

Communication Policy of Siak District Library Through Social Inclusion-Based Library Transformation Program for Community Empowerment

Kebijakan Komunikasi Perpustakaan Kabupaten Siak Melalui Program Transformasi Perpustakaan Berbasis Inklusi Sosial untuk Pemberdayaan Masyarakat

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Abstract

The current transformation of public libraries is a social inclusion-based library transformation that not only maintains the sustainability and existence of libraries, but also directs them to be part of achieving Sustainable Development Goals (SDG's), which is a sustainable development program that is aligned with the mission of the United Nations (UN) through a joint development resolution plan until 2030. This is what makes public libraries and village libraries to help the Indonesian government program in accelerating poverty alleviation. This study aims to analyze "How is the Communication Strategy of the Siak Regency Library and Archives Office in implementing a social inclusion-based library transformation program". In this study researchers used several data collection techniques: interviews, observation, documentation. The results of this study indicate that the Library and Archives Service of Siak Regency in implementing the social inclusion-based library transformation program implemented it by holding seven trainings, namely the program being: cosmetology, making bread/pastries, making chili sauce, making shredded catfish, making Sablak crackers, making traditional herbal medicine turmeric acid, making plates from palm sticks. The strategy carried out is through three stages, namely planning, implementation, and evaluation. With this training, it is hoped that it can improve the community's economy, in accordance with the initial objectives of this program.

Keywords

Communication Strategy; Library Transformation; Social Inclusion; Community Empowerment; Social Model Strengthening.

Abstrak

Transformasi perpustakaan masyarakat saat ini adalah transformasi perpustakaan berbasis inklusi sosial yang tidak hanya untuk mempertahankan keberlangsungan dan keberadaan perpustakaan, namun juga mengarahkannya menjadi bagian di dalam mencapai Sustainable Development Goals (SDGs), yaitu program pembangunan berkelanjutan yang selaras dengan misi Perserikatan Bangsa-Bangsa (PBB) melalui rancangan resolusi pembangunan bersama hingga tahun 2030. Inilah yang dijadikan perpustakaan umum dan desa untuk ikut membantu program pemerintah Indonesia dalam percepatan pengentasan kemiskinan. Penelitian ini bertujuan untuk menganalisis "Bagaimana Strategi Komunikasi Dinas Perpustakaan dan Kearsipan Kabupaten Siak dalam melaksanakan program transformasi perpustakaan berbasis inklusi sosial." Dalam penelitian ini peneliti menggunakan beberapa teknik pengambilan data: wawancara, observasi, dokumentasi. Hasil penelitian ini menunjukkan bahwa Dinas Perpustakaan dan Kearsipan Kabupaten Siak dalam melaksanakan program transformasi perpustakaan berbasis inklusi sosial melaksanakannya dengan mengadakan tujuh pelatihan, yaitu program tersebut menjadi: tata rias, pembuatan roti/ kue kering, pembuatan saus cabai, pembuatan abon Lele, pembuatan kerupuk Sablak, pembuatan jamu tradisional kunyit asam, pembuatan piring dari lidi sawit. Strategi yang dilakukan adalah dengan melalui tiga tahap yaitu perencanaan, pelaksanaan, dan evaluasi. Dengan adanya pelatihan ini diharapkan dapat meningkatkan perekonomian masyarakat, sesuai dengan tujuan awal program ini diadakan.



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Kata Kunci

Strategi Komunikasi; Transformasi Perpustakaan; Inklusi Sosial; Pemberdayaan Masyarakat; Penguatan Model Sosial.

1. Introduction

The development of internet technology provides wider opportunities for political, bureaucratic, and community relations (Dewi et al., 2022). The social life of the wider community is increasingly sophisticated, characterized by various levels of instant needs due to the occurrence of new ideas. This cannot be denied because given the existence of this, it occurs (Tania et al., 2023). Libraries develop rapidly over time in accordance with the development of people's life patterns, needs, knowledge, and information technology. Libraries have a major contribution in realizing a knowledge society (Nashihuddin & Suryono, 2018). However, until now there are still many people who doubt the existence of libraries as centers of community empowerment and development, and are often still considered to have a less than optimal role in creating a climate of prosperity for the community (Pasaribu, 2018).

Libraries only serve and provide information through their collections. Libraries are still perceived as not contributing enough to welfare. Empowerment efforts can be made by creating a climate that allows the potential of the community to flourish and by strengthening the economic potential or bargaining position of the community; for example, improving education levels, health status and access to resources and family economic development (Anna et al., 2020). Libraries should be a strategic part of alleviating poverty, building self-reliance, and improving people's lives. The important thing about rural development in empowering village communities is national development (Hadi et al., 2024). In the context of sustainable national development, the role of libraries is becoming increasingly vital, especially in supporting rural development. Rural development is not only about physical infrastructure, but also includes empowering rural communities to be economically, socially and intellectually independent. The main task of the Government as an entity in the public sector to create public welfare by providing good public services that will determine the success of its public sector organizations and libraries are one of the public service units (Fathurrahman, 2023).

Libraries must reach out to a wider range of services and bring services closer to the community. Libraries must transform so that they can survive and perform better, so that libraries support the change and progress of society (Haryanti, 2019). The library as a lifelong learning process must be able to fulfill the information needs of the users. With this, the library can be interpreted as a storehouse of knowledge and an intellectual home (Hamida & Sein, 2023). The National Library of Indonesia Regulation Number 7 of 2020 states that libraries based on social inclusion are carried out as a program to create libraries that are accepted by various groups and groups without any inequality (Sabriyanti & Batubara, 2023). In an effort to build the nation, the central government's policies cannot run alone without the support of all elements of government at the regional level (Fitri et al., 2023).

The concept of social inclusion first emerged in the 1970s in France as a response to the welfare crisis in European countries. The concept then spread throughout Europe throughout the 1980s and 1990s. On March 6-12, 1995, in Copenhagen, Denmark, a World Summit for Social Development was held, later known as the Copenhagen Declaration on Social Development. At the Copenhagen meeting, world leaders pledged to reduce poverty and promote a stable, safe and just society as the main goal of development. Once applied to libraries, this term became a national development agenda in the library sector under the name Social Inclusion-Based Library Transformation. The Ministry of National Development Planning/

BAPENAS has also endorsed this policy in 2018. In 2019, BAPENAS set a target for libraries to implement social inclusion-based activities in 300 locations with a budget of 145 billion rupiah plus DAK of 300 billion rupiah (Haryanti, 2019).

This social inclusion-based library is expected to be able to answer the needs of the wider community and provide a positive image in community development (Novianti et al., 2023). This social inclusion-based library can also be interpreted as a library that can proactively help the community to improve knowledge and skills so that later the existence of the library can become a center of information resources for the surrounding community (Widyawati & Winoto, 2022). The current form of community library transformation is social inclusion-based library transformation (Haryanto, 2020) which is not only to maintain the sustainability and existence of the library, but also to direct it to be part of achieving the Sustainable Development Goals (SDGs), which is a sustainable development program that is aligned with the mission of the United Nations (UN) through a joint development resolution plan until 2030. Strategic planning is often overlooked by staff because it does not seem to result in any real change or impact in the library (Krier, 2022). However, previous studies have found that internal library functions, such as communication, leadership, motivation, team systems, and external functions, such as collaboration with external administrative departments, and utilization of private networks can have an impact on the services provided by a library (Kim et al., 2022).

In the midst of the dynamics of digital transformation and decentralization of government, this research has high urgency in the context of political science and governance. The development of information technology, including the internet, not only impacts social and economic aspects, but also directly affects the pattern of relations between the state, bureaucracy and society. Within this framework, the existence of libraries as part of public service institutions needs to be reviewed as potential actors in strengthening governance based on participation, transparency and empowerment. Libraries, especially those based on social inclusion, are not only providers of information, but can also function as agents of change that support policies.

The novelty of this research is the discussion of the transformation of libraries based on social inclusion, which is not only to maintain the sustainability and existence of libraries, but also to direct them to be part of achieving Sustainable Development Goals (SDGs), through community empowerment in increasing economic value productivity. This research continues some previous research. For example, Kamidah and Syafaah (2022) focused on the transformation of the village library “lentera desa” into a social inclusion-based library to improve community skills, and Bengi MS and Masruri’s research (2023) exploring social inclusion-based library development strategies at Paya Tumpi Baru Village Library in the community empowerment program. However, this study further aims to improve the economy. This research also differs from Hamida and Sein’s research (2023) in that it does not consider the contribution of inclusion-based libraries to skills enhancement. This research emphasizes the analysis of how social inclusion-based library transformation can create a knowledge society. In addition, Gupta and Rubalcaba (2022) have examined how university libraries support the globalization of entrepreneurship, with implications for start-ups, entrepreneurs, and more open norms of innovation and collaboration.

This research uses Development Communication Theory to analyze the phenomenon. Development Communication Theory provides a framework to understand how libraries can function as communication agents that facilitate dialogue, disseminate knowledge, and foster behavioral change in society. Through this lens, libraries are not merely information providers but are active platforms for participatory communication, empowerment, and capacity building, especially in

rural or underdeveloped communities. This theory helps explain the strategic role of social inclusion-based libraries in transforming society through communication-driven development.

2. Methods

This research uses qualitative research. This qualitative research is descriptive, namely describing various conditions, situations, and phenomena of the social reality of the object of research, and trying to draw these realities to the surface as a characteristic, character, trait, model, sign or description of certain conditions, situations and phenomena (Umam, 2013). The reason the researcher uses this method is because the researcher wants to solve the problem under study by describing the object/subject of the research (Pahleviannur et al., 2022).

The determination of informants is determined using a purposive technique, which is a technique of selecting research subjects based on certain considerations in accordance with the criteria desired by the researcher, the number of which depends on the objectives and resources of the study (Sugiyono, 2019). The informants in this study are informants who are involved in implementing the TPBIS in Siak district, informants who are classified as still involved or involved in the development of TPBIS in Siak district, the general public who are managers of village libraries that implement TPBIS in Siak district.

The data collection technique was carried out by interview, the interview technique is a data collection technique carried out by means of questions and answers while meeting face to face between the interviewer and the informant as the interviewee, in this study interviews were conducted to obtain information about the communication strategies carried out by the Siak library to carry out social inclusion-based library transformation (Sugiyono, 2019). In addition, this research also uses observation and documentation for data collection, Observation is conducting observations and recording systematically and directly on the symptoms that appear on the object of research. This is done to obtain information related to the location and condition of the subject and object of research (Moleong, 2006).

In this research, the Miles and Huberman model data analysis technique was used. Qualitative data analysis activities are interactive and continue without interruption until completion, so that data saturation occurs. Activities in data analysis are data reduction, data display, and conclusion drawing/verification (Sugiyono, 2019).

3. Results and Discussion

The results of the study illustrate that the Siak District Library and Archives Office not only provides book borrowing and returning services and provides mobile library services to schools and communities, but also conducts programs, as a form of library transformation that involves the community as a target, which is called social inclusion-based library transformation. Empowerment is essentially to strengthen the power (ability and bargaining position) so that the community is more independent. Therefore, empowerment can be interpreted as a process of strengthening capacity (Amin et al., 2016). In this case the program becomes: cosmetology, making bread/pastries, making chili sauce, making shredded catfish, making Sablak crackers, making traditional herbal medicine *kunyit asam*, making plates from palm sticks.

Of the seven programs, the Siak Regency Library and Archives Office, implemented by involving the community as the basis of social inclusion-based library transformation, which will be further explained through analysis in this study in accordance with the concept of communication strategy according to Cangara

(2014), namely regarding planning, implementation, and evaluation in implementing social inclusion-based library transformation programs.

In planning the Siak District Library and Archives Office held a meeting with all members involved in this program. Good planning will greatly affect the success of a development, therefore in preparing development planning, it should pay attention to various factors that are likely to have an influence on the success of development implementation (Wicaksono et al., 2018). In the meeting they determine what activities to carry out. During the meeting there were several programs that would be carried out including a cosmetology program, making bread, making chili sauce, making shredded catfish, making *sablak* crackers, making traditional herbal medicine *kunyit asam*, making plates from palm sticks.

This program is a library service approach that is committed to improving the quality of life and welfare of library users. The communicator here is a person or organization as a messenger in the form of counseling or information. Then the media is a tool as a messenger delivered by the communicator to the communicant. The target of this strategic planning can be a particular group or the wider community to get the expected effect. If the planning is done well, the activities carried out in this program will be easier to implement and the goals will be achieved.

Viewed from the perspective of Development Communication Theory, this process represents a participatory communication model, where the community is actively involved not only as recipients of information but also as co-creators of change. The initial meetings and program planning stages are not top-down but involve dialogical interaction that encourages local voices and needs to be accommodated into the design of the program. This aligns with the core principle of development communication which emphasizes empowerment, participation, and local context orientation.

The implementation of this social inclusion-based library requires careful planning and implementation. The objectives of the social inclusion-based library transformation program need to be adjusted to the implementation plan. In accordance with National Library Regulation No. 3 of 2023, trainers and facilitators who will play an important role in the implementation of social inclusion-based library service transformation must receive support and training (Sabriyanti & Batubara, 2023). Communication is not carried out properly and correctly, there is a big possibility all processes in the organization experience distortion, and it is difficult to achieve the goals of the organization (Eldapi Yozani et al., 2024).

In communication development, the communicator is not only responsible for delivering messages but also acts as a facilitator of change. The Siak Library's selection of trained facilitators and communicators reflects the need for credible and context-aware intermediaries who can foster behavioral shifts and strengthen community capacities.

The Siak Regency Library and Archives Office chooses communicators. According to Cangara (2014), there are at least three absolute requirements that a communicator must have, namely credibility, attractiveness and power, The Siak District Library and Archives Office chooses the right communicator so that the messages that are compiled can be conveyed and received properly by communicants.

In addition to choosing communicators, the Siak Regency Library and Archives Office also compiles messages, this message contains informative messages that aim to increase the knowledge of the people who receive the social inclusion-based library transformation program. At this planning stage, it is also determined what media will be used in delivering messages, to facilitate the dissemination of

messages through mass and electronic media, WA, Facebook, YouTube, Instagram and through the website of the Siak District Library and Archives Service.

In the framework of development communication, media selection plays a crucial role. The use of multi-platform media—from traditional to digital—by the Siak Library ensures that communication bridges different socio-economic segments of the community. This reflects the application of horizontal communication methods that are inclusive and accessible, rather than elitist or limited to one group.

The Siak District Library and Archives Office carries out activities by conducting socialization with the community. For the smooth running of this program, the Siak district library collaborates. Among various religious organizations, social and community organizations and other institutions in Siak District and together with the Siak District Library in implementing the social inclusion-based library transformation program, and are incorporated in a Memorandum of Understanding (MOU), namely, among others, the Health Office, the Tourism Office, DPMK, Siak Regency Education and Culture Office, Diskominfo, BP3AP2KB, Cooperative and MSME Office, Public Relations and Protocol of Siak Regency, SMA / MAN Equivalent of Siak Regency, PKK Siak Regency, SD / MI Equivalent of Siak Regency, TK Pengerak in Siak Regency, Gen-re Forum, Children's Forum, Siak Regency Government Radio, Sangar Balai Rung Sri, PPJI, Dapur Mampura. In the Memorandum of Understanding (MOU), the Siak District Library together with 19 social and community organization institutions with all their rights and obligations agreed to jointly implement a social inclusion-based library transformation program.

This collaboration between institutions also reflects the multi-sectoral nature of development communication, where synergy between stakeholders is a key component to drive meaningful and sustainable social change. Communication in this context is not isolated but integrated within institutional networks to strengthen legitimacy and outreach.

In its implementation, people who are interested in participating in this activity are gathered in a room. Cooperation between various parties in carrying out their duties and responsibilities in accordance with their respective duties. Stakeholder involvement in policy implementation is a tool to achieve the objectives of the policy itself (Candra Hidayat et al., 2020). The Siak District Library and Archives Office also cooperates with other parties, regarding advocacy to Bappeda for mentoring activities for the social inclusion-based library transformation program.

This kind of institutional and participatory coordination shows that development communication is being applied not only in content delivery but also in advocacy and policymaking processes. Empowering communities through library services, supported by multi-actor dialogue and shared ownership of the program, is a hallmark of strategic communication for development.

4. Conclusion

This study demonstrates that the Siak District Library and Archives Office has successfully implemented a social inclusion-based library transformation through a community empowerment approach. The transformation goes beyond traditional library services such as book lending and mobile libraries, encompassing various skill-based programs including cosmetology, bread and pastry making, chili sauce production, shredded catfish processing, *sablak* cracker production, traditional herbal drink preparation (*kunyit asam*), and crafting plates from palm sticks.

Analyzed through the lens of Development Communication Theory, the communication strategies adopted reflect principles of participatory, inclusive, and context-based communication. The planning, implementation, and evaluation processes involved active dialogue with the community, while the careful selection of

communicators and media demonstrates how libraries can serve as effective change agents in enhancing community capacity and well-being.

The cross-sectoral collaboration—formalized through a Memorandum of Understanding (MoU) with 19 social and community organizations—highlights that the success of library transformation relies heavily on stakeholder synergy. Moreover, the implementation of this program is strengthened through strategic communication that is integrated into advocacy and local policymaking processes. Therefore, libraries should no longer be perceived as passive institutions, but rather as active centers for learning, empowerment, and community development. This confirms that social inclusion-based libraries can serve as a key pillar in achieving the Sustainable Development Goals (SDGs), particularly in the areas of education, economic empowerment, and social equity.

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