

Manajemen dan teknik promosi jasa perpustakaan : komitmen dan pemahaman Kasus di tiga perpustakaan

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Abstrak

Penelitian bertujuan untuk menelaah komitmen para pimpinan dan kepala bidang terhadap pelaksanaan manajemen promosi jasa di perpustakaan serta pemahaman para kepala bidang terhadap konsep manajemen promosi jasa; menelaah pengetahuan dan pemahaman para pelaksana promosi jasa terhadap teknik promosi dan pengetahuan para petugas jasa layanan terhadap teknik layanan jasa perpustakaan. Mengidentifikasi kendala pelaksanaan promosi jasa, mendapatkan gambaran model bauran promosi, menelaah persepsi para pengguna terhadap pelaksanaan promosi jasa perpustakaan.

Penelitian dilaksanakan di Perpustakaan Nasional Republik Indonesia (PNRI), Pusat Dokumentasi dan Informasi Ilmiah (PDII) - LIPI, dan di Pusat Perpustakaan Pertanian dan Komunikasi Penelitian (P-3KP) sejak bulan September 1997 sampai Mei 1998. Penelitian menggunakan metoda deskriptif kualitatif-kuantitatif dengan pendekatan studi kasus. Teknik pengambilan sampel dilakukan secara purposif, data dikumpulkan dengan penyebaran kuesioner, wawancara, observasi, dan dokumenter. Analisis data dilakukan dengan menggunakan metode kualitatif dan kuantitatif. Komitmen pimpinan terhadap manajemen promosi jasa di PNRI dan PDII: baik, sedangkan pimpinan P-3KP berpendapat cukup baik.

Komitmen para kepala bidang ke tiga perpustakaan terhadap pelaksanaan manajemen pemasaran dan promosi secara keseluruhan cukup baik, tetapi pemahaman mereka terhadap konsep manajemen pemasaran umumnya kurang baik. Pemahaman kepala bidang PNRI terhadap kondisi Strength Weakness-Opportunity-Threat (SWOT) ternyata kurang baik. Pengetahuan dan pemahaman para Relaksana promosi jasa ke tiga perpustakaan terhadap teknik promosi jasa umumnya kurang baik, mereka ternyata belum mengenal dan memahami kerangka konsep Attention, Interest, Desire, Action (AIDA) sebagai tugas promosi.

Kendala utama pelaksanaan promosi jasa di ke tiga perpustakaan ialah kurangnya pemahaman para pengelola dan pelaksana promosi terhadap manajemen dan teknik promosi jasa di perpustakaan. Para petugas layanan jasa ke tiga perpustakaan umumnya hanya memiliki keterampilan bidang perpustakaan, tetapi kurang pengetahuan keterampilan di bidang pemasaran jasa, kurang mengenal memahami teknik layanan jasa proaktif sehingga hanya sedikit yang bersikap proaktif. PNRI menerapkan 5 teknik Bauran Promosi: Publisitas (P) 44,57%, Hubungan masyarakat (H) 37,73%, Penjualan perorangan (PS) 11,05%, Pemasaran langsung (PL) 5,3%, dan Promosi penjualan (SP) 1,35%. PDII menerapkan 4 teknik Bauran Promosi yakni P=46,38%, H=32,04%, PS=20,46%, dan SP=1,12 %. P-3KP menerapkan 3 teknik Bauran Promosi: P=79,7%; PS=14,03% dan H=6,27%. Para pengguna ke tiga perpuskakaan umumnya pernah mendengar menyaksikan teknik promosi: P, PS, dan H, tetapi frekuensinya sedikit. Teknik promosi PL dan PS perlu ditingkatkan frekuensinya. Kebersihan dan kenyamanan ke tiga perpustakaan sudah cukup memadai, kecuali PDII dan P-3KP masih kurang memadai.

Disimpulkan: Komitmen pimpinan dan kepala bidang ke tiga perpustakaan terhadap pelaksanaan manajemen promosi jasa perpustakaan: cukup baik. Bauran promosi cukup bervariasi tetapi kurang proporsional serta pemahaman teknik pelaksanaan promosi jasa dari para pengelola pelaksana promosi

masih kurang.

.....This research is aimed at analysing the commitment amongst heads of libraries and their divisions on the implementation of library service promotion management and the head of divisions' comprehension on its concept. Analyzing knowledge and perception amongst service promotion officers as well as service officers on promotion methods. Identifying obstacles of the method of service implementation. obtaining promotion mix model, and also finding out user perceptions on library service promotion.

Research had been carried out at the National Library of the Republic of Indonesia (PNRI), Centre for Scientific Documentation and Information, Indonesian Institute of Sciences (PDII-LIPI), and at the Centre of Agriculture Library and Research Communication (P-3KP) since December 1997 to May 1998. This case study approach used a qualitative-quantitative descriptive method. The purposive sampling was applied. Data were collected by distributing questionnaires, interviews, observations, and study. Those were analysed by using qualitative and quantitative methods.

Commitment of leadership on service promotion management both PNRI and PDII-LIPI are good while P-3KP is relatively good. Generally, commitments amongst head of divisions on the implementation of library service promotion are relatively good, but their perceptions on the service promotion are less good. It is proved that the knowledge of heads of divisions in PNRI concerning condition of Strength-Weakness-Opportunity-Threat (SWOT) is less good. Knowledge and comprehension of service promotion practitioners in the three libraries to the service promotion is generally less good and they have not familiar with the concept of Attention, Interest, Desire, and Action (AIDA) as promotion tasks.

The main problem of service promotion implementation in the three libraries is the lack of comprehension among managers and promotion officers to the management and service promotion methods in libraries. Service officers of the three libraries generally only have library skills without mastering knowledge and skill in service marketing. They have not comprehend pro-active service methods, so that only a few of them who do it. The application of promotion mix in PNRI is conducting by applying five promotion methods based on funding priority on 44,57 % Publicity (P), 37,73 % Public Relations (H), 11,05 % Personal Selling (PS), 5,3 % Direct Marketing (PL) and 1,35 % Sales Promotion (SP). PDII-LIPI implements four promotion methods, those are 46,58% P, 32,04% H, 20,46% PS, and 1,12% SP. P-3KP applies three promotion methods 79,7% P, 14,03% PS, 6,27% H. The fact, users of these libraries have heard or identify promotion methods of P, PS and H in each library although it is still difficult to be conducted. The promotion methods which are necessity and frequently to be conducted are PL and PS. Cleanness and comfortability is relatively good, except for PDII-LIPI and P-3KP which are less tidy and comfortable.

It is found that commitments among head of libraries and head of divisions on library services promotion are relatively good. Promotion mix applied on the three libraries relatively varies but less proportional, because of the lack of knowledge and comprehension of managers and promotion officers to the application of promotion method in their library.