

Information Product Analysis as An Effort to Improve The Library's Recreational Function

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Abstract

Libraries, beyond their traditional role in storing and disseminating knowledge, serve as vital community hubs offering recreational activities and resources. Although libraries are traditionally associated with the storage and dissemination of knowledge, they also serve as important community centers that offer a range of recreational and entertainment services. This study aims to enhance the recreational function of libraries by identifying suitable information products, understanding user preferences, and exploring application areas. Research stages involve data collection via surveys and library records, processing and analyzing the data, and presenting findings. Diversification of library collections emerges as crucial; a varied assortment including fiction, non-fiction, multimedia, and digital resources can cater to diverse patron interests. Moreover, the incorporation of additional services and facilities like comfortable reading spaces, children's play zones, and recreational event programs is imperative. Such amenities not only attract a broader audience but also better fulfill their recreational needs. Ultimately, this research underscores the significance of evolving libraries into dynamic community spaces that offer both intellectual enrichment and leisure opportunities.

Keywords: Information products; library recreation function; Bandung city library & archives office

A. Introduction

The task of the library is to foster reading awareness in society, the library must carry out its main functions to maximize this task, namely by carrying out educational functions, research functions, preservation functions, information functions, and recreational functions. One of the library functions that greatly affects a person's interest in reading is the recreational function of the library. Suharmono (2015) states that one way to increase people's interest in reading is to maximize the recreational function of the library, by providing various interesting collections that can meet the information needs of the users.

In the recreational function, the library is analogous to a tourist attraction, both of which can provide recreational functions to its visitors (Morita & Laksmi, 2018). Visitors to the library, besides being able to search and find the information they want, can also enjoy recreation in the library. Thus, visitors can get entertainment, physical and spiritual freshness, and pleasant memories in the library (Sugiarto & Priyanto, 2020). To develop the recreational function of the library, the principles of tourism development in general can be modified. Libraries can develop layouts, panoramas, public facilities, memories, and performances that have a recreational impact on library visitors.

This research was conducted at the Bandung City Archives and Library Office. Information products contained in the Bandung City Archives and Library are limited to journals, articles, press releases, and other digital collections that can be accessed through the e-Pustaka application. One of the modifications that can be made by the library is the modification of information products. Information products consist of information made in forms other than books. The result obtained from the utilization of information products is the information itself. Many examples of modified information products include e-books, audiobooks, video books, or scrapbooks.

The modification of information products to increase library visits is by the vision of the Bandung City Library, namely "The Realization of Increased Public Interest in Reading and the Implementation of Standardized Archives" and two of its four missions, namely: 1) Realizing Public Interest in Reading; and 2. Improving Services to the Community (Dispusip Kota Bandung, 2020). The use of information products as an effort to improve the recreational function of the library is also in line with the concept of a library by the definition of a library in Law number 43 of 2007 concerning Libraries which states that "Libraries are institutions that manage collections of written works, printed works, and/or recorded works professionally with a standardized system to meet the needs of education, research, preservation, information and recreation of library users (Perpustakaan Nasional Republik Indonesia, 2007).

Seeing these problems, the researcher intends to conduct research on the analysis of information products as an effort to improve the recreational function of the library following the vision and mission of the Bandung City Library. The problem identification includes:

- (1) What types of information products can be used to improve the recreational function of the library;
- (2) What are the user specifications of information products as an effort to improve the recreational function of the library;
- (3) What are the application areas of information products to improve the recreational function of the library?

Based on the formulation of the problem, the specific objectives of this research include:

- (1) To identify the types of information products that can be used to improve the recreational function of the library;
- (2) To identify the user specifications of information products to improve the recreational function of the library;
- (3) Knowing the application areas of information products as an effort to improve the recreational function of the library.

The urgency of this research can be seen from the low level of library visits. The total population of Indonesia based on a survey conducted by BPS is 275.77 million, while the number of library visits is only 13,668. This is certainly a special concern considering that the library is a trusted information provider. Therefore, it is necessary to make new efforts to increase interest in visiting the library so that the utilization of information can be carried out optimally through the provision of information products that are interesting and easy to understand.

This research is urgent and important as libraries evolve into multifaceted community centers. This shift aims to attract diverse audiences, foster community engagement, and adapt to digital transformations by offering a range of digital and multimedia content. Enhancing recreational services supports mental health, lifelong learning, and cultural enrichment, making libraries more inclusive and beneficial to all age groups. Additionally, effective information product analysis ensures optimal resource allocation, helping libraries remain competitive and relevant in an era of abundant

entertainment options. By embracing these changes, libraries can better meet the evolving needs of their communities and maximize their impact.

B. Research Method

This research employs qualitative techniques to delve into the multifaceted dimensions of information product analysis, focusing on their role in elevating the recreational experience within library settings. The qualitative approach begins with an in-depth exploration of the various types of information products available within the library context. Through methods such as content analysis and thematic analysis, researchers examine the content, format, and accessibility of these products to discern patterns and identify potential areas for improvement. By immersing themselves in the qualitative data, researchers gain a comprehensive understanding of the diverse array of information products and their respective contributions to recreational engagement (Sugiyono, 2017). In qualitative research focusing on information product analysis to improve the library's recreational function, the research object is the information products themselves and their utilization within the library setting. This includes a comprehensive examination of various types of information products available, such as e-books, audiobooks, multimedia resources, and digital databases. Researchers delve into the content, format, accessibility, and relevance of these products, aiming to understand their potential impact on enhancing recreational experiences for library patrons (Creswell, 2014).

On the other hand, the research subject encompasses both the information products and the library users who interact with them. Library users represent a diverse demographic, including individuals of different ages, backgrounds, interests, and preferences. Researchers investigate how these users engage with information products within the recreational context of the library, exploring their perceptions, experiences, motivations, and behaviors. By focusing on both the products and the users, researchers gain a holistic understanding of the dynamics shaping recreational engagement within the library environment.

The research subject also extends to the broader socio-cultural context surrounding information product utilization within libraries. This includes examining factors such as technological trends, societal attitudes towards leisure and learning, and institutional policies and practices that influence the availability and accessibility of information products. By situating the analysis within this wider context, researchers elucidate the complex interplay between individual, organizational, and environmental factors shaping recreational experiences within library settings. Overall, the research object and subject in qualitative research on information product analysis in libraries converge on understanding the intricate relationships between the products themselves, the users who interact with them, and the broader socio-cultural context in which these interactions occur. By adopting a comprehensive approach that considers both the products and the users within their socio-cultural milieu, qualitative research provides valuable insights that inform efforts to improve the recreational function of libraries.

Moreover, qualitative research enables researchers to uncover the underlying motivations, preferences, and behaviors that shape the usage and reception of information products among library users. By employing ethnographic approaches and narrative analysis, researchers delve into the socio-cultural contexts and individual narratives that inform the selection, engagement, and satisfaction with information products. This qualitative exploration offers nuanced insights into the intricate interplay between user characteristics, contextual factors, and information product features in shaping recreational experiences within library settings. In conclusion, qualitative methods serve as a robust framework for conducting information product analysis aimed at improving the recreational function of libraries. Through the systematic exploration of content, user

perceptions, and socio-cultural dynamics, qualitative research offers valuable insights that inform strategic decision-making and enhance the efficacy of information products in fostering recreational engagement within library environments.

C. Discussion

Types of information products that can be used to enhance the recreational function of libraries

Libraries have evolved into dynamic hubs of lifelong learning, embracing their role as information and recreation centers in today's digital landscape (Cigarini, Bonhoure, Vicens, & Perelló, 2021). The study conducted at the Bandung City Library sheds light on the diverse range of information products that can elevate the recreational experience for visitors. Digital information products like e-books, audiobooks, and e-magazines offer accessible entertainment, allowing users to indulge in literary or auditory delights using their personal devices within the library premises. Moreover, multimedia activities, including movie screenings, music listening sessions, and gaming facilities, add an interactive dimension to recreational programming, enticing patrons of all ages. Special event programs such as book readings, art showcases, and film discussions foster a vibrant cultural ambiance, encouraging community engagement and intellectual discourse within the library space.

The provision of extensive knowledge databases, comprising scholarly journals, historical archives, and scientific resources, enriches the recreational potential by facilitating research endeavors and intellectual exploration. Cultivating a thriving community of readers within the library fosters social recreation, enabling enthusiasts to convene for book discussions, share literary insights, and partake in communal activities, thus nurturing a sense of belonging and camaraderie. Additionally, the presence of knowledgeable library guides, equipped with expertise in diverse subjects, enhances the recreational experience by offering tailored assistance, conducting informative presentations, and fostering learning opportunities for visitors seeking guidance or insights on specific topics. Through a multifaceted approach encompassing digital innovation, cultural enrichment, and community engagement, libraries continue to evolve as indispensable bastions of recreational and intellectual pursuits in the modern era.

In parallel with offering diverse information products, libraries must also prioritize the creation of welcoming and inclusive spaces to foster recreational engagement. Comfortable reading nooks, vibrant community areas, and accessible amenities contribute to an inviting atmosphere conducive to leisurely exploration and social interaction. By investing in physical infrastructure and amenities, libraries can cater to the diverse needs and preferences of their patrons, ensuring that individuals of all backgrounds and interests feel welcomed and valued within the library environment. Furthermore, leveraging technology and innovation plays a pivotal role in enhancing the recreational function of libraries. Embracing emerging digital platforms, interactive displays, and virtual reality experiences can revolutionize the way patrons engage with information and entertainment within the library space. By staying abreast of technological advancements and integrating them thoughtfully into their offerings, libraries can stay relevant and captivating in an increasingly digital-centric society, thus reaffirming their status as indispensable community resources for lifelong learning and leisure.

This research identified different types of information products that can be used to enhance the recreational function of libraries. It is important for libraries to continuously innovate and adapt to technological developments and patron interests in order to maintain their relevance as information and recreation centers in the community. By providing a variety of information products and recreational programs, libraries can become attractive and useful places for the community.

Information product user specification as an effort to improve the recreational function of the library

Understanding the demographics of potential library users is paramount for tailoring information products to their needs and interests effectively (Lenstra, 2020). The findings from the study conducted at the Bandung City Disarpus reveal a diverse user base encompassing individuals from various age groups, educational backgrounds, occupations, and interests. From children to the elderly, users exhibit a wide spectrum of preferences and requirements concerning information products, reflecting the heterogeneous nature of the library's patronage. Moreover, discerning user preferences regarding information products is essential for aligning library offerings with user expectations. While some users gravitate towards e-books and audiobooks for leisure reading, others prioritize access to knowledge databases for academic or personal growth pursuits. Recognizing and accommodating these diverse preferences is crucial for ensuring that information products resonate with the varied interests and objectives of library users.

Acknowledging the existence of special content needs among certain user groups underscores the importance of catering to niche interests within the library's collection. Whether it be children's storybooks for educational programs or culinary literature for cooking enthusiasts, addressing these specific requirements enhances the relevance and appeal of the library's offerings to targeted user segments. Additionally, understanding user preferences extends beyond the type of content to encompass the preferred media format. Users exhibit varied inclinations towards physical books, e-books, audiobooks, and other digital media, underscoring the necessity of maintaining a diverse range of formats within the library's inventory to accommodate differing consumption habits and technological preferences.

Identifying the recreational activities that resonate with library users provides valuable insights into programming and event planning efforts. From book discussion groups to art performances and skills workshops, the study highlights the multifaceted recreational interests of library patrons, emphasizing the importance of offering a versatile array of engaging activities to foster community involvement and participation. Finally, the study underscores the correlation between user engagement levels and utilization of information products and recreational offerings within the library. Users who demonstrate a higher degree of engagement with the library are more likely to explore various information resources and actively participate in recreational events, underscoring the reciprocal relationship between user involvement and the efficacy of library services in meeting user needs and expectations.

This study identifies the specifications of information product users in the Bandung City Disarpus which include demographics, information product preferences, specialized content needs, media preferences, desired leisure activities, and level of engagement with the library. Understanding these user characteristics will assist libraries in devising more effective strategies to improve recreation functions, such as designing appropriate recreation programs, developing relevant collections, and tailoring services to user needs. This research also provides valuable insights into how libraries can better serve their communities and become more attractive recreation centers.

Information product application areas to enhance the library's recreational function

In adapting to the evolving needs of a digitally connected society, libraries are redefining themselves as attractive and relevant spaces through strategic application of information products. Research findings elucidate several key areas where these products are being effectively deployed to enhance the library experience. Firstly, libraries are prioritizing the creation of flexible reading areas tailored to cater to diverse preferences and needs. From dedicated children's reading corners to book discussion rooms and

lounge spaces equipped with cutting-edge technology, such as tablets and computers, these spaces offer a conducive environment for leisurely exploration and intellectual engagement.

Libraries are enriching their offerings through a diverse array of recreational and educational programs designed to appeal to various age groups and interests. From art performances and skills workshops to book discussion groups and lectures, these programs foster community engagement and lifelong learning while catering to the diverse interests of patrons. Moreover, libraries are leveraging interactive technologies like Augmented Reality (AR) and Virtual Reality (VR) to augment the recreational experience for visitors. By integrating these immersive technologies into select programs and activities, libraries provide a more engaging and innovative platform for exploration and discovery.

Additionally, libraries are expanding their digital service offerings beyond physical collections to include access to knowledge databases, online catalogs, and book ordering services. This digitalization enhances convenience and accessibility for patrons, empowering them to explore a wealth of resources from the comfort of their homes. Libraries are transforming into vibrant community spaces by incorporating dedicated community rooms that serve as versatile venues for group meetings, art exhibitions, and other community events. These spaces foster social interaction and collaboration, further solidifying the library's role as a hub of community engagement. Lastly, libraries are harnessing the power of social media to actively engage with visitors, promote events, and gather feedback. By maintaining an active presence on popular social platforms, libraries enhance visibility, facilitate communication, and cultivate a sense of belonging among patrons, thereby fostering a dynamic and interactive relationship with the community.

This research shows that information products can be applied in various aspects of libraries to enhance their recreational functions. Through the development of comfortable facilities, recreational and educational programs, interactive technology, and the use of social media, libraries can become attractive and useful recreational centers for the community. These strategies help ensure that libraries remain relevant and pertinent in the digital age, meet patrons' needs, and promote interest in reading and knowledge comprehension.

Enhancing the library's recreational function through information product analysis has significant implications. By offering diverse recreational activities tailored to patrons' interests, libraries can attract a broader audience, increasing community engagement and footfall. This tailored approach enhances the user experience, leading to higher satisfaction and more frequent visits. Additionally, understanding which recreational products are most valued allows for more effective resource allocation, ensuring investments yield the greatest benefit. This focus on recreational offerings also supports mental health and well-being by providing spaces for relaxation and leisure, reinforcing the library's role as a safe, inclusive community hub.

Improving recreational functions helps libraries stay relevant and competitive in an era with abundant entertainment options, reinforcing their position as essential community centers. These activities often provide informal learning opportunities, promoting lifelong learning and personal development. Libraries can enhance cultural and social life by offering diverse materials and programs, such as literature, arts, music, and interactive experiences. Incorporating digital recreational products aligns libraries with technological advancements, meeting modern patrons' evolving preferences. Overall, insights from information product analysis guide strategic planning, helping libraries design services that align with current trends and future needs, ultimately strengthening their role in the community.

D. Conclusion

This study aims to understand the role of information products in enhancing the recreational function of libraries. Information products play an important role. The results show that information products, such as books, magazines and digital materials, play a very important role in enhancing the recreational function of libraries. People use these various information products for recreational purposes, including entertainment, learning and relaxation. Collection diversification is important. This research highlights the importance of diversifying library collections. A diverse collection can attract different types of patrons and better meet their recreational needs. This includes fiction, non-fiction books, multimedia, and digital resources. Additional services and facilities are needed. In addition to a diverse collection, research also shows that additional services and facilities, such as comfortable reading rooms, children's play areas, and recreational event programs, can enhance the appeal of libraries as recreational venues. The role of technology. The development of information technology has contributed greatly to improving the accessibility of information products. The use of technology, such as access to digital libraries and mobile phone applications, allows visitors to more easily access recreational information. Cooperation and promotion. The results emphasize the importance of cooperation with external parties, such as art, culture, and education institutions, to hold joint recreation programs. In addition, promotion of the library as a recreational venue needs to be improved to reach more potential visitors. In order to improve the recreational function of libraries, this study provides valuable insights into how libraries can utilize information products and various strategies to meet people's recreational needs. By taking appropriate measures, libraries can become more attractive places and play an active role in promoting recreation and learning in the community.

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