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Public Library Innovation to Engage Users: A Case Study of *Pusmintali*

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Abstract

Public library is the center of information resources that has a major role in community information literacy activities. The Gresik City Library has innovations to bring information closer to the public with a *Pusmintali* Service (Mini Library in *Wali* City) which is located in the public bus stop of Gresik region. This paper aims to explore the user's response to the existence of *Pusmintali*. The survey was conducted by distributing questionnaires to people who had used *Pusmintali*. The results of this study include, among other things, the community strongly supports *Pusmintali* services in the Gresik region. But some of them thought, there was still a lack of attention from the library in maintaining and developing book collections and its facilities.

Keywords: *Pusmintali,* outdoor reading corner, reading corner, public library, Bus stop library

Introduction

The roles of public library in Indonesia are as a place for people to access information sources and for life-long learning, develop reading habits from an early age, increase users' knowledge, introduce culture to the society, develop creative community, and facilitate information literacy. Seeing those importance of the public libraries roles for the community, public libraries should be close to the community. In Indonesia there are public libraries at the provincial level, at the district level, and at the sub-district level (however, not all sub-districts have public library). To spread public libraries services, rural libraries, comunity reading place and mobile libraries were developed. The public library must also have a location that is easily accessible by the community, open to all ages, genders, social status and economic communities.

If you look at the location of several public libraries in Indonesia, most public libraries at both provincial and district levels are not located in strategic areas that are easily visited by users from various locations. Public libraries are often located in office areas, suburban areas, and areas that are not covered by public transport routes. The public library is rarely visited by

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various users, but is only visited by users next to the library. Mainly, only school children often visit the library, while other community groups rarely visit for several reasons.

But how to make these libraries closer to the people, especially for people who are not aware of the library?. Surabaya City built 400 Community Reading Corners (TBM) to provide information services to the people in urban villages in Surabaya. Surabaya city library also has mobile libraries service that visit schools regularly, some reading corners in shopping centers, city parks, and other strategic places across Surabaya. All services are carried out by librarians and funded by the city government. Many ways are done to bring the library closer to the community, one of which is carried out by Gresik city library which builds a mini library or reading corner called *Pusmintali*. The name of the mini library was taken from religious attribute called *wali* or saint and Gresik is a religious city known as the *Islamic* city where one of the Islamic *wali songo* had lived.

The Gresik City Library has innovation in bringing the library closer to community. The library tries to understand the users by setting up mini libraries in public place that is reachable by the users, the idea is building reading corners at the bus stops, and giving a religious name because Gresik is a religious city. *Pusmintali* (*Wali* City Mini Library) was established on January 2017. This mini library service is indeed one of the reading interest campaign activities. The location of *Pusmintali*s are built in eight shelters along the Gresik city. *Pusmintali* carries the vision of bringing books closer to the people. The Gresik City Library placed bookshelves containing various collections at eight bus stops without being guarded, so that people who stop at the bus stop could spend time reading books or reading posters about the existence of the Gresik city library.

Research objectives

These research objective is to describe the user's response to the existence of *pusmintali* in Gresik City.

Literature review

Public Library Function

Public library as a place of the development of public reading interest, non-formal education, and information literacy. According to the IFLA public library manifesto in 1994, the public library is an information center that provides information and knowledge for its users. Furthermore, public library services adhere to the principle of equal rights. The mission

of the public library is to create and strengthen a reading culture among children. This is in accordance with one of the goals of the Gresik City public library, namely to introduce the culture of reading and loving books to the users. In 21st century library services, bringing libraries closer to the public can be done through virtual services called digital libraries. However, in Indonesia, digital public libraries are still undergo and give not much services to the users.

According to Darmono (2001: 134) library services are "A service that offers all types of collections that are owned by the library to users who come to the library and ask for the information they need". This *Pusmintali* service is an additional service from the Public Library to reach all people. Services are provided by building a mini library at the bus stop, by providing collections of periodical publications, novels, general topic books, and Islamic books.

A service is an activity that is not visible, but can be felt by someone with its existence. Services can also provide satisfaction for the user concerned. As with services in a library, all services in the library are very diverse, even some visitors may not feel it. But at least with a good service, they can find out the quality of an environment. Services according to Joseph (1999: 52) can be divided into five dimensions, namely: (1) Tangibles (form of physical facilities) The appearance and ability of physical infrastructure must be reliable. (2) Reliability (reliability). The ability to provide services according to the promised accurately and reliably. (3) Responsiveness (response) The librarian's desire to help users and provide services quickly and able to overcome problems that arise professionally. (4) Knowledge and ability of librarians and hospitality in carrying out their duties can guarantee good service, giving rise to user trust and confidence. (5) Empathy. Give individual attention to users and try to understand the needs and needs of users. From the five dimensions above, it can be concluded that a service must be able to provide the comfort of its users, both in terms of facilities, reliability, response, knowledge and empathy. The fifth dimesi above is a key that must really be held by the library in providing services.

With the *Pusmintali* service also expected to meet all these elements, therefore a user satisfaction survey is needed to find out whether *Pusmintali* services have been in accordance with the wishes of the community, especially the people of Gresik City.

Pusmintali Collection

Library collection is a library material in a library, which can be used by users to get information, obtain the knowledge and education needed. Because with collections in a library, it can also affect the assessment of the library, the more and more complete collections in a library, the better the assessors will be.

According to the Literature Collection and Knowledge Guidance Guidelines (1998: 2), "Library collections are all library materials collected, processed, and stored to be presented to the public to meet the needs of users for information". Meanwhile, according to Ade Kohar (2003: 6), "Library collections are those that cover various material formats in accordance with the development and alternative needs of library users of information media."

Collections in the Gresik City Public Library are many and varied, ranging from children's collections, reference collections, general publication collections, general knowledge collections and special collections (Thesis, Thesis, Dissertation). Gresik City Public Library has tried to provide collections needed by users well, and those who come to the Public Library are not just students and students, but adults, the elderly and even children every day often visit the library. In a day the Public Library can have visitors around 50-80 people every day.

Public Library collections are also distributed through a *Pusmintali* service. At a *Pusmintali* bus stop there are various kinds of collections related to the City of Gresik. Because the City of Gresik has the motto of Gresik in the City of Santri, so the Regent of Gresik requested that the collection at *Pusmintali* consist mostly of a collection of general and religious knowledge, which aims at Gresik which is religious, fair, prosperous and of good quality. But besides that the *Pusmintali* collection is also equipped with a collection of publications, such as Warta Giri Magazine, Nurul Falah Magazine and other magazines that relate to the identity of the City of Gresik and religion.

However, there are still some obstacles from this *Pusmintali* collection, one of which is a book that is often lost and damaged. There are even some collections that are added by the community, but collections that are not feasible. So here is the need for the role of librarians, so that they are more extra in maintaining and monitoring the condition of *Pusmintali*. Because with a poorly maintained collection condition, it can also cause a decrease in reading interest, especially at *Pusmintali* shelter.

Facilities

Library facilities are a means used to support activities in a library. Usually this facility is an object that can facilitate the user and provide comfort to the user. In addition, the quality of furniture and equipment as well as the availability of information technology devices and the up-to-date collection of libraries.

Research method

This study uses a descriptive approach, where researchers observe directly to the intended object, conduct interviews with several employees and users. Iinterviews have been conducted to 30 pusmintali users. This research was conducted at 8 bus stops where *Pusmintali* is located, in Gresik City Region.

Research Finding and Analysis

Following are the research findings of users response at the *Pusmintali* service in the City of Gresik. The survey results stated that most respondents knew the existence of *Pusmintali* from friends. Then there are those from the internet, and their family. Respondents used *Pusmintali* at least within the past week. As many as 93% of users also agreed with the existence of *Pusmintali*, however, only 20% of users stated that they often use *Pusmintali* services. While others said they rarely use this service. Activities undertaken by users when using *Pusmintali* services include waiting for buses or public transport, to see available collections, or just look around without intending to use. The average user uses *Pusmintali* for less than 5 until 10 minutes.

Pusmintali collection is a collection owned by the public library, where the type of collection is range from general knowledge, magazine, and islmaic collections. The collection arrangement was in one shelf so it was easy to find, most of the respondents admitted that they were easy to find collections, but there were also those who were still confused because of the random collection arrangement and the absence of library staff there. Around 50% of respondents said that the collection of *Pusmintali* was dirty and needed treatment, most of the others stated that many collections were damaged. *Pusmintali* collection types include magazine collections, general knowledge, and religion. Collections will be added or updated twice a month. The condition of the *Pusmintali* collection is very poorly maintained, because *Pusmintali* has a purpose to educate people to be close to books. In this first year, many collections were lost and damaged, but the library continued to provide additional collections

so that the community slowly had a reading and caring culture, and were responsible for maintaining public facilities. Scribbles collections were also found in many places, such as *Pusmintali*, damaged *Pusmintali* posters and some even threw away broken books in the *Pusmintali* shelf. *Pusmintali* users read an average of 1 book when they were at *Pusmintali*, and less than 10% who read more than 3 titles. *Pusmintali* collection is considered to be suitable for user needs.

For the convenience of reading at *Pusmintali*, users stated that they were comfortable enough to read at *Pusmintali* as much as 53%, and 10% said they were very disturbed when reading at *Pusmintali*.

The existence of librarians is highly expected by users to educate them in utilizing library collections, but this *Pusmintali* teaches library use independently. Librarians are needed to monitor the condition of *Pusmintali* regularly.

The developing of *Pusmintali* mini library is one of the creative idea carried out by the library and fully supported by the Gresik district government. This is the evidence that the government aware about the role of public library to increase people awareness about the importance of knowledge. Similar case also happen in Nigeria, where public libraries take place to plan a program to reduce poverty (Abubakar, 2012). Establishment of a mini library in the midst of the community without supervision and without any safeguards being the first time in Indonesia. *Pusmintali*'s spirit is to bring library services closer to the community, to cultivate the culture of reading. Furthermore, *Pusmintali* also encourages new social values such are honest, responsible, safeguard the public property, and caring. This new values is align with the Islamic religious taught. However, to get those values as social values is not an easy things and government in cooperation with library should campaign those values to the people.

The survey results stated that the *Pusmintali* collection was very dirty, damaged, even many collections were lost. This is a risk taken when establishing *Pusmintali*, where the government is optimistic that it can educate its people to take care of public facilities. People also not familiar with that concept and assume that the books may be taken, destroyed, and eliminated because no one knows. The Gresik city library remains consistent with the program, where every twice a month library staffs will come to *Pusmintali*, check the condition of the collection, and add new collections. In this case, facility and collection has high impact on user satisfied, as stated on Bae and Cha research result that facilities has impact on users loyalty

(Bae & Cha, 2015). *Pusmintali* users want better facilities such as bookshelves and cleaner collection.

Pusmintali, which open for more than one year, is still utilised by people who come to the bus stop. *Pusmintali* users are bus users, namely people with a range of 20-50 years old. School-age young adult are rarely found as *Pusmintali* users, which is between 7-16 years, because school-age children rarely use public bus transportation modes. So the target to instil an early reading culture is considered less effective. So the collection contained in *Pusmintali* is only used by users to spend time when waiting for a bus. This can be seen with the average reading time in *Pusmintali* is no more than 3 minutes. Usually users read magazines or other periodicals, since that collection offer easy to read and up to date content. For facilities, users have the opinion that the place provided by *Pusmintali* is not comfortable to read, there is no seating place and no air conditioning. *Pusmintali* also still delivering service for printed material, however, people now tend to use information from the internet. Pusmintali should see the users, which is people around 20-50s, and broaden the services about employment, education, and public services. (Real & Rose, 2017). We should understand the users need so our services could be useful for them.

Overall, *Pusmintali* users consider that *Pusmintali* is positive in initiating the fulfillment of user information. *Pusmintali* services can be continued by improving proper facilities, providing a variety of good and physically good collections. The *Pusmintali* program still has not seen the results, considering that the program is still running for one year, and from the evaluation results there are several results including (1) many missing *Pusmintali* collections, (2) damaged book conditions, (3) posters and *Pusmintali* support facilities also many are scribbled, (4) the number of readers at *Pusmintali* is very low. Seeing these results, the library still continues the *Pusmintali* program with the hope that people will be aware of the importance of information and knowledge for them.

In the future, *Pusmintali* can be used as a movement to build people awareness of public libraries. *Pusmintali* can be a media campaign for public libraries, where posters and announcements related to the library can be published at *Pusmintali*, so that people who come to the bus stop read the information.

Pusmintali can also add interesting collections, not only old magazines and knowledge books, but skills books, lifestyle books, technology, and children's stories. For collections should follow the information needs of users, if seen from bus users are workers and students

who come early and return in the afternoon. These bus users can stop by *Pusmintali* to 'borrow' the available collection and bring it home and return it in the future. To facilitate these services, *Pusmintali* needs to provide service rules so that visitors know their rights and obligations.

Pusmintali can also provide information literacy education through posters that contain invitations to maintain the library collection, provide information that the library collection is not to be damaged because the collection is important for others, an invitation to help each other meet the information needs of others by maintaining the collection. So educating people to be responsible can be started from these little things.

Pusmintali should conduct user surveys for maximum results, for example regarding the information needs of the community, when to obtain information, where they get information. If the library does this, it is expected that the library will be able to provide the right innovation to the problems they face. *Pusmintali* services is not the only solution to broaden public library services. Furthermore, public library should embrace the community, and build more permanent library such as rural or village library near the community (Benstead, Spacey, Goulding, 2004).

Conclusion

Pusmintali services are considered good by the community, but most of them still rarely use them, especially when waiting for public transport at *Pusmintali* bus stop. The *Pusmintali* collection is very diverse, but users often use it mostly from magazine collections and general knowledge. The facilities provided by the Public Library for *Pusmintali* bus stop are good, but only a lack of shelf and collection care. The library must better understand their users so that the products produced are in accordance with user needs.

Acknowledgement

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Appendixes

Picture 1. One of eight *Pusmintali* services in bus stop SMPN 1 Kebomas
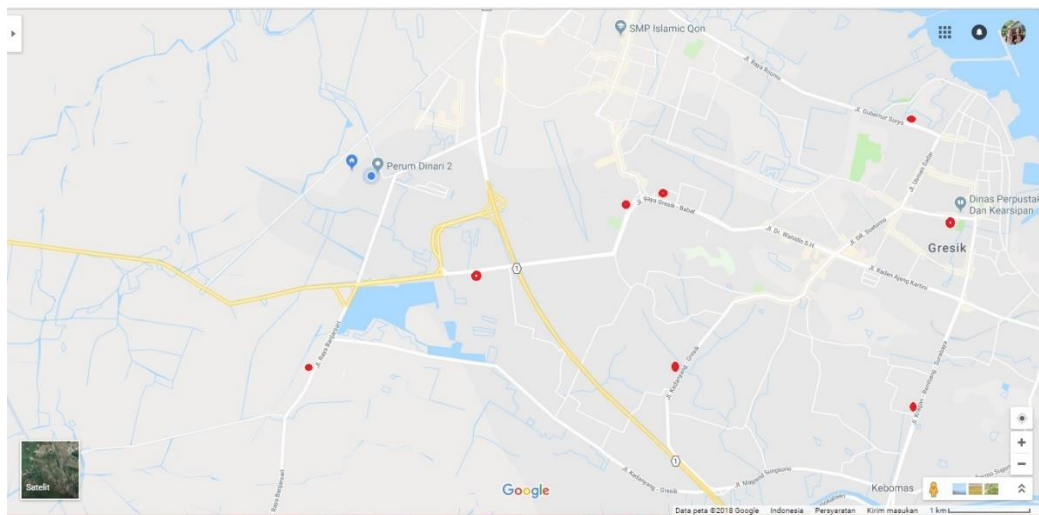
Picture 2. Red dot on the map is *Pusmintali* Location in Gresik Region