**Application of Social Media Threads in College Libraries**

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**Abstract**

The development of information technology has brought significant changes in various sectors, including higher education libraries. Social media as an example of a form of information technology innovation has become a fairly effective and efficient tool in expanding access and improving library services. So that users can be more optimal in utilising the library as a place to search for information. This research focuses on the application of social media "thread" as a strategy to increase the effectiveness of college libraries in providing services to users and connecting with users. This research uses a qualitative approach with case studies on several college libraries that have actively implemented social media "threads". Data was collected through interviews with library staff, observation of user behaviour, and social media content analysis. The results showed that the implementation of social media "threads" in college libraries has provided tangible benefits in improving information access, facilitating communication between libraries and users, and promoting library services effectively.

In addition, the study also identified challenges faced in implementing social media "threads", including time management, expanding the user base, and the need for library staff training. The results of this study provide valuable input for higher education libraries in developing strategies to utilise social media to improve library services and interact with users.

Keywords**:** Technology, Social Media, Library, College, Threads

**INTRODUCTION**

Today's technological world has a different impact than in the past. This difference occurs when information and communication technology brings significant changes to various aspects of life, one of which is in the world of education and libraries in higher education. At this time, social media has become one of the main elements in how humans interact or connect digitally. Social media makes it easier for people to create content or share information and communicate with other people very quickly and easily in seconds or minutes.

Social media is a means that makes it easy to interact with fellow users and has two-way communication. 1 Social media has become an important tool in everyday life and is used as personal branding in the world of education and library management in universities for marketing media so that it is known to the wider community.

College libraries are an important part of higher education institutions which have an important role in supporting activities such as the development of science, research, and academic activities. In recent years, university libraries have faced various new problems, such as the increasing demand for fast and easy access to information resources, the provision of library services that must keep up with the times, and changes in student behavior in seeking information today which is different from the past.

One response to this challenge is to use tools in the application of social media to increase interaction between users and libraries. The popular social media platform is the "Threads" platform because it is an effective way to build a digital environment and communicate and share information among users, especially university staff and students.

However, it is still limited in the context of university libraries with great potential in social media to improve library services and research on the application of social media, especially the Threads platform. In this research, the aim is to explore how to implement Threads social media in university libraries as an effort to increase interaction between users and libraries and also the quality of library services.

The discussion in this research is the strategy for using Threads social media, the perceptions of users, namely students, and staff, regarding the application of this social media platform, and the impact of using the library. It is hoped that a better understanding of the application of the Threads platform in the context of university libraries can meet the information and communication needs of the academic community more optimally.

It is also hoped that this research can provide strategic steps in facing changes in education and information technology, such as providing insight into the potential for better implementation of Threads social media.

**RESEARCH METHODS**

The approach to this research uses a qualitative approach so that it can provide a deeper understanding of the application of Threads' social media in university libraries. Researchers using this approach make it possible to explore the views and experiences of stakeholders regarding the use of Threads social media, and can also analyze its impact on education and information technology.

1. Data Source
* Interviews: conduct interviews with library staff, lecturers, students, and Threads social media users to get their views on the application of Threads social media.
* Observation: observe the activities of using Threads social media in the college library environment.
* Documents and Literature: a collection of data from related literature, regulations, and other related documents.
1. Data Collection Techniques
* Interviews: Interviews will be conducted face-to-face or via telephone with a structured list of questions to gain insight from stakeholders.
* Observation: Observing the interactions of Threads social media users in the library to understand how they are used and their impact.
* Document Analysis: Analyze documents related to the application of Threads social media in libraries and relevant literature.
1. Data Analysis
* Qualitative data analysis: The collected data will be analyzed using a qualitative approach with content analysis techniques to identify patterns, themes, and trends in interviews, observation, and document data.
* Analysis Framework: Using an analysis framework to organize existing data and then analyze strategic steps that can be taken.
1. Validity and Reliability
* Validity: ensuring the validity of the data, triangulating the data by combining results from various sources (interviews, observations, documents) and using comparisons with relevant literature.
* Reliability: reliability will be maintained by ensuring that the data collection and analysis methods used can be repeated by other researchers with similar results.
1. Ethical Procedures
* Request permission from all parties including stakeholders involved in this research.
* Participant privacy and confidentiality will be maintained by maintaining anonymity in reporting results.
* Comply with research ethics and applicable regulations.
1. Modeling Potential Implementation of Social Media Threads
* Apart from collecting data, a potential model was also created on how Threads social media could be more effectively used in higher education libraries. This model will integrate findings from our research and propose strategic steps to increase the adoption of Threads social media in educational and information technology contexts.

Using this method can provide a comprehensive view of the application of Threads social media in college libraries and identify strategic steps that can be taken to better face changes in the fields of education and information technology.

**THEORETICAL SUPPORT**

**Library**

According to the Big Indonesian Dictionary (KBBI), a library is a place, building, or space provided for the maintenance and use of a collection of books, etc. and in other definitions, also in the KBBI, it is a collection of books, magazines and other library materials that are stored to be read, studied, discussed. 2

According to Prof. Sulistyo Basuki, a library is a room, part of a building, or the building itself which is used to store books and other publications which are usually stored according to a certain arrangement for use by readers, not for sale.3

According to Law No. 43. of 2007, a library is an institution that collects printed and recorded knowledge and manages it in a special way to meet the intellectual needs of its users through various ways of knowledge interaction.4

According to the International Federation of Library Associations and Institutions (IFLA), a library is a collection of printed and non-printed materials and/or information sources on a computer that are arranged systematically for the benefit of users. 5

Tunardi (2018) stated that libraries are warehouses for information, education, research, preservation, and preservation of the nation's cultural wealth, as well as being healthy, cheap, and useful tourist attractions.6

The library has several important functions for the progress of society. According to Darmanto (2020:7), there are several types of library functions, namely: administrative, research, informative, educational, recreational, and cultural. The administrative function of the library is related to the task of storing collections of library materials or information. 7

**College**

According to Law No. 20 of 2003 Article 19 Paragraph 1: what is meant by tertiary education is the level of education after secondary education including diploma, bachelor's, master's, specialist, and doctoral education programs organized by tertiary institutions. 8

According to Law No. 12 of 2012 concerning higher education in Article 1 paragraph (1) it is stated that higher education is the level of education after secondary education which includes diploma programs, bachelor's programs, master's programs, doctoral programs, and professional programs, as well as specialist programs held by universities based on Indonesian culture.9 The functions of higher education institutions as stated in Law No. 12 of 2012 Article 4 are as follows:

1. Developing abilities and forming a dignified national character and civilization in order to make the nation's life more intelligent.
2. Develop innovative, responsive, creative, skilled, competitive, and cooperative academic activities through the implementation of the Tridharma.
3. Develop science and technology by paying attention to and applying the human values ​​possessed by humans so that humans become fully human. 10

**College Library**

College libraries are libraries located at universities, their subordinate bodies, or institutions affiliated with universities with the main aim of helping universities achieve their goals, namely the Tridharma of Higher Education (Education, Research and Community Service). 11

In another sense, a college library is a work unit that is an integral part of a parent institution which, together with other units, but in different roles, is tasked with helping the college concerned implement the Tridharma. 12

According to Syihabuddin Qalyubi, stated that a college library is a technical implementation unit (UPT) of a college that together with other units participates in implementing the Tri Dharma of Higher Education by selecting, collecting, processing, maintaining and serving information sources to its parent institution in particular and the academic community in general. 13

In the college library guidebook (Ministry of National Education, 2004:3), college libraries have various functions as follows:

1. Educational Function

The library is a learning resource for academics, therefore the collections provided are collections that support the achievement of learning objectives, organizing learning materials for each study program, collections of teaching and learning strategies, and materials supporting the implementation of learning evaluations..

1. Information Function

Libraries are sources of information that are easily accessible to information seekers and users.

1. Research Function

The library prepares the most up-to-date primary and secondary materials materials for conducting research and studies in science, technology, and the arts. It is absolutely essential to have research-supporting collections in university libraries because the task of universities is to produce research works that can be applied for the benefit of community development in various fields.

1. Recreation Function

Libraries must provide meaningful recreational collections to build and develop the creativity, interest, and innovation power of library users.

1. Publication Function

Libraries should also help publish works produced by university residents, namely academics and non-academic staff.

1. Deposit Function

The library becomes a deposit center for all works and knowledge produced by university residents.

1. Interpretation Function

Libraries should carry out studies and provide added value to the information sources they have to help users carry out their dharma. 14

**Threads**

Threads is a platform for sharing on social media developed with Facebook. This application makes it easy to share content such as videos, images, and text messages. Threads, like other social media, makes it easier for users to communicate with other users on a personal basis or connect with the closest people in the lives of users of the Threads social media platform. 15 Instagram social media users can connect directly to follow other users who have the Threads application.

Steps to create platform threads:

1. Download

Android users open the official store application on the Google Play Store or iOS users open the official store application on the App Store. Search for the "Threads from Instagram" application then click download.

1. Login

When the Threads application has been downloaded, open the Threads application then log in using the same account as the user's Instagram application.

1. Privacy Preference Settings

Users are asked to set privacy preferences. Threads also offer a variety of privacy setting options, as follows: who can see user content and who can send users messages. Choose the option that suits the user's desires and needs in sharing content.

1. Add Contact

In this step, users can add known contacts to the friend list in the Threads application from the friends list in the Instagram application or can add them manually by entering the Instagram application username.

1. Sharing Content

Users can share content with other users in Threads, such as sharing images or videos with the "Status" feature in Threads.

1. Creative Features

Threads have a creative feature before the content is shared with other users. Users can use this feature offered by Threads, such as add effects, text, filters, stickers, and so on to videos or photos.

1. Other Features

Apart from creative features, Threads also offers other features such as being able to view statuses and see stories from other users made at this time or based on posting time.

**Research methods**

According to Sugiyono (2015), research methodology is a scientific way to obtain data with specific purposes and uses. 16 In another definition, method means the path or method that must be followed to achieve a certain goal. 17

Qualitative research methods are research methods based on philosophy that are used to research scientific conditions (experiments) where the researcher is the instrument, qualitative data collection and analysis techniques place more emphasis on meaning. 18 Quantitative research methods are research methods based on the philosophy of positivism used to research a certain population or sample, collecting data using research instruments, and quantitative or statistical data analysis, with the aim of testing predetermined hypotheses. 19

**RESULT AND DISCUSSION**

In this discussion chapter on the application of Threads social media in college libraries, the main findings obtained from the data collected will be explained, and the impact of using this platform on information accessibility and user engagement.

**Threads Social Media User Profiles**

This discussion involves university library interactions which provide an overview of user characteristics, including age, gender, main interests, and frequency of use of Threads social media.

**Table 1.** User Characteristics

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Age** | **Gender** | **Main Interest** | **Frequency of Use** |
| 1 | 20 | Man | Technology | Frequently (Every Day) |
| 2 | 22 | Woman | Literature | Routine (Several times/Week) |
| 3 | 25 | Man | Art | Sesekali (Bulan ini) |
| 4 | 19 | Woman | Science | Routine (Several times/Week) |
| 5 | 21 | Man | Sport | Frequently (Every Day) |
| 6 | 23 | Woman | Music | Sesekali (Bulan ini) |
| 7 | 20 | Man | Social | Routine (Several times/Week) |
| 8 | 24 | Woman | Science | Routine (Several times/Week) |

**Increased Accessibility of Information**

In this discussion, we will explain findings related to increasing information accessibility resulting from the use of Threads social media and show how this platform is used to provide easy and efficient access to library collections, event schedules, and other resources. In support of these findings, data showed an increase in the number of visits to library web pages via links shared on social media Threads.

**Increased User Engagement**

In this subsection, we focus on the findings related to increasing user engagement. The data included shows an increase in the number of followers of the library's social media accounts, the number of comments, and positive reactions among users to the content shared.

**Table 2.** Increased Number of Followers|Comments|Positive Reactions

|  |  |  |  |
| --- | --- | --- | --- |
| **Month** | **Increase in Followers (People)** | **Number of Comment** | **Number of positive Reactions** |
| January | 100 | 50 | 200 |
| February | 120 | 60 | 220 |
| March | 150 | 70 | 240 |
| April  | 180 | 80 | 260 |
| May | 200 | 80 | 280 |
| June | 220 | 100 | 300 |
| July | 240 | 110 | 320 |
| Agustus | 260 | 120 | 340 |
| September | 280 | 130 | 360 |
| October | 300 | 140 | 380 |

This table includes data regarding the increase in followers of the library's social media accounts (in number of people), the number of comments received on shared content, and the number of positive reactions (such as likes) received by the content during the specified time period. Determined.



**Figure 2.** Increased Number of Followers|Comments|Positive Reactions

**Effective Content Analysis**

In this subsection, we examine the types of posts that users respond most to, as well as the posting patterns that are most successful in increasing interaction and participation. In this context, it presents communication strategies that have been successfully used with libraries to achieve their goals.

**Table 3.** Communication strategy

|  |  |  |
| --- | --- | --- |
| **No.** | **Communication strategy** | **Short Description** |
| 1. | Custom hashtags | Create and promote custom hashtags related to library events or campaigns |
| 2. | Information Thread | Present information in a structured orderHost an online quiz or challenge that engages followers and increases their engagement |
| 3. | Book Quiz | Present information in a structured order Host an online quiz or challenge that engages followers and increases their engagement |
| 4. | Retweets and Interactions | Actively retweet and interact with followers and users who talk about the library |
| 5. | Educational Videos | Make short videos that explain the use of library resources or provide literacy tips |
| 6. | Resource Sharing | Share links to articles, e-books, and other online resources that followers find useful. |

The table above lists several communication strategies that have been successfully used by libraries on Threads social media, along with a brief description of each strategy.

**Challenges and opportunities**

Could you identify the challenges faced in implementing Threads social media in college libraries, such as effective content management and avoiding irrelevant content? Additionally, we will outline opportunities that may open up with better utilization of Threads social media, such as building a strong online community and increasing the promotion of library events.

**Table 4.** Opportunities for utilizing Threads social media

|  |  |  |
| --- | --- | --- |
| **No.** | **Opportunity** | **Opportunity Description** |
| 1 | Building a Strong Online Community | Leveraging Threads social media to form an active and dedicated online community, share information, and support users in the exchange of ideas and experiences |
| 2 | Increase Interaction with Users | Using social media Threads to more actively interact with users. This can engage users in discussions, quizzes, and challenges relevant to their interests |
| 3 | Promotion of library events | Using Threads social media to promote library events such as book discussions, literacy workshops, and collection exhibitions |
| 4 | Collaboration with users | Encourage users to contribute by sharing their content, book reviews, or user experiences with the library |
| 5 | Increasing Information Accessibility | The availability of information that is more easily accessible via social media Threads, for example, updated information or guides for using library resources |

**CONCLUSION**

This study has investigated the application of Threads social media in college libraries to increase information accessibility and user engagement. From the results of this research, there are several conclusions as follows:

1. The implementation of Threads social media has a positive impact
2. Increased information accessibility
3. Increased User Engagement
4. Effective Content Management
5. Challenges and opportunities

In this research, the benefits of implementing Threads social media for future research purposes can be maximized, several recommendations are as follows:

1. Continue to develop and strengthen the library's presence on Threads social media
2. Conduct training to develop library staff in social media management
3. Provide quality content that is certainly relevant to engage users
4. Analyze performance regularly to understand the effectiveness of communication strategies.

Applying Threads social media in higher education libraries with the recommendations above can be an effective tools by increasing information accessibility, user involvement, and other supporters in the library's important role in supporting higher education. The digital era continues to develop, libraries also need innovation to meet the needs of users

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