

# Digital Library Service Management Strategy as an Effort to Improve Information Dissemination in Higher Education Libraries

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## Abstract

Information is one of society's most important needs in this digital era. The information society, especially pupils and students, now not only search for information, but they also search for information that includes scientific sources through the role of digital libraries. The focus in implementing this digital library is how to store existing information, then how to put it back quickly. However, the effectiveness of implementing a digital library must of course be supported by a management strategy, for example a service management strategy which is one of the keys to the success of a digital library. Digital libraries must also pay attention to their effectiveness in disseminating information quickly and accurately to the public, or what is usually called information dissemination. The background to this research is due to the increasing need for information, especially among students and university lecturers. This article was written by the author with the aim of finding out effective digital library management strategies to increase the dissemination of information in university libraries while supporting digital libraries as one of the technological advances in the field of librarianship in Indonesia. The research in this article uses the library study or library search method, and the results are that there are many things that need to be considered for follow-up development by library managers so that they can implement effective service management strategies, namely in terms of collections, services, human resources, technology, facilities. and library infrastructure so that the library can provide the best services and facilities for its visitors.

**Keywords:** Digital Library; Information Dissemination; Digital Library Management

## INTRODUCTION

A library is an institution that offers services for providing, maintaining and managing information which is built with the aim of making the information well received by readers so that knowledge is formed. In terms of creating a reading culture for an intelligent and knowledgeable society, libraries have a big role. Unfortunately, there are several difficulties in fulfilling this role due to several reasons such as the remote location of the library, limited library operating hours, and searching for books that takes a long time. These difficulties have an impact on the physical limitations of library users in accessing information when visiting the library.

Technological advances bring an important role for libraries in fulfilling their roles as providers, maintainers and managers of information. A digital library is a library where all collections and organizational processes are provided in the form of a combination of digital data (Arum, 2021). The Digital Library Federation defines a digital library as an institution that provides resources, including staff dedicated to selecting, organizing, providing intellectual access, interpreting, distributing, maintaining the integrity and ensuring the long-term preservation of a collection of digital works so that they are available when used and can be exploited economically. by certain communities or groups. The definition above confirms that a digital library is actually an organized effort to utilize existing technology for the community that uses it. Apart from that, digital libraries also offer easy access to information, speed of service and unlimited time for accessing information.

Digital libraries are mostly in the form of online websites that can be accessed via the internet. Apart from offering easy access anywhere and anytime, digital libraries can also help library users in searching for books which has an impact on the efficiency of digital libraries on the speed of service.

The convenience of digital libraries is not only felt by library users, librarians can enjoy this convenience because digital data-based books do not require maintenance like physical books available in conventional libraries.

The creation of a digital library must be accompanied by management of its services. Management activities include planning, implementation and supervision. Therefore, digital library service management includes digital collection development, information services, and the use of technology. Good service management certainly requires an implementation strategy. This strategy is an important focus that must be planned, because the success of a digital library cannot be separated from its management strategy.

Based on the ideas outlined previously, this research raises several problem formulations, including: (a) What is the role of digital libraries in this digital information era, especially in higher education (b) How to manage collections and services in digital libraries (c) How to maintain the system and digital library technology (d) Digital library service management strategy in increasing information dissemination in higher education.

The aim of this research is to determine effective digital library service management strategies to increase the dissemination of information in university libraries while supporting digital libraries as one of the technological advances in the field of librarianship in Indonesia. It is hoped that this article can be an inspiration for digital library managers in Indonesian universities. With the right management strategy, digital libraries can be an effective way to increase the dissemination of information to the entire academic community and help university libraries develop the technology needed to achieve digital strategies.

## METHOD

This research uses library research, where the type of data used is research data that is relevant to the study of digital libraries as easier access to information in the current digital era. Library research is research that does not require researchers to go into the field. This research uses data collection from pre-existing sources, whether from books, articles or journals. The research stages of this library research are determining the topic to be studied, searching and selecting data, developing the data and concluding.

## RESULT AND DISCUSSION

### **1. The role of digital libraries in the digital information era, especially in higher education**

The development of libraries in higher education cannot be separated from the digital era. Now, many universities have implemented and developed digital libraries. Digital libraries are required to always develop to accompany the rapid progress of today's digital technology. The increasing information needs of students means that universities are required to develop all platforms that can help meet the information needs of students and lecturers who teach.

As an institution or agency responsible for providing and maintaining information in higher education, digital libraries not only offer convenience in accessing information, but libraries also act as institutions that should be able to increase literacy and interest in reading in higher education. The role of the digital library in higher education is as an institution for storing and maintaining the written work of students and lecturers in the form of digital-based documents that can be accessed via the internet network. Apart from that, the role of libraries in higher education is also as a supporter in research and carrying out assignments for students and lecturers with collections of e-books, journals and articles. Digital libraries can also help distance learning to access information for students and lecturers to fulfill information needs in learning activities.

In terms of storage and maintenance, libraries are required to continue to develop in updating and adding to book or journal collections as a form of library strategy as an effort to disseminate information. The role of digital libraries in higher education is to support the increase in human resources with broad knowledge in higher education.

## **2. Digital Collection Management**

Selection and procurement of materials such as e-books and electronic journals according to academic needs as well as copyright and licensing arrangements are part of library digital collection management. To make collections of items more accessible to users, library management systems categorize and archive items using standard metadata. Digital transformation of critical physical materials supports long-term preservation, and data storage and backup is performed securely and on a schedule to maintain data integrity. Privacy and encryption policies will ensure that open data and access are secure. While evaluation continues through data analysis, user services include training and technical assistance. To improve the quality of digital collections, user services include training and technical guidance. On the other hand, evaluation continues to be carried out through analysis of usage data and user responses.

## **3. Digital Library Services**

Public services refer to actions or services provided by one individual to another individual. In the case of libraries, library services involve various activities that are not physically visible and aim to help users access information and resources. One of the main goals of digital library services is to help visitors find the information they need by using materials or resources in the library. Focus on users, universality and management discipline are the basic principles of library services. Library services depend on the following basic principles: general nature, user focus, discipline in maintaining security and comfort, and simple, effective and accurate systems. The aim of library management is to improve the quality of the library by offering services that help readers find the literature or information they need and maximize the use of existing information sources.

## **4. Maintenance of Digital Library Systems and Technology**

Technological infrastructure such as a good library management system, stable internet access, adequate hardware, and sufficient digital storage space are needed to implement a digital library (Mulyadi, 2016). Therefore, digital library systems and technology must be properly maintained so that libraries can maintain and improve the function and usefulness of digital libraries as an easy means of information. Examples of good maintenance of digital library systems and technology can be done through regular checks for software, namely by updating the software to prevent data loss and ensure smoothness and security, maintaining the hardware, namely by carrying out routine cleaning so that it is always suitable for use, and checking Internet network conditions to remain stable.

## **5. Digital Library Service Management Strategy in Increasing Information Dissemination in Higher Education.**

Transition from Print to Digital Media. The development of digital technology makes it easier for university libraries. delivering information sources to users becomes easier, especially in fulfilling information needs. Users can access information anywhere. Readers' access to information can be facilitated by means, one of which is by changing paper archive media into electronic archives to maintain the integrity and authenticity of archives and facilitate archive retrieval operations.

Media transfer of library materials or digitization is the process of changing information from physical form to electronic or digital form (Pitoyo, 2015). Therefore, digital media transfer is one of the efforts to preserve library materials that is supported by technology, which of course requires quite large resources. Mass media transmissions usually use technical tools such as computers and scanners. The simplest media transmission tool is a recorder (scanner) or camera. Therefore, this media transfer is the act of changing the entire library format, changing the print format to digital (CD, DVD, microfilm, etc.). The reason for the need to transfer information media, especially from print to digital, is because the increasingly rapid development of library collections naturally takes up a lot of space. Increasing library materials is considered important so it must be transferred to the media to avoid damaging the preservation of libraries and the continued development of information technology and library materials. Library materials need to be digitized or converted to media so that they are easily accessible to users and have a positive impact on the library.

Development of Facilities and Infrastructure. The development of supporting facilities and infrastructure for storing, managing and conveying information to users is something that is given great attention in the process of developing digital collections in order to obtain maximum results and avoid obstacles and obstacles during the process. There are several facilities and infrastructure that can be developed to support the smooth digitalization process :

Computer. Adequate computers can help libraries in the process of developing their digitalization, computers are needed to receive and process data into information that can be processed quickly. Computers will be used to store book collection data, library member data, and OPAC. By using OPAC, library users will easily find information about book collections without having to look for manuals on the bookshelves.

Software. Special software to support library services is needed to facilitate the dissemination of information. IT-based libraries use various types of software, both offline and online (open source). Like the ITB digital library, it uses software developed by the Knowledge Management Research Group (KMRG) called Ganesha Digital Library (GDL). Using GDL is very beneficial, not only for users but also for librarians and library staff.

Middlewar. The next infrastructure needed for a digital library is middleware. Middleware is what is needed between the interrogator and database as well as existing information system software. In digital libraries, Interrogator functions as a remote reading and writing label. Human Resources Development. Apart from that, the development of human resources is also very important for the smooth process of digital library development so that it is not hampered and hampered, or that having adequate human resources will make it easier to overcome the obstacles that occur. Libraries must have adequate human resources for the smooth running of digital libraries:

Librarian. Libraries must have librarians who are experts and skilled in managing libraries, in terms of services and librarian system development. The experts. Having experts is one of the digital library development strategies. For example, staff who are experts in information technology, in digital libraries having information technology expert staff is very important, information technology expert staff are tasked with managing updates to software and hardware, apart from that, with information technology expert staff, there are obstacles experienced in digital libraries. will be handled quickly.

Cleaning Service. Cleaning staff are also needed to ensure that all components in the library are maintained, especially the hardware which must always be given proper maintenance and ensured that it is clean so that it remains suitable for use. As at UIN Alauddin Makassar, the library, especially the repository staff, was given direction by Pustipad, to create a database related to digital collections and directed to install the Library Management Information Service System (SLIMS) application to support all aspects related to digitizing collections in the library. The research regarding library human resource management is a case study at the Indonesian Hindu University library, where this research uses qualitative methods through interviews and observations. The results of research conducted by Sudiarta, Suhartika & Haryanti (2016) show that human resource management at Indonesian Hindu University is not optimal and only conforms to formalities. Library human resource management must also prioritize the role of management starting from planning, organizing, implementing and supervising.

## CONCLUSION

Digital libraries have an important role in higher education. Digital libraries must develop to meet the information needs of lecturers and students. Library strategy in terms of library management is also important to examine as an effort to disseminate information within higher education. There are many things that need to be considered and even important for the library management to follow up on their development so that they can implement effective service management strategies, namely in terms of collections, services, human resources, technology, library facilities and infrastructure so that the library can provide the best services and facilities for the visitors.

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