

Communication Crisis for Librarians on Library Tourism: The Effects of the Crisis Pandemic Covid-19

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Communication Crisis for Librarians on Library Tourism: The Effects of the Crisis Pandemic Covid-19

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Abstract

This paper was conducted to find out how the communication of the librarian crisis in recreational activities or library tours at the Universitas Muhammadiyah Sumatera Utara was affected by the COVID-19 pandemic crisis. The problem in this paper is that during the covid19 pandemic crisis, library services were closed for visits by tourists, lecturers, and students. This is due to the effects of the COVID-19 pandemic crisis, the assumption that librarians have not anticipated a crisis. Crisis communication is an activity that can also be a solution to the effects of the COVID-19 pandemic crisis, which will be carried out by a librarian so that it can be annulled as a solution. **The method used in this paper is** a qualitative **descriptive method with** library research and documentation by observing directly the object of study at the library location and then taking data from interviews. **The results** of this study were obtained from the University of Muhammadiyah North Sumatra Library which became an active library from the number of first visits seen before the Covid 19 Pandemic crisis occurred, the situation became a finding in the field that the librarian had not prepared anticipatory actions to face the crisis and carried out communication activities so that local tourists visited or student see. **Solutions and input** for library managers so that they can continue to provide services by conducting virtual, digital, or e-library tourism programs. Because you can't just rely on on-site or face-to-face services, it's also necessary to use social media applications so that lecturers and students can continue to relax and can treat the feeling of homesickness.

Keywords: *Librarian Crisis Communication, Library Tour, Covid19 Pandemic Crisis*

1. Introduction

The library in carrying out its services as a library tourist destination can be seen in Law No. 43 of 2007 precisely in Article 1 paragraph 1, which discusses related libraries, there is a statement that "Libraries are institutions that manage collections of written works, printed works, and/or works of art. record, professionally with a standard system to meet the needs of the education, research, preservation, information, and recreation of the users." In addition, in Article 3 there is also a statement that "The library functions as a vehicle for education, education, research, preservation, information and recreation to increase the intelligence and empowerment of the nation". According to Law No. 43 of 2007, it has been clearly stated that a place that becomes a library is a place for recreation as well as a vehicle for education.

The University of Muhammadiyah North Sumatra library is a source of literature for tourists, lecturers, academics, and students who do all scientific work assignments. The library is also an institution that manages the collection of written works, printed works, and/or recorded works, professionally with a standard system to meet the educational, research, preservation, information, and recreational needs of the users. The condition of the University of Muhammadiyah North Sumatra library when it was affected by the COVID-19 pandemic crisis experienced a crisis at the

level of tourist visits, lecturers, and students. The problem in this paper is that during the COVID-19 pandemic crisis, library services at the Universitas Muhammadiyah Sumatera Utara were closed for visits by tourists, lecturers, and students. This is because the closing of the library is due to the effects of the COVID-19 pandemic crisis. After all, the librarians have not anticipated and planned what programs will be carried out in the event of a crisis. Crisis communication is an activity that can also be a solution to the effects of the COVID-19 pandemic crisis, which will be carried out by a librarian so that it can be annulled as a solution to problems arising from the crisis.

Innovative Crisis Communication for librarians in the University library is very much needed when the institution is affected by the COVID-19 pandemic crisis. Librarians who work in the library of the Universitas Muhammadiyah Sumatera Utara and carry out crisis communication activities can identify, understand and follow up on the eligibility standards of their library tourism destinations. The library has several functions, one of which is as a place of recreation. A proper library as a place for reading recreation can be seen from its completeness including 1) Libraries from adequate building construction as a good library standard as a comfortable and safe space and equipped with building facilities and services, this includes librarian services to tourist visitors which come. Librarians who are friendly in speaking, help with information to direct tourists to their needs, for example showing the location of the toilet, the location of the waiting room, the mechanism for borrowing books, information regarding the location of special bookshelves needed by tourists, as well as air conditioning conditions. and information about old books so that tourists need information about their use.; 2) Librarians do promotions to tourists and librarian or librarian related to library rules. The rules are different for employees and tourists, and the delivery of messages or information about these rules is conveyed effectively, which is more important and very important. How to deliver messages in a friendly or communicative manner related to the rules that are conveyed to tourists. The rules are intended not only for visitors but also for employees who work; 3) Libraries as reading tourism places are strategically located because this makes it easier for tourists to visit. This library can also be easily promoted and introduced by librarians. This is a strength that supports promotion as the main key to the library so that it is visited by tourists because access can be easily reached by private vehicles and public vehicles such as cars, buses, or city buses. sound so that it is easier for people with disabilities to communicate, then this can indicate that this library is decent. 5) A proper library is measured by its collection of books, quality e-books and DVDs, and updates that are current so that the information is always up-to-date and complete. 6) Libraries also have clear procedures, systems, and mechanisms related to borrowing and returning books. ;7) Libraries apply technology and supplies according to library standards, the presence of technology is very effective in helping to archive collections in libraries related to borrowing and returning books. ;8) Quality libraries are indicated by the existence of optimal and effective services, namely: caring, observant, mindful, friendly, obliging, responsible, tactful, and proven by having a community of readers, hot spot services, online/ebook services, online lending services, and officers or librarians who communicative

2. Methodology

The library at the Universitas Muhammadiyah Sumatera Utara has become the locus of research on library tours related to librarian crisis communication problems on library tours affected by the Covid-19 pandemic. The method that the author uses in this paper uses descriptive qualitative with the type of literature study (data from the library and documentation) and by observing directly the object of study, namely by interviewing local librarians. Data were collected from informants using interviews and the data were managed by themselves, from the library and conducted several

questions. To find out how the communication of the librarian crisis (15) recreational activities or library tours at the Universitas Muhammadiyah Sumatera Utara has been affected by the COVID-19 pandemic crisis.

3. Research Results and Discussion

3.1. Communications Crisis for Institutional Librarians

The pattern of librarian crisis communication on library tours affected by the Covid-19 pandemic makes crisis communication effective as a librarian's activity after the covid-19 pandemic crisis. The pattern that develops is seen in the improvement of the marketing promotion system through online media aimed at reading literacy tourists who want to be creative after the crisis. The crisis communication model, before the crisis, during the crisis, and after the COVID-19 pandemic crisis, was carried out by librarians and library institution employees by improving and holding internal meetings to produce an innovative solution. Innovative solutions aim to enable tourists to continue to enjoy reading literacy recreation virtually and face-to-face. The pattern that takes place in the field below uses a theory (SCCT-Situation Communication Crisis Theory) which will be used to answer research questions. The purpose of crisis communication activities carried out by librarians on library tours is so that the situation of tourist destinations that have been deserted by visitors due to the effects of the COVID-19 pandemic crisis will rise again and can be visited again both face-to-face and virtual. The room from the library is clean and guaranteed for health, safety, cleanliness, and disinfection of tourist destination facilities, which have become a prime need for tourists during the COVID-19 pandemic crisis, changing from a cleanliness factor to a motivating factor. [1] Preservation of archival records and libraries as centers of cultural dissemination in society [2]. In the information technology era of the 21st century, information has an impact on educational libraries providing a new role based on technology, Information technology is a new method of information, and the technological revolution has an impact on education, social, economic, political, tourism and health. The use of information technology in academic libraries is very useful to meet user demands that continue to increase from researchers, academics, librarians, and policymakers starting to increase the use of information technology in the education system to make the field of educational libraries technology-free. [3] Libraries adapt to the conditions of the information society, which is a guide in the world of information, library professionals are increasingly turning to popularizing domestic tourism. [4] Libraries can increase the popularity and interest in services among various segments and social groups around the world. [5]. Libraries as "disabled tourism" especially as tourist destinations, libraries aimed at the visually impaired are directed as "accessible tourism and special libraries", [6] Public libraries are increasingly paying attention to increasing service levels, cultural integration, and tourism which have largely satisfying culture. The national public library carries out the development of cultural integration and tourism and provides support for its development. [7] Libraries in Russia are also developed by implementing "Culture" and the role of the urban library modernization program is emphasized and convenes a Congress to discuss the legal basis for library work to carry out activities projects. [8] The practice of modern libraries is carried out by conducting library tours that focus on local history, the practice of field observations is carried out in library work. [9]

The results of the citations carried out by researchers have been clear from various countries to focus on library tourism to preserve all historical results. The librarian immediately carried out the process of planning a crisis communication strategy effectively to overcome it. [10] The process of

the Crisis Communication Pattern by the Librarian can be seen in the scheme below:

Communication Crisis Model	
Crisis Stages	Planning and applying crisis communication
Pre-Crisis	Has not formed knowledge about crises (negative reporting), has not yet done the same perception among members of the institution.
Crisis	Not yet influenced the public's perception of the crisis, the perception of the institution and all the efforts of the institution's process of overcoming the crisis.
Post-Crisis	Not yet done response to reputation efforts and restore reputation that was lost due to the crisis (negative coverage)

Table:1. Crisis Communication Model
Source: Field Research Results (2017- 2019)[1]

The solution to the Covid-19 effect on library tourism destinations can be drawn from research results that show the Edu-tourism program can make a positive contribution to meeting the information needs of users.[12] Public libraries are key actors in providing appropriate information resources for solutions to problems encountered [13].

3.2. Library Tourism

Library tourism destinations are experiencing a crisis caused by the Covid19 pandemic that has occurred in the world, which has changed all existing life arrangements, including our tourism system, especially library tourism. Various kinds of activities are delayed and cannot be carried out optimally and effectively, so many activities are carried out online. The tourist library currently plays a role in helping tourists, lecturers and students overcome boredom and longing for reading tours and are bored with the COVID-19 pandemic crisis. Online library tours can help tourists feel bored and miss their interest in literacy and this is an alternative. The literature from the article can be seen that the Gazebo library is an informative recreational facility that is appropriate to serve as a means of channeling the community's reading hobby and the Gazebo library can add to the tourist attraction of the city of Bandung cause of the uniqueness of the information center in the middle of recreational facilities.[14] The way to draw the reader's attention to the tourist attraction of this famous Polish library is done using exploration and penetration of tourism, outlining the historical geography of Polish libraries, analysis of tourism assets, and attempts to classify and catalog libraries in Poland.[15] while in Turkey the library system is regulated by the Ministry of Culture and Tourism. At the end of 2013, there were 1118 public libraries in Turkey with more than one million registered users which is only 1.3% of the total population of the country. The total number of staff in 1118 public libraries is around 340 of which only 15% are graduates of the librarianship program. In terms of the number of collections, it is seen that there has been a consistent increase in the number of books in the public library collections. The budget allocated for public libraries in Turkey is consistently larger every year. Public libraries in Turkey offer their services in buildings that vary greatly in terms of architectural design.[16] The European Digital Library project includes the establishment of digital community libraries based on the use of new technologies for the dissemination of knowledge within a European framework and the design of experiential environments for education, cultural heritage outcomes, and, active participation in civil society. The project operates within a community library proposing the

development of experiential services and digital applications. This initiative, which is being promoted aims to form an integrated creative environment that supports local development and socio-educational and tourism-cultural actions. In particular, community libraries are dedicated to local activation and cultural cohesion understood as sophisticated library models that offer innovative services for the promotion of reading and culture.[17]

Matrix:1. Pictures Instagram, Facebook UMSU tourist library

		
Figure:1. UMSU library, URL link https://instagram.com/library_umsu?utm_medium=copy_link Source: Field Research Results, March 13, 2022	Figure:2. UMSU Library tweeter (https://tweeter.com/lib_umsu) Source: Field Research Results, March 16, 2022	Figure:3. FB (FaceBook) Page digilib page on (https://digilib.umsu.ac.id) at the UMSU Library, Source: Field Research Results, March 16, 2022

The tourism library of the University of Muhammadiyah North Sumatra has reader links on the Instagram, Facebook, and tweeter applications in the institutional repository. This data was obtained from the results of interviews with researchers in the field from several managers or employees of the institution consisting of 8 officers and 2 librarians. There are relatively many tourists visiting the link as shown in Figure 1. Whereas library tourists with post points 546; followers 2, 640 and 5,674 as Following on the library's Instagram account. And library tourists through tweeter media as many as 65 tourists replay; retweets 192; like 1508. Furthermore, the number of tourists visiting the Facebook link is still relatively small. Even though everything is in the complete institutional repository at the link <https://perlibrary.umsu.ac.id/publikasi-dosen/>



15 3.3. The COVID-19 pandemic affects library tourism

The COVID-19 pandemic affects the development of library tourist destinations, this can be seen in the results of research in the field. From the pictures taken, it can be seen that the library tourist destinations are empty of visitors. Library tours are carried out online or virtual, this can be seen in this article. The process of borrowing books and newspapers between library staff and library users, especially researchers. [18] The results showed that there was a significant relationship between a comfortable and complete location and visiting interest.[19] the meaning is that a comfortable and complete location and polite communication of employees according to communication ethics will automatically increase tourist visits. Libraries can collect data through photo robots and an inventory of commonly used library jargon, identified and validated by academic librarians at one of the multi-disciplinary universities.[20] The international library of essays on heritage, tourism, and culture becomes a tourist library. [21] The critical auto-ethnographic complex of extensive libraries, sculpture grounds, and memorial gardens. Opened in 2007 and designed as the "Ongoing Crusade", the Billy Graham Library is a famous archive.

All historical sites are springs curated to convey and preserve compelling narratives through the lines that encompass the meaning of the assembled artifacts on display. All of these library tours have been affected by the COVID-19 crisis, which has had such a powerful effect on the field of library tourism destinations.[22] Focus on the Nepal Picture Library, an archive for photography in and across different parts of Nepal. I believe that the archive was founded by the artist-run platform Photo. Circle in Lalitpur (Kathmandu Metropolitan Region) in 2011, is an alternative experimental space – the so-called 'third space'. By encouraging individuals and families to donate their photography collections, Photo. Circle has collected over 60,000 photos.[23] Dynamics of library partnership experience in publications (monographs, articles in professional press, conference proceedings, manuals, and textbooks) for 2010-2015 taking into account the status of partnerships (international, regional, urban, rural). related to strategic goals, tactical ways to achieve them, the importance of choosing a particular partner in terms of the result of cooperation, and the place of the partnership.[4] a digital library that can be used as a learning resource for students to optimize the bold learning process, design and development methods in the development of digital libraries in responding to the covid19 pandemic crisis [24]

The results of the survey data obtained by researchers sourced from the journal Nebraska lincoln that research related to libraries and librarians is widely discussed, such as research from Rajshahi University, Bangladesh written by Md. Armanul Haquea, Dr. Xiaojuan Zhangb, Md. Shafiul Alamc, Md. Nazmul Hasand Farzana Islam Any, with the statement, that the library was visited by many people during the Covid-19 pandemic crisis, according to the research of science communicators, but scientific communication has not evaluated the distribution of published findings. Therefore, they identified and mapped library services in international publications on the Scopus database during the pandemic crisis. The bibliometric approach to the literature search starting from January 2020-June to 2021, and Microsoft excel and VOSviewer software were used to analyze the results of visualizing the map, then Sixty-four publications in the Scopus database of fifty-seven documents were considered. [25] what these writers do can be related to virtual library tours because they travel to search for data on online library data <https://digitalcommons.unl.edu> It is from this URL link that they download many citations which will be used as library data to support their writing. Their study resulted in data such as Rafiq, M., Batool, SH, Ali, AF, & Ullah, M. They cited a maximum of 20 quotes from one variable related to the title and keywords they discussed. Meanwhile, Michalak R., Ortiz-Díaz EM, Pacheco-Mendoza J., Rysavy MDT, Saavedra-Alamillas C. managed to publish 2 documents each. Likewise, the ranking of the American countries that occupy the top ranking is because they are good at the point of their library tourism management in terms of managing their virtual documents and data links in their online library data so that library tourists who visit the link can easily and access them. This is very supportive during the covid-19 pandemic crisis and they managed to publish scientific publications on Library Services during COVID-19.

Matrix:1. Rating of visits by academic tourists to the library

Source: data [25]

No.	Country Name	Description	Terms that often appear in travel
1.	Amerika		Pandemic Covid-19
2.	Pakistan,		(22,90%);
3.	China,		Library service
4.	Nigeria,		(7,01%);
5.	Peru, dan Korea Selatan		Academic library
6.	Korea Selatan		(5,61%).

The research found on their library tours that they found the shift from face-to-face library tours to sophisticated virtual and digital service tours offered more than just increasing librarians and library patrons and was very beneficial and served as a measure to keep libraries relevant and up-to-date in service. data needs in a technology-centric society. The library tour found in this study reveals that WhatsApp is a

technology that can be referenced in modern digital library tourist services including lecturers, researchers, students, and the public. This technology can help library tourists get quality services. [26]

Virtual or online libraries become an Information Communication Technology among students, in Social Sciences, Science/Technology, and Commerce/Management. 1650 questionnaires were distributed and 1435 questionnaires were received in full, obtaining a response rate of 87.0%. It was found that the majority of 1377 (95.9%) respondents used Smartphones because they have maximum mobility and convenience, 1244 (86.7%) of whom think that ICT facilitates communication multiple simultaneously, responded quickly with 1090 (76.0%) responses, save time with 1064 (74.1%) responses, learn from the contributions of others with 960 (66.9%) responses. as many as 1086 (75.7%) so that students as smartphone users 'Strongly agree' regarding 'ICT devices get more data when they go on library tours.[27]

Digital tourism libraries do need wifi and strong electricity, these resources must be prepared as library destination managers because this is very significant. As stated by Friday researcher Jerry E. That he stated that out of 256 librarians, only 68 librarians have repositories or institutions that have this due to the lack of funds to complete all resource requirements. This includes ICT facilities, skilled staff, electricity supply, no librarian development program, and programs to increase capacity at the digital stage.[28] Library tours are related to social media, so here there is a community of people who share interests and activities, and provide directions for users to interact, so it is advisable for universities that have libraries to recognize the social media platforms used by students and librarians for education. [29] University of Zambia tourist libraries during the lockdown or the Covid19 pandemic crisis migrated their services by increasing social media adoption using WhatsApp (100%) the most popular, with Facebook (98%).[30] Library tours using internet links were needed to access and utilize all kinds of tourist needs [31]

Matrix:2. Research in the library at the Universitas Muhammadiyah Sumatera Utara



Figure:1. Bookstore at Universitas Muhammadiyah Sumatera Utara /UMSU Library.
Source: Research results in the field, March 16, 2022.



Figure:2. Universitas Muhammadiyah Sumatera Utara /UMSU library, a place for computerized book returns
Source: Field Research Results, March 16, 2022



Figure:3. Universitas Muhammadiyah Sumatera Utara /UMSU library, where students read books by sitting on the carpet
Source: Field Research Results, March 16, 2022



Figure: 4. The Universitas Muhammadiyah Sumatera Utara /UMSU library, where the bookshelves are
Source: Field Research Results, March 16, 2022

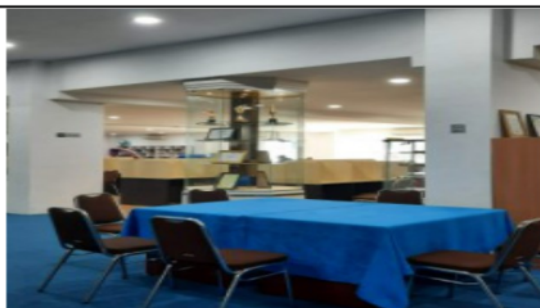


Figure: 5. Universitas Muhammadiyah Sumatera Utara /UMSU library, where students read books by sitting at the table.
Source: Research results in the field, March 16, 2022.

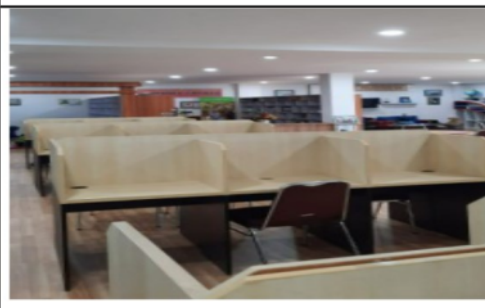


Figure:6. Universitas Muhammadiyah Sumatera Utara /UMSU library, where students read books using a computer and open a laptop.
Source: Field Research Results, March 16, 2022

4. Conclusions and Suggestions

4.1. Conclusion

The communication process for the librarian crisis in recreational activities or library tours at the Muhammadiyah University Sumatra Utara which was affected by the covid19 pandemic crisis that the Muhammadiyah librarian of North Sumatra, which became an active library in terms of the number of visits, but the situation changed due to the effects of the covid19 crisis. Findings in the field those librarians have not planned or prepared anticipatory actions to deal with the COVID-19 pandemic crisis and have not carried out crisis communication activities during the Covid 19 Pandemic crisis related to digital preservation policies, have not planned programs to improve employee education for the librarian level, have not increased the competence of librarians in IT or information skills. Good technology, has not advanced institutional resources, has not evaluated the needs of library tourists, has not looked for a consultant or IT expert advisor in a library institution that results in visits by local tourists or students, and lecturers at the University of Muhammadiyah North Sumatra are rarely seen.

4.2. Suggestion

Suggestion Solutions offered to librarians and employees on duty so that they can continue to provide services by conducting virtual, digital, or e-library tourism programs. By making digital preservation policies, planning programs to improve employee education to the level of librarianship, increasing the competence of librarians in good IT or Information Technology skills, upgrading institutional resources, evaluating tourist needs, or looking for a consultant or IT expert advisor at the library so that visits local tourists or students, and lecturers at the University of Muhammadiyah North Sumatra are rarely seen. Because you can't just rely on on-site or face-to-face services, you must also use social media applications so that tourists, lecturers, and students can continue to relax to be able to treat their longing for the library.

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