, including its function as a repository of information, a space for recreation, a catalyst for creativity, and a conduit for knowledge and cultural enrichment (Lal, 2019; Wanti, 2019). The school library serves as the heart of the educational institution, housing a vast array of information sources and collections. In the contemporary era, characterized by the proliferation of sophisticated technology and an abundance of information, the quality of school libraries must be commensurate with the demands of the present age. School libraries can leverage various technological modalities to enhance their services and progressively optimize the school library itself (Rokan, 2017). The school library's function extends beyond mere storage and processing of materials; it serves as a valuable resource for students, providing access to a diverse range of information in various formats. This role is particularly crucial in assisting students in completing assignments that align with the curriculum (Dewi & Suhardini, 2014).

Conversely, the responsibility for establishing the library as a venue for learning and a repository of knowledge falls upon the school library staff. These individuals are tasked with guiding patrons and cultivating a welcoming atmosphere for students, with the ultimate objective of instilling in them the ability to seek information and utilize the library's resources effectively. For the school library to fulfill its function and the library staff to fulfill their duties, several strategies can be implemented to attract visitors, including collaboration with the school library staff (Merga *et al.*, 2021).

Ghezzi in Rosinar (2014). It is asserted that there exist 12 methods by which this can be accomplished, including:

1. Give library cards to students

The distribution of library cards to students serves as a crucial educational tool, teaching students the concept of borrowing books and accessing library collections.

2. Encourage students to visit often

Library personnel can help foster an appreciation among children for the library as a destination that is both educational and enjoyable. To this end, library staff can develop a structured program for regular library visits by students, thereby promoting the library as a regular and engaging learning environment.

3. Teach students how to search for books and media in the library

In such cases, students can be instructed in the symbols or systematic organization of the library, thereby enabling them to locate library materials autonomously.

4. Visit other libraries

In addition to facilitating visits to the school library, members of the library staff are also authorized to extend invitations to students to visit other libraries, with the objective of providing them with novel experiences.

5. Get an activity agenda

Library personnel are responsible for disseminating pertinent information to students, including but not limited to visit schedules, borrowing schedules, and library service schedules. This is typically accomplished by placing relevant announcements on information boards or in pamphlets.

6. Consider students' interests

Library personnel are available to assist students in selecting reading materials that align with their preferences. At this juncture, library personnel must be cognizant of the interests and preferences of the students.

7. If they enjoy movies, they also tend to appreciate books.

In the event that students express an interest in watching movies, library staff can recommend other films for them to watch or suggest additional books with a similar theme.

8. Explore magazines

In addition to the book collection, library staff can also provide magazines according to the existing theme to students. Therefore, in order to ensure that students have the opportunity to engage with literature and utilize the library's resources.

9. Be a role model

A library worker, whether a teacher or librarian, must set a positive example, including instilling in students the idea that engaging with the library is an enjoyable activity.

10. Provide suggestions for improvement

The library is in need of external support to achieve its goals. Therefore, the library would benefit from receiving suggestions from students. These suggestions could contribute to the library's development and improvement of its services.

11. Be an advocate

Library personnel can persuade relevant stakeholders, including school committees and principals, to make informed decisions regarding the library and offer guidance on its significance to the educational institution.

12. Make the library a priority

Furthermore, library personnel can encourage students to make the library a priority destination.

The term "customer relationship management" (CRM) refers to a systematic business strategy for managing customer relationships. The objective of CRM is to enhance services provided to customers. The average application of customer relationship management (CRM) in a company aims to establish a positive relationship between customers and the company, enabling it to deliver quality services and foster customer satisfaction and loyalty (Gil-Gomez *et al.*, 2020; Kamaludin *et al.*, 2019). The concept of customer relationship management (CRM) is rooted in the notion of service marketing. Essentially, CRM can be defined as a component of service marketing, whereby a company provides services to customers in a manner consistent with their needs and desires. The overarching objective of CRM is to establish a positive relationship between the company and its customers. Conversely, the CRM concept has also been extensively adopted by service sector companies (Saha *et al.*, 2021; Utomo, 2018).

The application of customer relationship management in the scope of services is expected to increase users' engagement with these services. The library, as a service-providing organization, is an ideal candidate for implementing customer relationship management (CRM) strategies. The application of customer relationship management in the context of this library can be achieved by personalizing library services for each user according to their specific needs, thereby ensuring the provision of optimal service to library users (Gaol, 2019; Gul & Bano, 2019; Yang & Shieh, 2019).

The objective of implementing CRM at SDN 2 Bojongmenger Library is to enhance library services and management, foster interactions with visitors, and elevate user satisfaction. The enhancement of CRM implementation is imperative, as it can facilitate the management of visitor data and information, enable the library to understand user needs and preferences, and improve proactive communication and interaction with visitors. The potential benefits of enhanced CRM implementation at the library include increased efficiency and accuracy in visitor data management, enhanced user satisfaction through personalized services, increased user participation in library programs, and heightened visitor loyalty. Furthermore, integrating a CRM within the library's infrastructure can facilitate the enhancement of its

promotional and marketing efforts, thereby fostering long-term relationships with its user base. This, in turn, has the potential to positively impact the library's image and enhance its appeal within the community.

METHODS

This service was conducted with the aim of implementing a customer relationship management strategy design in the school library of SDN 2 Bojongmenger. The research method used in previous studies is a research and development approach. According to Sugiyono in his book entitled "*Metode penelitian kuantitatif, kualitatif dan R&D*", research and development is a research method to produce specific products. The product in question is an administrative tool designed to enhance customer satisfaction with the newly implemented work system, ultimately increasing the satisfaction of those served.

The following measures have been implemented in the research and development process to design customer relationship management strategies in the SDN 2 Bojongmenger school library:

1. Potential and problem analysis process

The researchers employed direct observation methods to carry out the potential and problem analysis process activities. Researchers observe the phenomena that occur in the field and subsequently analyze the potential and problems in the field.

2. Collecting data

The researcher's data collection process consisted of two primary methods: direct observation and a comprehensive literature review. The former involved observing the SDN 2 Bojongmenger school library in its physical setting, while the latter involved a thorough review of the extant literature on the subject. The purpose of this review was twofold: first, to critically evaluate the existing theories pertinent to the subject; and second, to meticulously analyze the design of a customer relationship management strategy for the SDN 2 Bojongmenger school library.

3. Creating a product design.

The product designed by the author is a new work system design of customer relationship management strategies for the SDN 2 Bojongmenger school library. This design is based on an assessment of the conditions that occur in the field.

RESULTS AND DISCUSSION

Design of Customer Relationship Management in the Library of SDN 2 Bojongmenger Conventionally

The SDN 2 Bojongmenger Library has reopened after implementing limited Face-to-Face Learning activities, which began in September 2021. This conclusion is based on the results of field observations made by the author. The management activities executed at the SDN 2 Bojongmenger Library pertain exclusively to the nascent development stage of the new book collection within the library. The collection has only been completed at the inventory, classification, and shelving stages, in accordance with the DDC classification guidelines. The operations conducted within the library continue to exhibit deficiencies, particularly in the implementation of its services, the scarcity of human resources and infrastructure within the educational institution, and the underutilization of library collection materials by the student body. The dearth of comprehensive academic libraries has been identified as a contributing factor to the decline in the number of patrons frequenting these institutions.

According to [Santoso \(2007\)](#), The library's capacity to fulfill its duties and functions is constrained by numerous factors, including: (1) a deficiency in comprehending the library's role as an information infrastructure, (2) the suboptimal performance of school library managers in delivering services,

particularly in addressing the information requirements of users, and (3) an absence of effective communication between the school library and its user community. As indicated by the third point of the aforementioned statement, it can be inferred that effective communication between the school library and its users is of significant importance. The school library's ability to cultivate a positive relationship with its users is directly correlated with the effective execution of its functions and tasks. Consequently, it is imperative to formulate a customer relationship management strategy for the SDN 2 Bojongmengger school library. The objective is twofold: first, to attract students and teachers from SDN 2 Bojongmengger to utilize the library; and second, to ensure that the school library can fulfill its functions and duties.

According to [Nurhidayah \(2015\)](#), seminal work on the subject posits that the concept of customer relationship management (CRM) in the context of libraries can be conceptualized as a distinct approach to marketing strategy development within these institutions. Moreover, the implementation of CRM is intended to serve as a conduit for enhancing value and achieving mutual satisfaction among library patrons and personnel. The implementation of this customer relationship management activity is imperative for the effective functioning of any company. In the contemporary business landscape, cultivating robust relationships with customers has become paramount for the success and survival of companies. Libraries are not an exception to this phenomenon, as they are also established for the benefit of their users, namely their patrons ([Lee, 2016](#)).

According to Kalakota and Robinson in [Siahaan \(2008\)](#), Customer relationship management (CRM) is a multifaceted field with three overarching objectives: The initial step in this process is the acquisition of new customers. This is achieved by providing easy access to information, innovations, and attractive services—the company endeavors to cultivate relationships with existing customers by delivering excellent customer service. The implementation of cross-selling and up-selling strategies in the second stage has the potential to enhance company revenue while concurrently reducing costs associated with customer acquisition. Thirdly, the objective is to retain customers. This stage involves cultivating customer loyalty through active listening and attempting to fulfill customer desires. This assertion is further substantiated by [Guerola-Navarro et al. \(2021\)](#), who argue that the concept of customer relationship management promotes modifications designed to deliver optimal services to customers.

Accordingly, the concept of customer relationship management in this library can be interpreted as originating from the concept of service marketing, as indicated by the aforementioned target. In her book entitled "Marketing Management," Shinta defines marketing as a process in which managerial activities enable individuals or a group to obtain the products or services they require through the creation, offering, and exchange of products or services from producers to consumers. Marketing activities are not solely undertaken for the benefit of companies or producers; they are also closely related to customers or consumers. Marketing encompasses not only the promotion of goods but also the marketing of services. The concept of marketing extends beyond the scope of business entities to encompass institutions and nonprofit organizations, such as libraries, that provide informational services, even if they do not strictly fall under the purview of marketing. ([Szabo & Webster, 2021](#); [Widuri, 2000](#)).

Services are defined as economic activities that offer benefits and satisfaction to customers in a specific time and place. However, services are also considered social interactions between producers and consumers. As posited by Fatihudin and Firmansyah in their seminal work, Service Marketing, the spectrum of services is broad and varied, with service being but one example of the many types of services that exist. Accordingly, the concept of customer relationship management is inextricably linked to the relationship marketing perspective. Both of these approaches suggest that fostering enduring relationships is the most effective way to cultivate customer loyalty. According to the principles of relationship marketing, a marketing concept that links marketing activities with customer relationships, the objective is to communicate products and services effectively in order to develop mutually beneficial relationships ([Caliskan, 2019](#); [Steinhoff & Palmatier, 2021](#)).

It is imperative for companies, including libraries, to comprehend customers and generate customer value to ensure success. A pivotal aspect of achieving this objective is to grasp the systematization and implementation of customer strategies (Leligdon et al., 2015). The following aspects must be considered when designing a customer relationship management strategy for school libraries. First, the problem must be analyzed. Then, data must be collected in the field. Based on the data obtained, Table 1 presents the results of the SWOT analysis conducted at the Bojongmenger 2 State Elementary School library.

Table 1. SWOT Analysis of SDN Bojongmenger 2 Library

No	Aspect	Description
1	Strength	<ul style="list-style-type: none"> - The principal and teachers who are easy to coordinate with - The school is still receiving assistance in the form of new books from the government.
2	Weakness	<ul style="list-style-type: none"> - A library patron with a competitive nature - Many collections are non-renewable.
3	Opportunities	<ul style="list-style-type: none"> - There is no more storage space for the collection (only one shelf). - The process of administrative management of the library collection was created from scratch. - Creating the GeLiS (Gerakan Literasi Sekolah)
4	Threats	<ul style="list-style-type: none"> - Having an extensive collection of non-fiction Text Fill Table - The lack of reading interest among students (many of whom still cannot read) - There are no ICT facilities or infrastructure in the library.

Source: Dedicated 2021

Based on the existing analysis in **Table 1**, the acquisition of data serves as the foundation for developing a customer relationship management strategy. The development of a customer relationship management strategy in this school library is based on cultivating relationships with customers, thereby aligning the customer focus in library operations and management across both physical and virtual domains (Bahader et al., 2021; Chiou et al., 2008). Formulating a customer relationship management (CRM) strategy is a process that requires meticulous attention and consideration. Library personnel must possess a comprehensive understanding of the fundamental principles and historical background underpinning CRM to formulate an effective strategy that fosters positive interactions between libraries and their users.

A multifaceted framework underlies the management of customer relationships, necessitating a comprehensive examination of its various components. In his book entitled "Marketing Management," Kotler and Keller propose a four-step framework for customer relationship management (CRM). This framework involves the following four steps: (1) identifying prospects and customers, (2) differentiating customers based on their needs and value to the company, (3) interacting with each customer to improve knowledge of their needs to build stronger relationships, and (4) customizing products, services, and messages to the needs of each customer. According to Komariah (2018), the application of CRM activities in libraries is predicated on a series of steps, which are delineated as follows:

1. Setting up a user database

The user database constitutes a pivotal component of CRM initiatives. The user database under consideration must contain at least three distinct components, namely:

- The demographic data set encompasses a range of personal information, including the subject's name, residential address, date of birth, telephone number, age, educational background, current occupation, income level, and the number of family members.
- Psychographics are defined as a set of characteristics that reflect an individual's unique psychological and sociocultural orientations, encompassing their interests, opinions, and activities.
- Mediagraphics encompasses preferred collections and preferred media types of library collections.

2. Selecting users

The execution of user selection activities can be facilitated through the implementation of two distinct methodologies. The first method involves assigning designated classes to users, while the second pertains to allocating library resources to users. For instance, the following factors may be considered: the number of visits to the library, the frequency of borrowing various types of library collections, the frequency of consulting with circulation librarians, and the frequency of searching for information in the library. The objective of this activity is to identify and recruit library users who demonstrate characteristics indicative of loyalty.

3. Interacting with users

The subsequent stage in this process is to engage with the users. This interaction activity can be carried out in various ways, including online through social media, email, telephone, or SMS, as well as in a direct, face-to-face manner. In this step, librarians can communicate privately and individually with users to explore further information about their needs and interests.

4. Customizing information services

Following this, the library can develop or customize information services to meet the needs and desires of its users. For instance, modifications may be made to the content of information, the manner in which information is packaged, the form of information delivery to users, and other relevant factors.

5. Delivering the information needed

Following the adjustment of the library's services to align with user needs, the library is capable of disseminating announcements or pertinent information to users in a timely and accurate manner.

In light of the aforementioned framework, the author has developed a flowchart intended to serve as a guide for library staff at SDN 2 Bojongmenggger in their endeavor to cultivate customer relationships within the library. As illustrated in **Figure 1**, the following workflow is applicable to Customer Relationship Management:

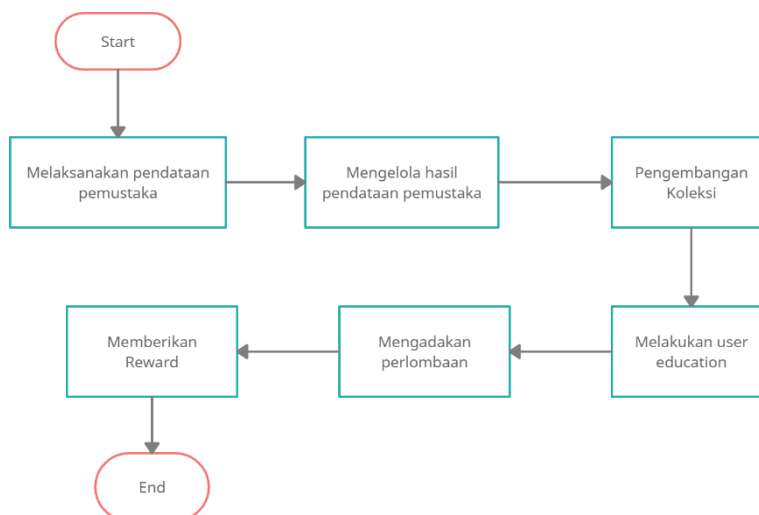


Figure 1. Design of customer relationship management for the SDN 2 Bojongmenggger Library
Source: Dedicated 2021

In accordance with the conceptual framework for customer relationship management in school libraries, as depicted in **Figure 1** above, the initial phase that can be executed is the collection of relevant data. The objective of this activity is to gather data on the information needs and collections required by each library user, encompassing the information needs and collections of students and teachers. This step is imperative for companies to comprehend the needs of library users, thereby ensuring that fundamental expectations are met and fostering customer satisfaction (Stokić et al., 2019).

The subsequent stage in the process is managing the results of the collected data. Library personnel are capable of overseeing the data by segmenting it according to collection requirements. To illustrate, students at lower grades require a collection of fiction storybooks replete with visual imagery. In contrast, those at upper grades necessitate a collection of storybooks centered on animal and plant themes. Following the completion of data processing, library personnel are authorized to submit proposals for library collection development activities to the Principal, with the objective of aligning these initiatives with user requirements.

Following the fulfillment of user needs, the next step for the school library staff is to conduct user education. The objective of this activity is twofold: first, to introduce or inform users of the new collection in the library; and second, to inform users of the services available in the library. In addition to serving these immediate goals, this activity also serves a secondary one: it can serve as a conduit through which the library can establish a good relationship with users.

The results of the analysis conducted by the author of the existing conditions in the field indicate that a competitive nature among students characterizes the SDN 2 Bojongmengger library environment. Therefore, one of the strategies employed to maintain positive customer relations with the library of SDN 2 Bojongmengger is organizing competitions. The competition need not be formal; however, it may take the form of a race, such as a race to summarize a book that has been read, or a storytelling competition based on the book for grades four, five, and six. It is essential to note that this competition activity remains under the supervision of library staff, and users continue to interact with these staff members.

The subsequent phase involves implementing a rewards system for users. The nature of the rewards bestowed upon library users can vary widely, encompassing a diverse array of categories. For instance, library personnel can bestow prizes upon individuals who consistently visit the library, those who borrow books within a given timeframe, or even those who contribute to the Gerakan Literasi Sekolah tree

Customer Relationship Management development design at SDN 2 Bojongmengger Library Digitally

Preliminary observations have revealed that the SDN 2 Bojongmengger Library has not yet adopted digital customer relationship management (CRM) practices, opting instead for conventional methods. In response to this observation, a community service initiative has been devised, with the objective of introducing a digital CRM framework through the utilization of Instagram as a social media platform.

The development of information and communication technology in this digital era is inevitable, as is the adaptation of customer relationship management to the ICT system. The implementation of CRM necessitates the integration of advanced technological systems, particularly the Internet, with the objective of enhancing the efficacy and efficiency of the CRM process. This integration enables interactive communication between customers and companies through both synchronous and asynchronous communication channels (Komariah, 2018).

The development of this customer relationship management strategy is predicated on the utilization of technology and information. A particular facet of technology and information that school libraries can leverage is the integration of new media, particularly social media. The utilization of social media has been identified as a highly effective strategy for promoting school libraries (Koulouris *et al.*, 2020; Mehta & Wang, 2020). School libraries can utilize various types of social media to exchange messages or share voices. Such as using email, SMS, or other forms of communication via cell phones, or distributing brochures or pamphlets (Masuchika, 2013).

The SDN 2 Bojongmengger library has identified Instagram as a potential social media platform for utilization. The use of Instagram as a medium for advancing customer relationship management in school

libraries can serve as a viable solution. This is primarily due to the fact that elementary school students who have not yet fully adopted mobile phones can still access Instagram, a platform particularly popular among young people, to obtain information regarding the SDN 2 Bojongmenger library.

The use of Instagram as a social media platform for presenting packaging information has been shown to enhance its visual appeal through the incorporation of infographic designs. The subsequent section delineates an exemplar design for a customer relationship management strategy in a school library:



Figure 2. Design for CRM through social media Instagram - design of the Instagram information account of SDN 2 Bojongmenger library.
Source: Dedicated 2021



Figure 3. Design for CRM through social media, Instagram - information about library service opening hours and contact person
Source: Dedicated 2021

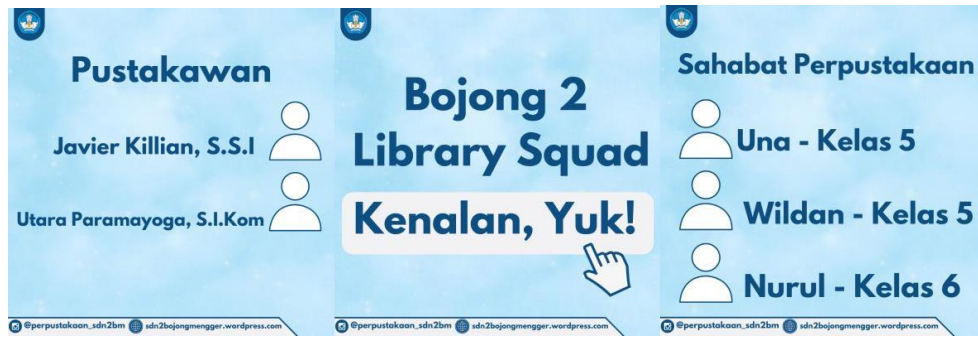


Figure 4. Design for CRM through social media, Instagram - introduction of library staff and school library friends
 Source: *Dedicated 2021*

The customer relationship management (CRM) model employed by the SDN 2 Bojongmenger school library can be utilized for Instagram social media content. The efficacy of the CRM implementation in the school library would determine its feasibility. A successful implementation of CRM would enable the library to extend its reach beyond its physical premises and also within the network. Furthermore, the implementation of digital customer relationship management within school libraries enables the cultivation and maintenance of relationships with students, teachers, and even school alums.

The concept of a relationship or closeness referred to here has the potential to last a long time. According to social psychologists, the degree of closeness in relationships varies, and different groups of individuals are less likely to form close relationships. These close relationships undoubtedly involve emotional aspects characterized by positivity and vigorous intensity (Fiske, 2020).

The development of customer relationship management in school libraries, utilizing digital tools, is one strategy that can be employed to enhance customer satisfaction gradually. It can be interpreted that the library is required to implement developments and prioritize customer relationship management in the school library. The conceptualization of customer relationship management in this school library can be executed by the library staff who provide or offer library collection services. Following the provision of these services, the staff can then undertake supporting services, including user education and library guidance. Following this, library personnel can enhance the institution's technical capacity by implementing the customer satisfaction trigger. Following this, interaction between library personnel and users occurs, including the sharing of resources, facilitating competitions, and administering rewards. Upon attaining level five, library staff are expected to exhibit behaviors that serve as models for their patrons.

Consequently, the implementation of this customer relationship management strategy will enable the school library to market its resources and services. The library at SD Negeri 2 Bojongmenger is a notable example of a school library that has successfully marketed itself to both faculty members and students. It has been demonstrated that patrons of the school library possess a profound comprehension of the programs and activities offered by the institution. This profound understanding is accompanied by a high level of confidence in the library staff, as these patrons have experienced a satisfactory fulfillment of their needs. Moreover, the successful creation and implementation of the library marketing strategy have led to the transformation of the school library into a destination for students, teachers, parents, administrators, and the broader community. In this regard, library staff have been identified as a pivotal factor in this transformation (Houghton, 2016).

CONCLUSION

As demonstrated in the preceding discussion, it can be posited that in order to enhance the implementation of Customer Relationship Management (CRM) in the SDN 2 Bojongmenger Library, a series of measures

can be undertaken. First, a systematic survey or data collection must be conducted to understand users' preferences and expectations of the library. Subsequently, the optimization of visitor data processing will yield more comprehensive and precise information regarding their activities, including borrowing history and reading interests. Furthermore, it is essential to cultivate collections by staying current with prevailing trends and meeting the needs of readers. This entails providing relevant user education programs, which are instrumental in enhancing information literacy. The library can organize competitions and rewards as a form of appreciation for visitors who are active and contribute to library use. Following the implementation of conventional measures, SDN 2 Bojongmenger library can proceed with the development of a digital customer relationship management (CRM) system by leveraging Instagram as a medium for interactive engagement with visitors, promoting library collections and programs, and cultivating an active and engaged community. Adopting this approach is expected to enhance the library's relationships with users, increase participation, and provide more personalized and responsive services in accordance with technological developments and current user needs.

It is hypothesized that this service program will serve as a model for enhancing scientific studies in the domain of customer relationship management. The author of the program offers the following recommendations: The library management of SD Negeri 2 Bojongmenger must develop a customer relationship management strategy for the school library. Furthermore, the development of human resources, including librarians and library staff, is crucial for the success of libraries. The use of technology and information in school libraries needs to be increased, and the facilities and infrastructure, particularly for school libraries, must be improved. Collecting data on library users, including library administration, is essential so that it can later serve as a source of data to inform decisions related to library management. It is anticipated that future researchers and program developers will undertake the following three tasks: first, conduct research on customer relationship management strategies, with a particular focus on school libraries; second, develop a customer relationship management work system for school libraries; and third, create customer relationship management designs for school libraries through Instagram social media.

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