

CHAPTER I INTRODUCTION

A. Research Background

Libraries have long been considered as essential institutions for education, knowledge dissemination, and cultural preservation. However, in recent years, there has been a growing recognition of libraries as not only educational and informational centers but also as significant contributors to the tourism industry. Libraries, with their rich collections, architectural marvels, and cultural significance, have emerged as unique attractions for tourists seeking intellectual enrichment and a deeper understanding of local heritage.

According to Law No. 43 of 2007 concerning Libraries, article 1 states that "Library is an institution that manages collections of written works, printed works, and / or recorded works professionally with a standard system to meet the needs of education, research, preservation, information, and recreation of users".

The presence of the recreational function in Law No. 43 of 2007 provides an opportunity for libraries to optimize their functions and break the existing paradigm in society about libraries are places that only contain stacks of books and seem boring. The library also serves to support lifelong learning and the development of creativity and entrepreneurship. In the library law, it is stated that the library is an institution that manages collections of written works, printed works, and / or recorded works professionally with a standard system

to meet the needs of education, research, preservation, information and recreation of users and the community.

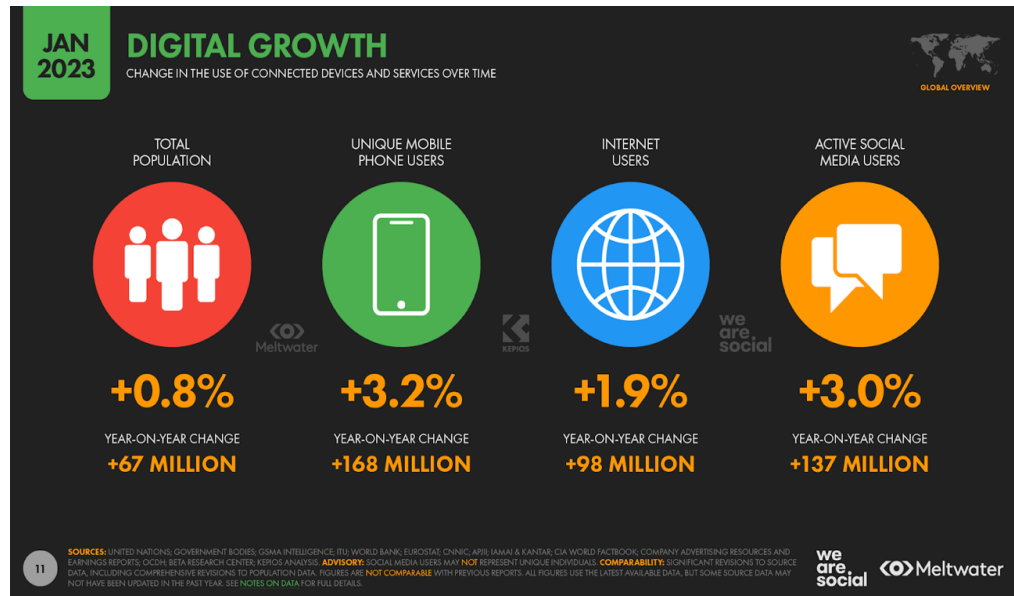
Educational tourism is an educational activity implemented during excursions or trips which facilitates gaining knowledge and competence through practice. (Prapiene & Olberkyte (2013: 149)”. Educational tourism is a tourism activity carried out and the main purpose is to obtain education and learning. Edu-tourism or educational tourism is intended as a program where participants of tourist activities at a certain place in a group with the aim of getting learning experiences directly related to the location visited.

Bandung City Library is one of the public libraries located in Bandung City, West Java, Indonesia. This library was established in 1914 and was originally named Gemeentelijke Openbare Leeszaal and Boekerij, which is a public library owned by the Dutch government in the city of Bandung. After Indonesian independence, this library was renamed to Bandung City Public Library. Bandung City Library has a diverse collection of books, ranging from general books to rare books also collection of ancient manuscripts. Bandung City Library also has programs that aim to increase public interest in reading, such as literacy training and activities that invite people to visit the library and read books.

The rapid development in the field of science and technology that permeates libraries, has an impact on the library services provided. One of them is by marketing the library through social media. Social networking is one of the most popular digital activities worldwide and it is no surprise that social

networking penetration across all regions is constantly increasing. In 2023, there are estimated to be 4.89 billion total social media users worldwide.

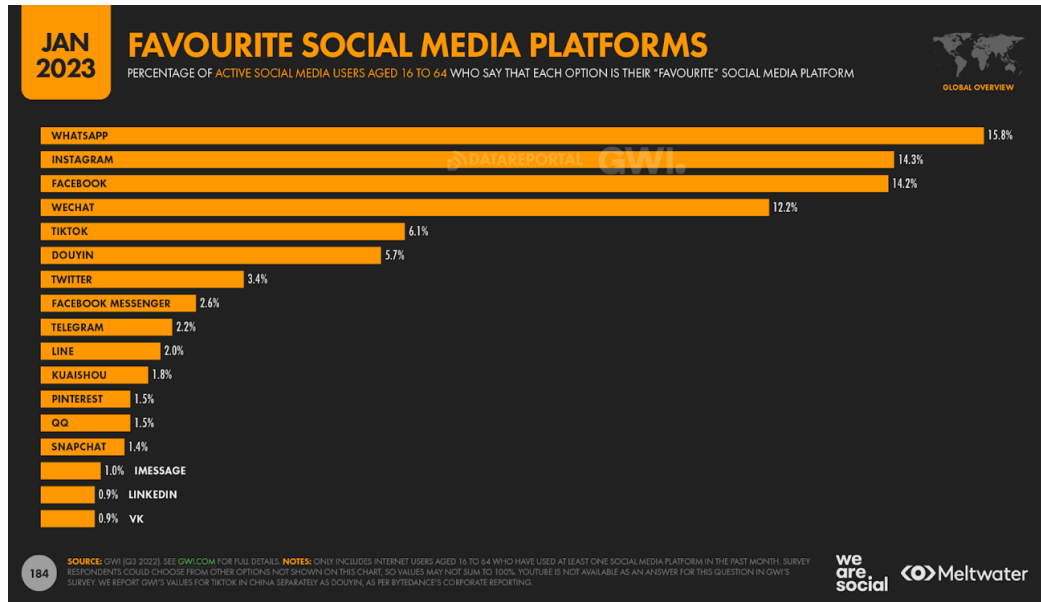
Figure 1 Digital Growth and Active Social Media Users



Source : We Are Social (2023)

Instagram has become one of the most popular social media platforms and has a great influence in the culture and social media industry. Instagram allows users to share photos and videos with their followers or with the public in general. Within Instagram, users can create a profile, upload photos or videos, add captions, tag locations, and add links. Users can also add stickers and filters to beautify or add effects to their uploaded photos and videos. Instagram has become one of the most popular social media platforms and has a great influence in the culture and social media industry.

Figure 2 Favourite Social Media Platforms



Source : We Are Social (2023)

According to data from We Are Social, only 0.1% of Instagram users are unique to the platform. A large number of users use it alongside other social media platforms such as Facebook (82.9%), YouTube (75.5%) and TikTok (52.2%). That means having a solid cross-platform marketing strategy is crucial for your brand to succeed. Latest reports show that Instagram has 2 billion monthly active users. Although not at the Facebook level, this is still *huge* for brands. It means there are billions of people you could potentially reach. With the right strategies to get more Instagram followers, these users could turn into loyal fans of our brand.

The important factors to Social media platforms like Instagram can play a significant role in library marketing by helping to promote library services, resources, and events to a wider audience. Building Brand Awareness: Instagram can help libraries to build their brand by showcasing their unique services, resources, and events. By sharing high-quality photos and videos, libraries can create a strong visual identity and build a loyal following on Instagram. Reaching a Wider Audience: Instagram can help libraries to reach a wider audience beyond their physical location.

Figure 3 Social Media Instagram Bandung City Archives and

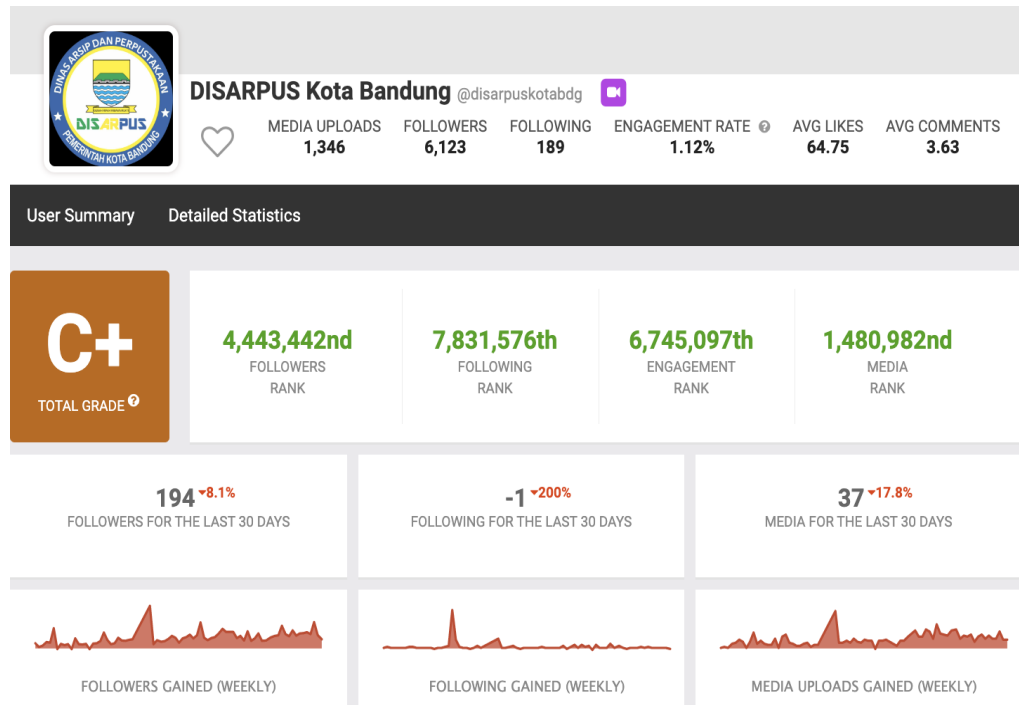


Source : Instagram.com (2023)

Bandung City Library has an Instagram account that is incorporated with the Bandung City Archives and Library Office so that the information contained in the Instagram account @Disarpuskotabdg not only share about

library information but also the activities of the Bandung City Archives and Library Official.

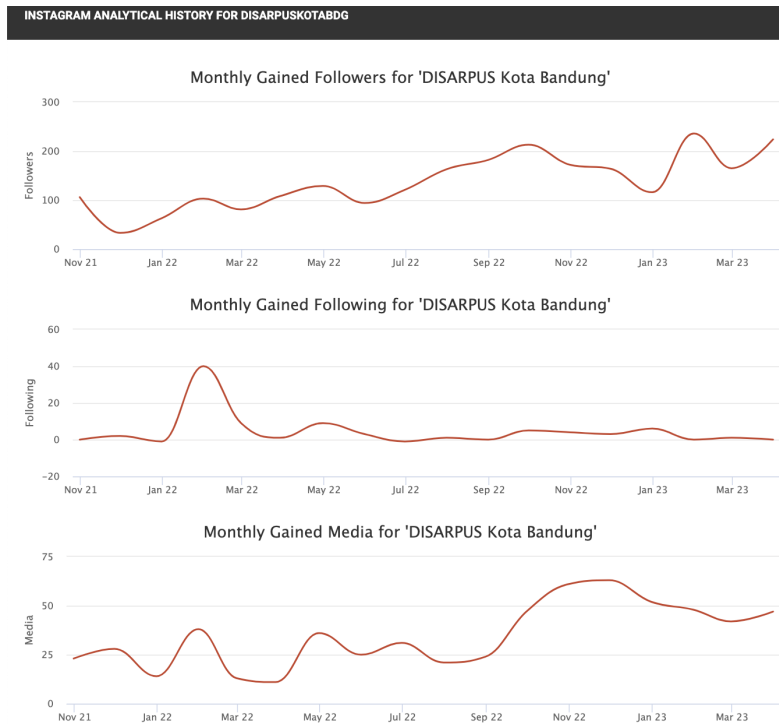
Figure 4 Statistic Profile Instagram Bandung City Archives and Library Official



Source : Social Blade (April, 2023)

Based on the results of the analysis, it is known that from November 26 to April 5, 2023, Bandung City Archives and Library Official (@Disarpuskotabdg) Instagram uploaded content for their social media, but only received 210 followers as feedback. From the results of this analysis, the feedback obtained by Instagram Bandung City Archives and Library Official (@Disarpuskotabdg) is still categorized as grade C + and is classified as still underpaid by other Instagram users through the content they upload.

Figure 5 Monthly Analytical Hiostory for Instagram Bandung City Archives and Library Official



Source : Social Blade (April, 2023)

Reporting from the Social Blade Website, there is information if the Social Blade Rank obtained is grade A+, A, and A- then it can be categorized as an influencer (influential) on social media. However, because Bandung City Archives and Library Official (@Disarpuskotabdg) social media has not been found to be ranked A+, A, and A- it is not enough to be said to be influential and tends not to get the attention of netizens.

The main concept used in this study is increasing engagement rate. Social media is currently very important for marketing a product and service, therefore Bandung City Archives and Library Official uses social media in the form of Instagram as a library marketing tool from Bandung City Archives and

Library Official. Instagram social media is quite active and has fixed content, but the effectiveness of social media from Bandung City Archives and Library Official is still not optimal. It can be seen from the top search is still not at the top level, likes and comments on each post are still very few.

The writers will use model from Flori Needle (2022) by Hubspot to increase engagement rate of instagram as social media marketing with maintain consistent branding, understand the audience, post regularly, create better captions, engage with followers, create mixed content, use CTAs and track the statistics. By using this model on Bandung City Instagram account can increase engagement rate that leverages a variety of audience to reach more audience and promote their services in Library.

B. Research Questions

Based on the research background explained in the previous section, this research will :

1. What is the situation of social media Instagram management in Bandung City Archives and Library Official (@Disarpuskotabdg) ?
2. What are the main goals and focuses to be achieved from managing social media Instagram Bandung City Archives and Library Official (@Disarpuskotabdg) ?
3. How to plan a strategy for managing social media Instagram Bandung City Archives and Library Official (@Disarpuskotabdg) ?
4. How to increase engagement rate of social media Instagram Bandung City Archives and Library Official (@Disarpuskotabdg) ?

C. Research Objectives

Objectives of this research are :

1. To understand the function of Library as Tourism Destination.
2. To understand the function of Social Media Instagram as Marketing of Bandung City Archives and Library Official (@Disarpuskotabdg) .
3. To understand the function of engagement rate on Instagram Bandung City Archives and Library Official (@Disarpuskotabdg).
4. To increase the engagement rate on Instagram Bandung City Archives and Library Official (@Disarpuskotabdg).

D. Research Limitations

The Research limitation of this final project is the preparation of the Bandung City Archives and Library Official (@Disarpuskotabdg) Social Media Management Strategy which is focused on social media owned by Bandung City Archives and Library Official In this case, the social media that will be the object is Instagram.

E. Research Significant

This research will

1. Academic Significance :
 - a. As a reference for further research related.
 - b. Enrich social media marketing knowledge field through tourism destination studies.
2. Practical Significance:

- a. For Bandung City Archives and Library Official, this research will serve as suggestions for future establishment.
- b. For Library in Indonesia, this research will assist as a reference model social media marketing management.
- c. For the researcher, this research will improve the researcher's social media marketing and form a logical and systematic mindset to solve a problem.