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Point Of Purchase Communication Promotion Media on Library Use by Library

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ABSTRACT

In introducing library facilities, collections, and services, libraries often use promotional media known as Point of Purchase communications. However, the influence of each promotional media that uses library services has yet to be identified in detail by visitors. Thus this research was conducted to provide the answer. This study used an explanatory survey as a method with a questionnaire as an instrument. This survey collected 93 respondents as a sample from visitors to the Indonesian University of Education library registered as a population. The results showed that the Point of Purchase communication media utilized by the Indonesian University of Education library are leaflets, booklet, poster,X-banner, hanging mobile, table tent. And the promotional media for hanging mobile and shelf talkers greatly influenced visitors using library facilities. In addition, table tents and hanging mobile are media that influence visitors in using library collections and services. Meanwhile, booklets, posters, and shelf talkers do not make users use library services.

A. INTRODUCTION

In the context of libraries, marketing is a series of activities to analyze, plan, and supervise work programs to achieve library goals, namely meeting the information needs of library visitors according to their wishes and needs. The key to all marketing and promotional plans is to be able to attract audience attention, increase interest and interest in the products/services being promoted, create a desire to follow promotional solicitations, encourage audiences to decide to use products/services, and finally use all the products and services offered. Promoted and made a difference from the previous condition.

Marketing and promoting library services is a means of providing information to users about the products and services provided by the library to be utilized by users (Chiparausha & Chigwada, 2021; Kari & Ooyeniran, 2019). The intended result of marketing and promotion of this library is to foster the desire of users to come to the library and provide information about the services provided by the library to be utilized by users.

Library services will only be known to the public with promotional media, where promotion can make it easier for someone to get the information library users/visitors need. Promotional media is a tool to reach the public through promotional activities (Faisal & Rohmiyati, 2019; Ismail, 2021). Promotion is the communication from sellers who inform, persuade, and remind potential buyers of a product to influence their opinion or obtain a response (Lamb, Hair, and Mc-Daniel, 2001).

From some of the definitions by the experts above, in the context of library promotion, it can be interpreted as an activity to introduce library products and services to meet the need for

information and influence the opinions of library visitors so that the need for the information they need can be fulfilled.

Marketing Mix is "a set of marketing tools used by a company to achieve its marketing goals in targeted targets (Kotler, 2000). These tools consist of: 1) Product (result), 2) Price, 3) Promotions, 4) Place. In line with the elements of the marketing mix mentioned by Kotler, within the scope of the library, Widuri (2000) mentions the elements of marketing in the library, namely: 1) Products, 2) Price, 3) Place, 4) Promotion.
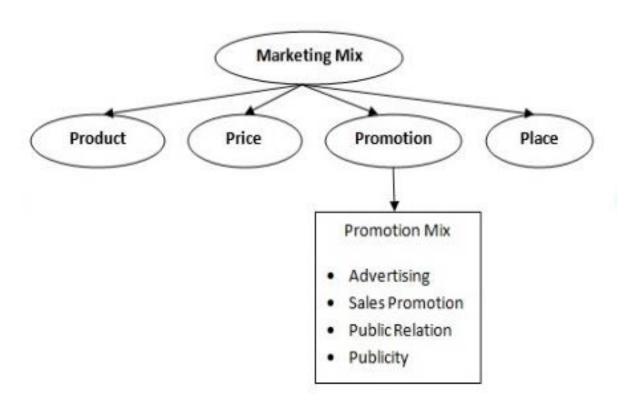

Figure 1. Marketing Mix and Promotion Mix

According to the author, of the many marketing components in the marketing mix, promotion is the component closest to the college library profile because financial gain is only sometimes considered in the promotion.

Libraries in tertiary institutions are essential, especially in providing the information the academic community needs. In this case, to increase visitor interest, one way that can be done is to carry out promotions. Currently, library promotion still occupies the caretaker (minor) position in information science and library education at various universities in Indonesia (Mustofa, 2017).

In university libraries, as we know, the promotional media often used to introduce library collections and services to users is printed promotional media spread across the library space in the marketing world, known as Point of Purchase communication media. Point of Purchase communications is promotional elements found at points of purchase, such as displays, posters, banners, and other promotional materials, designed in such a way as to influence buyers.

Point of purchase communication in the library provides guidance information about everything in the library to users, starting from collections, services that users can use, maps of

library directions, and information about new collections in the library. Point of Purchase communication also acts as a means of persuading users to come back to visit the library.

The Indonesian University of Education library, included in the type of higher education library, has also implemented Point Of Purchase communication promotion media as a form of library marketing effort to introduce collections and services, mainly to provide information and introduce library developments. The Point Of Purchase communication promotional media used by the Indonesian University of Education library are Booklets, Posters, X-Banners, Hanging Mobile, Shelf Talkers, and Table tents (Majidah, 2016).

Based on the explanation above, this study aims to determine the promotion of Indonesian university education libraries using point-of-purchase communication based on the promotional media they have used.

B. METHODOLOGY

The Library of the Indonesian University of Education researched the influence of point-of-purchase communication promotion media on library utilization using quantitative methods with a survey-explanatory approach. The population in this study amounted to 1272 users, with a sample of 93 users. For data processing, the authors use path analysis. Path analysis is also known as causal modeling. Path analysis can be an extension of multiple regression analysis, although based on history, there are essential differences between path analysis which are independent of statistical procedures in determining causal relationships (Sarwono, 2011).

C. RESULT AND DISCUSSION

Marketing is a liaison between users and libraries to deliver library products, where consumers or users are parties who utilize the library. Marketing is a process in which managerial activities enable individuals or groups to obtain the products or services they need by creating, offering, and exchanging products or services from producers to consumers (Shinta, 2011). Marketing activities are carried out not only for the benefit of companies or producers but are also closely related to customers or consumers. Marketing is the process of marketing goods and services because marketing is fixated on businesses, non-profit institutions, and organizations such as libraries that provide information services (Widuri, 2000).

Marketing activities are closely related to satisfying customer needs. Therefore, service marketing is a marketing activity oriented toward maximizing customer satisfaction by providing services according to the needs and desires of customers (Fatihudin & Anang Firmansyah, 2019). Libraries as service institutions must provide good services or can lead to excellent service (Prasetyawan, 2019). Excellent service or superior service is an attitude or method of Documents, information and libraries officers in serving users satisfactorily (Ernawati, 1998).

With library marketing and promotion activities, users will know everything related to the library, both in terms of library facilities, library products and collections, and types of library services as well as the benefits to be obtained by library visitors in more detail. According to Gitosudarmo (1998), Promotion is an activity aimed at influencing consumers so that they can become familiar with the products offered by the company to them and then become happy and then buy the product.

Point of Purchase communication is a form of below-the-line promotional media, which is interpreted as all marketing or sales promotion activities that are short-term in nature, and aim to reach consumers (Reinares-Lara & Martin-Santana, 2019). Hence, they are aware of a product. The definition of Below the line, below-the-line promotional media is promotional media that can focus on specific consumers (Fahim, 2022; Kumar, Paul, & Unnithan., 2020).

Within the scope of the Point of Purchase communication library is defined as promotional media used by libraries, such as leaflets, booklets, posters, banners, hanging mobiles, and table

tents to introduce library products and types of library services to users in order to generate a sense of interest and influence visitors to revisit the library and take advantage of the collections and services provided by the library.

Based on research that has been conducted at the library of the Indonesian University of Education, it is known that point-of-purchase communication media can function as:

1. Provide information to users about library products, both collections, and services provided to users
2. Reminding users about the library collection and the services provided by the library
3. Attract users to come back to the library through the Point of Purchase communication attribute
4. Stimulating users to take advantage of library collections and all services provided by the library

Point of Purchase communication media utilized by the Indonesian University of Education library include:

1. Leaflets,

Leaflets is a form of short publication media from various forms of Point of Purchase communication media in the form of leaflets containing information or information about companies, products, organizations, and services or ideas to be known by the public. In libraries, the leaflet publishing process focuses on several aspects so that the leaflets are not wasted. The Indonesian University of Education Library is trying to utilize and maximize the communication space available in leaflets, for example, how to choose the size of the leaflet, choose the way of presentation, select the words, pictures, and photos to be presented, and process the message to be conveyed so that the information presented can be received as expected.

2. A booklet,

Booklet is a small paperback book, usually provides information on a particular topic. The booklet is tiny (half a quarto) and thin, with no more than 30 one-sided pages containing text and pictures. In the Indonesian University of Education library, booklets made in this pocket-sized format are known as library guidebooks. These provide information or brief instructions regarding product information, facilities, and library services that users can utilize.

3. Poster.

Various posters were found in the library of the Indonesian University of Education. The library made both posters and obtained posters from electronic journal vendors and units and faculties within the library.

4. X-banner.

In the Indonesian University of Education library, X-banners are usually placed on the front of the library and particular service points or rooms provided by the library.

5. Hanging Mobile.

In the library of the Indonesian University of Education, this mobile hanging media is made as a marker for library products under or around it

6. Table Tent.

At the Indonesian University of Education library, table tents are usually placed on the desks of librarians who maintain or supervise unique collection rooms and special library services such as reference services, the information contained in this table tent is information about reference services and the benefits you get when using reference services so that users who read it become interested in utilizing reference services. Apart from providing information, the table tent on the reference service also contains instructions on how to utilize the reference service. Likewise, table tents are placed in other library service rooms. The information in the table tent depends on where the media is placed.

7. Shelf Talkers.

At the Indonesian University of Education library, shelf talkers aim to provide information to users to make it easier to find the books they are looking for and to facilitate the shelving process for librarians.

D. CONCLUSION

Overall, Hanging mobile promotional media and shelf talkers are Point of Purchase communication promotion media that influence users to utilize library infrastructure. Whereas booklets, posters, x-banners, and table tents do not attract and attract the attention of users to utilize library facilities. Promotional media for posters, hanging mobiles, and table tents are Point of Purchase communication promotion media that influence users to utilize library collections. Meanwhile, booklets, x-banners, and shelf talkers do not make users utilize library collections. Promotional media x-banner, hanging mobile, and table tent is Point of Purchase promotional media that influence users to utilize library services. Meanwhile, booklets, posters, and shelf talkers do not make users use library services.

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