

Pemanfaatan layanan perpanjangan masa peminjaman koleksi melalui media sosial facebook di perpustakaan fakultas ilmu sosial dan politik Universitas Gadjah Mada Yogyakarta

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20427365&lokasi=lokal>

Abstrak

This research aims to explore the practice of book loan renewal service through Facebook social media at the Library of Faculty of Social & Political Sciences Gadjah Mada University. Type of this research is quantitative. Variable of this research is a single variable that is the utilization of loan renewal services through Facebook. The sampling technique in this research was accidental sampling. Samples in this research consisted of 4829 library users. Data collection methods in this research comprised observation, documentation, and interviews. Data analysis used a percentage formula and regression analysis to examine the results of the percentage of the data obtained. The results of the study utilization of renewal service through Facebook reached 64.43% and fine for overdue loan reached 13%. A test through simple analysis indicated $r_{count} > 0.723$ 0.576 table. So it can be said to be significant, which meant service through Facebook was considered more beneficial. To conclude, the utilization of loan renewal service through Facebook social media was found useful.