Librarian Strategy in Improving the Quality of Digital-Based Library Services in High Schools

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Abstract: This research aims to determine how librarians' strategies are improving the quality of digital-based library services and the strategic supporting and inhibiting factors of librarians in improving the quality of digital-based library services at MAN 1 Plus Skills Bengkalis. The type of research used is qualitative research with a descriptive approach. Data collection techniques used were observation, interviews, and documentation. Data analysis techniques include data reduction, display, and conclusions. The results of this research show that the strategies librarians use to improve the quality of digital-based library services are pretty good. This can be seen from how librarians provide friendly service, help users search for information, increase the collection of reading materials, and manage, utilize, and implement a digital library system. Supporting factors and supporting strategies for librarians in improving the quality of digital-based library services: There is cooperation from the school, There are visitors who use library facilities, A solid and unified collaborative team, and a Lack of library operational funds.

Keywords: librarian strategy, service quality, digital library

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INTRODUCTION

Many aspects of human life have changed due to advances in science and technology, including educational, economic, social, and cultural. Currently, information technology greatly influences libraries. A library is a place where visitors can obtain information. It is one of the facilities that helps the learning and teaching process by

providing appropriate library materials and services. The library provides visitors with the opportunity to develop their creativity and imagination.

According to Article 1 of Law No. 43 of 2007 concerning Libraries, libraries function as institutions for managing collections of written works, printed works, and recorded works professionally using standard systems to meet the needs of education, research, preservation, information, and creating visitors. As a source of information, libraries are expected to provide the best service to their visitors. This is due to the importance of service in library management so that visitors can fulfill their needs for information and feel satisfied with the services they receive

As library managers, librarians must have a strategy for improving library services compared to those they previously offered. This strategy must be incremental (continuously improving) and consistent, considering customer expectations for the future. (Ainunnisa & Fajria, 2023).

In terms of "strategy" and "tactics," the term "strategy" describes the process used to determine future actions to achieve an organization's goals, mission, and vision and establish and design strategies to achieve them. Strategic management is critical to determining organizational success. Company or organization managers can collaborate in preparing strategic plans and implementing them.(Ainunnisa & Fajria, 2023).

Libraries are essential wherever they are. For example, school libraries are essential for helping students get information, and college libraries are essential for supporting higher education goals, namely research, education, and community service for lecturers and students. Libraries must be able to empower knowledge by utilizing their potential because they are responsible for storing, processing, and distributing information. In addition, as an information provider, libraries must be able to keep up with information technology developments while meeting users' needs and following these developments. To achieve this goal, libraries must be managed by librarians.

Librarians are responsible for providing the public with the information they need. Librarians play an essential role in running library management, so as human resources, they must work professionally and by their professionalism.
Suratmi stated that a librarian is a person who understands the library field, has received training in this field, and has the responsibility and duty to manage and provide library services(Ainunnisa & Fajria, 2023). However, another opinion says that a librarian is a professional who works in the library and information sector.

As explained in Q.S. Ali Imran verse 159 regarding the attitude of librarians in providing services to users reads:

غَلِيْظَ الْقَلْبِ لَانْفَضُّوْا مِنْ حَوْلِكَۖ فَاعْفُ عَنْهُمْ وَاسْتَغْفِرْ لَهُمْ وَشَاوِرْهُمْ فِى الْاَمْرِۚ فَاِذَا عَزَمْتَ فَتَوَكَّلْ عَلَى اللّٰهِۗ اِنَّ اللّٰهَ يُحِبُّ الْمُتَوَكِّلِيْنَ

It means: *"So, thanks to Allah's grace, you (Prophet Muhammad) were gentle towards them. If you act hard and have a rough heart, they will stay away from those around you. Therefore, forgive them, ask for forgiveness, and consult with them in all (important) matters. Then, when you have decided, put your trust in Allah. Indeed, Allah loves those who put their trust in him."*

Based on paragraph 159 of Surah Ali-Imran above, it is clear that every human being is guided to act gently so that other people feel comfortable when they are next to them. Librarians should develop this attitude by improving the quality of their personnel and human resources (HR). To help improve service quality for user satisfaction as customers. This will improve the performance and credibility of the library so that, in the end, the library can become a comfortable place for users to get information from books or other collection materials.

Based on the definition of librarians and strategies above, the author concludes that librarian strategies are librarians' actions or ways of improving services and information systems to achieve organizational goals.

The activity of serving is called service (to serve). In service-oriented libraries, "library services" are activities that provide school or madrasah students with various information sources, categories, and service products. In addition, services include providing library materials quickly, precisely, and accurately to meet the needs of school library readers. Users are people who visit or use the school library. They are usually referred to as visitors, users, or library users. Librarians can be individuals, groups of people, communities, or institutions that use library services.

Although intangible, service is a natural action. Library services provide users with access to information in the school library. This service is not limited to the type of material in the library. It includes direct (personal) information services and printed and recorded services. (Ainunnisa & Fajria, 2023).

Libraries have rules, and the main thing is information. The modern world is in dire need of information, so everyone uses various technological devices to access information. In current library practice, information dissemination is still relatively traditional and uses old methods. Book lists, member data storage, and book lending are some ways this can be seen.

Innovations in digital information management are emerging rapidly in education today. The focus is not only on creating digital content but also on creating digital content management applications and various devices that allow access to this digital information. This is the basis of what is usually called a "Digital Library" or digital library. The term "digital library" itself has a comprehensive meaning. Depending on individual perspectives, various definitions of digital libraries evolve.(Habib et al., n.d.)

A *digital library* is a library that contains collections or information arranged in digital format and is focused on content or collections.(Ainunnisa & Fajria, 2023). In addition, this digital assistance collection service is provided digitally via electronic devices and communication and information technology, which users access via the network.

Other people say that a digital library is an organization that provides resources, including exceptional employees, to select, compile, provide access, interpret, distribute, and maintain integrity and ensure that collections of digital works remain quickly and cheaply available to the public or readers. (Ainunnisa & Fajria, 2023). Catalo's content storage methods and computerization of databases (full text) have shown that libraries themselves have evolved along with advances in information technology (IT). Digital libraries are an evolution from traditional to semi-modern and then to modern libraries.

Facts on the ground show that many libraries still need to start using IT systems. Even though the library has a digital library system, it could be more effective due to inadequate facilities and infrastructure as well as limited operational budgets, librarian development of digital libraries, and poor quality of librarian services, making readers uninterested in visiting the library and reading. Apart from that, librarians are only sometimes creative and innovative, thus preventing libraries from developing in terms of their usefulness. The research entitled "Librarian Strategies in Improving the Quality of Digital-Based Library Services at MAN 1 Plus Skills Bengkalis " shows that current and future librarians must have a strong understanding of information technology because information libraries must basically meet customer needs.

Researchers must identify problems and formulate research problems. What can librarians do to improve digital-based library services at MAN 1 Plus Skills Bengkalis? How can librarian strategies help improve the quality of digital-based library services at MAN 1 Plus Skills Bengkalis? Meanwhile, this research aims to find out how librarians' strategies are in improving the quality of digital-based library services at MAN 1 Plus Skills Bengkalis. To find out how librarian strategies can improve digital-based library services at MAN 1 Plus Skills Bengkalis and the supporting and inhibiting factors.

METHOD

This type of qualitative research is included because descriptive data is collected in the form of words or images rather than numbers. The approach used in this research is descriptive, which describes a phenomenon according to the reality that occurs in the field so that a complete and comprehensive picture is obtained through the interview process, observation at the research location, and documentation.

The research object is the problem that is the main focus of the study. This research object is librarian strategies for improving the quality of digital-based library services at MAN 1 Plus Skills Bengkalis. Meanwhile, the research subject is the source of research data. The subjects of this research were librarians at MAN 1 Plus Skills Bengkalis.

The research collects primary and secondary data sources. The results of questionnaires, tests, and interviews are examples of primary data. This research has a population of 4 people: 3 librarians and one head of library. The sample for this research was two librarians and one head of library. Because this research will only examine librarians, the researcher used a purposive sampling technique. To collect data for this research, observation, interviews, and documentation were used. Data analysis used in this research includes data reduction, data display (data presentation), and drawing conclusions (decision/verification).

RESULTS AND DISCUSSION
Librarian Strategy

Kotler states that strategy is the way an organization sets its mission and goals by considering internal and external factors, creating specific policies and techniques to achieve those goals, and ensuring that they are implemented correctly to achieve the company's main goals and other company goals.

According to Aliminsyah and Pandji, strategy is a plan to achieve the best results. Therefore, every organization's strategy is a plan to achieve this goal. Thus, companies not

only have to choose the best combination but also have to organize the various components to deliver it efficiently and effectively. (Ainunnisa & Fajria, 2023).

Basically, strategies are designed to create a "response" to relevant external changes. Of course, an organization's internal capabilities will be used to respond to these external changes. How far can an organization take advantage of opportunities and avoid external threats to optimize profits by using the organization's current strengths? An organization would be "surprised" if it could not perceive these changes in the external environment. Therefore, strategies help maintain and improve performance and have an advantage over competitors. Studies show that organizations that have a clear and formal strategy are better or better than organizations that don't have one.

A company can obtain a strong position in its field of work by having a strategy. This is because businesses understand better how to meet the needs and desires of customers in the areas they serve.

Therefore, strategy is a way to achieve organizational goals. However, it is a collection of plans that combine all aspects of the organization, thus covering all the essential elements of the company. All components of the plan must be compatible and consistent with the strategy. As a result, determining strategy requires a level of organizational commitment, namely the level of the team responsible for implementing the strategy to achieve the final results or goal. (Ainunnisa & Fajria, 2023).

Librarian Strategy in Improving the Quality of Digital-Based Library Services

According to Lasa HS, library human resource management is an integral part of librarianship activities. A competent worker is defined as someone who has the knowledge, skills, and fundamental principles that are required to complete a job. Librarians must be trained in work enthusiasm through seminars, training, and workshops. Human resources who are experienced in their field will make library management easier because they are more targeted at improving the quality of the library. (Ainunnisa & Fajria, 2023).

Librarians play an important role in providing services to library users. Libraries must continue to improve the quality of their services to remain a preferred and trusted source of information for users. The grace of library services is the point where direct interaction occurs between library managers and users who will use the library's services and capabilities. This section is also referred to as the spearhead of library management. Christina said that librarians run and supervise library services, and with them, the library runs the service. (Ainunnisa & Fajria, 2023).

Librarians can implement strategies to realize excellent service in school libraries, including providing friendly, responsive, precise, and attentive service to every library user. (Achmad, Mansur, Surono, 2014). (Habib & Dwi, 2024) Apart from that, librarians can analyze user satisfaction through questionnaires as an appropriate evaluation tool to understand the extent to which the library's services have met user expectations. From the results of this evaluation, librarians can identify areas that need improvement. Optimizing library facilities and infrastructure, apart from covering physical aspects such as reading rooms and other supporting facilities, also includes creating an environment that promotes creative and collaborative activities. (Ainunnisa & Fajria, 2023).

Quality of Library Services

Tjiptono stated that service quality depends on the ability to fulfill customer wants and needs and meet customer expectations.

In organizing libraries, library services are essential because library services are the dissemination of information that users can see. Meanwhile, Harrison said that all actions directed at users fall into the category of user service. The goal of user service is to maximize the library materials and information available. This service activity is also a combination of collections, librarians, and facilities. (Ainunnisa & Fajria, 2023).

Digital Library Concept

A digital library, also called an electronic library or virtual library, is a type of library that contains a collection of books that can be accessed via a computer. A digital library, also known as an electronic library, hyper library, virtual library, or library without walls, is a library system that has a variety of services and information goods supported by digital devices. This library does not stand alone; it connects with other sources and provides services that are accessible worldwide. (Ainunnisa & Fajria, 2023).

Digital libraries do not always have physical collections, while regular libraries do. The concept shows a second difference. A digital library is similar to the internet or a computer, but the books are stored on-site. The third difference is that conventional libraries require users to spend a certain amount of time in them, while digital libraries allow users to access them anytime and anywhere. One way libraries can improve their services is by using digital libraries.

In the explanation above, in accordance with the word of Allah, QS. Al-Mujadilah: 11, which reads:

يٰٓاَيُّهَا الَّذِيْنَ اٰمَنُوْٓا اِذَا قِيْلَ لَكُمْ تَفَسَّحُوْا فِى الْمَجٰلِسِ فَافْسَحُوْا يَفْسَحِ اللّٰهُ لَكُمْ ۚ وَاِذَا قِيْلَ انْشُزُوْا فَانْشُزُوْا يَرْفَعِ اللّٰهُ الَّذِيْنَ اٰمَنُوْا مِنْكُمْ ۙ وَالَّذِيْنَ اُوْتُوا الْعِلْمَ دَرَجٰتٍ ۗ وَاللّٰهُ بِمَا تَعْمَلُوْنَ خَبِيْرٌ

It means: *"O you who believe, when it is said to you, "Make room in the assemblies," make room, surely Allah will make room for you. When it is said, "Stand up," (you) stand up. Allah will surely elevate those who believe in you and those who have been given knowledge to several degrees. Allah is careful about what you do."*

The meaning in accordance with the verse above is that we can understand that in providing something, whether in form or service, we should give the best. Procurement of books, facilities, and additional library staff also aims to provide maximum service, which can make it easier for everyone to meet their needs. If library facilities and staff are still minimal, then the head of the library must think creatively and innovatively so that satisfactory services can still be provided.

The results of interviews and documentation conducted by researchers reveal how librarians' strategies are improving the quality of digital-based library services at MAN 1 Plus Skills Bengkalis. The author can analyze this by looking at the facts and findings in the field as they have been applied to existing theories. The results of the data analysis are as follows:

Librarian Strategy in Improving the Quality of Digital-Based Library Services at MAN 1 Plus Bengkalis Skills. HR Development

Based on the results of research through interviews with librarians and heads of libraries regarding human resource development, the results showed that librarians always try to improve their skills, competencies, and professionalism in order to provide good and quality services to users. As well as carrying out library innovations in accordance with current developments. Even though librarian qualifications do not match the field of library science, at least librarians have participated in activities that can improve their knowledge and skills. For example, they take part in career and performance coaching activities such as seminars and training and get certificates for these activities.

Service Delivery

Based on research conducted through interviews with librarians and library heads regarding service provision, the results showed that librarians provide the best service to users every day by looking neat and showing a friendly and polite attitude. Apart from that, librarians also always ask users what information they need; for example, they help Users look for reference books, serve users in borrowing and returning books, listen to users' complaints, answer users' questions when asked, and explain library rules and regulations.

Libraries must be able to optimize existing infrastructure so that the library service process can run smoothly. In this case, librarians, as managers, have done their job well by looking after and maintaining equipment such as computers and WiFi, providing internet access, and providing reading corners for readers so they don't get bored while studying. The existing facilities in the library are pretty adequate, but there are still some facilities that need to be repaired and need to be added and repaired.

A good library environment will also affect users' comfort and librarians' work productivity. In this case, librarians always pay attention to the condition of the library room, starting with cleaning the room, cleaning dirty bookshelves, and tidying up messy books. In addition, librarians always innovate and create displays in the library layout.

Provision of Information and Utilization of Technology

The library functions as an information center by providing various sources of information to meet library needs by increasing the collection of reading materials. Librarians increase the latest reading collections every year by purchasing, donating from students, getting grants from teachers, and exchanging collections. Librarians can make use of technology by introducing a digital service system to users and running a digital-based library system to improve the quality of library services so that users can easily and quickly access information sources and collections via the links provided. The existence of this digital-based library system really helps librarians in completing their work so that library information needs can be met.

Supporting Factors and Inhibiting Factors for Librarian Strategies in Improving the Quality of Digital-Based Library Services at MAN 1 Plus Skills Bengkalis.

To find out how librarians can improve digital-based library services at MAN 1 Plus Skills Bengkalis, researchers conducted interviews and documentation with librarians and library heads. The following are the results of the data analysis:

Supporting Factors for Librarian Strategies in Improving the Quality of Digital-Based Library Services at MAN 1 Plus Skills Bengkalis.

Based on the interview results, several main factors support the running of a digital library at this school. First, there is strong support from the school, which can be seen from its commitment to providing resources, such as funding, infrastructure, and adequate internet access. This support is an essential foundation for the successful operation of digital libraries. Second, the active participation of users, namely students and teachers, in utilizing digital library facilities helps encourage the continuity of services. This shows that this digital library is indeed relevant and needed by the school community. Third, solid collaboration between library heads and librarians is the key to effective digital library management. The team's cohesiveness in carrying out their duties and responsibilities ensures smooth operations and sustainable digital library development. These three factors, namely school support, user participation, and library team collaboration, are interrelated and strengthen each other. School support provides a solid foundation, user participation ensures the usefulness of services, and library team collaboration is the driving force for progress. The success of this digital library is clear evidence of the positive synergy of the various parties involved.

Factors Inhibiting Librarian Strategies in Improving the Quality of Digital-Based Library Services at MAN 1 Plus Skills Bengkalis.

Even though the digital library at this school shows positive development, several inhibiting factors need to be considered to achieve more optimal progress. One of the main obstacles is limited library operational funds. This inadequate funding hampers the implementation of strategies that have been created, such as procuring more complete and diverse digital collections, developing technological infrastructure, and implementing digital literacy promotion and training programs.

Apart from that, the condition of library facilities also needs attention. The availability of adequate hardware and software, such as computers, tablets, and stable internet access, is critical to support smooth user access to digital library services. Inadequate facilities can make users feel uncomfortable and reluctant to use digital library services.

The lack of human resources who are experts in information technology and digital literacy can also be an obstacle. Librarians need to be equipped with adequate knowledge and skills to manage and operate digital libraries effectively. Digital literacy training for users is also important to improve their understanding and ability to utilize various digital resources available in the library.

CONCLUSION

Based on data and analysis of librarian strategies in improving the quality of digital-based library services at MAN 1 Plus Skills Bengkalis, it can be concluded as follows:

1. The strategies implemented by librarians to improve the quality of digital-based library services are pretty good. This can be seen in how librarians provide services, such as being friendly, helping users find the information they need, and increasing the collection of reading materials. Librarians are able to manage, utilize, and apply digital library systems well and have tried their best to provide the best service to readers to meet their information needs. The strategies that librarians use are developing human resources, providing services, providing information, and using technology.

2. They are supporting factors for librarian strategies in improving the quality of digital-based library services, namely the support from the school to develop the library and the presence of visitors who utilize the facilities in the library so that library services can run, especially the internet network which is very important for the digital library system. Apart from that, solid and unified cooperation between the head of the library and the librarian also supports the running of library activities. Meanwhile, the inhibiting factor for librarians' strategies in improving the quality of digital library services is the lack of adequate library operational funds, which becomes an obstacle in implementing the strategy created. Apart from that, additions and improvements to library facilities are also needed.

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