

Strategies to Increase EDOO Application New Users as a Form of Promotion of Digital Library Services at SMAN 15 Bandung

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Abstract

The Library of SMA Negeri 15 Bandung has used the Edoos platform as a form of digital library implementation. The library has provided hundreds of e-libraries that can be used by all school members. Due to a shortage of users, the Edoos platform in the SMA Negeri 15 Bandung library experienced difficulties in developing. As a result, the various contents and library materials available cannot be used optimally. To increase these users, a good promotion strategy is needed. This study used a descriptive qualitative method. Edoos is an educational platform that has various management services at the school level, equipped with online and offline classes, a digital library, and special social media features that can be used by school members. Edoos has various advantages which make it easier for libraries and schools to use and utilize it. In the Edoos promotion strategy at the SMAN 15 Bandung library, there are a number of possible activities, including creating a brief introductory video for Edoos, movies on how to install applications, and videos on how to use Edoos, including using services and borrowing libraries through applications. The video will be distributed via the library's Instagram using the school's digital marketing. It is preferable if the teacher participates in and helps with this Edoos promotion. Since encouraging students to utilize and access programs to support teaching and learning activities requires instructor participation.

Keywords: Digital Library; Edoos; Promotion Strategy

A. Introduction

Libraries must stay ahead with current advances since they are one of the institutions that supply information. The advancement of information technology is one of them. The people can now easily access all forms of information they want thanks to the advancement of information technology. The development of information technology provides a challenge to libraries in improving and changes to various aspects of the library. One of the changes that can be implemented is by digitizing library collections, improving library services in the digital field, and so on. Digitization is a process of transferring information from various printed forms to digital form with the help of supporting tools and programs (Widodo et al., 2021). It is planned that libraries would be able to employ their resources more effectively as a result of this digitisation. Offering digital library services is one way to digitize and enhance library services.

A digital library is an electronic library that organizes and manages all library collections in various electronic forms, as well as providing services via the internet network (Adi et al., 2015). Digital libraries are usually developed by a library organization or a platform provided by a third party. In developing a digital library it cannot be done arbitrarily, but requires a complete plan that includes all aspects in the library (Iswanto, 2019). According to (Sunu, 2014), digital libraries have several advantages such as being able to save library collection space, having multiple access so

that they can be used simultaneously, not limited to space and time, having collections in the form of multimedia or a combination of text, images, and sound, and having relatively low costs since electronic documents can be duplicated. In Indonesia, the digital library that is most often used is iPusnas. iPusnas is an application-based digital library platform created by the National Library of the Republic of Indonesia. This application uses Digital Right Management (DRM) technology, and has various features such as users having online bookshelves and features that allow fellow users to interact with each other (Wicaksono, 2022). Apart from iPusnas (Mardiyanto, 2018) mentioned that there are several other application-based digital libraries that are used to facilitate library administration, management, and library services such as the Greenstone Digital Library (GSDL), Ganesha Digital Library (GDL), and the Senayan Library Information Management System (SLIMS).

Digital services are services provided by libraries to provide convenience to library users in accessing information in the library remotely. In digital services, users do not need to come directly to the library to find information and access library materials they want. Users can also access this information at any time. Library collections can also be borrowed using digital devices. This digital service can also make it easier for librarians to see library collections that are most in demand and sought after by library users.

At present, many institutions have developed various digital library platforms which have their own advantages and disadvantages. Each platform is introduced with various strategies to entice users to start accessing the application. There has also been a lot of research conducted in analyzing promotions carried out in increasing platform users (Antasari, 2017) discusses the Analysis of Promoting Bookless Services in the Purwokerto State Islamic Institute Library. In this study, the results showed that there are still many library users who do not know about the bookless services provided by the library, and the promotional media that are carried out do not have many variations. So that it is necessary to propose a promotional activity to users regarding bookless services. The suggestions made in this promotional activity were in the form of introducing bookless services to users and distributing mini flyers containing "how to access Bookless" which were distributed to users. In addition, a banner stand was created for this advertising activity with information on bookless services.

Other research conducted by (Afifah & Santika, 2021) regarding iSabilulungan Digital Library Service Promotion Analysis. In this study, the efforts made to promote iSabilulungan digital library services are explained. The results obtained from this study are promotional activities carried out in two ways, online promotions and offline promotions. In online promotions, promotions are carried out by utilizing the website of the Bandung Regency Archives and Libraries Service, and social media such as Instagram and Facebook. Whereas in offline promotions, it is carried out in conjunction with activities that take place at the Bandung Regency Archives and Libraries Service. This promotional activity also uses media such as leaflets and banners which are printed, distributed, and displayed for easy reading. In addition, there are also posters uploaded on social media and websites.

In addition to the two studies above, there is also research conducted by (Patriawati & Hanum, 2021) about the promotion strategy for E-Library services at the Pontianak Muhammadiyah University Library. In this study, it was explained that during the pandemic the library carried out several activities to promote existing services to users. Efforts or activities include advertising such as using banners or posters as a form of promotion. Another effort is personal selling or word-of-mouth promotion as a form of invitation to users to use e-library services. Other efforts are spreading information through WhatsApp groups, publicity using social media such as Instagram, Facebook, Twitter, and the library's official website page.

In terms of library promotion strategy, there are also three other research articles that discuss strategies that can be used. However, these three articles do not promote digital libraries, but promote conventional libraries. The first research was conducted by (Puspitasari, 2021) which discussed the UMM Library UPT promotion strategy during the pandemic. The strategies include creating programs such as user guidance, information literacy classes, seminars, and book reviews. Apart from that, myUMM Library is also a website-based platform that provides services to users who cannot come to the library in person, so that library services can remain effective. In addition, services are carried out through social media, as well as collaborative activities with professional organizations.

Similar research articles carried out by (Hanum, 2021) which discusses the library promotion strategy through animated films as educational media. In this study, one of the episodes in the animated film Upin and Ipin provides an illustration in interpreting library images and giving a positive impression to users. Because the message in this movie does not fade easily, there is an advantage that it can eventually become a media campaign. Thus, the promotion will be more effective. The latest research article was carried out by (Jogatama Purhita et al., 2022) which discusses library promotion using HDDD through 2D digital motion graphic video designs. As a result, the video designed and visualized is in the form of information on Boyolali library service facilities which are supported by animated graphics, audio, text and video which are successful in implementing HMDM in multimedia development.

One of the digital library platforms that is currently developing and starting to be widely used by several libraries is Edo. Edo is a digital library platform that can be used to provide services to school students. Edo is available in the form of a website and an application. The Edo platform makes it easy for students to borrow and access library collections. This platform also includes procurement of library collections, and various other programs related to libraries and schools. Even so, there are no research-related articles that discuss the Edo digital platform. In fact, there are no articles that discuss the use of this platform for digital library services that are currently developing due to advances in information technology. This indicates that there are still a lot of individuals who are unaware of this digital platform and that there is no efficient way to advertise the Edo platform to the general public, especially schools. As explained by (Rahman & Nelisa, 2014) that promotion is a form of persuasive communication used by utilizing public relations techniques with the aim of providing information about services or products provided by an organization, as well as persuading consumers to use the products or services offered.

The Library of SMA Negeri 15 Bandung has used the Edo platform as a form of digital library implementation. The library has provided hundreds of e-libraries that can be used by all school members. In addition, on this platform, school members can access various content provided by the library and also access various services available. School members can also create content and provide it to the library to upload on the platform. Even so, the success of the designed platform depends on the user. If the platform provided cannot attract the interest of users, then the platform will not be used optimally. Due to a shortage of users, the Edo platform in the SMA Negeri 15 Bandung library experienced difficulties in developing. As a result, the various content and library materials available cannot be used optimally. To increase these users, a good promotion strategy is needed. Promotion of the library by (Harahap, 2021) is a form of communication by exchanging information with users by introducing, influencing, or persuading users to accept the services offered by the library, as well as an effort to disseminate library services to meet the needs of users.

This article will examined problem "Why should we promote Edo's digital library services? What are the advantages of the Edo application as a digital library

service? As well as what promotion strategies can be carried out to increase user interest in accessing the Edoo application at the SMAN 15 Bandung Library?”. The aims of this study was to determine the importance of promoting Edoo digital library services, to determine the advantages of the Edoo application as a digital library service, and to determine promotional strategies that can be carried out to increase user interest in accessing the Edoo application at the SMAN 15 Bandung Library. It is hoped that with this research, the Edoo Platform will be more widely used and utilized to the fullest, especially for residents of SMAN 15 Bandung.

B. Research Method

In this study, the method used is descriptive qualitative method. According to (Sari Pertiwi & Weganofa, 2015) Qualitative research is a process of solving problems with the aim of understanding phenomena related to humans, social background, and culture. While descriptive research according to (Mulyadi, 2013) is research that describes a broader and clearer picture of social situations where in this study there is an exploration and clarification of social phenomena which are described through a number of variables related to the problem and unit under study.

Qualitative research has the main goal of providing an understanding of social phenomena or symptoms that emphasize a complete description of the phenomenon studied rather than dividing and detailing it into several interrelated variables (Saleh, 2012). In qualitative research, researchers must understand the context and situation, as well as the setting of natural phenomena in order to provide a more complete and detailed description of the conditions that actually occur in the field (Fadli, 2021). Data collection techniques implemented in this study consisted of interviews, observations, and documentation studies. Interview is a method of collecting data by carrying out structured question and answer activities, while the observation method is a method of collecting data by seeing and observing, as well as recording directly in the research field (Amran, 2018). While the documentation study is a method of collecting data by understanding and analyzing documents that are in accordance with the subject and topic of research from various sources made by other people (Prastiko & Supriyanto, 2020).

C. Discussion

The Importance of Promoting Digital Library Services Using Edoo

Edoo is an educational platform that has various management services at the school level, equipped with online and offline classes, a digital library, as well as special social media features that can be used by school residents registered in the application. Apart from that, Edoo can also be used to access various types of information such as articles, audio, video, as well as various digital library collections that can be used by students. Additionally, Edoo can make it simpler for libraries to deploy web-based digital library administration. The budget used to gain access to the Edoo collection is relatively cheaper and easy for the school library to use. SMAN 15 Bandung has subscribed to various types of digital library collections that can be used as well as possible to support teaching and learning activities. In accessing Edoo, users can visit the Edoo Digital Library website on the link <https://edoo.id/> or download the Edoo app on Google Playstore.

Edoo users at SMAN 15 Bandung who are registered as members of the digital library have only reached 26 people in October 2022 which have not reach 100 people. So a good promotion strategy is needed to increase the number of users of the application. If used properly, Edoo can provide convenience for various parties who need library materials. The process of borrowing library materials is also easier, students can read and access books with the Edoo application anywhere and anytime. In addition,

Edoo also provides access to book barcodes which will make it easier for students if they want to access books provided with digital barcodes.



Figure 1. Display of the Edoo Application

Advantages of the Edoo Application as a Digital Library Service

Edoo has various advantages that will be obtained, including the following (edoo.id, n.d):

1. Edoo has an application customization feature that suits the school's identity and activities;
2. The source of the library collections contained in Edoo comes from internal content and external content that is used to support teaching and learning activities;
3. There is data analysis using machine learning technology and big data to develop school quality;
4. Edoo is integrated with Internet of Things (IoT)-based appliance products to support school services;
5. Edoo has various modules that support school, teacher and student activities;
6. Edoo has various features that are growing and keep up with the times;
7. Edoo has various types of educational content that are in accordance with the school curriculum and are always up to date;
8. Edoo has various services that can be accessed by every school that cooperates with the platform;
9. Edoo also has various cooperation partners, be it schools, publishing institutions, and national libraries.

Promotional Strategy to Increase Users Interest in Edoo Digital Application at SMAN 15 Bandung

Based on the activities that have been carried out, the promotion strategy carried out at the SMAN 15 Bandung Library consists of making a short introductory video about Edoo, videos on how to install applications, and how to use Edoo such as services and library lending through applications.



Figure 2. Edoo's Introductory Video

In the Edoo introductory video, there is a brief introduction about Edoo. There is also a brief explanation of the modules and features that can be accessed on the Edoo application. In addition, this video also mentions the types of content that can be accessed by registered members of the SMAN 15 Bandung library through the Edoo application.



Figure 3. Video Tutorial on Installing Edoo

In the video tutorial for installing the Edoo application, there are steps to install the application and register with the Edoo application. Apart from that, in this video there is also a barcode that can be scanned to check student and teacher registration numbers online.



Figure 4. Video Tutorial on Accessing Edoo

In this third video, there is an introduction to services that can be accessed in the Edoo application, and a complete explanation of how to access the e-library in the Edoo application. With the help of this film, it is intended that potential new customers will be able to access Edoo and understand what features they may utilize and benefit from. Aside from that, more succinct posters about Edoo were also created and delivered to students throughout the planned introductory events or socialization periods. The videos will be shared via the school's Instagram account, shown in the digital learning environment, and presented to students directly. Teachers and other school personnel were also given an introduction to Edoo to promote the growth in users. It is suggested that with the assistance of school personnel, such as the usage of Edoo by teachers in the

classroom, students would become more and more motivated to try out Edoo due to their requirement to access school library resources for digital learning.

D. Conclusion

Edoo is an educational platform that has various management services at the school level, equipped with online and offline classes, a digital library, as well as special social media features that can be used by school residents registered in the application. Edoo has various advantages which make it easier for libraries and schools to use and utilize it. In the Edoo promotion strategy at the SMAN 15 Bandung library, activities that can be carried out include making a short introductory video about Edoo, videos on how to install applications, and how to use Edoo such as services and borrowing libraries through applications. The video will be distributed via the library's Instagram, and using the school's digital madding. Besides that, there is a poster about Edoo in a more concise manner which will then be distributed to students during the introduction to Edoo activities.

It is more effective if the teacher participates in and helps with this Edoo promotion. Because encouraging students to utilize and access programs to enhance teaching and learning activities requires teacher involvement. in order to allow students to willingly utilize the Edoo program as a learning aid.

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