

## **Library Social Project for the Development of Society**

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### **Abstract**

This study focuses on system that can increase the reading interest of society and also help people especially in social foundation to get a better life. The purpose of this study is to find the right system which is appropriate with this project. The method used in this research is qualitative method. Data collection activities are conducted through observation and reading of journal articles. This study discusses the cooperation between library with related parties. Library will cooperate with donors, users, and social foundation in this project. This will have an impact to social foundation as an object for this project. The social foundation can funds and knowledge to develop itself. Library, donors, and users also get the impact from this project. This project does not harm any parties even it is beneficial for all parties which involved. System which are beneficial for all parties involved in a project which can be a long lasting project. The result of this project is the development of library as a place to seek knowledge and also do good to the needy. This research hopes to be an idea or innovation for library in running its function and also can be beneficial for the development of society.

**Keywords:** Charity, library, social foundation, donors

### **Introduction**

Library is public facility which anyone can use regardless of social class, religion, and other background. Library can be used for free as a place to seek knowledge and information as much as possible. There are so many benefits gained from the library, it should be one of the crowded places visited. However, what is happening is the reading interest of society which are still low, so the existence of this library feels a bit wasted. People nowadays prefer to see something through their smartphone rather than having to read books in library. To keep the existence of the library, library itself should build the interest of society to read books in the library. One of the way of that is library must directly enter to the society itself. Library can do something that touched society like social movement or another else. After that, library can get attention from other society as well.

Human is a social being that has a social awareness in their heart. Social awareness can occur if there is social incident in a society. In developing countries like in Asia, social incident often happened in some places. This situation makes societies in Asia have a high social awareness. If library wants to get attention from society, it should make social movement that can occur social awareness from society. After getting attention from society, library can perform its main function, especially to serve users. Activities like that can encourage the intention of society to the library. In that situation, users can get two benefits from that activities. First, they can get knowledge from the book that they read. Second, they can do good things by joining a social movement which is made by the library.

A social movement cannot happen if there is no help from various parties. Various parties means like government, donors, and other supporting organizations. Social movement activity needs something like human resource, fund, and facilities. If that parties and needs have been fulfilled, the social movement can run. Another parties that cannot be forgotten is social foundation as an object from this social movement. Library in here has a role as event organizer between various parties, society, and social foundation. As event organizer, library should plan a right system for this activity. Right system means a system that can survive well over long periods of time. To keep a system run well in a long term, the system should benefit all parties. All parties in here are library, donors, users, social foundation, and other supporting organizations.

## **Literature Review**

### **Library**

Library space is an aggregate of all physically existing squares (spaces), where documents on traditional carriers are stored and reader services and the library's operational, technological and communication activities take place, as well as physically intangible spaces where circulation of electronic resources takes place, including the library computer's memory and telecommunication channels (either wired or wireless)– (Zverevich,2012).

### **Charity**

Charity is a virtue, consisting of selfless action for the benefit of another, ideally a stranger. The term is derived from the Latin "caritas" which refers to "caring," "com-passion", or "love". The Christian parable of the Good Samaritan describes the paradigm case. It is a story in which a person (in this case from a despised ethnic group) stops to help a traveler who has been injured and robbed, after many others (including those from highly esteemed groups) pass the traveler by. The story illustrates the intrinsic moral value of acting selflessly, out of compassion. Thus, charity focuses on the actor's caring motivations and willingness to sacrifice his or her interests. It makes no reference to the consequences of the act, other than that the act is performed out of love or compassion. In fact, personal gain from the act dilutes its moral value, and raises questions about the purity of the motives. – (J. Gregory Dees, 2012).

### **Charity advertisement**

Charity advertisements attempt to evoke sympathy for their cause. To this end, victims are picture don charity appeals to elicit the responses that are believed to engender prosocial behavior. – (Deborah A. Small and Nicole M. Verrochi, 2009).

## **Advertisement**

Explaining advertising as a form of presentation and promotion of ideas, goods or services by a non-personal certain links that require payment (Kotler, 2002).

It can be concluded from the four opinions above that library as event organizer does some marketing project between donors, users, and social foundation. According that, library should learn about managing charity funds and advertising media planning. After learning two skills of that, library is expected can cooperate with companies that became a donor, social foundation that became an object from donors, and also other supporting parties like media printing institutions. If all parties have cooperated, library needs human resources who are expert in their field. Library should make a good system for this project, so that this project can be long lasting project. All parties, human resource, facilities, and systems are all needs to made this project successful.

## **Method**

This research uses qualitative method. Qualitative research method give more emphasis on aspect of deep understanding towards a problem. Qualitative method is research that is descriptive and tend to use analysis and more highlight a process and meaning. The purpose of this method is for capturing deeper understanding on a problem . Data collection activities are conducted through observation, reading books and journal articles.

## **Results**

### **Cooperation between parties**

Social awareness is one of the best ways to get attention from society. This situation can be used by library to get more users. Role as like event organizer, library should cooperate with various parties to running this “social project”. They are donors, users, social foundation, and others.

#### **A. Donors - Library**

Donors are individual, groups, or companies which want to promote their brand through library. In this project, donors give a library some funds as a consideration for publication their brand. Library must promote donors brands in various ways depend on the agreement. There some media that library can do for promoting donors brands, there are:

- **Brochure or pamphlet**  
Library can promote donors brand through some brochure or pamphlet. Then, brochure or pamphlet can be placed inside every book which users will borrow. It also can be placed on shelf that store collections which related with advertisements on brochure or pamphlet. This technique is so efficient because library can deliver advertisements to special kinds of users who attracted to specific topic. The system of giving funds of this technique is calculated from the circulation activities. Donors will give funds per book borrowed to the library. Funds received by library will be donated to social foundation. So, every book that borrowed by users is a donation.
- **Bookmark**  
As an institution which concerns with offering collections especially books to users, put the advertisement as a bookmark for the books is one of the best way. Bookmark is something that readers need, so the advertisement can be read at the reader’s convenience. Intensity of reading the donors brands can increase because every user uses bookmark for several times. The system of giving funds of this technique is almost same with brochure or pamphlet with calculated funds per book borrowed.

- Banner

Using banner is a simple way to promote donors brands because library does not need to print banners too much. Several banners placed in strategic area in library can notice users. Every user who comes to the library automatically sees the advertisement. This technique may be able to deliver large users at relatively low cost. The system of giving funds of this technique is with time contract system. Time contract is a deal between donors and library about how long the banner is installed. There is a price adjusted with range of time.

- Digital ads

There are libraries which have a website for their services. If a library has a website, it can be utilized for some business. Business in here means social project. Library can promote donors brands in website. There are many ways for this technique. First technique is put the advertisement of donor brands in the page of the website. Then, users will see the advertisement if they visit the website. For this technique, the system of giving funds is time contract system which same as banner. Second technique is put the advertisement inside the first page of electronic collections like books, journals, and magazines. This technique is force users to read the advertisement before they read the collections. The system of giving funds of this technique is calculated funds per book accessed. Both of first and second technique, the advertisement must be read or seen by users.

The content of all media can be containing brand of donors, persuading to do some charity, and persuading to read books. Donors here can be a part of charity beside of their marketing investment. The benefit for the donors is cheap advertising costs compared through other media like newspaper, radio, and television. Between library and donors there must be a memorandum of understanding to regulate their agreement.

#### B. Users – Library

Users in this social project is same as most typical users in library. In this social project, library should be more active to persuade users to the library. With rely social awareness, library persuade users to giving charity with by borrowing some books or by simply coming to the library. Users do not have to spend their money if they want to do some charity, they are just enough visit library and borrow some books from library because every book borrowed is an obligation for the donors to provide funds for social foundation through the library. If there are users that want to do some charity but they do not have money enough, they can do it with borrow some books from that library. This social project also can increase reading interest of people because users can get more benefit from that project, they can do some kindness with charity and also can gain their knowledge from reading books.

To promote this social project to society, library must go inside of the society. There are two kinds of societies that library must enter into, it is real life society and online society. In the real-life society, library should go to areas that have high reading interest or high social awareness. The places that have high reading interest such as educational institutions, and the places that have high social awareness such as office and resident environment. In the online society, library should promote this social project through social media that often used by society. After that, the publication through social media can notice online society. The result is societies will notice this project and they also will give a response to it.

#### C. Social foundation – Library

Social foundation become an object for this social project. Library should publish the social foundation in every publication as long as this project running because that is what will be used to attract society's attention. Society will know who gave the funds, who the

receiver, and where library positions in this project. After society know clearly about this project, they will give a response to it.

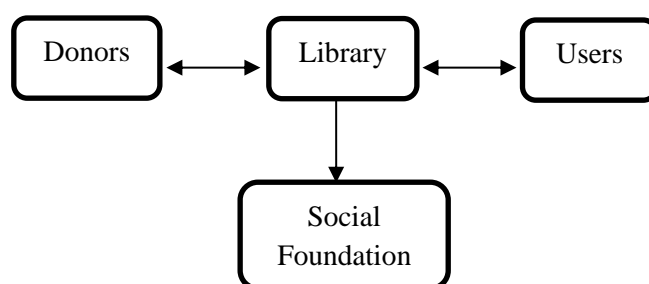
Between library and social foundation also there must be a memorandum of understanding. Memorandum of understanding rules contract between library and social foundation about the amount of money which are going to be donated, what should library and social foundation do, and other agreement. Long term contract between library and social foundation is so important for continuity of this project because the main purpose of this project is social awareness. In other hand, library can persuade people in social foundation to come to the library. Library can increase reading interest of people in social foundation because beside they need funds, they also need gain their knowledge. So, the social foundation can develop itself.

### **What library needs and gets**

As event organizer, beside needs support from other parties, library also needs facilities and human resources to support their internal activities. Library needs facilities the same as most library needs in general, but for this project library needs more facilities to support advertising activity like printing device. Then, library needs human resources that expert in their field. Ensure that at least one or two of the human resources in each field have good management knowledge, financial and fund management knowledge, and marketing management knowledge because that are the most speciality needed for this project.

As one part of this project, library also can get something profitable. Profitable in here is useful for the sustainability of library itself. Small amount of funds can be used for treatment collections, addition for collections, and other administration cost. After that, library also can develop itself and attract users to the library. So, this project is not only profitable for other parties but also the library.

### **Mind maps of concept**



### **Conclusion**

The system of this social project can be a solution for some problem especially in developing country. There are two big problems will be solved if this project applied. First, reading interest of society will increase. Library can get two kinds of users, users who want to read books and users who want to do some charity. Users who want to do some charity will be forced by library to borrow some books. Second, development of poor people to get a better life, especially in social foundation. People in social foundation can get a better life because they get some funds and knowledge from this project. Social foundation itself also can grow up because that project.

This project is not only gives benefit for the social foundation, but all parties which involved in this project will get the benefit in different ways. The benefits are donors can get a cheap

advertising of their product, library can get some funds from donors for development of library, and users can participate to help social foundation while seeking knowledge. System of this project is one of the best way because all parties will get the benefit without harming one with another. After that, this cooperation between all parties will last a long time can even grow up.

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