

Library Development Strategy for The Community at Coastal Areas

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Abstract. This study aims to reveal various phenomena of the existence of libraries in coastal areas, especially to pay a particular attention to the relation power between various interests of the library, especially the managers and the community as the users and to explore how both parties understand and imagine the idea of library through the developing the library as a center of learning and skill development. The design of the research is explorative qualitative. Applying case study approach, the location of this research is in a coastal area, in the floating library of Tambak Lorok coastal, Semarang. Data are collected through observation and in-depth interviews with several parties involved. To examine the validity of data, this study applies a triangulation technique of sources focusing on key informants living in the community. The result of this research shows that the existence of library in the coastal area is more than the common belief to the function of library. Although finding shows that the government's attitude to support the development of the library has been as expected through producing some regulations, the response of the community to the development of the library is far beyond the expectation. Some drawbacks found are in the handling of library management which is still lack of implementation from the initial planning and the absence of integrated coastal resources management resulted from low understanding and mastery of policy makers and implementers of the national library program. However, the community has developed a community-based management which is an approach that has been widely used in various regions as an effort to empower themselves through utilizing any existed facilities, in this case is the library. Community has successfully produced an initiative of developing integrated coastal resource management programs which are still hard to find in Indonesia, especially those involving library institutions.

Keywords: library; coastal communities; cultural studies

1. Introduction

Library has a function to educate the nation. It is stated in the mandate law no. 43 2007 on library, "that in order to improve the intelligence of the nation, it is necessary to develop a reading culture through the development and utilization of the library as a source of information in the form of papers,



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prints and or recordings". Library is as a means of educating the nation through the availability of potential intellectual work resources for the society use to develop their knowledge. Therefore, the library services should continue to expand to meet people's needs to access to information source. In addition, library could also provide a medium for individuals to use maximum facilities to improve their skills, productivity and personality.

Starting from the children to adults, ordinary citizens to the important people and educated in various levels of education can provide exuberant thinking as an attempt to solve problems as well as to improve the quality of life and life. Through continuous and serious efforts, libraries have an important role to play in helping the information-rich and up-to-date community, and are being developed with the support of all the resources around the coastal libraries.

The basis of the concept of community empowerment that the efforts undertaken should be directed directly at the root of the problem, namely improving the community's ability [1-2]. The part left in society should be enhanced by developing and dynamizing its potential, in other words, empowering it. Practically the effort that is the mobilization of resources to develop the potential of this people [1][3-4] will increase the productivity of the people so that both human resources and surrounding natural resources can be used maximally to increase productivity. Thus, the community and its environment are able to participate in generating and growing educational, social and cultural values. This study aims to reveal the various phenomena of the existence of libraries in coastal areas. Currently the existence of the library has become a place of learning that can be used by the general public to meet the information needs. Through the program of developing cultural reading and library development in coastal areas.

2. Research Methods

The research method used qualitative explorative research through case study approach in coastal area that is in floating library of Tambak Lorok coastal, Semarang. This research is a study designed in accordance with the scientific study of cultural paradigm that pays special attention to various interests in this case the existence of the library seen from the ideology and level of library development in coastal areas that have been established.

This research is to analyze the development strategy undertaken by library managers in the coastal areas in mobilizing the level of public participation utilizing public facilities that have been provided by the government through the Ministry of Public Works and Public Housing (PUPR). The existence of the Citizenship Meeting Hall which is integrated with this library is important in the scrutiny because it is a learning resource for the community that plays an important role in fostering a reading culture that can be obtained free of charge by the community. The research method used with the approach of cultural studies [5-8] through data collection from documents, observations, and in-depth interviews. Research sites in rural areas in Tambak Lorok include Tambakrejo and Tambakmulyo (from RW 12-15) Semarang City. Data were analyzed by qualitative descriptive method. The validity of the data was examined by triangulation techniques involving key informants residing in the research area [9].

3. Result and Discussion

3.1. Strategy of coastal library empowerment

The results of this study found the existence of libraries in coastal areas. Also it is found the role of government in taking the necessary attitudes and policies towards the library, and to determine the level of community resistance through community empowerment in managing the library. Currently the existence of the library is managed by some people with minimum tasks and services provided with limited library materials as well. The simple management system of library operation is the main attraction for researchers to look at the impact of such simple operation, especially in a coastal library. The existence of such library has been the responsibility, authority, and right of the local communities for their skills and literacy development. In this case, it needs to develop a sense of participation for all members of community to take a responsibility in maintaining the existence of library. People who

care about and care for coastal libraries with those who are aware of the existence of libraries are not only important, but are indispensable for the community to gather.

From the findings obtained by researchers the lack of implementation of planning and management of coastal resources in an integrated way which leads to low understanding and mastery of policy makers and implementers of this library program. The existence of the library through community-based management is a community empowerment approach that has been widely used in various regions. Empowerment not only involves strengthening individual members of society [10], but also their institutions. Embedding modern cultural values, such as hard work, thrift, openness, and responsibility are central to this empowerment effort. Similarly, the renewal of social institutions and their integration into development activities and the role of society in them [11] [3][4][12]. However, the community empowerment program in integrated coastal resource management is still hard to find in Indonesia, especially those involving library institutions.



Figure 1. Location library in coastal Tambak Lorok

The stages of the community empowerment program is a cycle of change that seeks to reach a better level. In this case, the library Tambak Lorok (Figure 1) from the stage of community empowerment from the stage of assessment and implementation of the program runs as expected. However, in the evaluation stage as a process of supervision of citizens and officials of community empowerment programs have not run as expected. Developing libraries through planned activities is directed more towards facilitating structures and systems within the community that can ensure the development of a better community coastal community process. Currently, physical building facilities already exist, just waiting for the sustainability of the planned program from the beginning which must be supported by the community around Tambak Lorok.

3.2. *Library from the perspective of cultural studies*

A library institution is a readable-case object on how the representation of the power of the group in the form of library management, from the library management structure, to the activities undertaken by the surrounding community. Both the manager and his activities are ideological sites and battlegrounds among different actors of different backgrounds. This ideological battle ("interest") between these actors spawned discursive practice dynamics in libraries that directly or indirectly escape the vision of a professional and academic library.

In fact, the library as a site representing the various possible battles illustrated in the Foucault approach [13][14] can be seen in relation to the powers that operate in libraries in the time before Christ as in Erskine [15] entitled *Culture and Power in Ptolemaic Egypt: The Museum and Library of Alexandria*. This discursive practice dynamics as an active cultural process becomes an important discourse to be explored in the context of library management. The importance of the discourse can not be separated from the core presence of a library as the bearer of an ideal vision in the context of professional organizations. Unfortunately, libraries are generally understood by the public as practical and professional institutions and unimaginable to them about the possibility of a power discourse

process that has implications in practical, technical, and clerical service processes [16-17]. It is the public attention that makes the discourse process effective without any control by them, either internally or externally. The consequences of the situation led the library into the place of the process of domination by the interests of certain powerful groups into the status quo which then resulted in the helplessness of libraries in carrying out their professional functions in the field of libraries and librarianship.

3.3. *Improvement of community skills*

Basic skills training is one of the empowerment programs aimed at improving the skills of the community as a stock of work and community welfare. Efforts to improve skills in the library to be able to independently exploit the potential of one area with knowledge and skills about entrepreneurship and handicraft making that can be used as a souvenir. The purpose of this program is to improve the skills, knowledge and awareness of the community, especially the group of women PKK to increase the value added of marine products so that it can increase family income. And promote souvenirs as a product of the local community [18-19].

Human resources is a very important capital in the development of coastal community. The linkage of coastal libraries to community empowerment is interesting. The goal of community empowerment is the community's independence in overcoming their problems through initiative and creativity to improve the quality of life [20-22]. Currently the community needs knowledge, skills and attitude to get out of the problems faced by the community [23-24].

Become a consideration for policy makers in development planners, when faced with the problem of increasing the capacity of human resources of coastal communities whose average formal education is limited. Even in some places still found those who are illiterate. Of course, it is necessary to choose the methods and educational media that suit the needs and conditions of society. Empowerment actors at the community level in this case libraries can develop training methods for adults to improve knowledge and skills of coastal communities. The key to adult education methods is the process of awareness of growing confidence, fostering a sense of need in the community to improve the quality of life with the support of existing facilities in their environment.

3.4. *Library as a public space*

In order to become a developed nation, all members of society must care, take responsibility, support each other, and synergize to improve reading interest by increasing knowledge about library. A low public interest reading is not merely the responsibility of the government, but the responsibility of all citizens in providing quality literature. Government through the Regional Library Agency, always encourage reading culture to the community, even encourage the parties of education observers to open or provide a community reading park around their residence. This is one of the government's efforts to increase interest in reading the community by protecting the community itself.

One of the functions of the library is the informational function that is in the provision of access to information freely, information democratization, and connectivity to global information. Information is at the core of the public sphere at an information or library [25-26]. With the ability of libraries to provide information for the development of independent opinions, the abstract library is a public space. But the library is physically a library building where people can gather to hold activities such as discussion, book review, seminars, and so on (Figure 1 and Figure 2). Before participating in these activities, participants of the discussion will provide themselves with the information provided in the library. When these activities are carried out in the library, there has been a widespread interaction.



Figure 2. Utilization of library by children after school.



Figure 3. Some parents use the library as a relaxing get together space.

In the perspective of public space [27-28], libraries must be democratic so that libraries are open to anyone who wants to use the information they have, whether poor, rich, officials, merchants, students, and others. Libraries should be able to receive and respond to input and criticism from users so that libraries can meet the needs of users/communities. Libraries must also be able to follow the development of information technology so that the user community can still make the library as a public space because it is always able to provide the needs of user information. To maintain the library public space, the library should always be introspection in order to be a place coveted by the community and do not forget to do promotions that invite people love to read.

4. Conclusion

Ideally, a library has no importance whatsoever in the content of the provider of information and knowledge. It does not discriminate against truth, objectivity, and value contained therein, but it is in its sole interest to make such a collection of information and knowledge available to the public. The library is a place with a system designed to maintain and facilitate information seekers. But if there is an unfairness in the implementation of the essence of library tasks as already manifested in the middle of coastal communities.

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