

**SERVICE MANAGEMENT BY THE DEPARTMENT OF
ARCHIVES AND LIBRARY SUKABUMI DISTRICT IN
REALIZING EDUCATIONAL TOURISM**

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ABSTRACT

The Archives and Libraries Office of Sukabumi District continues to encourage the growth of interest in reading in the community by implementing programs and improving services to meet the needs of users. This research uses one variable (1), namely the service management variable, with A.S. Moenir's service management theory (2006: 88–119), which consists of indicators of awareness, rules, organization, income, skills and abilities, and service facilities. This study uses a qualitative method with a narrative approach. The results showed that the Sukabumi District Archives and Libraries Service had made significant efforts to manage quality services. The results of this study indicate that the service management carried out by the Sukabumi Regency Archives and Libraries Service is still not optimal, based on the 6-dimensional criteria of AS Moenir (2006: 89–119).

Keywords: *service management, library, public interest in reading.*

A. INTRODUCTION

In everyday life, many factors affect humans so that they feel bored when carrying out tiring routines, such as monotonous thoughts, being unhappy, feeling less challenged, needing new things, and so on. To overcome this, humans need recreation. Recreation is very useful in human life, both to refresh the mind and to find a new atmosphere after daily activities. In the *Undang-Undang Nomor 43 Tahun 2007* concerning Libraries, in Article 1, it is stated that "Libraries are institutions that manage collections of scientific papers, printed works, and/or recorded works in a professional manner with a standardized system to meet the needs of education, research, preservation, information, and recreation for users". The existence of one function of the library as a recreation facility under

Undang-Undang Nomor 43 tahun 2007 provides an opportunity to develop the library. Based on the existing paradigm in society, the library is a reading place with books piled up and always seems boring, so the library is expected to function optimally as a place for mental and physical refreshment along with the recreational function of the library. The function of convenience in the library is generally seen in the availability of reading materials and a collection of reading hobbies that provide entertainment for library visitors.

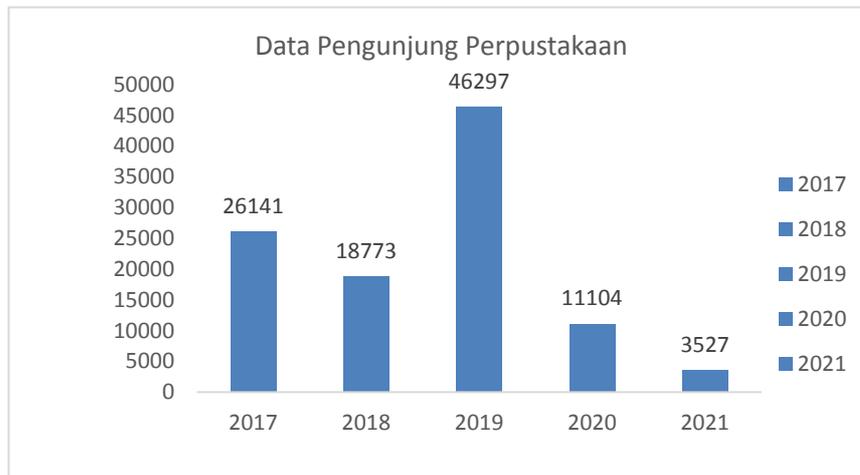
The presence of the recreational function of this library means that it will develop, complementing the main function of the library and making it more interesting and entertaining for visitors. Librarians are not only happy with the information they get but can also feel comfortable, happy, entertained, and have a good impression of the library. All of that can be obtained through the concept of educational tourism. The concept in question is about taking and changing the points in educational tours according to the substance of library services. Therefore, the library can be used for: creating a balanced life for body and mind; increasing interest in reading in spare time through various reading development materials and making use of spare time; and supporting a variety of positive creative and entertainment activities. But in practice, people still underestimate the role of the library. Some people come to the library only when they need materials for homework or are looking for information, while others are reluctant to come to the library to fill their free time.

The government encourages social inclusion-based library transformation, which means it is more open by increasing the library service approach to improving the quality of life and people's welfare. By making the library an educational tour, managers can be creative in making an institution more attractive. The number of book collections is 32,789, and even then, they are still not in accordance with the needs of the community, seeing that the collection of books in the Sukabumi District library is somewhat lacking in updates. This has an impact on the lack of interest of the people of Sukabumi District in reading and visiting the regional library.

To make it easier to access books, the agency is innovating to create online reading materials, or e-books, namely the We Read application. The We Read application is a form of digital library created in collaboration with PT. Kubuku, which is willing to collaborate in supplying digital reading materials, is in agreement with making the PT. Kubuku is willing to lend him 4,000 titles. However, there were problems during the process of running the "We Read" application. The service wanted to add to the collection of books by collaborating with other CSR, but it turned out that when the book collection was added to the application, the PT withdrew the books that were loaned and only 20 books remained, so now the total number of books There are 130 titles available in the "We Read" application.

Many factors influence the development of a regional library, which can be seen from institutional aspects such as funding, public interest in reading, library buildings or rooms, a limited collection of library materials, and human resources. According to the *Undang-Undang Nomor 43 tahun 2007* concerning Libraries, Article 1 reads, "A librarian is someone who has competence obtained through

librarianship education and/or training and has duties and responsibilities to carry out library management and services."



Graph 1. Sukabumi District library visitor data for 2017–2021.
Source: Archives and Libraries Office of Sukabumi District

Qualified librarians are librarians who are able to act as information agents, scientists, and educators. As scientists, librarians must be able to empower information, not just provide information, and be more pro-active towards the community in order to be able to make people aware of the importance of literacy. (Romi Febriyanto 2012)

Action	NIP / NAMA Pustakawan	Pangkat	Tmt Pangkat	Jabatan	Tmt Jabatan	Bidang	Pendidikan	Status Jabatan	Nama Instansi
Detail	Yuni Artanti, S.Sos.	Penata Muda (III/a)	01 Jan 2019	Pustakawan Ahli Pertama	01 Mar 2021	Non Perpustakaan	S1	AKTIF	DINAS ARSIP DAN PERPUSTAKAAN KAB. SUKABUMI
Detail	Rochman Damar Widagdo	Pengatur (II/c)	01 Feb 2019	Pustakawan Terampil	01 Feb 2019	Perpustakaan	D3	AKTIF	DINAS ARSIP DAN PERPUSTAKAAN KAB. SUKABUMI
Detail	Dedi Mulyadi	Penata Muda Tk.I (III/b)	01 Apr 2019	Pustakawan Ahli Pertama	03 Apr 2012	Perpustakaan	S1	AKTIF	DINAS ARSIP DAN PERPUSTAKAAN KAB. SUKABUMI
Detail	Yani Hayati, S.Sos.	Pembina (IV/a)	01 Apr 2022	Pustakawan Ahli Madya	01 Apr 2019	Perpustakaan	S1	AKTIF	DINAS ARSIP DAN PERPUSTAKAAN KAB. SUKABUMI
Detail	Nani Nafisah, A.Md.	Penata Muda Tk.I (III/b)	18 Mar 2021	Pustakawan Ahli Pertama	20 Jan 2017	Perpustakaan	S1	AKTIF	DINAS ARSIP DAN PERPUSTAKAAN KAB. SUKABUMI

Figure 1. List of names of librarians from the District Archives and Libraries Service Sukabumi.
Source: National Library website (2023)

According to the *Peraturan Kepala Perpustakaan Nasional Republik Indonesia Nomor 8 Tahun 2017 tentang Standar Nasional Perpustakaan*

Kabupaten/Kota concerning National Standards for Regency and City Libraries, "the number of qualified library staff (librarians) in the field of library and information is at least 1 (one) person per 75,000 residents of the Regency or City". Meanwhile, according to BPS Kab, Sukabumi has a population of 2,761,476 people. It can be seen from the picture above that the number of librarians in the district public library Sukabumi is not proportional to the population if it is adjusted to the National Library regulations, namely regarding the standard number of library staff (librarians). So that ideally there should be around 103 librarians, thus far compared to the current number of librarians, which only number 5 people who have registered on the National Library of Indonesia's website. The lack of librarians has an impact on the quality of services provided by the Archives and Libraries Office of Sukabumi District.

However, in this case, the librarian of the Archives and Libraries Office continues to be creative by carrying out activities to promote the library so that people are interested and want to visit through a superior program, namely the mobile library. Four times a month, story telling, writing classes, English, numeracy literacy, financial literacy, and most recently, an innovation of Petromax lamps or computer education training will be launched (results from an interview with the mother of one of the librarians on Monday, October 24, 2022, at the Sukabumi District Archives and Libraries Service).

Researchers saw various visits by schoolchildren from kindergarten to high school with different goals or collaborating with the service, creating a new atmosphere for students in learning, especially since the Ministry of Education and Culture issued a new curriculum, namely independent learning, which gives students the freedom to choose what they are looking for in learning. Utilizing opportunities like this needs to be maximized, and library services in this case are able to give the impression that visitors can feel the positive energy impact of wanting to keep coming to the library and be sustainable. Moreover, with the supporting facilities provided, such as a children's reading room, an audiovisual room, free computer and internet services, a growing collection of books (general and children's books), magazines, journals, places of worship, toilets, learning VCDs, a computer system for looking for books needed, where to register new members, and book lending services.

Users can access all the facilities in the library. When reading, books will not be finished right away, so the library provides loan services for users to be able to bring and continue reading at home. However, to borrow books, users must be included as members of the library. By completing these requirements, users can borrow books for seven days. Library membership to date has reached 16,771 people.

From these problems, this is in line with what is called service management, which is generally explained as "a process of applying science and art to develop plans, implement plans, coordinate, and complete service activities in order to achieve goals—firm and customer-friendly service goals, creating special interactions, and quality control with customers" Ratminto and Septi Winarsih (2006:2). Therefore, it is appropriate that service management be used as a research tool for the problems that occur in Sukabumi Creative Hub. In addition,

researchers conducted research at the Archives and Libraries Service of Sukabumi Regency because there was a decrease in the number of visits by the public to the public library from 2017 to 2021. Based on this background, the researcher is interested in conducting research with the title "Service Management by the Archives and Libraries Office of Sukabumi District in Realizing Educational Tourism".

B. LITERATURE REVIEW

Public Management

Management is a universal process, but different types of organizations demand different management strategies. This is increasingly apparent among public and private organizations, so the study of public management needs to use a different approach than the study of business or private management. Public management studies generally lead to real policy issues and are applied to improve optimal public services. (Tangkilisan dan Nogi S, 2005)

(Wijaya and Danar 2014) define public management as an art; that is, the creative activities carried out by practitioners cannot be learned by 'counting'. This means that public management is an activity that has a high degree of flexibility and is highly dependent on the circumstances in which it operates. From the definition above, public management refers to management procedures and processes that are relevant to the public sector (government) and non-governmental organizations, which can also be said to be a complex performance of actors, namely the government and all its employees, to serve the public as well as possible so that the public feels fulfilled in all his wishes with good performance or arrangements from within the public organization itself.

Public service

According to Dwiyanto (2018: 22), public services include services to meet the needs of public goods, basic needs and rights, government and state obligations, and national commitments. Services that, although provided by the central government, regional governments, state and regionally owned enterprises, or other institutions whose budgets come from the *APBN* or *APBD*, are not used to fulfill one of the four criteria above cannot be said to be public services.

Therefore, public service is an activity that is the responsibility of the state related to the provision of goods or services by the government to the community for its public obligations, whether given directly or through partnerships with private parties.

Public Service Management

According to (Ratminto and Winarsih (2006 : 4), service management is a process of applying science and art to plan, implement, coordinate, and complete service activities in order to achieve service goals. Meanwhile, according to A.S Moenir (2006: 186), service management is process management, namely the management side that regulates and controls the service process so that the mechanism of service activities can run orderly, smoothly, right on target, and be satisfying for those who must be served.

Regarding the above understanding, the researcher concludes that service management is an activity carried out by an institution or agency to achieve the

desired goals; with good management, it will facilitate the organization, employees, and society. Management can also increase the usability and efficiency of the elements of management.

Library Functions as Recreation and Educational Tourism

The presence of one function of the library, recreation, provides ample opportunities for library development. Society's paradigm towards libraries that are still ancient assumes that libraries are only a pile of books and activities that are so rigid (reading only). So with the recreational function of the library, it should be able to maximize its role as a solution for people who have certain needs, such as refreshing the body and mind.

The concept of educational tourism is an alternative to reviving the role of the library as a recreation facility. The author has mentioned that people are fed up with libraries where there is no development and the models still look old-fashioned. By applying the educational tour method, at least the library can be active and creative in providing different services, giving a good impression to library visitors.

C. RESEARCH AND METHODE

The research method used by researchers is qualitative research. According to Creswell (2021: 4-5), qualitative research is: "Qualitative research is a method for exploring and understanding the meaning that some individuals or groups of people ascribe to social or humanitarian issues. This qualitative research process involves important efforts, such as asking questions and following procedures, collecting specific data from participants, analyzing the data inductively from specific themes to general themes, and interpreting the meaning of the data. Anyone involved in this form of qualitative research must adopt an inductive style of research perspective, focus on individual meanings, and translate the complexity of a problem."

From the definition above, it can be concluded that qualitative research methods are used to study a phenomenon related to social interaction. That way, qualitative research in general can be used for research on people's lives, behavior, history, concepts or phenomena, social problems, and others.

The type of qualitative research used by researchers in this research is narrative. According to Creswell (2021:18), "Narrative is a research strategy in which research investigates the lives of individuals and asks a person or group of individuals to tell their lives. At the end of the research phase, the researcher must combine, in a narrative style, his views on the participants' lives with his views on his own life."

The narrative approach can be interpreted as a study that focuses on narratives, descriptions, or stories about a series of events related to human experience. This type of case study research is suitable as a method for answering questions in this study, namely to find out the service management of the Sukabumi District Archives and Libraries Service in realizing educational tourism.

D. EXPLANATION

Analysis of the implementation of service management in an effort to increase public interest in reading in Sukabumi District To find out this, in carrying out research on Diarpus service management in an effort to increase public interest in reading, researchers used service management theory from AS Moenir (2006: 81–119), which can be explained as follows:

Awareness

It can be seen that the Diarpus has carried out community-level research (TGM) in 2022 in the area of Sukabumi District, with a population of 2,761,476 people. A sampling of 400 people has been carried out across the Sukabumi District from 47 districts. Following are the results of research on people's motivation to read books conducted by Diarpus:

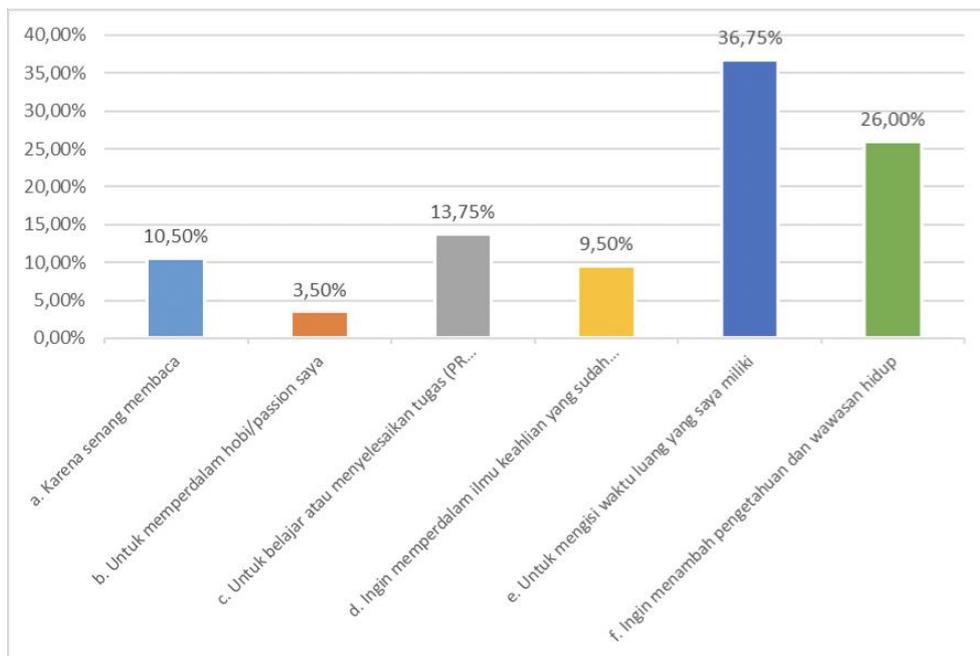


Figure 2 Reading Motivation

Source: Archives and Libraries Office of Sukabumi District, 2023

The encouragement or motivation to read or seek information for various groups of respondents differed from one another, both in terms of printed and electronic reading materials. Most of the respondents stated that they enjoyed reading as much as 10.50%. Then, in general, respondents read because it is a requirement for learning activities or completing assignments (such as school homework, college assignments, or office work assignments), namely 13.752% of respondents. There are also respondents who already have a hobby of reading, namely as many as 3.50%. And the respondents who read only to fill their free time are as high as 36.75%. Meanwhile, respondents who read to broaden their knowledge are as many as 26%, and those who read to deepen a particular skill are 9.50%. Taking these findings into account, it is known that the people of Sukabumi District, represented by the respondents in this survey, already have

sufficient interest and reading habits.

Based on the information obtained, the value of the level of reading interest of the people of Sukabumi District Based on the measurement results, Sukabumi District is known to be in the moderate category in terms of people's reading affinity, with a TGM score of 42.49. The community has made reading a daily activity, but it is known that they cannot be said to be fond of reading because the amount of reading material read and the intensity are still relatively low.

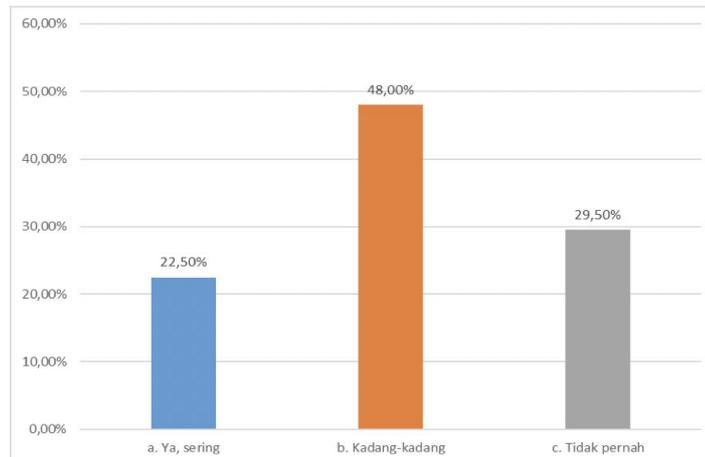


Figure 3 Intensity of Visits to the Library

Sumber: Source: Archives and Libraries Office of Sukabumi District, 2023

Based on the table and figure above, it is known that a small number of respondents, namely as many as 22.50%, often visit the library near where they live. Nearly half of the respondents, namely 48%, were known to only occasionally visit the library, and 29.50% of the respondents had never visited the library near their residence. The libraries in question include public libraries at the district, sub-district, and village/kelurahan levels. This certainly deserves the attention of the government in order to re-evaluate the condition of library services that are held so that they can be in demand according to the expectations and needs of its citizens.

Rules

To create institutions that can make people feel more comfortable because their environment is orderly, rules are needed. Based on the information the researchers got from informants 1 and 2, it can be seen that the rules for this management are very important so that people who visit can follow the rules that have been set. With the presence of rules and regulations, order, security, trust, accountability, and efficiency will be created.

Based on observations made by researchers, the rules applied by the Diarpus to library visitors were that, starting with the arrival of visitors to the library, they were directed to fill out the attendance list, and after that, they had to store their bags in the lockers provided. Then library visitors are prohibited from bringing food, snacks, or drinks that taste bad (if ordinary drinking water is allowed). The following are rules for visitors to the library that must be followed:

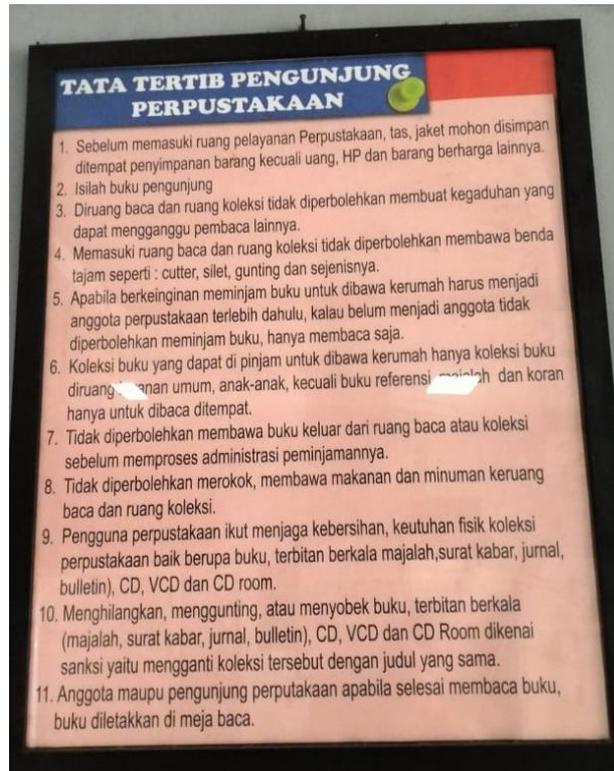


Figure 3 Orders for visitors to the Sukabumi District public library
Source: Researchers, 2023

It can be seen from the picture above in detail what is allowed and prohibited regarding the order of library visitors. However, some of these regulations are deemed unnecessary by visitors to the library. According to informant 3, the existence of these regulations is very important, but because everyone has a different method of reading books, there are those who are quiet and can only concentrate, while others listen to music so they feel relaxed, and there are also those who usually snack so they don't get bored while reading. Thus, Diapus must pay attention to these factors again so that what is desired by library visitors can be fulfilled as a whole and does not burden one party.

Organization

The service organization referred to here is organizing service functions both in the form of structures and mechanisms that will play a role in the quality and smoothness of services. Based on informant 1's experience in carrying out service organizations, Diapus has the motto "One Stop Library".

This one-stop library is a library service concept that implements a library that provides multi-functional services, not just a place to borrow books. Libraries can provide added value by providing a variety of activities. including:

a. Availability of Various Book Borrowing Services:

- 1) Circulation Services: Services for Borrowing and Returning Library Materials and Books

- 2) Reference Services: Services for providing collections of reference materials such as encyclopedias, dictionaries, laws, etc.
- 3) Pusling Services: Mobile library services to reach areas that are far from the library
- 4) Box book service: 100 copies of books for 3 months
- 5) Computer and Internet services Services for providing computers and internet access in libraries, for information retrieval, and for training activities

b. Development of Libraries

- 1) Librarian Counseling and Library Manage
- 2) Village Library Mentoring
- 3) Reading House Counseling
- 4) School Library Counseling

c. Learning House

- 1) Storytelling with the concept of "saving children"
- 2) Creation Class
- 3) Japanese Language Class
- 4) Corel class
- 5) Internet Marketing Class
- 6) Basic Computer Class
- 7) Save the archive
- 8) Hijab classes and make-up tutorials



Gambar 4.4 Pelatihan Membuat *Bucket*

Source: Researchers, 2023

In accordance with the results of the study, the roles and responsibilities of the Directorate General of the Library of Indonesia have been carried out optimally by providing services. By changing the library not only as a place to read but also as a place for social inclusion, Libraries based on social inclusion are defined as libraries that can facilitate the community in developing their potential by looking at cultural diversity, a willingness to accept change, and offering opportunities to try, protect, and fight for culture and human rights. Therefore, a concept like this makes the library less rigid.

Income

According to A.S. Moenir (2006: 110), income is all the receipts of a person in return for the energy and/or thoughts that have been devoted to other people, bodies, or organizations, both in the form of money and in kind or facilities, within a certain period of time. Basically, his income must be able to meet the necessities of life both for himself and his family.

In this aspect, the income of an agency greatly affects the development aspects of the agency. Based on the results of interviews with Diarpus, the budget is still fully funded by the *APBD*. This is indeed a problem, but on the other hand, this agency requires a large budget to accelerate human resource development by carrying out activities that have a positive impact on society and become provisions for their welfare.

To deal with this problem, the results of observations from researchers show that so far, the Directorate General of the Library of Indonesia has collaborated with certain parties to support the activities carried out to expedite and make these activities successful. Such as: JNE, Telkom, BWS, TDA, Champion UMKM, Sharia Pawnshops, etc.

Skills/Ability

Ability comes from the basic wordcapable," which in relation to a task or job means being able (adjective of circumstances) to carry out a task or job so as to produce goods or services as expected. The word artificial ability by itself is also an adjective or state that is aimed at the nature or condition of a person who can carry out tasks or jobs based on existing provisions. With adequate abilities and skills, the implementation of tasks and work can be carried out properly and quickly to fulfill the wishes of all parties, both the management itself and the community.

The Diarpus said that indeed there had been no provision for librarians in Sukabumi District, even though the national library had provided them; this was also a polemic because librarians sometimes did not have any fees for departure. Lack of budget is one of the causes of the lack of implementation of the capacity building carried out by the Directorate of Internal Affairs for internal purposes.

Also, with the number of human resources, this matter is still lacking in many tasks but instead has to be carried out by one person. This makes employees overwhelmed when carrying out their duties. For example, if 1 person has 12 tasks, there should be 3 to 4 staff to help. This is a problem, and the only way to solve it is to add human resources so that they can maximize their roles and responsibilities in carrying out their duties.

Service Facilities

Service facilities are a strong attraction and can even be said to be a magnet to attract people to come to the library not just to read but also to use it as a second home. Optimizing the function of the library, one of which is recreation, makes it attractive for people who are reluctant to come to the library because, according to them, the library is no longer a boring place but can be a fun place.

Based on the results of research from interviews with library visitors regarding service facilities, they are quite adequate, although sometimes the references they are looking for cannot be found. For example, there is OPAC

(Online Public Access Catalog), which is a tool for digitally searching for books. I can't find a book with that number. According to the employee's explanation of the problem, it was indeed not only one or two times; the cause was that the book that was looking for was lost or had not been returned to its original place.

E. CONCLUSION

Based on the results of research conducted by researchers in the field by collecting data up to the discussion regarding the management of library services in an effort to increase public interest in reading by making the library an educational tour according to A.S. Moenir's theory, the following conclusions can be drawn:

1. Awareness: It is known that the TGM (reading interest level) value of the people of Sukabumi District in 2022 will be 42.49. This value is in the category of "favor of reading: moderate. TGM scores are known to be low in terms of the intensity and frequency of reading books and non-books. The general public is known to access the internet more frequently to obtain reading materials and information sources.
2. The rules, so far, regarding the rules made by the Diarpus for library visitors have been implemented well, as seen from the orderly administration carried out by the Diarpus in serving and so with visitors who follow the rules that have been set.
3. Organization: the development of an institution carried out by the Diarpus using the concept of "one stop library" makes this institution not rigid only as a means for the community to read; besides that, the Diarpus carries out various activities for the welfare of the community.
4. Revenue: in this case, Diarpus continues to make collaborative efforts with certain parties by not depending on the budget from the *APBD*.
5. Skills/Ability To maximize the role of the library, of course, there needs to be an increase in the capacity of its employees. With the extent of Sukabumi District, there is a shortage of human resources, so at least there must be additional employees to optimize their duties and functions.
6. Service facilities, although located in a strategic location, have not been developed according to the times and the demands of society. The Public Library of Sukabumi District is still categorized as a relatively simple public library with all the limitations of existing facilities and infrastructure.

From the results of observations made by researchers, there should be a special room for some users who want access to freedom when reading so that they are not constrained by existing rules; for example, there should be a room where you can read while drinking coffee or eating snacks so that library visitors don't feel constrained and boring.

Whereas realizing educational tourism by the library can increase the level of enthusiasm of the community to visit the library, the instagatable concept that needs to be implemented by the library will make anyone interested in visiting the library. Therefore, the library should have beautiful spots that can spoil people when they come to the library.

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