

Use Of The Dehasen Library Instagram Account In Library Branding Efforts

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ABSTRACT

Branding is an effort to build a positive identity and image for an institution. This research aims to understand the branding process carried out by the Dehasen Library through its Instagram account @perpustakaan_unived. Using Field Research methods with a qualitative approach, data was collected through three techniques: observation, interviews, and documentation. This study analyzed the digital marketing communication strategy of the library based on the SOSTAC theory. The research results indicate that although branding through Instagram is an essential effort to promote the library, the branding efforts by the Unived Library are not yet optimal. The Dehasen Library has implemented digital branding management steps including situation analysis, objective setting, strategy development, tactic determination, action implementation, and control. However, several indicators have not been properly implemented, such as communication, time-setting, program planning, and training. One of the reasons for this is the lack of attractive Instagram content management and the absence of dedicated human resources (HR) for managing the Instagram account. In summary, despite the Dehasen Library following some of the digital branding management steps according to the SOSTAC model, there are key aspects that need improvement to optimize digital branding. Recommendations for improvement include enhancing the quality and frequency of Instagram content, involving suggestions and feedback from followers to create more engaging content, and providing training for the staff responsible for managing social media. With these steps, the library is expected to increase the number of Instagram viewers and strengthen its positive image among students and the academic community.

Keywords: *Branding, Instagram, Library, SOSTAC*

ABSTRAK

Branding adalah upaya membangun identitas dan citra positif bagi suatu lembaga. Penelitian ini bertujuan untuk memahami proses branding yang dilakukan Perpustakaan Dehasen melalui akun Instagram @perpustakaan_unived. Menggunakan metode Field Research dengan pendekatan kualitatif, data dikumpulkan melalui tiga teknik: observasi, wawancara, dan dokumentasi. Penelitian ini menganalisis strategi komunikasi pemasaran digital perpustakaan berdasarkan teori SOSTAC.

Hasil penelitian menunjukkan bahwa meskipun branding melalui Instagram merupakan upaya penting untuk memperkenalkan perpustakaan, branding yang dilakukan oleh Perpustakaan Unived belum maksimal. Perpustakaan Dehasen telah melakukan tahap-tahap manajemen branding digital meliputi analisis situasi, penetapan tujuan, penyusunan strategi, penentuan taktik, pelaksanaan tindakan, dan kontrol. Namun, beberapa indikator belum terimplementasi dengan baik, seperti komunikasi, penetapan waktu, perencanaan program, dan pelatihan. Salah satu faktor penyebabnya adalah kurangnya pengelolaan konten Instagram yang menarik dan tidak adanya sumber daya manusia (SDM) yang fokus pada pengelolaan akun Instagram. Kesimpulannya, meskipun Perpustakaan Dehasen telah menjalankan beberapa tahap manajemen branding sesuai dengan model SOSTAC, ada beberapa aspek penting yang perlu ditingkatkan untuk mengoptimalkan branding digital. Rekomendasi untuk perbaikan termasuk meningkatkan kualitas dan frekuensi konten di Instagram, melibatkan saran dan masukan dari followers untuk menciptakan konten yang lebih menarik, serta mengadakan pelatihan bagi staf yang bertanggung jawab atas pengelolaan media sosial. Dengan langkah-langkah ini, perpustakaan diharapkan dapat meningkatkan jumlah viewers di Instagram dan memperkuat citra positif di kalangan mahasiswa dan civitas akademik.

Kata kunci: Branding, Instagram, Perpustakaan, SOSTAC

INTRODUCTION

Dehasen Bengkulu University, also referred to as UNIVED, is located on Jalan Meranti Raya No. 32 in Sawah Lebar, Bengkulu City. This university is under the administration of the Chancellor and is directly responsible to the Dehasen Foundation. Dehasen University consists of two buildings. Campus 1 is located on Jalan Meranti Raya, which is characterized by wide expanses of rice fields, while campus 2 is located at Kebun Tebeng, Jalan Merapi Raya No. 43 in Bengkulu City. The Dehasen University public library is located on campus 1. There are 1157 active users of the Dehasen Library.

Dehasen Foundation changed its name to Dehasen Bengkulu University in 2008, and the library has remained known as Dehasen Bengkulu University Library UPT since then. In October 2020, Dehasen University Library UPT launched an Instagram account with the name

@perpustakaan_unived and carried out active promotions. This Instagram account provides the latest information about libraries, library activities, library development, and library organizational structure. UPT Dehasen Bengkulu Library, as one of the libraries in Bengkulu that contributes to the advancement of knowledge and education, must modify its activities to accommodate current developments. Society's search, interaction and search for information has been greatly changed by digital transformation. For this reason, libraries must maintain a prominent online presence to ensure the relevance of the resources and services they offer to the public. Given the inexorable nature of technology, it is now more important than ever for every organization to embrace technology-based innovation in order to progress. Libraries have evolved as information resource centers by following technological developments. Libraries without information technology are considered by many people to be ancient, primitive, and out of date places. As stated by (Mubarokah & Laugu, 2023)

Promotion serves as a means to introduce the general public to libraries and encourage them to utilize library resources for reading (Sari et al., 2023). Branding is the process of building a good reputation and image for an organization. A positive reputation and image can inspire and invigorate an organization to advance its development and maintain its leadership position in the industry. According to Hennig-Thurau et al. (2010: 313). Imaging efforts are closely related to digitalization which is part of daily routines which facilitates every interaction activity with a wide range. People spend more time accessing online services such as online shops, gaming, email, and accessing various social media that can be easily accessed via connected devices such as tablets, smartphones, and laptops. Herbst in Jaiswal and Upadhyay (2019: 86), states that digital branding is part of overall brand management by utilizing digital media and digital technology. In addition, an institution's ability to influence society and connect with consumers can be facilitated by a good image and reputation (Mubarokah & Susilawati, 2023). Branding in the context of libraries is a series of activities including planning, design and communication carried out by libraries to build their reputation and image

(Rohanah & Agustina, 2018). Through this branding effort, the library tries to highlight the uniqueness and added value that the library has to make it more attractive to potential users. (Wahyudin & Zaky Mubarak Lubis, 2023)

Branding functions to fortify and expand the visibility of products owned by a business entity, as well as raise public or potential consumer awareness of the brand. To attract library interest in regularly updated information (content) related to libraries on social media, branding through social media accounts is very important. The impact of social media messages (content) on consumer sentiment has been proven, as stated by (Nurhayati, 2022). Libraries that realize the substantial benefits associated with branding efforts may choose to implement branding as a promotional tactic to attract public interest in their institutions. Based on library Instagram graphic data for the 2022-2024 period, it shows that only around 31% of visitors visit the library's Instagram page. However, the visitor engagement rate based on the number of "likes" only reached 21%, which is still considered low. This is a challenge, considering that Instagram is one of the main platforms used by libraries for promotion and expanding their reach to become better known to the general public. Dehasen library staff has implemented various promotional strategies, including direct outreach to students and the use of other social media such as Facebook. Dehasen Library also uses Instagram with the account @perpustakaan_unived to support the literacy movement. Holt's statement (2016: 5) emphasizes that social media plays a major role in connecting communities that were previously geographically isolated, and is able to increase the speed and intensity of collaboration. Therefore, digital branding by the Dehasen Library via its Instagram account is one of the strategic steps to introduce the literacy movement and attract students to take part in the movement. However, efforts to improve the image of the literacy movement carried out by the Dehasen Library still face several obstacles. . One of them is the lack of community involvement in responding to every post on the Instagram account @perpustakaan_unived. With 851 followers, the average number of "likes" on each post is less than 50, and the number of comments is even less than 10 or none at all. This situation indicates a gap between the number of followers and the level of engagement, which could indicate a lack of interest or interest in the content being posted. Therefore, further analysis is needed on how Unived Library can improve image management to promote its Instagram account. Inappropriate management in building digital branding can have negative impacts, such as weakening the library's positive image and reducing student enthusiasm for the literacy movement being promoted. Libraries need to evaluate content strategies, posting frequency, and ways of interacting with followers to ensure promotional efforts are more effective and engaging for their intended audiences.

Previous research entitled "Library Branding Through Instagram Accounts to Support the Digital Marketing Mix at Grhatama Pustaka Yogyakarta" compiled by Adzkiyah Mubarakah and Nurdin Laugu UIN Sunan Kalijaga Yogyakarta examined how library branding through Instagram accounts could support the digital marketing mix at Grhatama Pustaka Yogyakarta.

Using qualitative methods with a descriptive approach, this research collects data through interviews, literature studies and documentation. The results show that Instagram Grhatama Pustaka supports the marketing mix according to the SOSTAC model. However, some aspects are not yet optimal (Mubarokah & Laugu, 2023). Research by Luthfi Nurhayati from Diponegoro University entitled "Branding Library Social Media Accounts as a Library Promotion Strategy in the Digital Era" examines branding on social media as a library promotion strategy in the digital era. Using a descriptive qualitative approach, data was obtained through observing the social media content of the Semarang Regency library and library research. The research results show that branding on social media can stimulate people's interest in libraries and influence their psychology. In conclusion, branding on social media is an effective promotional strategy for libraries because it can increase public interest and attraction. (Nurhayati, 2022). Furthermore, Ida Susilawati's research entitled "Social Media Management as Branding in Libraries" examines Grahata Pustaka's strategy in building a library image through social media. The method used is a qualitative approach of direct interviews with Grahata Pustaka librarians. Grahata Pustaka's results use the 7P marketing mix theory (product, price, place, people, promotion, process, and physical evidence) to manage library branding on social media. This approach helps improve the image and engagement of users on social media. Conclusion Social media management that adopts the 7P marketing mix is proven to be effective in building library branding and increase public awareness about its services. Substantial progress has occurred in the realm of social media, including Instagram, since the previous investigation was conducted several years ago. The existence of branding can measure a significant relationship between library promotion and changes in followers' attitudes. (Putri et al., 2019). The emergence of new functions, algorithms and usage patterns has the potential to influence branding and digital marketing strategies. This research differs from previous research in terms of the analytical model used and the unit of analysis that is focused. SOSTAC analysis model by P.R. Smith, which includes six components—situation analysis, objectives, strategy, tactics, actions, and control—was chosen because of its logical, systematic, and popular nature. strategic marketing planning in a digital context. The difference also lies in the unit of analysis of this research, namely digital branding management on the University Library's Instagram. The focus of this research is to understand how university libraries manage the Instagram account @perpustakaan_unived to improve their image and promote literacy among students and the academic community. This research uses the SOSTAC model to analyze Instagram management approaches and strategies.

METHOD

The research methodology used in this research is a qualitative field research approach. The role of qualitative researchers is very important in ensuring the acquisition of reliable and valid data. (Somantri, 2005). This research seeks

to analyze the phenomenon under study. For example, actions, thoughts, inspiration and behavior (Fadli, 2021). Three methods will be used to collect data in this research: observation, interviews, and documentation. The observation process involves direct observation of research subjects at predetermined research locations. Through interviews, informants are asked about matters related to research. Documentation is carried out through collecting data or related evidence. This research analyzes the digital marketing communication strategy of hearing libraries using the SOSTAC framework. Situation analysis, goal setting, strategy development, tactical preparation, action implementation, and evaluation are the six phases that make up the SOSTAC theory. The data processing and analysis was carried out in accordance with the framework proposed by Miles and Huberman (Danuri & Maisaroh, 2019). The three components that comprise this concept are data reduction, data presentation, and drawing conclusions (Sugiyono, 2014). Data reduction is carried out through the process of organizing the collected data. Data presentation is carried out using an easy-to-understand format to convey information. To come to a conclusion, one must summarize the results of data analysis. In addition, triangulation was used in this study to evaluate the reliability of the data. In triangulation, the alignment of two or more data sets is verified through comparison.

RESULT AND DISCUSSION

Many library activities that are not documented on the Dehasen Library Instagram account were discovered through situation analysis and field information. However, Dehasen's Instagram account publishes details related to collaboration activities, the library's organizational structure, the anniversary of the "kubuku" digital library application, national day events, and the importance of books. The likes received by each post on his Instagram account ranged from five to sixty, while the number of substantial comments was relatively low, with an estimated three pieces of content receiving comments. Furthermore, the number of viewers for the story is probably around 350 people. The number of story viewers is significantly higher compared to the number of likes and comments; however, this has the downside that content in Instagram stories can disappear for twenty-four hours.

Dehasen concluded, based on initial interviews with a number of the library's Instagram followers, that the Instagram account had a positive effect. This is in line with the opinion of (Mubarokah & Laugu, 2023) which states that there are four aspects in the SOSTAC theory, one of which is customer insight. The results of the research show that the existence of the Grahutama Library Instagram account has increased the insight of readers at the Grahutama Yogyakarta library. The limited ability and time that libraries have to manage social media platforms such as Instagram makes it difficult for them to update content regularly. One of them is library education activities for new students. Libraries must also provide knowledge insight to students. Therefore, to be able to compete with other library social media accounts in terms of information contained in the library, library social media platforms must serve a wider audience.

a. Analyze the situation

Situation analysis is necessary to provide a clear view of the organization's direction and how it interacts with internal and external factors. Smith (2019: 83) states that situation analysis helps understand the business context and its interactions. According to Back et al. (2018: 14), this analysis provides a clear picture of the company's position and interaction with these factors. Four indicators are used in situation analysis: customer insight, competitor analysis, current channel and SWOT analysis. Based on interviews with ten informants, all agreed that the Dehasen Library is well known to students and the academic community. Evidence of this is the positive response from students and the academic community, such as direct activities in the library and following suggestions from Instagram posts. The second indicator, competitor analysis, shows that the library does not have significant competitors and is active in branding the literacy movement, especially through Instagram. For current channel indicators, the Dehasen Library uses Facebook and Instagram, but Instagram is more active and effective

because of the features that support promotion, its popularity and attractive appearance (Zuhri, 2018: 6).

SWOT analysis revealed that the library focuses on literacy activities, but the lack of staff to assist in promotional management is an obstacle. Researchers stated that situation analysis is an important step before determining strategies. The results of this analysis provide solutions that can be used to formulate further strategies. However, researchers found that the Dehasen Library had not officially carried out the situation analysis stages as described by Smith (2019: 83). This analysis is important for devising an effective strategy in digital branding.

b. Objectives

The objectives stage is designed to determine the goals and targets to be achieved as well as strategies to achieve them. According to Smith (2019: 89), this stage is used to determine the company's future direction. The 5S objectives model includes sell, serve, speak, save, and sizzle, which can help in analyzing objectives. The informants agreed that the main objective is to build the library's image to expand collaborative networks and increase the number of visits, both online and offline. Social media is used as a promotional tool to inform users about library collections and activities. This branding effort is also a marketing strategy to promote the literacy movement to students and the academic community. The involvement of students and the academic community can be seen from the response to each literacy activity promoted. The informants added that this branding does not require large costs. The objectives stage can also be evaluated using the SMART test, which includes specific, measurable, actionable, relevant and time-related. The SMART test aims to ensure practical, measurable and realistic goals for Dehasen Libraries to achieve their strategy. The analysis shows that the Dehasen Library has carried out the SMART test stages, but there are deficiencies in time-related indicators, which can disrupt branding consistency and planning. Researchers concluded that the Dehasen Library has clear objectives, but they have not been measurable due to the lack of a precise time period. This deficiency becomes input for improving digital branding management to make it more structured, in accordance with the concept proposed by Smith (2019: 89).

c. Strategic

To achieve certain goals, special steps are needed which are called strategies. According to Smith (2019: 100), strategy is the steps that must be taken by a company to achieve its stated goals. In formulating a strategy, there are several stages that can be used, namely segmentation, determining targets, and positioning. Dehasen Library sets active social media users as their main target. This strategy was chosen to ensure optimal digital branding results, as stated by Canty (2012: 43). that Instagram users are effective targets in

library promotion. In addition, the library seeks to strengthen its position in the campus environment by holding activities in the library so that students are more aware of new collections, which in turn can improve the library's image.

Dehasen Library also promotes the literacy movement through digital branding on Instagram, although the frequency may still be infrequent. They also expand their collaboration network with various parties to support this goal.

At this strategy stage, the Dehasen Library has followed the strategy model suggested by Smith (2019: 100). Steps such as segmentation, targeting, and positioning have been implemented to achieve the desired goals.

d. Tactics

According to Smith (2019: 127), tactics are strategic details that focus on using appropriate marketing communication tools to achieve goals. Indicators commonly used in tactical analysis are the 4Ps in the marketing mix, namely product, price, place and promotion. From interviews with research informants, it was found that the Dehasen Library was more active in introducing products through digital branding on Instagram social media. They receive positive responses in the form of "likes" and comments on each post. However, the researcher's analysis shows that the implementation of this tactic in the library still needs improvement, especially in terms of consistency and frequency of posting.

Using Instagram as a digital branding tool is the right choice because Instagram is one of the social media with high usage rates, which also helps reduce promotional costs. In contrast to large agencies or institutions which often use branding services, Dehasen Library uses Instagram to share photos of literacy activities, videos of activities, and interact with followers as part of promotions.

The steps taken by the library are in line with Smith's digital branding principles, but there is a lack of consistent promotion on Instagram. Even though sharing photos of activities is the right step, the level of consistency in sharing content is still less than optimal. Interaction with followers is a good step to build positive communication and relationships between the library and the target audience. Overall, the Dehasen Library has taken steps in accordance with the stages of digital branding according to Smith (2019: 127), although it still needs improvement in the aspects of consistency and frequency of promotion on social media.

e. Action

Branding management, both digital and conventional, depends on the action stage. This stage is the time where strategies and tactics are implemented in the form of real activities. According to Smith (2019:

157), action is a step to implement strategies and tactics in implementation. There are several indicators that must be met at this stage, such as processes and systems, communication, training and program planning. Digital

branding management can attract followers to get involved in direct activities. Research shows that Dehasen Library activities can attract the attention of their Instagram followers, which is a good management skill. As stated by Back et al. (2018: 19), the action stage in digital promotion requires good and thorough project management skills.

In terms of process and motivation, the library has carried it out well. However, the researcher's analysis based on interviews shows that there are still three indicators that have not been met: communication, training, and program plans. Communication indicators are important to ensure libraries can communicate with visitors about what they have and what visitors want. Training indicators are needed to improve managers' abilities in digital branding management, while program plan indicators can help make branding management more structured.

f. Control

The control stage aims to measure the extent of the success of the activity. This stage is important for performance monitoring. Smith (2019: 173) states that control is used to monitor overall performance and assess whether the actions taken are effective or not, as well as determining corrective steps if necessary. At the control stage, the Dehasen Library does not yet have detailed measures of success. In terms of user satisfaction, the informant stated that the branding carried out by the Dehasen Library is well known by students and the academic community, but is not yet completely comprehensive and there is no consistency in the number of visits, either to the library directly or on the Instagram platform.

Researchers emphasize that having clear measures of success is key to understanding whether a program or activity is successful. Evaluation in the control phase involves analyzing the final results and the strategy implementation process to ensure goals are achieved. This evaluation includes monitoring, evaluating and controlling the marketing program during implementation. Marketing Strategy to Improve the Quality of Unived Library Instagram

Content

Based on an analysis of the situation and performance of Instagram Unived Library content, the following are marketing strategies that can be implemented to improve the quality of Instagram Unived Library content:

Based on this content strategy, Unived Library's Instagram content needs to be made more diverse, not just informational content. Libraries can create more creative and interesting content, for example video content, interactive content, or content that involves users. Apart from that, libraries also need to pay attention to trends that are currently popular on social media. Content that follows trends will be more attractive to users. To find out user interests, libraries need to do research. This research can be done by distributing surveys or quizzes to users. In branding strategy, libraries need to improve

the quality of their Instagram branding. Branding needs to be done in line with the good image that is created. (Amaliah et al., 2019) This can be done by recommending Instagram content regularly. This activity can be carried out by distributing surveys or quizzes to users to find out their interests and desires. Apart from that, libraries also need to add staff who focus on library branding via Instagram accounts. This aims to make Unived Library's Instagram branding more attractive and relevant to the needs of library users.

a. Perfect posting time

The right posting time is one of the important factors to increase user interaction with Instagram content. Unived Libraries need to adjust posting times to the hours their followers are active, for example during break times or after school hours.

b. Trending relevant content

Unived Libraries also need to pay attention to trends that are currently popular on social media. Content that follows trends will be more attractive to users. For example, if video content is trending, libraries can create video content about library collections, library activities, or tips and tricks.

c. Collaboration with influence buyers

Unived Library can also work with influencers to promote their Instagram accounts. Influencers can help reach more users and increase awareness of the library's existence.

d. Promotion on other social media

Unived Libraries can also promote their Instagram accounts on other social media, for example on Facebook, Twitter or TikTok. This will help reach more users.

Based on the analysis results, Unived Library Instagram content control is still not carried out routinely. This can be seen from the lack of suggestions and criticism from users. Content control is important to ensure that the content shared on an Instagram account is in accordance with the user's needs and desires. Content control can also help improve content quality and attract more users (L. G, 2017). Here are some things Unived Libraries can do to exercise content control:

- a. Suggestions and Criticism from users.
- b. Data Analysis.
- c. Expert assessment.

By regularly controlling content, it is hoped that the Unived Library can create content that is more interesting and relevant for users. The following are

several examples of content control activities that can be carried out by Unived Libraries::

- a. Each month, libraries can distribute surveys to users to find out their interests and desires.
- b. Every week, libraries can conduct data analysis to find out which content is most viewed, shared and liked by users.
- c. Each year, libraries can request ratings from social media experts to assess the quality of content shared.

CONCLUSION

Based on the results of this research, it can be concluded that the Dehasen Library needs to improve the quality of their Instagram content to attract user interest. The Dehasen Library needs to create more diverse content, not just informational content. Dehasen Library also needs to pay attention to trends that are popular on social media. Content that follows trends will be more attractive to Library users. Dehasen needs to do research to find out user interests. This research can be done by distributing surveys or quizzes to users. Dehasen Library needs to improve the quality of their Instagram branding. This can be done by recommending Instagram content regularly. By implementing the recommendations above, it is hoped that the quality of Dehasen Library's Instagram content can improve and attract more user interest.

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