

# Digital Promotion Strategy for the Smart Literacy Box Program (KOLECER) (Case Study on the Smart Literacy Box at the Regional Library and Archives Service of West Java Province)

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**ABSTRACT.** This research is entitled "Digital Promotion Strategy for the Kolecer Program (Smart Literacy Box) (Case Study at the Office of the Library and Archives of West Java Province)". This study aims to determine the background of the program, the planning process for the promotion of the program and the promotion process for the Kolecer (Smart Literacy Box) program. This research uses a case study method, data collection is carried out through in-depth interviews, observation and documentation studies. Based on the research results, it is known that the Smart Literacy Box is the result of an evaluation of a similar program that was initiated by the previous Mayor of Bandung, who is now the Governor of West Java, Ridwan Kamil which was launched as a 100-day program for the elected West Java Governor in coordination with the Regional Library and Archives Service. West Java province. Digital promotion activities carried out in the form of promotions through social media, such as Instagram, Facebook and Twitter, then in collaboration with various parties, for example synergizing with mobile libraries, holding storytelling activities, book reviews, making pins and posters, direct socialization to the community, making proposals for progress of the smart literacy box work program, and outreach to the Community Reading Park.

**KEYWORDS:** Digital Promotion, Program, Smart Literacy Box

## 1. INTRODUCTION

Exciting news came from the West Java Library and Archives Service on Saturday, 15 December 2018. This exciting news is the inauguration of the latest program, namely Kolecer (Smart Literacy Box) located at Taman Sempur, Jl. Sempur No.1 Bogor, which was inaugurated by the Governor of West Java, as well as the signing of the Memorandum of Understanding between the West Java Provincial Government and the Regency/City Government regarding the Implementation of Library Affairs in West Java.

Reported by [dispusipda.jabarprov.go.id](http://dispusipda.jabarprov.go.id) (15/12/2018), the Regional Library and Archives Service (Dispusipda) of West Java Province launched a Street Library called Kolecer (Smart Literacy Box) which is a new program. This program is a form of collaboration between the West Java Regional Library and Archives Service and the West Java Provincial Government and BJB Bank to provide Corporate Social Responsibility (CSR) funding.



Figure 1: Website of the Regional Library and Archives Service of West Java Province.

The positive tone of news came from the Governor of West Java, Ridwan Kamil, who was also present at the launch of the latest program from the Regional Library and Archives Service (Dispusipda) of West Java Province which was posted on Instagram his personal (15/12/2018). He said that this new program is expected to be an activity that drives and strengthens reading culture anytime and anywhere for every community.

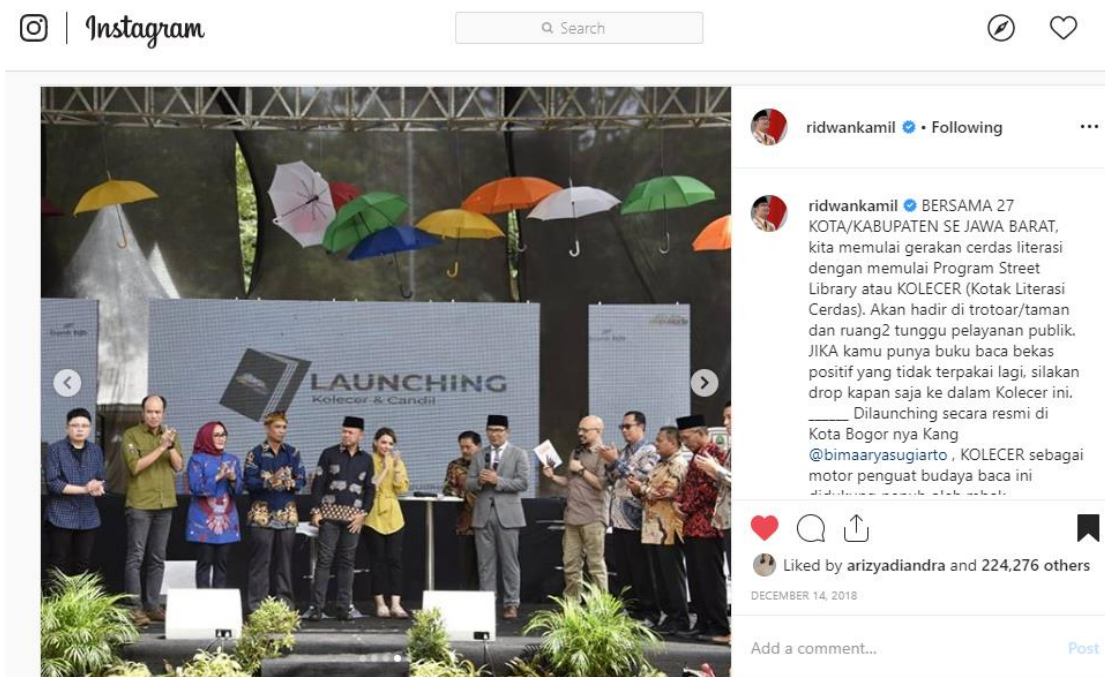


Figure 2: Launching of the Kolecer Smart Literacy Box (Kolecer)

Program (Smart Literacy Box) which contains a variety of interesting books to enhance culture. literacy in West Java. Quoting from the website of the West Java Provincial Library and Archives Service, in this case the official launch of the Kolecer (Smart Literacy Box) program.

"The Regional Library and Archives Service (Dispusipda) of West Java Province launched a street library called Kolecer (Smart Literacy Box) with the aim that this program can be a forum to make it easier for West Java people to access books without having to go to the Public Library".

The author observes news articles about the digital promotion of the latest program posted on the Instagram account @dispusipdajabar, West Java Provincial Library and Archives Service. The article on the official website [dispusipda.jabarprov.go.id](http://dispusipda.jabarprov.go.id), entitled "Discussion of the Program and Signing of the Kolecer Handover Minutes" dated December 27, 2018 stated that the West Java Provincial Library and Archives Service carried out the handover of the Kolecer (Smart Literacy Box) with the Regency/City in West Java which is located at Graha Pustaka Library and Archives Service of West Java Province.



Figure 3: Program Discussion and MOU for Smart Literacy Box (Kolecer)

In every post there is information that the blue Kolecer (Smart Literacy Box) can be accessed directly at Taman Sempur, Jl. Sempur No.1 Bogor when the inauguration took place. The author observes that articles related to the news about this new program are very positively and positively welcomed by the local City/Regency Government and consider this program important to improve public literacy. Siti Mulyani, staff of the Cultural Library Development Division, Loves to Read, said that.

"It's true that the West Java Provincial Library and Archives Service has just launched a new program in collaboration with the West Java Provincial Government and BJB Bank as well, namely Kolecer. This is one of the work programs of the West Java Government with the aim of providing more facilities for reading. The hope is that this program is an investment for future generations, for a smarter generation."<sup>1</sup>

<sup>1</sup> Result of interviews with Dispusipda Staff

Libraries as one of the providers of information cannot remain silent with various kinds of changes and developments that exist. Libraries are required to always keep abreast of information developments and pay attention to the needs and ease of access for their users by creating the latest innovations in promoting programs implemented through various digital platforms today, updating their collections according to the level of development of the times and the needs of users and also improving the quality of their services, including a new program was inaugurated for the community.

So that the innovations and new programs launched and the variety of collections served can be utilized by the users, it is important for the library to hold promotions. Given that the digital world is currently developing very rapidly, quickly and widely, the promotion process can be carried out through digital sources, such as social media Instagram, Twitter, Facebook, Website, and other types of social media.



Figure 4: Smart Literacy Box Shelf

Promotion is a form of introducing service products to users. The concept of digital marketing needs to be adopted by libraries to carry out their current promotions. The marketing principle used by the library is to attract the interest of users with the aim that information that has not been utilized can be maximally accessible. Genny, Visitor of Kolecer (Smart Literacy Box)<sup>2</sup>, stated that he and his friends really enjoyed this new program. He learned about this service program from the social media of the Governor of West Java, Ridwan Kamil and other people who posted this news on social media.

### 3. LITERATURE REVIEW

#### 3.1 Digital Marketing

The use of digital marketing is currently growing rapidly. In all walks of life, people are now very dependent on the digital world. This also cannot be separated from the use of the internet in everyday life. According to Wati, A. P (2020), digital marketing is a general term for targeted, measurable, and interactive marketing of goods or services using digital technology. The main goal of digital marketing is to promote

<sup>2</sup> Hasil wawancara pengunjung Kolecer (Kotak Literasi Cerdas)

brands, shape preferences and increase sales traffic through several digital marketing techniques. Basically the marketing of a product, brand or service is the same, but in digital promotion the only difference is the tools used, namely social media platforms.

### **3.2 Digital Marketing**

Strategy Marketing strategy can not only be done in conventional promotion of products, brands or services. Why do you need a marketing strategy in the digital world? Of course, digital promotion will be very helpful in analyzing the *audience* as the target market. Digital marketing that uses the internet as a driver has the advantage of expanding marketing reach. By using digital technology, marketers can transcend the boundaries of geography and time zones. Wati, A. P (2020). Digital promotion tools through social media are things that are certainly considered very effective to be used by institutions or agencies to promote their products so that they are known by the wider community. The media that can be used for promotion by organizations or institutions according to Mustafa (1996), are (1) Publication through radio, television, with interesting broadcasts, (2) Humans as promotional media in the form of presenting ideas, products or services with how to pay, (3) individual contact, namely direct contact between organizational representatives and consumers, (4) incentives characterized by giving awards or giving something of value, and (5) creating an environmental atmosphere that creates an environment in such a way that it causes cognitive or emotional to the target.

## **4. METHOD**

In this study using qualitative research. According to Creswell (2010), qualitative research is methods to explore and understand the meaning that a number of individuals or groups of people ascribe to social or humanitarian problems. Qualitative research is a means to explore and understand the meaning of individuals or groups related to social or human problems. Cresswell (2008).

## **5. DISCUSSION**

### **5.1 Smart Literacy Box Background Smart**

Literacy Box is an innovative mini library that will be placed on pedestrian paths (pedestrians), parks, city squares. Starting from the evaluation of the previous program during the leadership of Ridwan Kamil as Mayor of Bandung, where the program is called the street library which can be said to be unable to be maximized properly. Since Ridwan Kamil was elected as the Governor of West Java, the previous program has been reintroduced into an innovative literacy program called Kolecer, namely the Smart Literacy Box.

From this evaluation, a new program was designed which is expected to attract the public to diligently read and stimulate public interest in books and reading. This program was obtained from the results of a joint meeting with the relevant Heads of Service in each field, especially in this program to communicate directly with the Head of the Library and Archives Service of West Java Province at the time, M Taufiq Budi Santoso and assigned the Regional Library and Archives Service of West Java Province to oversee literacy and reading interest movements to continue the program. The West Java Provincial Library and Archives Service then redesigned the smart literacy box program by proposing to procure smart literacy box shelves in collaboration with Bank BJB's Corporate Social Responsibility (CSR) funds and book procurement from the Kick Andy Foundation. Smart Literacy Box was launched on December 15, 2018 in Taman Sempur, Bogor which was attended by the Governor of West Java, Ridwan Kamil, various ranks.

## 5.2 Smart Literacy Box Digital Promotion Planning

The smart literacy in their respective cities/districts. The work program that is carried out can be related to any activity, especially the literacy field. Every day the manager must provide information to the West Java Library and Archives Service regarding what activities are being carried out.

After being officially recruited as managers, many ways were used to inform the community about the existence of this new program. The first socialization activity carried out was promotion through social media. Every human activity today cannot be separated from the digital realm, allowing everything to be conveyed and viewed through social media. Smart literacy boxes in every Regency/City have special social media as a means to get closer and socialize their work programs, such as Instagram, Facebook and Twitter. Every activity carried out will be posted on the social media account.



Figure 5: Social Media Promotion Banner for the Smart Literacy Box in West Bandung Regency

Socialization is considered the root of the promotion of the smart literacy box so that it can be known and enjoyed by the public. Apart from using digital platforms, direct socialization is also carried out in the form of coming directly to schools, both government and non-government institutions, to universities, at car free day activities, to directly visiting communities in various villages/districts in each Regency/City, including also to the Community Reading Park in the area.

Various collaborations were also made by the smart literacy box manager with various other parties, such as foundations, Mosque DKM, Village Library, Zero Waste community, ISMAKES Cianjur (Health Student Association) from Akbid and Akper. Then the youth community of literacy activists, then from students there are also students, from IBNU (Nahdlatul Ulama Student Association), from SABUCI (Cianjur Cultural Society), to collaborating with Mother of Literacy, as well as collaborating with local government radio and live coverage on national television.

### **5.3 Implementation of Smart Literacy**

Box Smart literacy box has a service time like library activities in general. The smart literacy box service time is served every day from the morning it opens at 08.00 – 17.00 WIB. This has become a provision that has been mutually agreed upon by the Regional Library and Archives Service of West Java Province and the manager. Based on information from the informants interviewed by the authors, managers work five days a week and eight hours a day, but all of them return to the environment where the smart literacy box is located.

Managers in each smart literacy box in scattered districts/cities certainly have different creativity. There are those who do an activity called "Bringing Books". Ngampar books is one of the work programs in the Smart Literacy Box in West Bandung Regency as a way to promote it to the public. Ngampar books participated in the "Cheers Week" event held by the West Bandung Regency Government. The other activities in the smart literacy box carried out drawing and coloring activities in collaboration with the Karawang Fisheries and Marine Polytechnic. The Karawang Fisheries and Marine Polytechnic in collaboration welcomed this collaboration, it was also explained that having a literacy community on campus and the Karawang Fisheries and Marine Polytechnic participated in promoting smart literacy boxes on campus and participating in the community.

## **6. CONCLUSION**

Based on the explanation that has been explained in the previous discussion, it can be concluded several things in this study, namely:

- a. The Smart Literacy Box is the result of an evaluation of a similar program that was initiated by the previous Mayor of Bandung, who is now the Governor of West Java, Ridwan Kamil which was launched as West Java Governor's 100-day program was elected in coordination with the Regional Library and Archives Service of West Java Province.
- b. One of the means of promotion carried out is through digital media platforms, such as Instagram, Facebook and Twitter. Smart literacy boxes in every Regency/City have special social media as a means to get closer and socialize their work programs to the community.
- c. The Regional Library and Archives Service of West Java Province conducted a recruitment selection as the manager of the smart literacy box. The implementation of the smart literacy box program is served every day from 08.00 to 17.00 WIB. Managers actively work five days a week and eight hours of work each day.

## **7. ACKNOWLEDGEMENTS**

Allow me to express my gratitude to all those who have assisted and guided in the preparation of this research. Especially to the Library and Archives Service of West Java Province, staff in the field of library development and reading culture at the West Java Provincial Library and Archives Service, the manager of the Smart Literacy Box in West Bandung Regency, Karawang City, and Cianjur Regency, my lecturer at the Master of Communication Sciences, Padjadjaran University, a fellow lecturer at the Jakarta Veterans National Development University. Once again I would like to thank all those who have helped, encouraged and provided strength in carrying out this research.

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