

THE INFLUENCE OF LIBRARIAN COMMUNICATION STYLE ON LIBRARY PATRONS' VISITING INTEREST IN THE SCHOOL LIBRARY MAN 2 DELI SERDANG

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ABSTRACT

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This research aims to investigate the impact of librarian communication on junior high school students' visiting interest in the city of Deli Sedang, using a quantitative approach. The research was conducted at Man 2 Deli Serdang, with a population of 1,305 students. The sample consisted of 1,305 students selected randomly. Data was collected through questionnaires and documentation, then analyzed using simple linear regression on 1,305 completed questionnaires. The research results showed that there was a positive influence between librarian communication and student interest in visiting Man 2 Model Deli Serdang. The survey method was used to collect data from 1,305 users in three different school libraries. Data were analyzed using multiple linear regression techniques. The results of the research show that librarian communication styles have a significant influence on user interest in visiting. In particular, a librarian's friendly, informative and responsive communication style positively influences the interest of visitors to the library. The practical implication of this research is the importance of training librarians in improving their communication skills to increase interest in visiting school libraries. These findings can be a basis for developing training programs and implementing effective communication practices in school libraries.

INTRODUCTION

Libraries are information resource centres that provide access to knowledge and information for all individuals regardless of social differences such as age, race, gender, religion, language, nationality, or social status. Azis emphasises that libraries generally aim to provide information services without seeking financial gain, focus on public services, and have an important role in the education system to increase the level of intelligence of the community.

Library Law No. 43/2007 also confirms that libraries aim to provide services to library users, increase interest in reading, and expand knowledge to improve the intellectuality of the nation. Through the library, both educators and students can broaden and deepen their knowledge by utilising the available information sources.

The library acts as an information service provider that prioritises user satisfaction, becomes the main gateway for lifelong learning, and provides all the information needed by its patrons.

Libraries run efficiently thanks to the role of librarians in their management. The two are intertwined and inseparable; like two sides of a coin, a functioning library should be complemented by the presence of librarians. The librarian's main task is to serve the users well, ensuring that their needs are accommodated. The principle of 'Listen to your user' is very relevant here, as librarians are required to listen and understand the needs of the users, and act to fulfil them. Thus, the needs of the users can be well understood and fulfilled by the librarian. Communication has a common or shared aspect, derived from the Latin 'communicatio' which means notification or exchange, derived from the adjective 'communis' which means common or shared. Wilbur Schram, as explained in the book by Dr Ir. Ratu Mutialela Caropeboka, describes communication as the process by which communicators and communicates achieve a common meaning. More than just an exchange of opinions, communication involves conveying a message with an attempt to change the views or behaviour of the recipient of the message or information.

Communication style refers to the communicative behaviour of individuals within an organisation with the aim of getting feedback on the organisational messages conveyed. Understanding communication styles provides insight into how an organisation shares information and ideas. Communication style is defined as a collection of interpersonal behaviours used in specific situations, with each communication style having a set of behaviours used to get a certain response (Bayu & Sri, 2016).

Communication Style

Norton, as described by Alo Liliweri, categorised communication styles into ten types, namely:

1. Dominant style, which shows a person's tendency to control social situations.
2. Dramatic style, which characterises individuals who are lively and passionate when speaking.
3. Controversial style, which tends to communicate in an argumentative or challenging manner.
4. Animated style, which actively communicates by using body language.
5. Memorable style, which influences others so that they are memorable.
6. Relaxed style, which communicates with calm, smiles, and laughter.
7. Attentive style, which gives full attention to others with sympathy and empathy.
8. Open style, which communicates honestly and openly.
9. Friendly style, which is friendly, close, and responds positively.
10. Precise style, which prioritises accuracy and precision in communication.

Visit Interest

In the Indonesian Dictionary, interest is defined as a strong inclination towards something, while visiting in the Indonesian dictionary can be explained as the activity of coming or going to see or visit something (Arumi, 2020).

The purpose of the visit can be divided into several categories:

- a. Visits for entertainment, where people come to enjoy the library collections they like, such as reading novels, newspapers, or comics.
- b. Visits to acquire new knowledge.
- c. Visits to complete a specific task or job.

Some of the factors that influence a person's interest include:

- a. Physical condition, where good physical condition tends to increase interest.
- b. Psychic condition, where a person's psychological changes can affect interest in a particular field.
- c. Social environment, where a supportive environment can increase interest in visiting for a longer period of time.
- d. High curiosity, where a person is interested and wants to know more about something.

Purpose of Communication

Communication is very necessary in inter-individual relationships in everyday life. Good co-operation and co-ordination will be achieved when communication is built well and harmonious relationships will be achieved when communication is built well too. Every communication has its own purpose both between the conveyer of information and the one who grabs the information. Communication has several purposes. Among others as follows:

- a. Understand

Communicators should convey messages or information to communicants in the form of news that can be understood by communicants so as to achieve communication goals that mutually understand the purpose of the information or news that the communicator wants to convey.

- b. Understand

Contains the meaning that the information conveyed by the communicator must be adjusted to the wishes and desires of the communicant or recipient of information, so that everything submitted really comes from the aspirations of the recipient of information or society in general.

c. Accepted

Communicators in conveying information must use a good and polite way in terms of speech and gestures so that the information to be conveyed can be received properly by communicants.

d. Motivated

After the information is conveyed, the communicator is moved to carry out an activity desired by the communicator, this is something that is conveyed by the messenger, with the message, the communicant becomes motivated (Ratu, 2017).

Factors Affecting Communication

Communication is a basic instrument of human interaction that allows a person to make contact with others because communication is carried out by a person every day either consciously or unconsciously. In the library world, especially when dealing with librarians, a librarian must hold a communication so that the information can be conveyed properly. Especially information related to the needs of library users will be sought in the library.

Therefore, ineffective communication can also be caused by failures in the communication process itself. Failure can occur when sending a message, receiving a message, and the clarity of the message is the most important factor, which is used to establish the relationship between the librarian and the library. However, often the information that should reach the people who need it, turns out to be cut off in the middle of the road due to the ineffectiveness of a communication carried out. The factors that influence communication include (Arumi, 2020):

Communicator

Communicators are also often called message senders, someone if in delivering his messages carefully and pay attention to the level of ability of the recipient of the message. The key requirements for communicators are honesty and morality, besides that, another requirement for a communicator must also have high credibility. Humans are social creatures who cannot live alone. In terms of communication both as communicators and communicants can influence the communication process. The following communicator factors that can affect communication are as follows:

1. Level of Knowledge. Knowledge affects the ability

a person to send a message, for example to choose words (diction), determine when the message should be delivered, and develop various verbal and non-verbal communication techniques. For a recipient of information (communicant), knowledge is important to interpret the message conveyed by the communicator, as well as to provide feedback to the messenger.

2. **Development.** Human development affects the form of communication in two aspects, namely the level of development of the body affects the ability to use certain communication techniques and to perceive the messages conveyed. Language acquisition skills depend on neurological and cognitive development. Babies communicate through crying. It is not possible for us to explain complex and detailed illnesses to a child, as it is still difficult for them to grasp messages from non-verbal situations.
3. **Sociocultural.** An individual's sociocultural position influences communication behaviour between individuals.

communication behaviour between individuals because sociocultural status shapes communication procedures. In Javanese culture, in communicating with people who are respected or older, subtle language is used. Communication with a king in the palace is carried out in a manner that is different from the way used in communication with peers and so on (Muwafik, 2016).
4. **Gender.** Men and women show different communication and have different interpretations of a conversation. Women use communication techniques to seek confirmation, minimise differences, and increase intimacy, while men show more independence and status within their group.
5. **Roles and Responsibilities.** Roles and responsibilities influence both the technique and content of communication. Health workers are more likely to be formal and talk about the client's condition because of their responsibilities and write a lot in their communication as a form of responsibility. While in social settings individuals talk about their household, their children, or their goals. This kind of communication does not require written media. Differences in roles and responsibilities lead to differences in communication techniques and content.

Message

The content of the message to be conveyed can affect the communication techniques used by individuals. Joyful messages are usually delivered with a beaming face and a loud voice. Informational messages are delivered in a relatively flat and quiet voice, while confidential messages are delivered in a whisper or using a small piece of paper or sign language. The content of the message affects the behaviour of the messenger and whether or not the message should be given feedback.

In addition to the above, the number of messages also affects the process of receiving messages from communicators to communicants. Messages that are too much (overloaded) can

cause confusion or saturation in message recipients. Furthermore, the message delivery process affects communication because some use of inappropriate message delivery patterns results in message distortion and even no continuity. Impassioned delivery of messages during campaigns and demonstrations, delivery of messages in a loud and relatively excited voice during the teaching-learning process, are things that can strengthen the meaning of the message and allow messages to be better understood by communicants. Delivery of messages with various methods, for example verbally, by using pictures, demonstrations and certain movements make the message received meaningfully by others.

Communicator

The communicator is the person to whom the message is sent. The characteristics of communication are almost similar to communicators, and are also often referred to as audiences, suggestions, audiences. This communicator is also identical to the masses in mass communication channels, namely listeners, readers, viewers and spectators. A communicant in his task of decoding, namely interpreting messages that reach him through the media, trying to understand the message so that it can provide a reaction in accordance with the expectations of the message sender. Decoding or interpretation is an important factor in understanding a message received (Effendy & Onong, 2016).

Librarian Communication and Library Visitor Interest

Humans can communicate with each other in everyday life. It can happen anywhere in society, at work, in the household, or anywhere else. The name of the word communication comes from the Latin word *Communis* which means the efforts of two or more people in forming a unity for togetherness or building a unified togetherness. In addition, communication also comes from the Latin word *Communico* which means sharing. Communication is something that cannot be avoided by everyone. As a social creature, humans are destined to live in society and interact with other humans, both as individuals and as members of society in a social environment.

According to Wilbur Schram in the book Dr. Ir. Ratu Mutialela Caropeboka states that communication is a manifestation of the equation of meaning between communicators and communication. Not only exchanging opinions but covering more broadly means a message delivery process in which a person or institution tries to change the opinion or behaviour of the recipient of the message or recipient of information. Communication is a process in which messages are transferred from the source to the recipient. In this case there is a process of social change communication which is a very important element because attention must be focused on changing the structure and function and social system. communication is a tool by which

messages from the source can reach the recipient. Librarian communication is how librarians provide and convey messages to visitors that are raised to get a response or feedback. Librarian communication used strategically can produce beneficial effects for the library.

Librarians as communicators and visitors as communicants make effective and useful communication. Librarian communication will be effective if there is feedback from the communicator library. The expected feedback will be achieved if the message from the communicator can be observed. Based on some of the above definitions, researchers can conclude that communication is a process of statement between humans about thoughts and feelings which, if applied correctly with the right ethics, will be able to solve problems and avoid conflicts between individuals, between groups, between tribes and even between nations so as to maintain national unity and integrity. Because humans need each other and cannot live if they do not communicate with each other. Visiting interest is a feeling impulse to motivate someone to take action to visit an interesting place to visit. Interest is attention, liking, inclination. Librarians are the main target of library management.

Therefore, the presence of librarians is one of the keys to the success of the library. In the Indonesian dictionary, interest is a high inclination towards something. A visit can be defined as visiting, coming or going to see, visit or visit. Visiting means coming or attending, attending is being present to see and utilise what is seen. Visiting is also taking advantage of the facilities provided by the place visited. Visiting interest according to Koetler and Keller is an action in choosing or deciding to visit an object or place based on the experience of visiting. Visiting interest is also an encouragement from within the visitor as a result of an external stimulus to carry out visiting satisfaction. Visiting interest is a mental tendency that encourages someone to visit and use the library which is characterised by pleasure, interest, and involvement in the activity. Visiting interest is shown by a strong desire to come and take advantage of the facilities provided, especially reading the library collection. Visiting interest is closely related to reading interest and reading skills (Haspir, 2015).

From some of these definitions, the researcher can conclude that interest in visiting is a person's strong desire to come and utilise the facilities provided by the library. With the visiting interest of the library users, the curiosity of the library visitors is channeled. Librarian communication and visiting interest is a way for librarians to provide and convey messages to visitors so that they get the information they are looking for appropriately and optimally, so that they feel satisfied with the effective communication that librarians have given to visitors. Furthermore, communication will be effective if there is feedback from the communicant. Good and effective librarian communication that occurs between librarians and visitors will

create a sense of comfort when visiting the library so that it can attract visiting interest for visitors to come back and visit the library. This happens because interest in visiting is a person's motivation to visit a place that is interesting and comfortable to visit.

METHOD RESEARCH

This research is associative research or relationship (influence) using a quantitative approach. Associative research type of research that aims to determine the relationship or influence between two or more variables, the type of quantitative approach emphasises the analysis in the form of numbers (numeric) processed by statistical methods. The population in each study has been reflected in the title, including regional or geographical and also immovable objects and people or others. The population in this study were all members of the Man 2 Model Library totalling 1,305 people. The sample is part of the number of characteristics possessed by the population. The sampling technique in this study is proporniate strafied random sampling, which is a technique used when the population has members of elements that are not homogeneous and stratified proportionally. The sample size in this study was 1,305 people. The techniques used in this study are: Questionnaire (questionnaire), Questionnaire (questionnaire), Observation, and Documents related to the research.

RESULT AND DISCUSSION

Based on the results of the research that has been conducted, the researcher can state that there is an effect of librarian communication on library visiting interest at Man 2 Model Deli Serdang. then proceed with processing the data obtained using the help of SPSS version 25. Apart from questionnaires, data is also obtained from documentation. Documentation here means that researchers get data about the history of the library through documents (files) provided directly by the head of the library. From the results of simple linear regression analysis in Man 2 Model Deli Serdang, a value of 0.346 or 34.6% was obtained, which means that if variable X has an additional 1 score, it will increase variable Y by 0.346, while the significant value is 0.000 where $0.000 < 0$, Based on this, it shows that the direction of this regression model is positive. Then in the Analysis of Variance (ANOVA) table, this study found that librarian communication has an effect on library patron interest (Syahrums and Salim, 2014).

This can be proven based on the Fcount calculation, where the Fcount value is 18.211 while the Ftable value is 2.76 then $18.211 > Ftable 2.76$ with a significance level of $0.000 < 0.1$. So it can be concluded that H_0 is rejected and H_a is accepted, which means that there is an influence between variable X and variable Y. Furthermore, seen in the determination

coefficient test, it is known that the correlation coefficient (R) has a value of 0.423, which means that there is a relationship between the two variables and if interpreted, the relationship between these two variables is in the medium category. It is known that the coefficient of determination (R square) obtained is 0.1789, which means that the independent variable (X) has an influence of 0.1789 or 17.14% on the dependent variable (Y).

It is known that the correlation coefficient (R) has a value of 0.521, which means that there is a relationship between the two variables and if interpreted, the relationship between these two variables is in the medium category. It is known that the coefficient of determination (R square) obtained is 0.2714, which means that the independent variable (X) has an influence of 0.2714 or 27.14% on the dependent variable (Y). The results of this study indicate that librarian communication has a positive effect on the interest in visiting the library, and the hypothesis of this study is accepted, namely that there is an influence between variable X and variable Y. Although each librarian has different traits, habits, communication, desires, expectations, but the similarity in meeting the communication needs of information for library users is a top priority for librarians to support the librarian's esteem in providing services and useful information to library users, every librarian always expects the library where he works to be able to provide services and also apply good communication while working in the library. where communication is also a very important aspect of the library. Where that communication is also a very important aspect in increasing the interest of visiting library users (I, B, 2012).

In other words, the better the communication established by librarians with visitors, it will make it easier for students to search and find information. A librarian will have a good work ethic or performance if the employee has desires, expectations, ideas, goals, objectives, encouragement as well as abilities and knowledge that are supported by carrying out good communication. So that by improving communication to the library users, it will have an impact on the visiting interest of the library users.

CONCLUSION

Based on the results of the research that has been conducted, the researcher can state that there is an effect of librarian communication on library visiting interest at Man 2 Model Deli Serdang. then proceed with processing the data obtained using the help of SPSS version 25. Apart from questionnaires, data is also obtained from documentation. Documentation here means that researchers get data about the history of the library through documents (files) provided directly by the head of the library. From the results of simple linear regression analysis in Man 2 Model Deli Serdang, a value of 0.346 or 34.6% was obtained, which means

that if variable X has an additional 1 score, it will increase variable Y by 0.346, while the significant value is 0.000 where $0.000 < 0$. Based on this, it shows that the direction of this regression model is positive. Then in the Analysis of Variance (ANOVA) table of this study it was found that librarian communication affects the interest in visiting the library.

Therefore, the presence of librarians is one of the keys to the success of the library. In the Indonesian dictionary, interest is a high inclination towards something. Visit can be defined as visiting, coming or going to see, visit or visit. Visiting means coming or attending, attending is being present to see and utilize what is seen. Visiting is also utilizing the facilities provided by the place visited. Visiting interest according to Koetler and Keller is an action in choosing or deciding to visit an object or place based on the experience of visiting. Visiting interest is also an encouragement from within the visitor as a result of an external stimulus to carry out visiting satisfaction. Visiting interest is a mental tendency that encourages someone to visit and use the library which is characterized by pleasure, interest, and involvement in the activity. Visiting interest is indicated by a strong desire to come and utilize the facilities provided, especially reading the library collection. Visiting interest is closely related to reading interest and reading skills.

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