DIGITALIZATION OF HIGHER EDUCATIONAL LIBRARY IN INDONESIA IN ORGANIZATIONAL COMMUNICATIONS PERSPECTIVE"

Moch. Djauhari*

Stikosa-AWS, Surabaya, Indonesia

Email Correspondence : joemontre@gmail.com

ABSTRACT

Changes in the library system from conventional to digital libraries are not as easy to implement into digital libraries, because the application of information technology as a means to store, obtain and disseminate scientific information in digital form is analogous to a place to store library collections that are already in digital form. The readiness of staff / librarian resources and the need for very large funds are considerations of higher education institutions, but with the establishment of a university library network, it has been able to ease its users to meet information needs which previously had a lot of requests for information from users. To realize a library digitization system, it is necessary to take a long time and prepare resources and facilities that can facilitate, among others, computer equipment from electronic program applications containing various forms of library collections and inter-library network systems (internet working) and systems that have various services and information objects.
Seeing the development of knowledge management concepts and digital libraries as aspirations for development and information technology.

Keywords: **Digital Library; College Libraries; Library Information Technology**

INTRODUCTION

University libraries are likened to anatomy as the heart of universities. This is considered very important and is an absolute obligation that must exist in the educational process of the Tri Dharma of Higher Education, in fact many universities are more concerned with library collections and library services and facilities are continuously improved so that they can meet the need for information on library users which is also used as an indicator of the quality of a university, both public and private.

Universities that have libraries and are able to facilitate and provide collections of library materials both printed and electronic as well as services that can meet the needs of library users both to increase the quality and number of graduates, the amount of research quality and increase the quality of resources that support learning, teaching and research activities as well as community service in universities. Digital libraries began to exist when the development of telematics information technology, because of that the concept of digital libraries took many considerations into account between conventional and electronic views and then developed towards digital. From an organizational communication perspective, the

understanding of the management of university libraries which previously used conventional systems from an organizational communication perspective will be different if it changes to a digital system, in this case the system of arrangement and management will also change. There are some who mean that a library becomes a digital library if the majority of resources are in electronic form to expand the meaning of a digital library not only in the form of collection and storage, but also regarding the process of using it and the system for its users.

In relation to the university library, it is held with the aim of supporting the implementation of higher education programs in accordance with the Tri Dharma of Higher Education, namely education and teaching, research and community service.

First, the Dharma of education and teaching is carried out by collecting, processing, storing, presenting and disseminating information for students and lecturers in accordance with the applicable curriculum.

Second, the Dharma regarding research is carried out through collecting, processing, storing, presenting and disseminating activities for researchers;

Third, Dharma Service to the community is held through activities of collecting, processing, storing and presenting and disseminating to the community.

In order for the library to achieve its goals, the library must have the following principles:

1. The purpose of the library must be clear according to the vision and mission
2. Goals and visions, missions must be understood and must be accepted with commitment by the leadership and library staff
3. Unity of direction, task orders and authority must be clear to realize the goal;
4. There is clarity in the division of one's duties, authorities and responsibilities;
5. The organizational structure is not too big and the area is quite simple;
6. There are clear rules regarding a person's position/career level;
7. Rewards for someone that is adjusted to the contribution of the services provided;
8. Placement of people must be in accordance with their fields so that they are not places of disposal/punishment of employees who do not/underachieve.

METHOD
The research method used is a qualitative descriptive study by observing the literature study of the library and interviewing informants as resource persons for the completeness of the data.

RESULT AND DISCUSSION
Digital Literacy :

The development of information technology continues to go uncontrollably, the internet is very dominating and has provided a significant color pattern with information

technology. The internet, which was originally only textual information, has now grown rapidly by becoming multimedia so that there are images, graphics, sound, motion and interactive capabilities.

Digital literacy is needed in the use of technology. One of the components in the learning and academic environment is digital literacy. The application of digital literacy can make people much wiser in using and accessing technology. Digital literacy is the knowledge and skills of users in utilizing digital media, such as communication tools, internet networks and so on. User skills in digital literacy include the ability to find, work on, evaluate, use, create and utilize it wisely, intelligently, carefully and precisely according to its use. (Kompas.com 15/06/2021).

Digital literacy has brought many benefits to people's lives. These benefits include:
1. The activity of finding and understanding information can increase individual insight.
2. Improve the individual's ability to be more critical in thinking and understanding information.
3. Increase the mastery of individual 'vocabulary', from various information read.
4. Improve individual verbal abilities. Digital literacy can improve individual focus and concentration.
5. Increase the individual's ability to read, compose sentences and write information.

(Source Kompas.com Digital Literacy for the Community and Education Sector During the Covid-19 Pandemic (2020) by Eti Sumiati and Wijonarko)

The concept of this digital library appeared long before it existed with the term electronic library which had developed before the term digital library became popular, this is because it coincides with thinking about knowledge management and is related to advances in telematics information technology, for that view the concept of a digital library contains many good meanings. existing or new. Kenneth Dowlin in his book The Electronic Library in 1984 explains that the characteristics of electronic libraries are as follows:

a. Using computers to manage library resources;
b. Using electronic channels to connect information providers and their users;
c. Utilize electronic transactions that can be carried out with the help of library staff when required by users;
d. Using electronic means to store, manage, and convey information to users.

There is a simple view of the concept that can be said to be minimalist about digital libraries it is suitable for:

1. In developing countries, in his view of the advantages of digitizing libraries, it is in terms of the place and form of storing information that does not require too much space to store and has advantages in that the arrangement can be concise and neat, as well as in terms of procurement makes it easy to organize and easy to move (Portability) .

2. Related to the provision of information in cooperative networks that can save money and the limited facilities in developing countries.

This view is basically all digital libraries emphasize the use of electronic-based tools, especially for ease of management, so in reality it is not only devices that use electronics, but resources are also prepared to expand digital understanding. process and use. Along with the development of information technology and telecommunications, even pushing the concept of completely separating digital forms from other forms.

In addition, there are many considerations for realizing a digital library due to caution in the digital library development program associated with the existence of funds for development and the required resources are so large, while the existing sources of funds that have been invested in non-digital resources are already very large. The readiness of human resources (librarians) as managers need to be ready to accept and be ready to develop the knowledge needed to support technology transfer from conventional libraries to digitalized libraries,

Requirements in digital libraries require hardware, software, and computer networks as important elements of the infrastructure of a digital library. Especially at least the main equipment needed in a digital library is a personal computer (PC) / laptop, internet (inter-networking), and the world wide web (WWW). The concept of a digital library is identical to the internet or a computer, while the concept of an ordinary library is books located in one place. The third difference is that digital libraries can be enjoyed by users anywhere and anytime, while in ordinary libraries users enjoy in the library at hours that have been regulated by the library organization's policies. (Gatot Subroto, Digital Library)

1. Library Network:

Is a form of collaboration network between libraries for the development of programs and services together by utilizing computers and internet/telecommunication facilities, meaning that in this case the use of this collaboration requires reliable resources and services that are shared between libraries that have formed a forum for collaboration, for that the use of resources Power is critical for college libraries heading into a growing era of digital literacy.

The library network is a facility that has good prospects and potential as a means of utilizing library resources, including print and non-print collections, facilities and infrastructure, and library staff who seek to increase the quantity and quality of library service users.

Without realizing it, libraries in this world will not be able to rely solely on their own abilities without developing cooperation between library information networks. The phenomenon of life has developed and continues to advance in sync with technological developments in the era of digital literacy, of course, it is very influential on the environment, according to Flendsdoffir. (1997) in the article Achmad and Mansur Sutedjo stated that environmental factors had an effect on higher education, this was influenced by:

1. Growth in the number of students who are not balanced with the growth of resources
2. The growth of teaching and learning methods
3. The student population continues to grow
4. The rapid change in information system technology continues
5. Demand for high quality library services and users

Changes are so rapid that it is not surprising if there is a demand for library service users as a result there is a buildup of demand for information, digital access, global information must be better. Users of university library services are increasingly enthusiastic about getting an overview of: environment, history, culture, science and technology so that information becomes the key to productivity that causes changes to "a knowledge based and learning - oriented creative society"

We can see this in changes in society, including:

1. Initially, the value community accepted the switch to learning to seek information;
2. The motivation of the community to want to acquire knowledge continues to increase;
3. People are more creative in using information;
4. The public's need for multimedia information continues to increase;
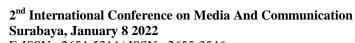5. Society continues to increase the need for global information.

Library Network Benefits

Higher education libraries are likened to the heart of higher education so that many benefits can be obtained with the collaboration of library networks, including:

1. Utilizing library resources and services together;
2. Increase cooperation and togetherness
3. Improves emotional connection
4. An effective promotion of libraries and universities.

The existence of this library network thinking arises because there is no library as a full information center that can be sufficient for the collection of information needs of its users, in its development a new concept called "Resource sharing" was born, the main purpose of which is to provide access facilities to all sources of information for library users who are members of the library. in the network, even though the required information is not in the user's library, for that resource sharing carries out collaborative activities which include: borrowing collections, procuring collections, cataloging and joint use of network and computerization development and use.

The development of the internet which is also called the digital era has an impact on the form of library networks, information which is usually in printed textual form in the form of books or journals, microfilm and microfis, video has now changed through computer monitors connected to a computer-internet network that can be downloaded / accessed easily and quickly. This encourages university libraries to immediately build computer-based and digital-based library networks.

Thus, it seems unrealistic for this change, but in order not to be left behind with the development of information, inevitably, one must follow and prepare resources ahead of time to move into the digital era, for that technological knowledge is a criticism of current librarian resources with developments between information technology and technology. resources as going hand in hand with the content of knowledge and its consistency in the service to the public interest of librarians as determinants in knowledge management and digital libraries.

CONCLUSION

The new problem that has come to our attention is that in order to realize an ideal digital library, it is not an easy job, especially one that can be supported by information and telecommunications technology, whatever the name given to it, whether it is an electronic library or a digital library, all of this cannot be separated from the ambition to gather as much information and knowledge as possible. and it seems not difficult to link knowledge management with digital libraries so that they can complement each other.

The development of telematics technology is one of the driving and supporting elements for the realization of someone interested in his interests from several digital libraries that can be applied in universities by focusing only on the installation of technological infrastructure in the hope that it will support all activities of the academic community.

Universities that accommodate libraries based on digital literacy will complement and complement each other and support the development of information that continues to increase so that it is important to use in updating information through information technology facilities, namely the realization of a digital university library that can be created, among others:

1. Virtual collaboration will increase among a group of people who are widely dispersed but connected to each other through technology networks.
2. Intensification of the use of libraries as intellectual capital is a determining factor for success
3. It may give rise to the potential to manipulate various forms of data and information.

The university library network in the digital era of information is a demand, opportunity as well as a challenge for both strong (rich in resources) and weak (less resourceful) university libraries. For this reason, the combination of the two will be able to provide mutual benefits, for the weak can be motivated and for the strong it can be used as a means of promotion.

For users (academics) the library can be effective and efficient to find information, browse and obtain information even though the library where the user does not have the necessary information is not available so that with the realization of a library network supported by digital technology systems in the end it can be expected to increase the quality and services of the library. which can support the academic community.

In this case, do not really expect a rapid change from conventional library management in terms of organizational knowledge resource management concepts and realizing a digital library is not easy to be adopted but requires the preparation of knowledge, resources and available funds to build a digital library. personal computer (PC)/laptop, internet (inter-networking) and world wide web (WWW) software and hardware.

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