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# I-Magelang as an Implementation of Information Technology-Based Magelang Library Service Innovation to Improve Public Literacy Access at the Library and Archives Service of Magelang City, Central Java

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## Abstract

*This study aims to find out a relatively comprehensive picture of the implementation of iMagelang innovation as a means in an effort to increase access to community literacy, identify obstacles in the implementation of iMagelang innovation and obtain suggestions and recommendations for theoretical and practical interests from research. Data analysis methods include interactive models and qualitative descriptive analysis. The results of this research iMagelang is an institutional, not personal innovation, whose existence can be sustainable and has the potential to be developed because of the ecosystem / innovation environment that supports continuity of implementation. In its implementation, iMagelang has felt the benefits for the community but still contributes little in increasing the number of library service visits, which means it is also relatively small in increasing access to community literacy. Limited public ownership of devices and networks for iMagelang access, Lack of understanding level of user community, lack of number and type of literacy collections and lack of socialization are factors causing the low contribution of iMagelang implementation in improving access to community literacy. Socialization is a potential factor that the Magelang City Public Library can do to increase iMagelang access, although it still needs further research at the level its effectiveness.*

**Keywords :** *iMagelang service innovation, access to community literacy.*

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## 1. Introduction

One of the national goals of the Indonesian nation as stated in the Preamble to the 1945 Constitution is to educate the nation's life. In terms of achieving these goals, efforts that can be made are through reading fondness. Provision of sufficient literacy for the needs of the community and ensuring ease and fairness of access for the community, then is the duty of the state which is carried out by both the Central Government and Regional Governments. As for one of the institutions that organize library affairs in question, namely the Library.

Efforts to improve public literacy in the midst of changes in human behavior patterns due to the Corona Virus Disease 2019 (Covid-19) pandemic require appropriate

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innovations which are expected to be an alternative solution in providing library services to the community. Changes in the pattern of human behavior in question include the number of activities such as activities in the fields of government, offices, education, economics, culture which are carried out online by utilizing information technology. This indicates that ways to improve people's literacy with conventional old ways are not enough, but innovation is needed in service delivery that optimizes advances in information technology to expand and facilitate public access in accordance with the conditions of the times and the latest technological advances.

iMagelang then becomes an alternative innovation that is likely to be relatively more suitable in the era of the Covid-19 pandemic and in the era of information technology that is increasingly advanced and developing in society as it is today. Innovation for the continuity of library services in accordance with pandemic conditions is by optimizing the application of information technology as a service solution that can still be accessed by the public without the need for a physical presence to the library. iMagelang as a digital library service that can help users to read books without having to come to the library.

However, the question that arises then is whether iMagelang as a library service innovation that has been implemented since the end of 2017 has been effective in increasing public literacy access?

According to preliminary observations, the data shows that the use of iMagelang by the public is still relatively small since it was launched, and it has been operating effectively from 2018. The data on the use of iMagelang can be seen in table 1.

Table 1. Number of *iMagelang* visits in 2018-2021

	Year			
	2018	2019	2020	2021
<b>Number of Visits</b>	<b>1.061</b>	<b>502</b>	<b>464</b>	<b>718</b>

Source : Data of *iMagelang* Visit 2022

Based on this phenomenon of problems, the initial statement that can be stated in this study is that iMagelang as a library service innovation that has been implemented since the end of 2017 has not been effective in support the improvement of people's access to literacy. Therefore, this study is intended to find out or obtain an overview of the implementation of iMagelang, both from organizing and expanding from a review of perspectives from policy makers, implementers, target service users and other iMagelang stakeholders.

Based on the focus of the research and indications of these problems, it can be research questions are formulated as follows:

1. What is the picture of the implementation of iMagelang innovations that have been implemented in increasing access to community literacy?
2. What do stakeholders think about iMagelang services at the Library and Archives Office of Magelang City, Central Java Province?

The objectives to be achieved in this study are:

1. Knowing a relatively comprehensive picture of the implementation of iMagelang innovation as a means in an effort to increase access to community literacy.
2. Identify constraints in the implementation of iMagelang innovations.
3. Obtain advice and recommendations for the theoretical and practical interests of the research.

## 2. Methodology

The method used is a descriptive method. Moleong (Moleong, 2017:11) mentions that in the descriptive method the data collected is in the form of words, pictures and not numbers. Descriptive became the approach method chosen in this study. iMagelang indicates something special or specific, namely that it contains a name that refers to the administrative area of the local government, in this case it is Magelang. More specifically, iMagelang contains the meaning of the name of the innovation of information technology-based innovation services built and developed by the Magelang City Library and Archives Office referring to one particular character and none of them other.

Research design, according to Rahardjo (2010): "There is no standard pattern about the format of qualitative research design, because: (1) the main instrument of qualitative research is the researcher himself, so that each person can have his own design model according to his taste, (2) the qualitative research process is cyclical, so it is difficult to formulate a standard format, and (3) generally Qualitative research departs from a specific case or phenomenon, making it difficult to formulate a standard design format."

Sources of data from Informants, documents. Data collection techniques Interview Documentation Study Focus Group Discussion (FGD) Method. The data retrieval technique used follows an interactive model, where the components of data analysis (reduction, presentation of data, drawing conclusions), data validity Degree of trusting Dependency Transfer and Certainty

## 3. Result

The development of the times, which is colored by advances in information technology as it is today, has caused the application of social media technology to become a necessity in the library sector , by developing information infrastructure through digital libraries (*iLibrary*), to present valid information for users. With an information technology-based library service platform, *iMagelang* is expected to increase community literacy by making people access library services more easily, quickly, economically and up-to-date, and unlimited service hours because it can be accessed continuously for 24 hours (*online*).

The level of benefit of *iMagelang* by the public can be seen from the statistics on the number of visitors. The description of the number of *iMagelang* visitors and compared with the number of visitors to the Magelang City Library conventionally in the period the last 4 (four) years since the *launch* of *iMagelang* are as shown in the Table below:

Table 2. Comparison of the Number of *iMagelang* Visitors with the Magelang City Library (Conventional) in 2018-2021

Types of Visitors	Number In Years (person)			
	2018	2019	2020	2021
<i>iMagelang</i> Visitors	1.061	502	464	718
Visitors to Magelang City Library (conventional)	111.169	115.967	26.019	11.466
Total	112.230	116.469	26.483	12.184
Percentage of <i>iMagelang</i> Visitors to total Visitors	0,95%	0,43%	1,75%	5,89%

Source: Magelang City Library and Archives Office (processed)

Data Results from interviews, *google forms* and FGDs:

The results of the interview are seen from: *Relative Advantage* (relative advantage), *Compatibility* (Compatibility), *Complexity* (Level of complexity), *Triability* (Possibility of being tried), and *Observability* (Ease of observation). The data results from interviews can we look at Table 3.

The results of the FGD include:

- 1) The Magelang City Library and Archives Office carries out various activities in increasing the interest in reading the community.
- 2) Efforts to increase public interest in reading through various media according to technology developments.

#### 4. Discussion

*iMagelang* as a regional innovation in the field of community services in the field of libraries has a strong legal basis, namely Law No. 43 of 2007 concerning The Implementation of Libraries, Law No. 25 of 2009 concerning Public Services , Law No. 23 of 2014 concerning Regional Government and Pp. No. 38 of 2017 concerning Regional Innovation. Another aspect that supports the existence of *iMagelang*, namely its nature as an implementation of public service innovations. Public services organized by local government bureaucracies do not have *profit motive* or profit-seeking benefits.

The prospective existence of *iMagelang* is supported by indications that *iMagelang* answers the needs of the community in terms of access to literacy. This claim is based, among other things, on data on the relatively large number of visits since *its launch*. The existence of *iMagelang* as an institutional innovation is also supported from the aspect of regional policies. The regional policy aspect in question is the Magelang City Daerah Medium-Term Development Plan (RPJMD) 2021-2026 in the library sector. On the agenda of one of the RPJMD, it said "*strengthening infrastructure to support economic development and basic services, namely digital transformation.*"

Table 3. Data on Interview Results Indirectly Through *google form*

No.	Informant	Age	Gender	Status	Responses to the iMagelang application
1.	Informant A	26	Woman	Community	Cool
2.	Informant B	13	Woman	Elementary school students	Please add comics
3.	Informant C	14	Woman	Junior high school students	Fun
4.	Informant D	6	Woman	Kindergarten students	Good
5.	Informant E	19	Man	Student	Very easy, a lot his selection of books
6.	Informant F	20	Woman	Student	Making it easier for people who want to mem-read books without having to go to the Library
7.	Informant G	8	Woman	Elementary school students	Can read books at in the midst of a pandemic
8.	Informant H	19	Woman	Student	Confused when going through the application, the book is incomplete
9.	Informant I	17	Woman	High School Students	The app is very easy to used
10.	Informant J	9	Man	Elementary school students	Quite helpful
11.	Informant K	14	Woman	Junior high school students	Please add a collection
12.	Informant L	10	Woman	Elementary school students	Easy but a bit slow

Source : Data Results from interviews

Relatively low access to community literacy has become a background in efforts to improve the quality of library services. The access to community literacy seen in the services of the Magelang City Public Library is from an indication of the number of community visits to the library, both conventionally and visits to *iMagelang* as one of the digital library services. Therefore, *iMagelang* is a form of service innovation made as an effort to increase the scope of access to literacy services to the community.

Table 4. Comparison of the Number of *iMagelang* Visitors with the Magelang City Library (conventional) in 2018-2021

TYPES OF VISITORS	NUMBER IN YEARS (person)			
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Percentage of <i>iMagelang</i> Visitors total visitors	0,95%	0,43%	1,75%	5,89%

Based on the data in Table 5.1 above, it can be seen that the total visitors in the last 4 (four) years have decreased from year to year. The number of visitors to the Regional Library (conventional) has decreased drastically. In terms of proportion or percentage comparison, the number of visitors to *iMagelang* is still far less than the number of visitors to the library (conventional). The increase in the percentage of *iMagelang* visitors in 2021 by 5.89% or an increase of 4.14% from 2020 which was only 1.75% is not due to a significant increase in the number of *iMagelang* visitors, but rather due to a drastic decrease in the number of library visitors (conventional) in the Year 2021 from the Year 2020. The use of *iMagelang* based on the results of interviews, google forms and FGDs, states that there are several factors that are thought to be the cause of the decline in the number of *iMagelang* visits, namely:

1. Limited public ownership of devices such as android-based mobile phones and desktops.
2. Internet network infrastructure that is not sufficiently available and not yet easily accessible to the public;
3. Lack of public understanding in downloading and using *iMagelang*.
4. The number and types of books are still lacking, so it needs to be added to make it more attractive for people to use *iMagelang*
5. Dissemination to the community is still lacking.

## 5. Conclusion

*iMagelang* is a non-personal institutional innovation, whose existence can be sustainable and has the potential to be developed because of the innovation ecosystem/environment that supports the sustainability of its implementation. Community, Implementation of *iMagelang* from the perspective of stakeholders Policy makers, from the perspective of service recipients

Factors causing the low contribution of *iMagelang* to increasing public literacy access Limited public ownership of devices such as Android-based mobile phones and desktops, Internet network infrastructure that is not sufficiently available and not yet easily accessible to the public, Lack of public understanding in downloading and using *iMagelang*, Number and the type of book is still felt to be lacking, so it needs to be

added to make it more attractive for people to use iMagelang and there is still not enough socialization to the community.

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