

The Usage of The Internet as A New Media in Libraries

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The Usage of The Internet as A New Media in Libraries

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Abstract: The library is a provider of appropriate information and updates for the academic community with regard to research, journal articles, and also teaching materials. Formerly the library was a source of information, especially in the world of education. But at this time with the growth of the internet and also the change of behavior of information seekers the library is no longer the main reference source. This is a problem for libraries nowadays, especially college libraries. The internet has become a new media for all kinds of activities at this time; almost everyone uses the internet to meet their information needs. This has become one of the challenges for libraries from time to time. This research aims to describe library changes with the internet as a "friend" and also a "rival" in providing information for the academic community. This research is a type of descriptive quantitative research that aims to explore and clarify about a phenomenon or social reality, especially related to the use of internet media in the libraries of Indonesian universities. The samples in this research are documents available in online media on the internet. From the results of this research, in addition to providing changes to the library, with the internet also provides an understanding of how the internet can be well matched with libraries to support all library activities in reaching libraries that are always visited by users both online and offline.

1 INTRODUCTION

The emergence of new media contributes to changes in the pattern of community communication. New media affect the way individuals communicate with other individuals. Major changes related to the emergence of new media are as follows: increasing digitalization and convergence of all aspects of media, interaction, and network connectivity; mobility and declination for sending and receiving; adaptation to the role of public publication; the emergence of various new forms of 'doors' (gateways) and media; and the separation and blurring of 'media institutions' (McQuail, 2011).

The main characteristics of new media are their interconnection, their access to individual audiences as recipients and senders of messages, their interactivity, diverse uses as an open character and their ubiquitous nature (McQuail, 2011). The emergence of new media also contributes to changes

in the pattern of community communication. New media, in this case the internet, affect the way individuals communicate with other individuals. Initially, the internet began as a noncommercial communication tool and data exchange between professionals, but the next development was the internet as a means of personal and interpersonal communication.

The internet has grown to meet the needs of more than tens of millions of people worldwide. The large and growing number of internet users has embodied the internet culture. The internet also has a great influence on the science worldview. By utilizing search engines like Google, users around the world have easy internet access to a variety of information. The internet symbolizes the decentralization of information and data quickly.

The presence of internet media makes information spread quickly. Some data mention there is an increase in internet media users. In data of the Ministry of Communication and Informatics

(KemenkoInfo RI. 2010) internet users reached 45 million people. Mar [6] research institute e-marketers also added that the netter population of the country reached 83.7 million people in 2014. By 2017, [6]arketer estimates that the number of netters in Indonesia will reach 112 million people. Sutarno NS (2006) revealed that the market of the library is all citizens and visitors to the library; types of libraries include public libraries, special libraries, school libraries, or college libraries. Each type of library has a different user group, but users of all types of libraries want the same thing, and that is getting the same good service, meaning fast, fair, and satisfactory. Therefore, libraries should be able to foster users or visitors to the library as well as possible. This is done to maintain or improve the experience for the users or consumers of the library, so they do not get bored and move on to other sources of information to get what they need.

The internet offers a new alternative in the acquisition of information and at the same time dissemination of information. Formerly the library was a source of information for the public in obtaining information, especially the library in the world of education. But nowadays with the growth of the internet and also change of behavior of information seekers, the library is no longer the main reference source. This has become a problem for libraries nowadays, especially college libraries.

The internet has become a new media for all kinds of activities at this time; almost everyone uses the internet to meet their information needs. In the university environment in Indonesia, the availability of digital materials is increasingly perceived by the academicians who previously lacked access to the latest publications in their field. In addition, the process of information transfer among academicians at a certain level has changed because the procedures and users are connected to each other via the internet.

The existence of a library is now becoming very important as it is mandated by [8] law no. 43 of 2007; in article 3 it is said that the library serves as a vehicle for education, research, conservation, information, and recreation to improve the nation's [3]elligence and empowerment. The development of information and communication technology plays an important role in the dissemination of information. Priyanto (2011) stated that the big college has three main roles, namely (1) extraordinary education for the students; (2) research, development, and dissemination of science; and (3) cultural and scientific activities. The library as the heart of the

university has great challenges if it is to support these three roles.

One of the contributing factors is the characteristics of users, especially students as a digital native generation. The younger generation does not see the internet as a technology, but rather as a part of life. In various surveys conducted by OCLC, it is evident they prefer to start the search process with search engines compared to other sources of information, including libraries and librarians (OCLC 2005 in Zuntriana, 2010).

The college library is like a heart for a university. All academic activities undertaken by the academic community are fully supported by the college library, such as supporting research activities by providing scientific resources, providing discussion facilities, and supporting the creativity of students and lecturers. College libraries are rich in scientific information sources that can be put to good use both directly and online. However, the reality is that still there are many in the academic community who prefer the source of information coming from Google rather than the library database for reasons of ease of use and speed, while for reliability and accuracy of search results, users still rely on library databases. It can be seen how powerful college library competitors are in providing instant access to information resources, with the disclosure of information on the internet.

Therefore, the library must be able to balance sources of information, for example by building a digital library, multiplying the purchase of journals and e-books in the database collection, and building a user-friendly Online Public Access Catalog (OPAC). But the power of information sources that have been built is not necessarily able to attract users to switch to library databases or use other library services. Currently, libraries in Indonesia that provide an average internet service use three services for internet access services, namely (1) the web library itself, which is a special internet service for web-based reference services; (2) wifi services; and (3) library computer services. One of the challenges the library faces at times is to be able to use the internet as a friend rather [3] an opponent.

This paper aims to provide an overview of the use of internet media in the libraries of Indonesian universities.

2 METHOD

This study is a descriptive quantitative research type that aims to explore and clarify about a phenomenon or social reality, especially those related to the use of internet media in the libraries of Indonesian universities. Universities in this research means colleges that are favored by kemenristek dikti who 10th to attend a world-class university, ie the Universitas Indonesia (UI), Institut Teknologi Bandung (UTB), Universitas Gadjah Mada (UGM), Universitas Airlangga (UNAIR), and Institut Pertanian Bogor. Data collection is done by literature study through search engine “ with OPAC keyword in library “, “digital library”, technology and library, library promotion, and online OR digital library service. From the search results articles from various journals can be found and also the results of research, mini theses, theses, and dissertations.

Literature study is a technique of collecting data from secondary sources, ie sources that do not directly provide data to the data collector (Sugiono, 2011). Data were analyzed by using an interactive model (Miles and Hubermsn, 1992) Of the documents contained on the internet, the validity of the data was verified by looking at the source of reference and its web address/URL. The data that had been verified were processed and analyzed, and the conclusion was drawn.

3 RESULT

3.1 The History of the Internet in Indonesia

Internet history in Indonesia began in the 1980s initiated by 5 interconnected universities, namely Universitas Indonesia (UI), Universitas Terbuka (UT), Institut Teknologi Bandung (ITB), Universitas Gadjah Mada (UGM), and dan Institut Sepuluh Nopember (ITS) with a dial-up facility called UNInet in the form of a computer network. The network was not fully developed because there were problems due to the lack of adequate infrastructure. Only after 1986, through Amateur Radio Club (ARC) ITB, did the internet begin to grow again with only the aircraft transceiver HF SSB Kenwood TS430 Harya Sudirpratama (YC1HCE) with Apple's Onno W. Purbo (YC1DAV) II computer. And dozens of other ITB youth.

From 1992 to 1994 TCP/IP packet Radio Technology was adopted by the colleges BPPT, LAPAN, UI, and ITB, which became the foundation of PaguyubanNet. AMPR-net (AMateur Packet Radio Network), which used the first IP, was known as AMPR.org (domain name) and IP 44.132. In 1994, IndoNet's first commercial ISP began operations. The initial connection to the internet was done using dial-up by IndoNet. From 1994, the internet entered into Indonesia with a top-level domain ID (TLD ID) primarily built on the UUNET server, then continued with a second-level domain. The first ISP (Internet Service Provider) in Indonesia was IPTEKnet, connected to the internet with a bandwidth capacity of 64 kbps.

Internet access in Indonesia continues to grow 2th time. Indonesia can be said to have followed the development of information and communication technology until now. According to APJIL (Association of Internet Service Providers), an institution that can estimate the number of internet users, internet users in Indonesia in 2014 had reached about 88,1 million, and this is expected to continue to increase due to the increasingly sophisticated and affordable mobile technology.

The use of the internet in the libraries of Indonesian universities did not begin in the same year as the start of internet usage in Indonesia. The fund allocated in libraries to information technology is still minimal. The development of information technology in these libraries has been through several stages, including library computerization, the development of electronic collections, provision of facilities from internet sources, and cooperation with local and overseas library organizations (Siregar, 2004).

3.2 The Use of the Internet in Academic Libraries

Computer activities in Indonesian libraries began in the 1970s in the form of making a list of magazines with the help of computers by the center of national information documentation, now LIPI. Then, until 1975, 33 libraries continued to make a catalog of magazines. Information retrieval began in 1975 by the libraries of labor issues institutions using the HP 9845B computer. In the 1980s libraries began to use computers for routine activities. The term for these is “housekeeping activities”. This is because of the ease in using the DBMS and CDS/ISIS from Unesco. In Indonesia, this is known as the library

automation that is still offline and is not connected with other libraries (Sulistyo-Basuki).

Library housekeeping or library management is a general term that refers to a variety of routine activities that need to be done so that libraries can run properly. With the progress of information technology, it can be done by using an integrated system consisting of several modules, namely acquisition or procurement, cataloging, circulation, the catalog that can be accessed by the public or known as the OPAC, and lending between libraries. Information systems for electronic information retrieval were first used for local data retrieval using catalogs. Then with the progress of information technology or information retrieval known as information retrieval are also progressing, ie by the use of electronic means.

The development of information technology, especially the internet as a new media, has had an impact on services provided in the library. Services in libraries that used to use conventional systems have changed in that they now use digital systems such as web OPAC, digital libraries, promotions through social media, and virtual reference services.

One of the examples of the implementation of web OPAC is the Universitas Indonesia (UI) library, which uses the information system called "Lontar", which can be accessed online through url address. There is also Universitas Airlangga (UNAIR) with the url address, using a system called "Laris". The OPAC in these two instances was built by the library itself. There are several library automation systems that are open source. Cervone (2003) provides the definition of open source software as access to real code where other programmers can develop and redistribute the software as needed and provide the code for other developments. For example, in Indonesia, there is Senayan Library Management (SLiMs), which can be downloaded for free at <http://slims.web.id/>.

Digital libraries in Indonesia have been developed primarily by colleges, which have formed several digital library networks such as Indonesia Digital Library Network (IDLN), Spektra Virtual Library, and most recently Garuda (Garba Rujukan Digital). Digital libraries built by colleges in Indonesia not only provide and organize collections and services digitally but also combine them with a conventional library format, where most library collections are available in printed and digital form.

IDLN was the first digital library in Indonesia. IDLN began operations in June 2001 and was initiated by Knowledge Management Research Group (KMRG) ITB, which pioneered the creation

of a digital library network among institutions of higher learning. The digital library network was built with the aim of facilitating the academicians and the general public to access research results, final assignments of students, and theses and dissertations. The metadata used in IDLN is Dublin Core. Besides IDLN, academic libraries in Indonesia began to develop digital libraries that led to more institutional repositories such as digital library Institut Pertanian Bogor, which became the first ranked in Southeast Asia in July 2017, and which can be accessed with url address.

Promotion of a library through internet media can be done by making the library website interesting and the information up to date. As well as having a website only, the library also can create social media accounts such as Facebook, Twitter, or even Instagram to promote the library. Promotion is important for a library because now more and more commercial information centers are popping up, these institutions can be rivals to the library as a provider of information. Other than that, media such as television, magazines, newspapers, and even the internet are becoming increasingly crowded. All that can cause a community to not use the library. Facebook is the most common way to promote a library. For example, Gadjah Mada University library use this to promote their activities and also the collection they have. Otherwise the website of Gadjah Mada University library is also one of the means of promotional media that is visited by not only the academic community of UGM but also the academic community of other universities or the general public (<http://www.alex.com/siteinfo/ugm.ac.id>).

The reference service is one of the library services designed to help users in fulfilling information needs. The reference service focuses on being able to direct users to actually get the real information resources they want when accessing information. The reference service includes reference transactions and other activities including the creation, management, and assessment of information or resources, equipment, and services. The transactions conducted should be able to demonstrate the ability of librarians to recommend, interpret, evaluate, and find information resources in order to help the needs of users (Rusa, 2010). One example of a university that uses the concept of reference services to be more actively present to the user in a new and innovative way is the UI library.

UI librarians revealed that "in essence we passively become active, the concept so from refer to deliver". This shows that in representation and

symbols in its development today the reference service is present no longer merely as a passive service that visitors use. The new face of reference services is provided through several activities, ie information retrieval services, electronic services, electronic delivery services (EDS), library website services, information literacy (IL) services, roadshow library services, digital literacy service program (DLP), and K-ATM service (Rahmi, 2016).

4 DISCUSSION

The development of information and communication technology plays an important role in the dissemination of information. At this time the world of librarianship is experiencing a period of great transition seen in the terms of collections, human resources, and physical facilities of libraries. This change is an adjustment to the needs of the users because of the problems that are occurring at the moment. The use of the internet in the dissemination of information to users cannot be separated from changes in human behavior in wanting accurate information to be quickly and easily accessible. This is in line with the theory of Social Construction Of Technology (SCOT), which explains that technology does not determine human actions, but it is the actions of humans themselves that make up the technology.

Web 2.0 and Library 2.0 is a new media that is evolving in the realm of libraries and has changed many of the displays for libraries and their ways of spreading information. Communications theory explains about how the role of media (which is the media that is the means of delivery of messages) is influential in spreading certain information both physically and psychologically. By using this theory, one can see influence of a particular communication medium on the listener or receiver, so that one can anticipate certain unwanted effects due to the nature of the communication medium.

Library 2.0. is an interactive, collaborative, and multimedia web-based library collection and service (Mannes, 2006). According to Michael E. Casey (in Suryati, 2009) the main focus is centered on users and requires active participation from and among its users by utilizing information technology. Use of OPAC and services that allow the reciprocity of its use is a library 2.0. application so OPAC is now accesible online wherever and whenever that called webOPAC.

In addition to web OPAC, with the internet and also Library 2.0, the distribution of information to users has also undergone changes so that existing information in this digital collection owned by the library can be accessed and used quickly by the user. This has introduced a new concept of digital library without walls. The development of libraries to digital libraries is actually not just in the development of information technology but is more mainstream because of the demands of a change in the paradigm of higher education, which includes a paradigm shift in learning, with e-learning, changes in scientific communication leading to e-research, as well as the urgent need to create college information literacy (Yuadi, 2010).

Digital libraries are collections of digital objects, including text, video, and audio stored in electronic media equipped with ways to access and download them, as well as organize and maintain the collection. Fahmi (2004) defines digital libraries as a system consisting of hardware, software, electronic collections, management staff, users, organizations, working mechanisms, and services by utilizing various types of information technology. The contents of the digital library are in a server computer that can be placed locally, or in a remote location, but can be accessed quickly and easily through computer networks. In information theory it is explained that communication is a transmission of messages and how transmitters use media in communicating; in this case, if the media signal used is good, then the communication will run effectively, and vice versa. If the media signal is not good, then the communication will not run smoothly.

Web 2.0 technology is a second generation technology of internet services. This technology allows more participation from internet users, such as wikipedia and blogs that allow internet users to actively participate. Social networking sites also fall into this category. Facebook, Friendster, Flickr, and Twitter adopt this technology. The characteristics of Web 2.0 are the interactivity that allows users to participate in contributing, organizing, and creating content. Some of the Web 2.0 functions, among others, support activities such as (1) online publishing, ie by using blogs and wiki; (2) syndicating content, by using web feeds and podcasts; (3) organizing information with social bookmarking, and sharing and photos; (4) connecting people by using social networking sites like Facebook and Twitter; and (5) linked data, the use of cloud computing docs application, and semantic web like (Shelly & Fridenberg, 2011).

Web 2.0 is increasingly popular today as the booming Facebook in the last year (Mahmood, 2011). The blog is one of the most popular Web 2.0 used by libraries both for promotion and to communicate with the community other than instant messenger (Chua & Ghua, 2010). RSS feeds are also widely used by libraries to convey information about libraries to users (Harinarayana & Raju, 2010). In every traditional promotion of activities, there was an expectation that people will use the library, in contrast to the concept of modern promotion that prioritizes how libraries can adapt to the lives and needs of users (Matthews, 2009). So library promotion using Web 2.0 is a promotional activity that utilizes 2.0 tools such as blogs, social networks, RSS, instant messenger, social bookmarking, and wikis.

According to Tao (2009), the use of the physical library has shifted to the online format so that there has been an impact in the form of a decline in transactions in the reference services. Therefore, libraries need to bring reference services in the "grip" so that the reference service is not left behind by the user. The development of important reference services is done primarily at the college libraries. Bunge and Chowdhury (200:258) explain that the types of reference services are provided in forms such as various information services, instruction on library resource usage and user guidance. Luini in Syarikin (2013) states that, however, rapid development in technology has changed the way librarians think about reference services. In changing the way they think about the concept of reference services, they should be more innovative and meet the needs of users effectively and efficiently. At this time the development of information available on the internet has made it easier for users to find the information they need. Consequently, reference librarians are more likely to be present in the provision of guidance on using available information resources through a variety of tools rather than serving users as intermediaries between them and information.

The internet and technology have changed the provision of library reference services, and the switching of conventional services to digital forms is now a concern in service development. Reference services can also be presented through broader communication media, more than just face-to-face. This development also influences the librarian's and library's attitude in providing reference services in the college library. This is done in order to reach readers who may not be able to come directly to the library due to distance and time (Restanti, 2015).

Virtual is something real but not concrete. Virtual service is a reference service that is performed electronically in which the users use computer equipment and other technologies to communicate with reference librarian staff instead of physically (RUSA in Prasetyawan, 2012). With this service the library is able to provide services seven days a week and 24 hours a day. The emergence of a more active virtual reference service cannot be separated from the presence of Library 2.0 and leads to popularity, folksonomy, users as creators and participants, and users making recommendations (Le Deuff, 2011). Some of the 2.0 tools that are widely used in the library include blogs, ask librarian, social network, social bookmarking, and wikis (Le Deuff, 2011). Ask librarian is one form of reference service that uses internet help.

5 CONCLUSION

Information technology, especially the internet, will continue to grow, and the library cannot avoid it and must be willing to use technology to provide information to its users. The development of Library 2.0 and Web 2.0 changed the face of university libraries in Indonesia. The first libraries that were only buildings and print collections have now become libraries without walls that allow users to interact with the collections and also virtually. Ease of access to information will make users more comfortable using the library. Web 2.0 should be used by libraries to improve library services, such as reference services, and promotions about activities and collections they have using social media. The internet will never disappear. Instead, it will continue to grow so libraries, and especially librarians, must be ready to deal with it by continuing to learn its workings and how to use it for library and user satisfaction.

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