Librarian Services at Unilak’s Main Library Environment: A Dramaturgi Approach

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Abstract. This research is a qualitative research by using a dramaturgi approach from Erving Goffman done in the main library of the Universitas Lancang Kuning. In dramaturgi, the reality is analogous to theatrical performances. The focus of this approach is not what people do, what they want to do, but how they do it. Data collection techniques in this study were conducted by observation, interview and document analysis. The results of this study indicate that in playing the role of leadership is approaching creative. This is demonstrated by the efforts undertaken in building ideal services such as guiding actors according to scenarios (making clear rules, making job descriptions, creating vision and mission libraries, removing those that do not support it outside the library, rolling in the library and sending staff training, seminars and workshops) and keeping the team's agreement for service improvements (evening picket, Saturday special service, student use of book data input). In building the desired service, the director builds the actors' interaction based on power, so that the interaction that runs feels rigid, there is no communication and coordination between the leadership and subordinates. Complained and gossiped backstage.

Keywords: Dramaturgy, Library Service, Universitas Lancang Kuning

1. Introduction

The library will not be separated from the Service, all processes carried out in the library must be related to services, whether in the planning stage, collection, management, building and room arrangement all processes in the library are carried out for a purpose, namely service. Services carried out in the library for the benefit of library customers. Therefore, every library will always improve its library services. In the Library, the focus of attention lies in how services can be done properly, regularly, in a fast, precise or as needed by users. Library services depend on collections and books as the main object. It is almost certain that there is no library without books, but most certainly there is a librarian in charge of carrying out the role of the service.

Librarians, who build services in the library, definitely do interaction between each other, whether in the context of librarians with their superiors, librarians with visitors, and librarians with librarians. The interactions that occur in the library, namely between leaders, librarians and library staff are seen as social processes, containing the dynamics of actions, influences, and relationships between elements. Besides, the general value pattern in the form of procedures, norms, ethics and aesthetics with the estuary of actions and events to meet the needs of users. In practice the process of interaction with the library is based on norms, values, rules, which can be used as a reference in interacting.
All process activities carried out in the library lead to services. Starting from planning, procurement of library materials, processing, building and room arrangement, everything are done to build a service in the library. The expected service is a service that can fulfill all information needs and provide convenience to the users. In building these services members of this organization interact, namely between superiors and superiors, between superiors and subordinates, between subordinates and subordinates. The interaction between them is based on various differences, such as education, age, ethnicity, various interests, economy, position, power, and so on. Further, These differences lead to differences in the meaning of the services they understand that manifest in the way they serve. Certain ways in implementing service management in certain contexts can create certain services, while, in the same way, but used in different contexts, will create different services. It can be concluded that the way to implement management, or the way individuals interact in implementing it, in certain contexts, will determine the form of service. Thus, it can be known why services in a library are considered unfriendly, in other places are very friendly, and so forth. Therefore, research in the field of service management needs to emphasize the way they interact. So far, library service management has only been seen from the outside, even though service management resulted from the interaction between individuals who run it. The interactions that occur in the library, namely between leaders, librarians and library staff are seen as social processes, containing the dynamics of actions, influences, and relationships between elements. Besides, the general value pattern in the form of procedures, norms, ethics and aesthetics with the estuary of actions and events to meet the needs of users. In practice the process of interaction with the library is based on norms, values, rules, which can be used as a reference in interacting. According to Berry (1995: 47), norms or rules that are agreed as guidelines in acting. These rules as standards of correct and wrong behavior and controlled by those norms not only through fear to harm others, but also through feelings of guilt when they violate these norms. Whereas values or beliefs that are chosen both individually and by a group of people to behave. Value can also be interpreted as a motive. The relationship between value-attitude-behavior (value-attitudes-behaviors) can be distinguished from the results of observations. Behavior is something that can be observed clearly, while value is something abstract or cognitive that influences attitude. Individual values can change because they are influenced by age, maturity, education, experience, and changes in the surrounding community. In serving others, delays in providing services can be categorized as one example of violations of the norms prevailing in the library. The norm is in the form of rules contained in library service hours. These norms are outside the individual, limiting them and controlling their behavior. Individuals may not feel pressured or coerced, because they have internalized these norms, have accepted these norms as their own standards of behavior. As a stage of the show, the library of Universitas Lancang Kuning requires actors who can play their roles as best as possible. Based on the facts above, the research question is how does the Universitas Lancang Kuning library manager interact in order to build the desired service?.

The introduction should briefly place the study in a broad context and highlight why it is important. It should define the purpose of the work and its significance. The current state of the research field should be reviewed carefully and key publications cited. Please highlight controversial and diverging hypotheses when necessary. Finally, briefly mention the main aim of the work and highlight the principal conclusions. As far as possible, please keep the introduction comprehensible to scientists outside your particular field of research.

Therefore, This study tried to use the dramaturgy approach of Erving Goffman in implementing services in the library. The focus of this approach is not what people do, what they want to do, but how they do it (Mulyana, 2001) Definition of services (services) proposed by Christian Gronroos at Fitzsimmons (2006: 4). A Service is an activity or a series of activities that are more or less intangible, which usually, but not necessarily, occur in the interaction between customers and employees of services and / or physical resources or goods and service provider systems, which are provided as solutions to customer problems."
(Service is an activity or a series of intangible activities that are usually, but not always, there is interaction between the customer and service staff and our physical resources or goods and / or service provider systems, which are used as solutions to customer problems). Kotler (2001: 464) defines services as "Services that are actions or performance that can be offered by one party to another are basically intangible and do not result in ownership of anything. This is a production that may or may not be related to physical products". (Every activity or performance offered by one party to another party is essentially intangible and does not result in ownership. The production process may or may not be related to physical products). This understanding provides an understanding that services are actions, processes, performance, and activities that are intangible objects, some serve and some are being served, do not produce ownership but can be felt. It can be assumed that services do not produce goods, but produce services. Services provided to customers can be in the form of profits or seeking profits, such as in the banking business, but there are also services that provide free or non-profit such as library services

2. Research Methods

This research is qualitative research. Qualitative research is an investigation process that describes data derived from the context of events that occur in depth and events that appear and support the use of induction methods in order to get possible explanations based on the observed symptoms.

This problem will be seen using the dramaturgic approach to theater performances. Social interaction is the way we view reality / phenomena, where an actor plays other human characters so that the audience can get a picture of the life of the character and is able to follow the storyline of the drama presented. Because this research is a qualitative research that requires closeness between researchers and those studied, the authors decided to choose a location where the writer was familiar with the people who worked in a Universitas Lancang Kuning library. The framework of this study is as follows

![Fig 1. The framework](image-url)
3. Result and Discussion

The Central Library of Universitas Lancang Kuning is likened to a stage show. The actors in it play their respective roles based on predetermined scenarios. The vision of the organization is analogous to the scenario, which contains the procedures for the plays that must be played by the actors in the organization.

The stage scenario of Universitas Lancang Kuning Central Library, which is embodied in an organizational vision, is to support the establishment of the Universitas Lancang Kuning in 2030, which means that the library as the heart of a university determines the life of the university. Universitas Lancang Kuning will be able to become a center for the development of superior and competitive sciences, if there is a place as a reference center and services to obtain information relating to certain scientific fields that are superior and competitive multidisciplinary, namely the library.

The Vision of Universitas Lancang Kuning is translated into mission items, all of which are the results of the constructs of meaning that emerge from the process of interaction between leaders and employees. The Mission of the central library of Universitas Lancang Kuning consists of providing quality circulation services, providing quality reference services and providing effective and efficient administrative services to support the ‘Tri Dharma Perguruan Tinggi’ function, improving the quality of library collections in a multidisciplinary field to be more efficient for the community of the academics, improve the quality of services in accordance with the development of information technology, establish cooperative relationships with relevant institutions to improve access to relevant sources. In order to implement each mission that has been broken down above the Universitas Lancang Kuning Central Library has the following objectives: First, support the Universitas Lancang Kuning curriculum by approaching academic staff to provide a variety of information sources that are up-to-date and oriented to the needs of users with regard to quality and the quantity so that the program implemented can take place effectively. Second, establish good relations with outsiders, so that effective communication is established and can develop the progress of the Central Library in the future. Third, increasing the use of information technology at the Central Library. Fourth, increasing resource sharing and actively participating in a network of collaboration with other university libraries, institutions and documentation centers that are in line with Universitas Lancang Kuning both locally, nationally and internationally.

The scenario used by actors in providing service performances is library regulation. In principle, library services are based on clear rules based on existing regulations with the aim of actualizing service functions. The stage shows are open every weekday from Monday to Saturday, and special services on Saturdays. From Monday to Thursday services start at seven in the morning until thirty in the afternoon at thirty minutes, break from twelve to one in the afternoon. On Friday the service closes at four in the afternoon, breaks from eleven to one in the afternoon. Special services on Saturdays start at nine to three in the afternoon, taking a break from eleven to one in the afternoon.

The service system used is open access or open service. In this system, users are justified to directly choose, find / find and collect their own library material from the library collection on the collection rack. Rack neatness is the responsibility of each part of the service, usually half an hour before the service is closed the service staff starts tidying up collections on the shelves, doing shelving. In doing this shelving / scaling, the class number sequence is less noticed, the important book / grouping with the same classification number is in one shelf. The author also sees them lifting the book to the shelf not using the tools, but manually lifting it by hand, so that at most five books that can be lifted and down repeatedly, so that it takes time and effort. In preparing services, each individual works in their respective fields. The head of the library as the library leader has the main task of leading, coordinating and controlling activity and is responsible for carrying out the implementation of library tasks well and maintaining the image of the Central Library.
The function of the head of the library is the arrangement and the formulation of operational activities of library management based on the Chancellor's policy; Program management, library development and development; Library management and services within the Universitas Lancang Kuning.

In addition to the main tasks and functions above the head of the library is also responsible for leading, coordinating and controlling activities in the library; Organize, foster and control the implementation of the main tasks and functions of the Library Office; Determine the technical operational policies of the library office in accordance with the general policy of the institution; Organizing management functions, namely planning, organizing, implementing, coordinating, supervising and evaluating the implementation of tasks, both library and administrative operations in the library environment; Establish office work plans and programs in accordance with the requirements and legislation in force; Providing suggestions, considerations and recommendations regarding the situation of the development of library operations as material for determining the general policy of the institution; Carry out coordination and cooperation with faculties and work units within Universitas Lancang Kuning and other relevant institutions for the smooth implementation of tasks; Evaluate all the implementation of Library activities for improvement materials in accordance with the requirements and provisions of the prevailing laws and regulations; Report the results of the implementation of library activities as information material and accountability to the leadership; Carry out other tasks given by the leader. In a performance, players or actors are not only required to know who their audience is, but also required to know the stage setting in the show. By mastering the stage he will play well, despite forgetting the scenario, dialogue, or scene. Both the front stage and the backstage, each has a different setting according to its function, is a means of control to remind staff to get an impression that is appropriate to the situation.

On the front stage, when dealing with the audience he will maintain his attitude and appearance so that the show goes according to the scenario's demands. But on the back stage when there is no audience, he will look more relaxed and free to speak, without fear that their talk and behavior will be known to the audience. Stage settings such as the interior of the room, table, seating arrangement, determine the course of the show. The actor who played the role in the library of Universitas Lancang Kuning was mostly senior actors who had played their roles for a long time there. Since they are appointed as functional librarians, they work in libraries since they are appointed as functional librarians, they work in libraries. The senior actors are Mrs. Rismayeti, M.IP as the Head of the Library, who coordinates all activities in the library, Mrs. Ermanilis, S.IP as Secretary, who is tasked with assisting the library head in coordinating services in the library, next is Mrs. Zuliyati, S.IP as Treasurer, Mr. Adroriadin, A.Ma as user service coordinator, Mr. Rustam as user service staff and technical service coordinator, Mrs. Yeni Handayani, S.IP as User Service staff, next is Putri Novianti, S.IP as Procurement staff and Library Material Processing and Zulkifli as Technical Services staff.

4. Conclusion

Building the desired service, the library manager depends on the director's authority, the leader. Leaders in playing their roles are creative. This is indicated by the efforts made by building ideal services such as guiding actors according to the scenario (making clear regulations, making job descriptions, making the vision and mission of the library, rolling in the library and sending staff to attend training, seminars and workshop) and play the role of other staff to improve services (such as pickets, special services using student personnel). Daily interactions that occur in the library stage seem to be running in accordance with the rules and policies, according to the procedure and job descriptions serving users, serving loans and returns, reading room or reference service.
The actors are trying to build solidarity and solidarity depends on the quality of the leadership and subordinate relationships. Leaders treat subordinates differently, there are subordinates who are trusted because they are considered to be able to work well, cooperate and have a mind that is in line. Subordinates who relate to the leadership are not based on mutual trust to be indifferent and cold when serving others. Based on the results of this study there are some that need to be considered in building library services. In building, a service that aims to satisfy the librarianship, the cohesiveness / collaboration of library managers is needed. For this reason, it is necessary to establish a forum for interaction both informally and formally to foster a sense of togetherness between library managers. A sense of togetherness can grow if good communication is established between leaders and subordinates or subordinates with subordinates. Leaders in building interactions should be based on togetherness, not based on power. After knowing the research to find out the quality of services provided as a result of the social process

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