

## The Role of Information and Communication in Supporting Digital Services at Universitas Negeri Padang Library

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### ABSTRACT

This article discusses the role of information and communication in supporting digital services at the Universitas Negeri Padang (UNP) Library. The use of information and communication technology (ICT) allows libraries to deliver information more effectively through services such as e-books, e-journals, digital scientific work catalogs, CDs, and repositories. Information communication is carried out through websites, social media, and literacy activities such as the UNP Reading Ambassador Election. The role of information communication includes service promotion, distribution, and interaction between librarians and users to ensure that digital services can be accessed optimally.

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## **INTRODUCTION**

The development of information and communication technology has brought significant impacts in various aspects of life, including in the library world. In this digital era, libraries no longer only function as book repositories, but also as information service centers that utilize technology to meet the needs of their users. This transformation is important, especially in academic environments such as Universitas Negeri Padang, which acts as a facilitator of knowledge for the academic community. Information and communication is a key element in supporting digital library services. By integrating information technology, libraries are able to provide quick and easy access to various information sources, both in digital and physical form (Marleni et al., 2022). In addition, effective communication between library managers and users is an important factor in ensuring digital services can be optimally utilized.

Misunderstanding information can lead to differences of opinion. This usually happens because someone does not receive complete information. Misperceptions can also be caused by a person's inability to choose the right and accurate source of information (Setiyawati, 2021). Discussing information needs also cannot be separated from libraries, including the Universitas Negeri Padang Library. Libraries, as centers of information resources, have an important role in the process of delivering information. This process requires effective communication so that the information conveyed is correct and accurate. Therefore, libraries need to manage their information collections well, so that they are easily accessible and provide maximum benefits to users.

The development of information and communication technology makes collection management easier and faster. These advances gave birth to digital services in libraries, which provide various digital collections that have been processed in a certain way so that they can be utilized by users. The use of these collections also requires good communication to avoid errors in understanding. One of the libraries, especially university libraries in the West Sumatra region, which already provides digital services is the Universitas Negeri Padang Library. In order to improve its services to users, the library seeks to increase the types of services, especially for digital services. This is done with the increasingly widespread types of digital collections and the number of user requests for digital access. For this reason, the library tries to communicate to users regarding existing digital services so that these services can meet the information needs of users.

Information is packaged in such a way as to suit the needs of the users and communicated to the users. This information communication is done to make it easier for users to utilize digital services in the library. In addition, information communication is expected to be an effective means of establishing relationships between librarians and users.

This article will highlight the role of information and communication in digital services at Universitas Negeri Padang Library. This includes the information communication activities that have been carried out as well as the role of information communication in digital services that are relevant and efficient in Universitas Negeri Padang Library.

## LITERATURE REVIEW

### A. Definition of Information and Communication

Information is a set of data that has been processed to obtain more useful knowledge in achieving certain goals (Soufitri, 2023). Meanwhile, communication is an important phenomenon in the formation of a society or community connected by information, where each individual in the community shares information with each other to achieve common goals (Yusrawati, 2017).

So it can be concluded that, information communication is the process of disseminating and exchanging information that has been processed into more useful knowledge, with the aim of achieving common goals in a society or community. In information communication, individuals share information with each other to achieve the desired results.

### B. Digital Services

Digital Services are online facilities provided by the library, including full access to digital collections such as books, journals, magazines, online references, as well as user education and reference services. This service aims to support users who need information in digital form, such as journals, theses, dissertations, and other library materials. Access to digital documents can be done through OPAC, facilitating library users' information needs. Along with the development of the library, it is expected that the library will continue to carry out its main function as a reference source of information, considering that not all libraries are able to store the entire print collection in one building (Supriyanto, 2015).

### C. Information Communication Strategy in Library Digital Services

In the context of libraries, effective information communication strategies are needed to ensure that users can easily understand and access the available digital services. Good digital communication should utilize various communication channels, such as official websites, social media, and library apps (Sugiana, 2019).

Effective information communication must consider the clarity of the message, the relevance of the content, and the media used. Libraries also need to be active in building user engagement through interactive activities such as webinars, digital literacy competitions, and online discussions (Rahmah, 2018).

### D. Information and Communication Technology (ICT) in Library Digital Services

Information and Communication Technology (ICT) plays an important role in supporting digital services in libraries, emphasizing that ICT allows libraries to provide more flexible services, increase accessibility, and expand the reach of information. Users can access digital collections anytime and anywhere through the platform provided by the library (Fahriyah et. al, 2023).

The importance of proper technology integration in library service systems, including the use of library management software, digital repository management, and online service optimization (Maesaroh, 2021).

## **METHODOLOGY**

The method used in this research is a descriptive qualitative approach using data collection techniques in the form of interviews and literature studies. Interviews were conducted with one librarian and two students at Universitas Negeri Padang regarding the types of collections, services, and the extent of the role of information communication in digital services at Universitas Negeri Padang Library. While the literature study was carried out using sources from books, journals, and other documents that support the research.

## **RESEARCH RESULT**

### **A. Overview of Universitas Negeri Padang Library**

In general, a library is an institution or agency that provides various types of collections, ranging from books, journals, magazines, and others, which can be accessed by the general public or library members in order to fulfill educational, research or entertainment purposes. Meanwhile, a university library is a facility that functions as a service center that provides information sources that support academic activities in the university environment. Universitas Negeri Padang Library is one of the university libraries, which is designed as a supporting facility for academic activities in order to support learning, research, and scientific development activities at Universitas Negeri Padang, which provides various collections, such as printed books, scientific journals, theses, dissertations, and other educational support collections.

Universitas Negeri Padang (UNP) Library is a place of learning and research that combines education, technology and recreation. The library offers aesthetically modern infrastructure and supports a wide range of academic and non-academic activities for students, lecturers and other visitors. It also serves as a center for information and knowledge development. Universitas Negeri Padang Library consists of 8 floors, including the ground floor, 1st floor, 2nd floor, 3rd floor, 4th floor, 5th floor, and DAK floor (an intermediate of a multi-storey building or concrete roof), as well as an engine room and roof tank.

1. The ground floor serves as a parking lot sufficient for two and four-wheeled vehicles. This area is so large that it can accommodate many vehicles for parking, but this ground floor parking section is only intended for agency vehicles and library staff.
2. The first floor consists of the information center desk, bag storage, and the Universitas Negeri Padang library staff room on this floor also visitors can fill in the visitor list on the computer provided and can get the desired information through the information center desk.
3. Floor 2 consists of circulation services, Aussie Corner services, KPK Corner, a collection of books in the 000-300 category covering the fields of computer science, philosophy, religion, and social sciences. The books are organized based on a systematic library classification system, so visitors can easily find relevant references. To support learning and research activities, there

are facilities such as ergonomic reading tables, comfortable chairs and sofas, and a collection search system (OPAC).

4. The 3rd floor has a wider collection of books covering categories 400-900, covering the fields of language, science, technology, art, history, and geography. This floor also has fiction books, including novels and short stories, which are meant to enhance the reading experience. The premises on this floor have reading couches for relaxing and quiet areas for study activities that require high concentration.
5. On the 4th floor, the library uses digital technology to meet contemporary academic needs. This digital space has computer devices with internet access that visitors can use to create assignments or access digital information for academic purposes. In addition, there is also a digital KKI room to access a collection of scientific works such as theses, academic journals, and research reports.
6. The 5th floor has a free study space equipped with many chairs, tables and sofas for user comfort. This place is ideal for individual and group study. In addition, there is a Discussion and Innovation Technology Laboratory (LDTI) room equipped with modern technology such as projection devices and digital whiteboards, which can be used for training activities, seminars, or academic discussions.
7. The 6th floor is a vital area specifically designed as a technical area to assist in the overall operation of the building. This floor is not open to the public as it is used as a utility area where various technical equipment and building support systems are installed. To ensure the safety and effective use of the facility. On this floor there are installations of various machinery, one of which is the central air conditioning system (AC central), electrical panels, water pump machines, and roof tanks.

Based on the results of an interview with one of the librarians at Universitas Negeri Padang Library. Currently, the collection owned by the library consists of a collection of books, journals, magazines, newspapers, audio-visual collections, ebooks, ejournals, student final assignments, and repositories. While the services available at Universitas Negeri Padang Library include:

1. Circulation Service

Circulation services are services in the library that provide textbooks and various activities related to borrowing, returning, and renewing books. This service is one of the main activities of the library and plays an important role in meeting user needs. Meanwhile, collection searches can be done online through OPAC.

2. Reference Service

In reference services, users can enjoy information from useful reference collections which types of reference collections can be in the form of bibliographies, dictionaries, encyclopedias, biographies, indexes and abstracts, serial publications, handbooks, manuals and guidebooks, and directories.

### 3. Information Services

Information services help users find what they need in an easy and efficient way. The main objective of information services is to ensure that every library user can easily find the information they are looking for. This means that the library not only provides access to various sources of information, but also provides clear guidance in the search process.

### 4. Digital Services

Digital services in libraries are services that provide access to library users to access library collections digitally via the internet. Digital service is a service or system that is connected to online information sources, such as e-books, CDs and repositories.

## **B. Information Communication in Digital services**

As explained earlier, according to (Arifah, 2020), library information communication can continue to be optimized with the creativity and innovation of librarians in utilizing information and communication technology such as library web and social media. Information communication is the delivery of messages in a form that is easy to understand, either through electronic media or expression. The message must be received correctly by the other party so that the content of the message matches the intent of the sender. In the context of libraries, this message is realized in the form of information that will be distributed to users. The information can be found in the collections available in the library. This information content is what is needed by the users to fulfill their information needs. Therefore, in information communication, the delivery of information must be done precisely and accurately in a way that is easily understood by the users.

The need for information continues to increase along with the increasing amount of information available, both in the library and outside the library. Nowadays, everyone can easily access information online. However, not all of the information is relevant to the users or available in the library. To overcome this challenge, this is a necessary step in order to maximize the role of librarians to integrate information technology with processing and service activities in the library by developing applications or software that are in accordance with the rules and system arrangements in the library (Mulyadi et al., 2019). digital services in the library are expected to be able to help users find digital information more precisely and accurately.

## **C. The Role of Information and Communication in Supporting Digital Services at Universitas Negeri Padang Library**

Various services owned by the library will have more value if they can be communicated effectively to the users. This is also applied by Universitas Negeri Padang Library. According to the source, the library is currently trying to improve the effectiveness of its services through the use of digital services. Previously, users used to come directly to the library, but now they prefer to interact online when renewing collection loans. To keep meeting the information needs of the users, the library also optimizes its digital services.

In order to optimize services, the library tries to add and complete its digital collection. As mentioned earlier, the digital collection owned by the Universitas Negeri Padang Library consists of:

1. E-Books  
The electronic book collection covers various disciplines relevant to study programs at UNP. These e-books can be accessed through digital platforms provided by the library, such as the university repository.
2. E-Journals  
The library provides access to scientific journals, both national and international. The collection includes journals from reputable publishers such as Proquest, Elsevier, and Taylor & Francis, which are useful for academic research and publication.
3. Digital Scientific Works Catalog  
Catalogs of student scientific works such as theses, theses, and dissertations are available in digital format. contains all chapters and can only be accessed at the Central Library of Universitas Negeri Padang, 4th floor.
4. CD  
For this collection, it can only be accessed in the library environment, precisely in the multimedia room. The room facilitates users to search for information online, as well as utilize the digital collections in the room.
5. *Repository*  
This *repository* contains a collection of students' final assignments and lecturers' scientific works that can be accessed online by users via electronic devices, including from outside the Universitas Negeri Padang network. Online access is limited to Chapter 1, while to access the complete document, users can visit the Universitas Negeri Padang Library on the 4th floor, KKI room.

In order for these digital collections to be optimally utilized, the library communicates to users, especially for information communication (Lubis & Furbani, 2018). Some information communication activities that have been carried out at Universitas Negeri Padang Library related to digital services include:

1. Developing a library website.  
The Universitas Negeri Padang Library website can be accessed through the link <http://pustaka.unp.ac.id/>. This site is designed to provide various information to users, such as library rules, guidelines, how to access collections, and the latest news related to the library. In addition, the website also serves as a means of communication between the library and users, allowing users to obtain collection access guides and view the contents of the available collections. For digital collections available online, such as ebooks and ejournals, users can access the information in fulltext. Thus, the information in the digital collection is delivered through the library's website.

2. Involvement of online library activities

This activity was realized in the form of the UNP 2024 Reading Ambassador Selection. This activity aims to improve the culture of literacy on campus by involving library users through creative video submissions uploaded on social media. Participants were asked to tag the official UNP Library account in their uploads. The categories include reading ambassadors for lecturers, staff, students, and active users. Winners of each category were awarded trophies, certificates, coaching money, and reading ambassador sashes.

3. Interacting with users through social media

The existence of digital services requires librarians to change the way they communicate with users, from direct communication to indirect communication (online). One of the tools used is social media, such as Instagram and Whatsapp, which can be a source of information for library users at Universitas Negeri Padang. Through social media, users can not only communicate in one direction, but can also interact in two directions. They can actively seek information by communicating directly with librarians. In addition, this social media allows users to ask for the latest information available in the collection.

From the explanation above, it can be concluded that the application of information communication in digital services at Universitas Negeri Padang Library has developed and delivered to the users. This can be seen from the various activities that have been carried out, such as the library providing digital reference services that make it easier for users to access information from various sources without having to come directly to the library, disseminating library service information through social media or websites, including announcements of activities, the latest collections, or changes in operating hours that can be easily accessed by users, and implementing a digital book borrowing and returning system that makes it easier for users to make transactions without having to come to the physical library. The role of information communication in digital services at Universitas Negeri Padang Library can be explained as follows:

1. As a promotional tool for the library, especially for information about digital collections.
2. As a channel to disseminate information and education online to the academic community and the general public.
3. As a means of interaction between users and librarians in finding information through digital services.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Summary**

Universitas Negeri Padang Library plays an important role as an information service center that supports academic and research activities. By providing various collections, including books, journals, and digital services, the library meets the information needs of students and lecturers. Modern and

comfortable facilities, as well as the use of digital technology, enable easier and more efficient access to information sources. Effective information communication through social media and the library's website also enhances interaction between users and librarians, strengthening the library's role in supporting a culture of literacy and research.

### **Suggestions**

1. Libraries should continue to add digital collections, including e-books and e-journals, to meet the growing information needs in the digital era.
2. Conduct training for users on how to access and utilize digital services so that they can maximize the use of available resources.
3. Strengthen the promotion of library services through social media to reach more users and increase awareness of the collections and services offered.
4. Implement a feedback system to better understand users' needs and make continuous improvements to existing services.
5. Encourage collaboration between the library and faculty to develop information literacy programs that can improve students' research skills.

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