Number of Trends Managed in Instagram Account Used by Library Association

Prasetyo Adi Nugroho[a], Purnawan Basundoro[b], [a,b]Library of Universitas Airlangga (60286), Indonesia, Email: [a*]prasetyo.adi@staf.unair.ac.id

This study has purpose to observe if the library association in modern country is more formal and manage more trends than developing country. This study uses qualitative method of social media mapping in collecting the data. The sample is Instagram account used by library association of 4 countries, USA, UK, Australia, and Malaysia. The data is analyzed using aalisa.io web tool using free version. The result of this study shows that hash tags and caption words in Instagram used by association of modern country tend to be more formal and related to library, while Malaysia as developing country prefer more casual. Thus, the hash tags mostly used by alianational are far fewer than any other associations' account. PPMK Sabah is the association that can manage the greatest number of trends in its account, shown by number of hash tags and caption words mostly used. This study also finds out that PPMK Sabah in Malaysia can manage more flourish discussion than alianational in Australia shown by the number of hash tags, even though Malaysia is developing country.

Key words: *Library association, caption words, hash tags, Instagram.*

Background

Libraries are the main resources for information production to educate the society. The change in the role of information technology has expanded the role of traditional libraries beyond the collection of books and print-based services that have become daily image recently. Today modern libraries provide a comprehensive scope of information products and services, both print and electronic based (Kolesnykova, 2017). One of the important aspects in library management is to promote its products and services. Public libraries funded by government are demanded to innovate the new system in disseminating useful knowledge

to society so that society can rely on library to find out the solution of their real life problem (Rahmat et al., 2018).

To achieve such goal, librarians have to be developed more and enhances their skill to adjust their attitude with new challenge. Noh states on their study that librarians have the opportunity to slide from past stereotypes and establish them in the future information and service environment. The role of the librarian should be shifted from an emphasis on procurement, preservation and storage of collection, into collaboration work with computer and information professionals (Lynch & Smith, 2016). Librarians should turn into leaders of the digital information environment, where new manifestation of information and knowledge begin to influence the model of economic development. Thus, librarians are supposed to be active and involved in project related to national development acceleration (Maesaroh & Genoni, 2009).

Librarians need to be regulated by library association to maintain the standard quality against the changing of the era. The changing of the era led to the shifting of information needs by society. Librarians association is an institution consists of professionals in the information field in maintaining the competencies and expertise needed by a librarian specifically for years (Black & Muddiman, 2017). The association monitor the direction of industrial phenomena, as well as the trends of dissemination of information for important in public organization and companies. Rifai & Makarim state on their study state that the association will measure the quality of each public library in specific country to maintain good governance over librarians, collection management system, and facilities development (Rifai & Makarim, 2018).

To cope with the changing trends of library, association needs to be familiar with digital technology. One of them is using social media to update any information about public libraries in national scale (Black & Muddiman, 2017). Instagram is widely used by library association's member such as American Library Association (ALA) from USA and Chartered Institute of Library and Information Professionals (CILIP) from UK uses Instagram to inform society about the latest news about public libraries. Instagram can share photos and stories globally with high speed. Different from other social media, Instagram only needs few seconds to open the image and stories. Social media are compulsory for modern librarians to disseminate information because they will encounter with millennial and digital native people who want everything fast and accurate (Ramadhanti, Naryoso, Sos, & Si, 2016). Based on the background above, this study has purpose to analyze if the library association in modern country is more formal and more interesting in creating content related to library than developing country. The theoretical implication of this study is expected to give insight to library association about the current trends of Instagram led by library association globally and how to manage trends based on the cultural background.

Literature Review
Instagram as Influencer of Librarians

Social media is used as a new form of communication in global age. Not only individual, public institution also uses social media to publish their report into society. One of the reasons because social media is available for everyone without cost and can share information as fast as how information is being produced (Łysik, Kutera, & Machura, 2014). Instagram as social media provides user with many opportunities to connect with anyone across the world. Liu & Suh state on their study that with the availability of connection, public institution can gain good reputation by disseminating information that is useful for readers, so that readers will give a good impression to the institutions (Liu & Suh, 2017).

Institution and company consider that to enhance the marketing and promotion using digital media, they need to use influencer. Influencer is a person who has a lot of followers on social media. They have the talent to influence their followers to lead into what the institution or company wants (Khamis, Ang, & Welling, 2017). In the case of promoting the program of library association as public institution, they hire someone who has that capability to create the information inside social media that can bridge the society and institution's needs. Linear with Welch & Ramsey's study that public relation skill plays as important part on how the events and services provided by association can gain people interest. Influencer in association also has to be able to deliver message to the libraries in the area under the supervision of association to follow the orders given by the association (Welch & Ramsey, 2018).

Library Association as Supervisor of Libraries

Library is the edge of information literacy in society. Without library with good facilities and services, society will not be interested to indulge themselves with books and literature in a long time. Sometimes, librarians are not aware of their responsibility to give the good service to the visitors. The image of librarian as third-rate career that gives small amount of salary and promotion affect the librarians to do their job as they want. Librarian that is identical with bookworm also reduces the prestige of librarian to show up into society.

Moreover, the bad management of funds for librarian's salary and facility development by higher up also make the problem more complex. Library association needed to supervise libraries form such problem. The association job also has right to report the quality and problem inside certain library to the ministry. This will affect the accumulation point for ranking. Hardesty states his study that the system of ranking established by association will make a bad graded library hoped to be better in the future by revising their management system (Hardesty, 2019). Association also responsible to held certification for librarian and event that have to be attended for certain librarians in a country (Bandy et al., 2008).

Big data is a new thing in library world that has to be learned as source of data to understand the pattern of society's interest. Big data also emphasize trends in social media managed by librarians (Lytras & Visvizi, 2019). Kliushnyk et al state on their study that Library association social media should manage their information to create trends that is suitable with the environment of digital technology. The suitable atmosphere in social media can persuade visitor to follow the intention of association (Kliushnyk, Kolesnykova, & Shapoval, 2019).

Library association in modern countries tends to adjust their newsfeed based on the latest trend around the society (Schrader, Bowman, & Samek, 2012). For example, if the latest issue is about general election, the association will post newsfeed or information related to politic. It is effective to keep the followers interested with the latest issue posted by association in Instagram. It needs a good writing skill to connect between latest trends and library thins to be uploaded as new information in institution account (Ani, Kriyantono, & Wulandari, 2018).

Method of the Study

This study uses qualitative method using descriptive analysis to observe the issue inside the finding of the data using theoretical approach. Sample of the data are library association in 5 different countries (Srimulyo & Gusti, 2019). The inclusion criteria of sample are having active account of Instagram, active in recent year of 2020, the account is not private, has latest trends, and using English in writing the information inside account. The sample is collected using social media mapping technique. The result of the data is analyzed using web tool mapping by analisa.io using free version (Wardhana, 2020).

The 4 samples are ALIANATIONAL (association in Australia), American Library Association/ALA, CILIP or Chartered Institute of Library and Information Professionals (UK association), and PPMKSABAH or persatuan pustakawan Malaysia Kumpulan Sabah/ the union of Malaysian librarians Sabah (Malaysia Association). The reason why this study chooses America because America has biggest library association in the world, UK is the first formal library association founded after world war, Australia is a commonwealth country of UK, Malaysia also commonwealth country of UK (Srirahayu, 2018). The object of analysis from the sample is hash tags and caption words mostly used in account in latest time in March 2020.

Result and Discussion

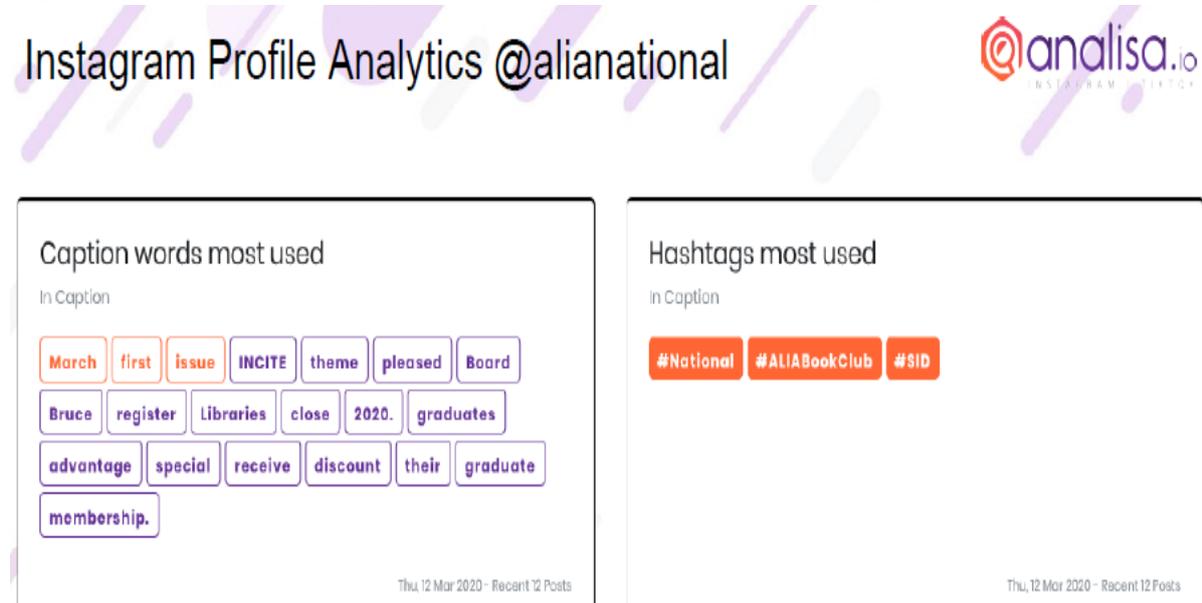**Figure 1.** Hash tags and Caption words mostly used in ALIA Instagram account

Figure above shows varieties of caption words. There was only two words related to library and the rest were related to graduation. It is understood that in many universities in Australia hold the first graduation in the first period of spring, March. The caption *membership, receives, register* and *close* closely related with graduation. Membership means to become the member of alumnus association by registering first after graduation. *Receives* means alumnus will get certificate and transcript after graduation and *close* means that students end their period of study in universities. Another caption word such as *first* and *issue* means that ALIA published the first use of their journal in this year.

Arora et al states on their study that the Instagram user has to follow the trend inside their environment to keep interest of their followers (Arora, Bansal, Kandpal, Aswani, & Dwivedi, 2019). Alianational account also do the same thing by discussing about graduation, so that their followers mostly consist of academicians and young people will start to involve in discussion. By keeping their followers engage in simple discussion, alianational will gain more popularity through social media, so that they can inform more to society about library and literacy (Kusumasondjaja, 2018)..

Figure 2. Hash tags and caption used by ALA Instagram account
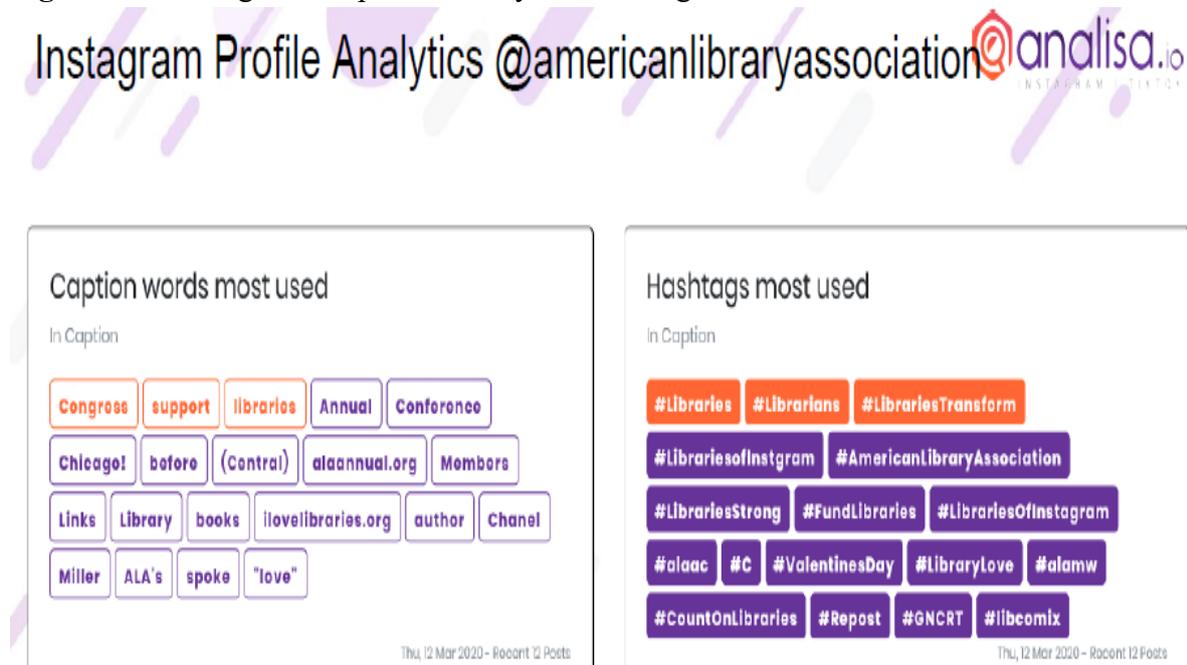
The figure above shows ALA account engage discussion about library quite intense. It can be seen there are lot of words related to library both in hash tags or caption words most used. Different from alia national, ALA hash tags is more active to invite followers to engage discussion. It can be seen from figure above that ALA has more hash tags than alianational. The hash tags not only consist of library related words, but also about valentine, novel, and comic. There is interesting hash tags word *GNCRT,* which is the abbreviation word of graphic novel and comic round table is the organization or institution that support the librarians anything about graphic novel and comic. They involve in managing and programming the collection and scheduling the event related to graphic novel and comic in USA. It is distinctive characteristic of ALA which is different than alianational.

ALA also discuss about valentine, which is reflected on many words between hash tags and caption words. ALA also follows the trend to keep up with the interest of young people that become followers of this account. Different from alianational, ALA can manage to create various topic based on current trends on that time. Alhabash & Ma state on their study that Instagram account that can manage to relate multiple trends into single Instagram story can invite more followers to be active in discussion than a single trends (Alhabash & Ma, 2017). As superpower country with most sophisticated library facilities, America leading the role of library world not only by keep their library association with latest hi tech facilities, but also a new better service to spoil the visitors (Miller & Steams, 2019).

In line with Alhabash & Ma study, another study by Ferrara et al also states that librarians have to pay attention more on the young generation, since social media always involve more with young ages than old generation. By conducting discussion with young people, Instagram account will gain more influences in social media network, since young people are faster to spread the news than older generation (Ferrara, Interdonato, & Tagarelli, 2014). Young generation prefer to read the social media newsfeed rather than reading books or literature. To cope with that problem, librarians have to promote the literacy program through social media. To draw the attention of young people, library association needs to keep up the young people in such interesting debate related to literacy (Kristanto & Meilasari, 2019).

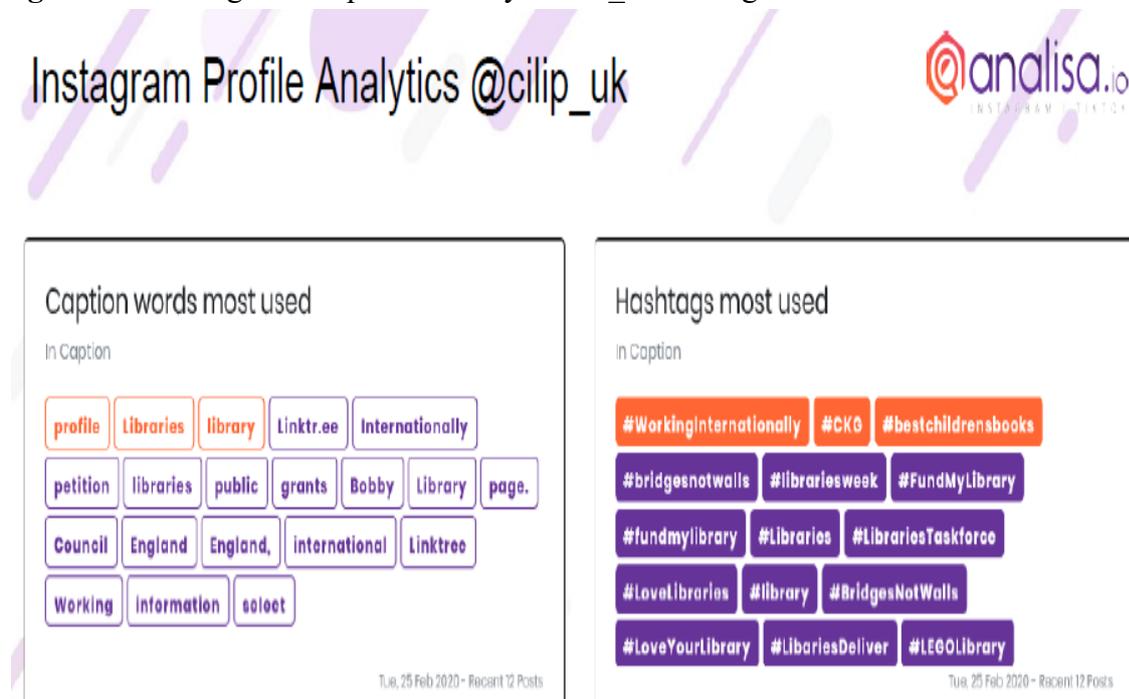**Figure 3.** Hash tags and caption used by CILIP_UK Instagram account

Figure above shows that both of hash tags and caption words mostly used in CILIP account are more focused to library things. It can be seen that the hash tags in picture above mostly consist of *library* word, only 3 hash tags which are not included that. It means that hash tags which are created by administrator of this account are actively engaged in discussion with many participants as follower. There is a hash tags *LEGOLibrary* which is not related to book and literature collection but still connected to library things. It means that CILIP as UK association is not only emphasize library activity on study, but also for play. There is also a hash tag *LibrariesTaskForce* means that association opens job opportunities for academician who is willing to involve in library activities.

Whitley & Burger state on their study that modern library is not solely for place to study and conduct serious things such as research and finishing college assignment. Rather modern

library is place to play while studying to create peaceful mind, so that learning process would not become such boredom to library users (Whitley & Burger, 2019). Library also the place to earn money for college students who need to pay their tuition as well as to fill their daily necessities such as food and beverage cost (Noh, 2015).

Figure above also shows that most of the caption words used are related to library. Some of the words such as *petition, council,* and *England* are quite resembling about politics. It is understandable since UK is facing difficulties in economic problem after conducting brexit from European Union. There is a caption word *Linktre* which is the web tool to observe the information of website optimization and famous brands. It is related to data mining or the study on how to collect the information of website or product through digital media (Chen et al., 2015). Similar to ALA, CILIP also manage more than one topic into interesting newsfeed in its Instagram account.

Figure 4. Hash tags and caption used by PPMK Sabah Instagram account
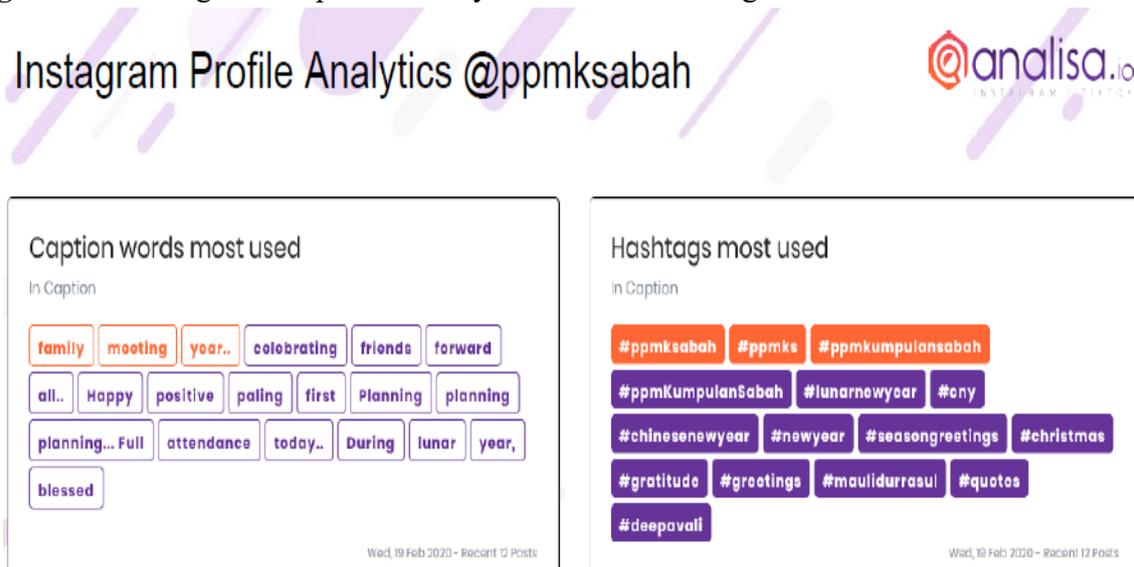
The figure above shows that both hash tags and caption words mostly used are emphasized more about important event than library things. The hash tags above show there are some words related to more than one important event for each ethnic, for example *maulid rasul* or *the birth of prophet Muhammad day* for Islam, *lunar new year* and *chinesenewyear* for Chinese, Deepavali for Indian, and Christmas for Christian. There are no hash tags related to library except PPMK Sabah itself. The caption words also the same. There are some caption words related to lunar year and holiday such as *lunar, year, planning, holiday, blessed, happy, celebrating, happy, family* and *meeting,* those caption words emphasize on how administrator of PPMK Sabah account create discussion topic about holiday time in lunar year. It can be inferred from those caption words that there is long period of holiday in lunar year.

Different from alianational, ALA and CILIP which raise the content related to library in their newsfeed of Instagram, PPMK SABAH prefer more casual one in attracting its follower to engage virtual discussion. Malaysia as developing country does not have literacy rate as high as modern country. Moreover, as commonwealth country of UK, Malaysia is inferior to the mother country in terms of technological advances in library system. When ALA and CILIP can manage to bring more than one topic into Instagram newsfeed but still related to library, PPMK Sabah prefer to conduct casual approach to its follower by raising daily issue. But PPMK Sabah administrator is able to flourish the discussion more than alianational, refer to on how many hash tags related to several topic than alianational which only has few hash tags with one topic.

Lou & Yuan state on their study that the skill of public relation determines how crowded content in social media is responded positively by its followers. Moreover, the literacy knowledge of the account user affects the quality of information disseminated by the user (Lou & Yuan, 2019). Many people engage discussion by writing message in information in social media that can make them feel the atmosphere of the current event in real world. In developing country, the commemoration of holy day in certain religion or ethnic is considered as honor to public communities. As a result, communities also feel honored and willing to write reply or engage in long discussion in the information created by the content creator (Khamis et al., 2017).

Conclusion

Based on the result above, it can be concluded that library association in modern countries tend to be more solemn in creating content in their Instagram account. Alianational, ALA, and CILIP focus more on information related to library while discussing about current event too, related on how caption words and hash tags contains library words or words related to library things. PPMK Sabah tend to be more casual in creating content, depicted on how caption words and hash tags related to holyday and big events with no words related to library things. This study also finds that library association in modern country is not always better in creating more crowded atmosphere than developing country. It can infer that PPMK Sabah has more hash tags than alianational, because PPMK Sabah raises more casual issues which are more interesting to comment by followers.

Ethical Clearance

This study does not involve any participants in the survey; instead, it is literary analysis study with theoretical point of view. The present study was carried out in accordance with the

research principles. This study implemented the basic principle ethics of respect, beneficence, non-maleficence, and justice.

Conflict of Interest

This study does not involve any conflict of interest and safe from any conflict.

Source of Funding

This study uses authors' funds only without any sponsorship

REFERENCES

Alhabash, S., & Ma, M. (2017). A tale of four platforms: Motivations and uses of Facebook, Twitter, Instagram, and Snapchat among college students? *Social Media+ Society*, *3*(1), 2056305117691544.

Ani, A. A., Kriyantono, R., & Wulandari, M. P. (2018). The Analysis of Public Relations Position within an Organization Structure and the Implication of its Role and Function in Various Organizations. *WACANA, Jurnal Sosial Dan Humaniora*, *20*(4).

Arora, A., Bansal, S., Kandpal, C., Aswani, R., & Dwivedi, Y. (2019). Measuring social media influencer index-insights from facebook, Twitter and Instagram. *Journal of Retailing and Consumer Services*, *49*, 86–101.

Bandy, M., Doyle, J. D., Fladger, A., Frumento, K. S., Girouard, L., Hayes, S., & Rourke, D. (2008). Standards for hospital libraries 2007: Hospital Libraries Section Standards Committee. *Journal of the Medical Library Association: JMLA*, *96*(2), 162–169.

Black, A., & Muddiman, D. (2017). *Understanding community librarianship: the public library in post-modern Britain*. Routledge.

Chen, F., Deng, P., Wan, J., Zhang, D., Vasilakos, A. V, & Rong, X. (2015). Data mining for the internet of things: literature review and challenges. *International Journal of Distributed Sensor Networks*, *11*(8), 431047.

Ferrara, E., Interdonato, R., & Tagarelli, A. (2014). Online popularity and topical interests through the lens of instagram. In *Proceedings of the 25th ACM conference on Hypertext and social media* (pp. 24–34).

Hardesty, L. (2019). "Libraries" dropped from accreditation criteria. *College & Research Libraries News*, *61*(10), 888.

Khamis, S., Ang, L., & Welling, R. (2017). Self-branding,'micro-celebrity'and the rise of Social Media Influencers. *Celebrity Studies*, *8*(2), 191–208.

Kliushnyk, I. A., Kolesnykova, T. O., & Shapoval, O. S. (2019). Unified Digital Infrastructure of the Modern Scientific Library on the Basis of Web Technologies.

Kolesnykova, T. O. (2017). "I light my candle from yours…": Anthropological aspects of modern library services for scientists. *Антропологические Измерения Философских Исследований*, (11).

Kristanto, J., & Meilasari, P. (2019). Reasons for Social Media Users' Code Switch

Indonesian Teenagers Perspective. In *UNNES International Conference on English Language Teaching, Literature, and Translation (ELTLT 2018)*. Atlantis Press.

Kusumasondjaja, S. (2018). The roles of message appeals and orientation on social media brand communication effectiveness: An evidence from Indonesia. *Asia Pacific Journal of Marketing and Logistics*, *30*(4), 1135–1158.

Liu, R., & Suh, A. (2017). Self-Branding on Social Media: An Analysis of Style Bloggers on Instagram. *Procedia Computer Science*, *124*, 12–20.

Lou, C., & Yuan, S. (2019). Influencer marketing: how message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, *19*(1), 58–73.

Lynch, D., & Smith, R. (2016). Readiness for school reform. *International Journal of Innovation, Creativity and Change*, *2*(3), 1.

Łysik, Ł., Kutera, R., & Machura, P. (2014). Zero moment of truth: a new marketing challenge in mobile consumer communities. In *Proceedings of the European Conference on Social Media* (pp. 294–304).

Lytras, M. D., & Visvizi, A. (2019). Big Data Research for Social Science and Social Impact. *Sustainability*, *12*(1), 1–4.

Maesaroh, I., & Genoni, P. (2009). Education and continuing professional development for Indonesian academic librarians. *Library Management*.

Miller, R. G., & Steams, B. (2019). Quality management for today's academic library. *College & Research Libraries News*, *55*(7), 406–422.

Noh, Y. (2015). Imagining library 4.0: Creating a model for future libraries. *The Journal of Academic Librarianship*, *41*(6), 786–797.

Rahmat, D., Widya, G., Rahmawati, M., Audria, A., Chidya, W., Al Azhar, M., … Megawati, N. (2018). People Perception Towards Public Reading Room Service Of City Garden In Surabaya. *Record and Library Journal*, *1*(2), 201–214.

Ramadhanti, T. R., Naryoso, A., Sos, S., & Si, M. (2016). The Phenomenon of Utilization Instagram as a Personal Branding Medium. *Interaksi Online*, *16*(4), 1–10.

Rifai, A., & Makarim, L. (2018). Practices and Challenges of the Professional Librarian Certification in Indonesia. *Library Philosophy and Practice*.

Schrader, A., Bowman, D., & Samek, T. (2012). Challenges to Canadian library resources and policies in 2010: Report of the annual survey of Intellectual Freedom Committee, Canadian Library Association. Retrieved.

Srimulyo, K., & Gusti, A. E. (2019). Effectiveness of Mobile Library Service Program on Car Free Day in East Java. *Journal of Advanced Research in Dynamic and Control Systems*, *11*(08-Special Issue), 209–219.

Srirahayu, D. P. (2018). The Strategy of University Library in Indonesia to Support World Class University (WCU). *Library Philosophy and Practice*, 1.

Wardhana, A. K. (2020). Information search trends about sharia: a comparation study between business-industry genre with book-literature genre. *Journal of Halal Product and Research*, *3*(1), 35–42.

Welch, D., & Ramsey, G. (2018). Social Media Marketing 2019+ Personal Branding Secrets 2 Manuscripts: Learn How to Become a Big Time Influencer on YouTube, Facebook and Instagram with SEO, some Advertising and this Guide!

Whitley, B., & Burger, A. (2019). Designing engagement for academic libraries. *Georgia Library Quarterly*, *56*(1), 10.