

## Perkembangan wacana tentang citra perpustakaan di internet / Esti Putri Anugrah

Esti Putri Anugrah, author

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### Abstrak

The library now underestimated by society, because in fact the library is an information agency did not succeed in meeting the information needs of its users. It can be seen from what is provided and is given by the library to the users starting from the facilities, collections, information service or library that user perceived when visiting the library. The failure to be able to form an image of the library in the community, can be a good image or a bad image depend on the perception among people who know how the state library. Formation of the image of the library is not only visible from the user's perception alone, but can be viewed from the responses, assumptions, discourses or opinions about the library. In response, assumptions, discourses or opinions in the form of writings about the library a lot of popping up on the internet either make the library itself or from outside the library, so that from it can form an image. This research was conducted to understand the development of the discourse about libraries and understand the fight discourse about the library on the Internet. The findings of the discourse on the internet were analyzed by using the theory of Power of Michel Foucault who explained that the library has power in created an image of library in the community through the dissemination of knowledge library containing ideology wrote in discourses, so that the community can read discourses and of that can happen to an understanding in the library in the community. Type of research paradigms using qualitative research, making informant / discourse using purposive random sampling by taking discourses about the library on the Internet, data analysis techniques using discourse analysis of Sara Mills who see how the position of the subject of the maker of the discourse and the position of the object that is the position of the library in a discourse. Results of this study suggest that the power of libraries spreading knowledge through discourses about the library in the Internet as follows: (1) Library as an institution that is smart, (2) the library as the media fulfilling the information needs of users, (3) the library as a comfortable, (4) libraries as a means of recreation, (5) the library close to the society, (6) the library collaborated with the advancement of internet.