Strategic Marketing Planning for Services at the Library of University Negeri Padang

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ABSTRACT

This study aims to find out how marketing strategy of library service has been implemented in UNP Library and what marketing strategy could be implemented to optimize those services, especially reference services and digital literature search service. The data was obtained by interviewing and observing the librarian, followed with analysis using 7P Marketing Mix theory. It was found that several elements in the marketing mix had been implemented in the library. The finding shows that UNP library has been implementing several elements of 7P marketing mix theory, such as product, price, promotion, place, people, process and physical evidence. Further, UNP library could improve its service marketing by implementing element promotion and people with new strategies.

Keywords: Library services; marketing of library; university library.

1. INTRODUCTION

The library is one of the providers of comprehensive information services which is required to provides quality services in order to fulfill its user needs. As an information center, library has function and responsibilities that are described in its vision and mission. The vision is to become a superior, modern, up to date information center, and as the main academic facility. The mission is to provide library material services and access to a literature information center in order to improve the quality of learning. The services provided by the UNP library include; administrative services, circulation, general collections, references, collections of periodicals, reading corners, digital collections, and online circulation services.

As response of Corona-19 virus (Covid-19) pandemic, UNP library has opened new digital services, namely literature search services (JPL – Jasa Penelusuran Literature) and online circulation (Sidaring Services). JPL services are provided by the library to assist and facilitate users in conducting online literature searches without having to visit the library. JPL services can be used by students who need literature related to assignments, thesis writing and dissertations by contacting the librarian via library email. While the Sidaring service is for borrowing collections that can be done online. UNP librarians are expected to provide maximum service for library users and strive to achieve the library's stated goals, namely meet the needs of users and stakeholders and being able to communicate library values.

Various efforts have been done by librarians so that library services are utilized by users, especially during the Covid-19 pandemic, including marketing, promotion, and publication. Library marketing could be described as marketing elements used in the library to maximize the utilization of human resources (librarians) and information resources (collections) in order to create satisfaction for the needs and desires of users [1]. The library needs a marketing function to shows that it has a good service for the user. As a non-profit service institution, it is necessary for the library to have a marketing mix, especially a marketing mix for services. The marketing mix is a set of tools that marketers can use to shape the characteristics of the services offered to

customers [2]. These tools can be used to develop long-term strategies as well as to design short-term programs. The purpose of this research is to find out the marketing activities of services in the UNP library, then make a strategic marketing plan based on marketing mix theory so that the services can be utilized optimally by users.

1.1. Our Contribution

Based on our exploration of the literature, the measurement of service marketing strategies in libraries has been extensively studied. Further, research on service marketing strategies as a whole has not been widely studied in the scope of libraries, especially in Indonesia. Thus, we use the marketing mix paradigm which we think is more general. We hope that this paper can contribute to the development of service marketing strategies and as a scientific basis for UNP libraries to improve library services marketing strategies.

1.2. Paper Structure

The remainder of this paper is organized as follows. Section 2 contains a literature review that specifically discusses library services, marketing mix, and library promotion which then produces the framework concept. Section 3 presents a research methodology that describes data collection, data reduction, presentation of research data and drawing conclusions. The analysis and research findings are presented in Section 4. Discussions related to our research findings are presented in Section 5. Finally, Section 6 provides the conclusions and implications of our study.

2. LITERATURE REVIEW
2.1 Library Service

There is a need for planning in the implementation of a library service activity [3]. The principle of service planning that needs to be considered is oriented to the needs and interests of library users. To optimize the function of services in the library, it is necessary to have a guide and rules in providing services; formulation of common goals, responsive librarians, and easy administration. This is a concern for libraries in providing services to users.

There are several types of services in the library such as circulation services, reference services, consulting services, periodical collection services, reading corner services, and digital collection services, including other services designed by the library in certain circumstances. For example, during the Covid-19 pandemic. Libraries must be creative to optimize library services so that they are still used to support library functions and tasks, namely providing information needed by users.

As response to Covid-19 pandemic, UNP library launch its latest services, namely the literature search service (JPL). JPL service provided by the library to assist or facilitate users in conducting literature searches. In the library, this service can be classified as one of the referral services because this service allows users to order the literature needed in writing theses, theses and dissertations by contacting the librarian via email and the librarian's Whatsapp number. This service is specifically designed to maintain excellent service in the UNP library as a strategy to overcome Covid-19 pandemic.

As one of information center used by students and lecturers at universities, the open-closed system due to the lockdown on the library limits user access rights. By prioritizing the health of librarians and users, libraries must develop library resources that support online services, such as by providing digital collections, digital reference services, and creating innovations in the delivery of online library services. Libraries must use media that allow users to take advantage of library services without having to come to the library [4]. Thus, the library must strengthen its digital services by having a marketing strategy in organizing online activities, and also empowering librarian's competence in improving services.

2.2 Library Promotion

Promotion is an important phenomenon in marketing. This requires a mechanism by which the target group is informed about the resources available in the library and information center [5]. When consumer have never heard a product or service and are not sure that the product or service will be valuable for them, they will never buy it, even the product or service has a good quality [6]. This also applies to library. Therefore, it is important for

libraries to create awareness programs for new students who join at the beginning of the school year. A word-of-mouth campaign strategy is the best mechanism to promote library services to users. The main promotional tool is library instruction in the form of workshops, seminars, lectures etc [5]. With the promotion of the library, it can increase the impression of the user on the positive image of a library [7]. Starting from the library promotion, there are four variables in the promotion mix [8] namely advertising, personal selling, sales promotion, and publicity. Of the four variables, two of them focus on presentation in promotions which must be highlighted so that consumers become interested in using the services offered. With a good form of promotional communication, library services can be effectively used by users in obtaining information.

Promotion strategy in developing effective communication according to [9]: (a) target audience. Institutions must be able to adapt to the needs, wants and values of their target audience. Institutions can choose which groups they want to target; (b) Determine the purpose of communication. Marketers can seek cognitive, affective, or behavioral responses from the audience so as to change consumer perceptions and make consumers take action to use the marketed product; (c)

Design messages. The message conveyed must be persuasive; (d) Selecting the communication channel. Consumer interest, communication channels adapted to market needs; (e) Determine the total promotion budget.

2.3. Marketing Mix

Besides the promotion mix, there is also a marketing mix in formulating an effective marketing strategy. The marketing mix is a set of tools that marketers can use to shape the characteristics of the services offered to customers [10]. These tools can be used to develop long-term strategies as well as to design short-term programs. The marketing mix is the 4Ps (product, price, place, promotion) then added with the 3P services, namely people, physical evidence, and process. Boom & Bitner [9] suggested adding 3Ps involved in marketing services, namely: people (people), physical evidence (physical evidence), and process (process). As noted by Kotler, Boom & Bitner [9], the above confirms that the marketing mix for services consists of 7Ps, namely: product (product), price (price), place (place), promotion (promotion), people (people), physical evidence (physical evidence), and process (process). The seven concept elements in the marketing mix can be applied in the library according to the results of research from S. K. Patil, Pranita Pradhan [5] as seen in the following table:

No.	7P Element of Marketing Mix	Adjusted to a Library Environment
1	Product	Academic Libraries are providing good number of services to their users through various ways e.g. List of Additions (Whatever material added to the library it is communicated to users either printed list of through email). Now OPAC is accessible to all users through internet. Current Content Service, SDI service, Web based services etc. These services are the product of libraries. Hence library professionals have to promote and market their products among the users.
2	Price	Price factor is important from the point of view of the budget of the Institution. Without budgetary provision, no library cannot purchase reading material. No library cannot self-sufficient by considering the academic out of the institution, faculty improvement, students growth institution has to make the provision in their budget. Not even for the reading material but for providing qualitative services, it requires financial provision. Internet connectivity should be provided to students with no extra cost
3	Place	Services are intangible; they cannot be normally stored, transported or inventoried. Services production cannot be separated from selling. In case of library services, personalized services like SDI are provided to the selected users by collecting what are the areas in which they require information. Library instructions shall be conducted either in the library or computer laboratory to provide hands on training to all segments.
4	Promotion	Promotion is another important phenomenon in marketing. It requires mechanism by which target groups are informed about the resources available in library and Information Centre. Promotion of what we have in the library. Users may not be aware or familiar with the library system. Hence it is essential that every year new students are joined with the library and at the beginning of the academic year, they must be provided awareness programmes. Word of mouth campaign is the best mechanism for promoting the user of library

		services. The primary promotion tool is library instructions in the form of workshop, seminars, lectures etc
5	People	The success of any programmes is depend on the feedback of the participants hence participants involved in promoting and marketing of the library services provided by library professionals, their feedback will help to get the lacunas in the system and it will help to improve the services and library system.
6	Physical evidence	According to Shostack "a physical object is self-defining; a service is not " Hence in educational sector the marketing task is " defining for the services what it cannot define for itself " Evidence for the service can be both peripheral and essential. Physical evidence can support the marketing programmes by providing adequate service to the library users. It can make the service tangible.
7	Processes	process is related to the process management, it consists of process planning , control, operation planning, facilities to be available with users, scheduling, quality of services etc.

Table 1 7th Concept Element Of Marketing Mix

2.4. Consumer Behavior

Kotler's model of consumer behavior shows that marketing stimuli and other stimuli enter the box consumer black. Marketing stimuli consist of: product, price, place, promotion. Other stimuli are forces and events that have a significant influence on the consumer environment, namely economics, technology, politics and culture [9] [11]. All these stimuli entered in the consumer black box, where consumers absorb all these stimuli and provide responses in the form of: product choice, brand choice, dealer choice, purchase time and number of purchases. Stimuli turn into responses in two ways. First, the characteristics of buyers affect how they receive and react to stimuli. Second, the buyer's decision process that affects buyer behavior. Purchases by consumers are heavily influenced by the characteristics: (1) culture consisting of: culture, subculture and social class, (2) social consisting of: reference group, family, role and status, (3) personal consisting of: age and life cycle, occupation, economic situation, lifestyle, personality and self-concept, (4) Psychology consisting of: motivation, perception, learning process, beliefs and attitudes [11] [9].

In the decision process, the stages that are passed by the buyer are: need recognition, information search, evaluation of alternatives, buying decisions and post-purchase behavior. Need recognition in the first stage of the buying decision process, is when the consumer recognizes a problem or need. Information search at this stage of the buying decision process, which stimulates consumers to seek more information; is the consumer may simply increase attention or may actively seek information. Evaluation of alternatives at this stage of the buying decision process, is when consumers use information to evaluate alternatives in the choice set. The buying decision at this stage of the buying decision process, is when the consumer actually buys the product. Behavior after purchase at the stage of the buying decision process, is when consumers take further action after buying based on satisfaction or dissatisfaction.

2.5. Conceptual Framework

Our study adopts Boom & Bitner's [9] model which develops a theoretical model to measure marketing strategy for services. This model explains that the marketing mix for services consists of 7Ps, namely: product (product), price (price), place (place), promotion (promotion), people (people), physical evidence (physical evidence), and process (process).

3. METHODOLOGY

In this study, researchers used a qualitative method. Research location is in the main library of Padang State University. Data collection techniques were obtained from interviews and literature studies. We conduct online interview with coordinator of technical service, coordinator of user service, and several librarians. The interview was conducted online since UNP library implements work from home (WFH) policy as anticipation of Covid-19 breakout. We also conduct a literature study related to library marketing and library promotion service. Regarding data analysis, the results of the interviews were processed and analyzed by marketing mix theory using several literatures in the form of books, journals and previous research results.

4. ANALYSIS AND RESULT

Based on the summary of interviews from five interviewees, the UNP library has 9 types of services including; administrative services, circulation services, general collection services, reference services, periodical collection services, corner services, digital collection services, JPL services and online services. According to interviewees, the UNP library already used a marketing strategy in providing information services to users within the UNP environment and the general public. One of the strategies carried out by the library is promotion on social media, library web, as well as formal and social activities aimed at introducing UNP library services to the UNP academic community and the community to foster interest in reading and develop information literacy. The implementation of marketing strategy has a positive impact to the UNP library, specifically by increasing number of visitors to the library, and the number of users who use library services. On weekdays, library visitors can reach 1,000 visitors per day. Starting from administrative services such as making membership cards, borrowing collections, using digital collections and reading corner.

The results of the summary of interviews regarding the achievement targets and achievements of the library from all types of services in the library as well as follow-up and analysis of the problem have been described through the table as follows:

No.	Service Type	Achievement Target	Achievement	Supporting factors/ Problem analysis	Follow-up/ Strategy
1	Administration service	92% of users use administrative services	92% of users use administrative services	Availability of librarians and IT equipment: computers, internet network, stationery	Evaluating and checking the workflow of each library staff based on divisional tasks to improve performance in services.
2	Circulation service	80% of users use Circulation service	80% of users use Circulation service	Availability of librarians, diverse collections, and IT equipment: computers, internet network, stationery.	Ensuring collections grow and diversify so that more and more users borrow collections from the library.
3	General collection service	90% of users use General collection service	90% of users use General collection service	Availability of librarians and diverse collections	Ensuring collections of various subjects are added and updated for users to borrow.
4	Reference service	90% of users use Reference service	40% of users use Reference service	Availability of professional librarians and ready to serve. Reference collection is still limited. The most widely used collections are references, recipes, and Minangkabau dictionaries.	(1) Ensure the procurement budget reference collections (2) Evaluate the promotional strategy with the team librarian so the reference collection can be used optimally. (4) Provide information to users regarding the availability of reference
5	Periodic collection service	90% of users use Periodic collection service	90% of users use Periodic collection service	Availability of librarians, and complete collections (magazines, newspapers, journals)	(1) Organizing collections so that users can easily find them (3) Providing information to users regarding the availability of periodic collection services
6	Reading corner service	85% of users use Reading corner service	85% of users use Reading corner service	Availability of librarians, Reading corner include: BI, BPS, KPK, and BKKBN.	(1) Adding information to students (2) Direct promotion to visitors who come about reading corner services and what information can be obtained.
7	Digital	90% of users	90% of users	Availability of	(1) Addition of IT

		use Digital collection service & 100% digitization	use Digital collection service	librarians and IT staff as well as equipment for digitizing collections Some collections have not yet been digitized.	equipment such as computers, (2) Addition of new human resources because many staff have retired. (3) Providing direct information to users regarding digital collections owned and how to obtain them..
	collection service				
8	JPL Service	90% of users use JPL Service	0% of users use JPL Service	Availability of librarians and IT tools. Students are still reluctant to communicate with librarians regarding requests for literature searches, and due to the Covid-19 pandemic, librarians cannot do direct promotions to the faculty.	(1) Set a better marketing strategy in terms of librarian communication so that there are many interested parties, (2) Direct promotion strategies can be carried out by all librarian, and promotions through social media, (3) Pick-up strategy, direct promotion to faculties with health protocols .
9	online circulation service	90% of users use online circulation service	90% of users use online circulation service	Availability of librarians, IT tools, and collections. The lack of librarians makes the demand for online services pile up..	(1) Evaluating each division working on online services and also for additional human resources (2) conducting promotions by directly informing users regarding online circulation services (online circulation services) so that users can borrow remotely.

Table 2 Targets and achievements of library services and interview results, processed by researchers

As described in the table above, the reference services, and JPL services have not been used optimally, in which the realization of the achievement is still below the target. It can be assumed that the service has not been maximized. Therefore, the researcher conducted an analysis of the marketing mix theory [9] to see the marketing strategies that have been applied in the library, and which elements need to be improved so that the services in the library can reach the target users. Marketing strategy analysis is summarized in the following table:

No.	7P Element Marketing Mix	Adjustments in the UNP Library
1	Product	The services offered are: (a) administrative services; (b) circulation services; (c) public collection services; (d) reference services; (e) periodic issues collection service; (f) reading corner service; (g) digital collection services; (h) literature search services (JPL); (i) online circulation services.
2	Price	The costs used to provide library services, information resources, and programs that are held either directly or indirectly are from Padang State University funds. Libraries can adopt pricing policies for various types of services, such as ordering collections, final assignments, theses, and dissertations by e-mailing the librarian.
3	Place	Where and how services are available and users are served; e.g. (a) In the library UNP (b) Via telephone and Whatsapp chat librarian (c) Via Online Public Access Catalog (OPAC) http://opac.unp.ac.id and repository service at http://repository.unp.ac.id (d)) Online from the library website http://library.unp.ac.id/ (e) Online from the digital library.
4	Promotion	Some of the ways libraries advertise their services and the methods used to inform the public are: (a) Promotion; (b) Publications; (c) Personal communication through 2 things, namely: (1) educative normative strategy, namely collaborating with other parties for development both in terms of collections and also facilitating services in providing information for all academics from both parties to several agencies, including the library UIN Padang, ATI Padang Library, Jambi University Library, ISI Padang Panjang Library, UNAND Library, IAIN Bukittinggi Library, Univ. Lancang Kuning, etc. (2) Persuasive strategies, namely promotions and publications carried out through: print media (brochures, pamphlets, posters), electronic media (Facebook, Instagram, Twitter, Telegram), library sites, workshops, conferences, training, seminars, book presentations/exhibitions, announcements in the press and local media.
5	People	Human resources in the UNP Library are 33 employees divided into civil servants and library technical staff. The Coordinator of User Services and the development of library and IT HR is responsible for the smooth running of the service as a whole with the vision of "Being a leading, modern, up to date information source center, and functioning as one of the main academic facilities in the process of science transformation" The way librarians and library staff serve users, such as: (a) communicating, (b) receiving criticism, suggestions and complaints, (c) innovating to improve service quality, (d) building positive and negative perceptions for the progress of the library. Every librarian and librarian has had: (a) Qualifications for library education, (b) Experience as a professional librarian, (c) Behave politely and friendly, (d) Attractive appearance, (e) Willingness to serve, (f) Good communication skills , (g) Speed of service, (h) Efficiency in work.
6	Physical evidence	Facilities and infrastructure owned by the UNP Library: (a) The library room is clean, organized, and comfortable (b) Each collection room and office is equipped with air conditioning (AC) (c) Application of IT, namely free wifi, internet, and OPAC (d) Attractive interior design (e) Sufficient arrangement and lighting (f) Photocopying room (g) Prayer room for worship (h) Library furniture and equipment such as tables, chairs, storage shelves, and so on..
7	Processes	The efficiency and effectiveness of human resource management and the implementation of library activities to meet the needs and satisfaction of users, which have been carried out by the UNP Library, such as: (a) Having an online catalog (OPAC) http://opac.unp.ac.id (b) The existence of reference/referral services (c) Information services are available at the library entrance (d) Have a library website http://library.unp.ac.id (e) Have a library information system (KKI Digital) (f) Have a UNP Repository service the library website http://repository.unp.ac.id (g) provides e-journal services subscribed to by UNP, Dikti, National Library of Indonesia and open access.

Table 3 Library Marketing Strategy

The analysis result show that the elements of promotion must be implemented, but from the survey results, promotion activities need to be repeated as a continuous activity. Library promotion should be re-evaluated as a method to increase the numbers of visitor. Further, people should also be re-evaluated, because feedback

from users is a factor in the success of the librarian promotion program to improve library services. We also analyzed from the consumer behaviour, we interviewed several UNP students and lecturers regarding JPL services and reference services that had not yet reached the target. The analysis result show that some of students know about reference services but not with JPL services. Some of student know JPL service but don't know how to use the service. This causes JPL services used not optimally. This argument is in line with the process of stages of the consumer behavior theory model [9]that is passed by the user, the first is need recognition, when consumers recognize a problem or need. UNP students do not recognize the need for information on JPL services, by searching for information, which stimulates students to seek more information about JPL services. Further, students are not familiar with JPL services, requesting a literature search via email, which usually comes directly to the library. Thus, if the library implements a promotion strategy, the next stage of purchasing decisions will be carried out. Based on the analysis above, we design a marketing strategy that is in accordance with the real condition of the current UNP library by referring to Kotler's theory.

4.1. DESIGN OF LIBRARY MARKETING STRATEGIES

a. Target Identification
Identifying target users is a necessary initial stage in planning a promotional strategy. From the results of the interview, it is known that the services that are still low in users are reference services, and JPL. Students and lecturers use these services to increase knowledge, other references, help complete assignments and deepen course material. For lecturers, these services are useful for writing articles and research. Therefore, the main target for promoting UNP Library services is students and lecturers.

b. Determining Promotion Goals
As stated by Išoraitė [12], marketing mix promotion is a tool that helps to disseminate information, encourage purchase and influence the buying decision process. The purpose of promotion of library services is (1) to inform, this is the basic purpose of promoting a product or service. The activities can be in the form of informing the existence of available services, telling how to use them, technically obtaining information in them, and building a positive image of the UNP Library. (2)

Changing the point of view, users who are not initially interested in using the service may change their minds after seeing the promotions offered. Librarians can persuade and encourage students and lecturers to use the services at the UNP Library by providing attractive offers so that the promotion is successful.

c. Message Design
Messages designed by library institutions must be made attractive and invite the attention of students and lecturers. Using language that is appropriate to the target audience can strengthen the promotional message. The use of the right words must also be considered carefully. Message content includes how to say it symbolically (message format), what is said (message content), who should say it (message source), and how to say it logically (message structure) [13]. A message should also have emotional appeal, rational and moral, because this can increase the effectiveness of the promotion.

d. Communication Media Selection
Choosing an effective promotional media is an obstacle that occurs in the library. Focusing on the targets to be achieved is the best thing to do. By studying the behavior of students and lecturers, there are two choices of available media, namely offline media and online media. In offline media, librarians can use word of mouth promotion. Word of mouth marketing is also considered a powerful tool that relies on sharing real, honest, and sincere opinions about something among people who know each other. [14] Librarians can schedule meetings with faculties at UNP and promote direct services provided to students and lecturers by distributing brochures and pamphlets. In addition, online media can use Whatsapp, Instagram, Youtube, Twitter, Facebook.

The social media that are often used are Whatsapp, Instagram and Youtube. Promotion through Whatsapp uses messages which are then sent periodically to student groups. Promotion through Whatsapp also provides information about Youtube and Instagram that are used to promote the available services. Promotions using Instagram and Youtube contain information access addresses, and short video tutorials on how to access the service. Videos about service promotions on Youtube can be displayed on the front page of the UNP library website librarian.unp.ac.id and played during new

student admissions. Promotions are also displayed on the front page of the UNP website because all academics use UNP logins when logging into unp.ac.id. This promotion provides information that the UNP library has many facilities that can be used by students and lecturers to add information and knowledge in the teaching and learning process which will have an impact on the quality of UNP students and lecturers.

e. Promotion Budget

The library ensures and establishes the total budget required for promotional activities. The use of online media as a promotional channel is very efficient and economical in terms of costs up to zero rupiah. The content and messages that will be created can be done by the librarians themselves, while video content can be created in collaboration with the IT staff. This low-cost promotional budget is reinforced by Bhardwaj & Jain [15] that libraries in developing countries use the latest technologies such as Web 2.0 and mobile services to conduct marketing in an efficient and cost-effective way to market their resources and services. Budgeting for offline media such as librarian activities that provide information directly to faculties is also cost-effective because the intended faculty building is still in the library environment. Librarians can share tasks for these activities. And if it requires other costs from unexpected factors, the library must ensure the budget is there so that the promotion runs smoothly. With proper budget planning, it is hoped that promotional activities can run effectively and proportional to all costs incurred.

5. DISCUSSION

The UNP library has implemented 7 marketing elements in the library. Librarians strive to continue to understand the services involved in finding information available in libraries and library websites. In addition, the library through various service programs also tries to adapt to changes in both the internal and external environment for the satisfaction of its users. Including adjustments to the Covid-19 pandemic which caused libraries to close offline services for some time. This causes some services are not used optimally. From the results of the interview, it is known that of the 9 services owned by the JPL library, literature searches and reference services have not yet reached the target in their use. From the results of

interviews, JPL services and reference services are constrained by promotion and personal communication from users to librarians. Our research shows that students still do not know and understand the use of JPL services. In addition, students are also reluctant to communicate with librarians regarding requests for literature search services. Due to the Covid-19 pandemic, librarians cannot do promotions directly. As response to the pandemic, library suggested to develop a better marketing strategy, such as improve librarian communication so that there are many interested people, rearrange the strategy of word-of-mouth promotion, implement promotion through social media, and direct promotion to the faculty with considering health protocols in mind. This finding is in line with [12]. We believe that with a good word-of-mouth and social media strategy, service users will increase. This argument is in line with the marketing mix theory which generally states that word-of-mouth is the best mechanism to promote library service users. The marketing strategy design for the UNP library can be divided into 5 stages; (1) Identifying target users, the main target for promoting UNP Library services is students and lecturers. (2) Determining promotional objectives,) to inform and changing the point of view. (3) Message design, includes how to say it symbolically (message format), what is said (message content), who should say it (message source), and how to say it logically (message structure). (4) Selection of communication media, offline media and online media. (5) And promotion budget, the library ensures and establishes the total budget required for promotional activities.

6. CONCULSION

The concept of marketing mix is a topic that has long been raised which is generally used in the banking and trade fields. However, the service sector such as library can also apply it. This study using 7 elements of the marketing mix for services at the UNP library that have never been studied holistically previously. This research is expected to provide useful information regarding the marketing strategy of library services using the concept of 7 elements of the marketing mix with consumer behavior factors. The results show that the library has implemented the 7P marketing mix concept – namely product, price, promotion, place, people, process and

physical evidence – in carrying out its vision of "Being a center of superior, modern, up to date information sources, and functioning as one of the main academic facilities in the process of science transformation". However, JPL and reference services have not yet reached the target. Planning the right promotion strategy for JPL and reference services is to advertise the service to users using personal communication using word-of-mouth (WOM) techniques [9]. Another strategy is to use persuasive strategies, such as promotion and publication through: print media (brochures, pamphlets, posters), electronic media (Facebook, Instagram, Twitter, Telegram), library sites, workshops, conferences, training, and seminars. The marketing strategy design for the UNP library can be divided into 5 stages; Identifying target users, determining promotional objectives, message design, selection of communication media, and promotion budget. With this strategy, the library is expected to improve services for students and lecturers at Padang State University

ACKNOWLEDGMENT

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