

Assistance in the Development of Promotional Materials as an Effort to Increase Community Visits to the Library Units of DPAD DIY's Library Service Center

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ABSTRACT

Abstract

Yogyakarta has a variety of public facilities that can be utilized by both domestic and international communities. Unfortunately, some of these facilities are still not very well known because of the limited promotion that is being carried out. One public service that needs attention is the units managed by the Library Service Center of the Regional Library and Archive Service (Balaiyanpus DPAD) DIY Province. As a set of facilities within the Province of DIY, where one of its main tasks is related to information, it is important for Balaiyanpus DPAD DIY to introduce the units it manages: the Grhatama Pustaka Library, Jogja Library Center, and Modern Learning House to the wider community. However, Balaiyanpus DPAD DIY is still hampered by the limited promotional materials it has. Given the large role of the library, the UNY English Literature Study Program conducted a Community Service Activity (shortened as PkM in Bahasa Indonesia) in order to support optimizing the role of Balaiyanpus DPAD DIY. This PkM activity is primarily intended for collaboration between the UNY English Literature PkM team and Balaiyanpus DPAD DIY in creating media to promote existing units.

This PkM activity was carried out in the form of assistance and preparation of promotional material contents in Indonesian and English collaboratively by Balaiyanpus DPAD DIY with the UNY PkM team. In its implementation, PkM activities are divided into three stages: the preparation stage, implementation stage, and evaluation and reporting stage. The preparation stage was carried out through a workshop introducing service units and facilities by Balaiyanpus DPAD DIY followed by an analysis of promotional needs. Based on this analysis, a field survey to the three service units was conducted to plan and collect materials for promotional contents. At the implementation stage, the PkM team discussed, selected, and processed the promotional contents. Once the materials were ready, they were discussed with Balaiyanpus DPAD DIY and then revised according to their feedback. The ready materials were then submitted to Balaiyanpus DPAD DIY. The evaluation stage was carried out by distributing questionnaires to the public and through evaluation meetings.

The results that can be achieved through this PkM activity are the availability of various promotional materials in Indonesian and English, which were created with the use of information technology. These materials were used as promotional media by Balaiyanpus DPAD DIY and can be used in a long term. The promotional media are in the form of printed leaflets or booklets translated from Indonesian into English and most of them are digital material in the form of video profiles, website contents, and audiovisual materials uploaded in social media via accounts owned by Balaiyanpus DPAD DIY, in the form of websites, Instagram, and TikTok. The evaluation results show that the promotional materials have informative and interesting contents, use language that is easy to understand, are quite easy to remember, and are suitable for social media. It is hoped that the promotion carried out will increase public visits, including by international visitors, to the units managed by Balaiyanpus DPAD DIY. For students who were members of the PkM team, they gained benefits in the form of experience of going directly into the professional world and can complete the PKL6602 Work Practice course. For the PkM lecturer team, apart from fulfilling routine service obligations, this activity was also used as a forum to expand personal and institutional collaboration.

Kata Kunci: promotional materials, library, dedication, cooperation, student internships