

IMPLEMENTATION OF DIGITAL MARKETING APPLICATIONS IN THE LIBRARY OF INDO GLOBAL MANDIRI UNIVERSITY (UIGM) PALEMBANG

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Abstract

Keywords:

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Library Services,
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This article discusses the implementation of applications or platforms in digital marketing. The purpose of writing this article is to understand the application or platform implemented in the Indo Global Mandiri University (UIGM) Palembang library. This article was written using qualitative methods with data collection techniques through direct observation in the field, interviews with librarians at the Indo Global Mandiri University (UIGM) Palembang. The results of this research can be concluded that application or platforms play a crucial role in increasing information accessibility in the Indo Global Mandiri University (UIGM) library, such as access to various digital media to support learning and research. However, apart from that there are still obstacles in implementation, namely the limited number of experts.

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INTRODUCTION

In the digital era, information and communication technology (ICT) has influenced various aspects of life, including the education and library sectors. Digitalization has become an effective solution to expand service reach, and digital platforms facilitate access to information without limitations of time or location (Suryani, 2022). Therefore, libraries need digital marketing platforms to disseminate information quickly and accurately to target audiences (Kotler & Keller, 2016). The implementation of digital marketing platforms helps libraries manage resources more efficiently. Information can be disseminated through a single platform with broad reach, without the need for printing brochures or installing physical bulletin boards. This also encourages libraries to manage user data more effectively, which can be utilized to analyze user behavior, preferences, and other specific needs. Students at Universitas Indo Global Mandiri (UIGM), as part of the digital native generation, tend to prefer information that can be accessed through mobile devices or online platforms.

By providing a digital marketing platform, libraries can reach users in ways that align with their preferences. Students can more easily access information regarding book availability, services, events, or the latest announcements through applications integrated with the library system. (Yadukrishnan, Kumar, & Ihejirika, 2023). Digital marketing platforms also enable libraries to offer more interactive services, such as book loan reminders, notifications about newly available books, and online book reservation services. In addition, digital marketing can help enhance the library's image and branding, making it more attractive to students and academic staff. (Trisilya & Istiqomah, 2025) Through digital applications or platforms, libraries can facilitate two-way interaction with users, allowing libraries to obtain valuable feedback from them.

By implementing digital marketing applications or platforms, the library of Universitas Indo Global Mandiri (UIGM) can reach more users, improve service quality, and meet the expectations of generations that are already familiar with digital technology (Haugh, 2017). Through digital marketing, the library of Universitas Indo Global Mandiri (UIGM) can expand the dissemination of information regarding new collections, activities, and educational programs to students and the academic community (Yadukrishnan, Kumar, & Ihejirika, 2023). With the presence of a digital marketing platform, the library can also engage users more interactively and rapidly, enabling direct feedback that may improve the quality of library services (Trisilya & Istiqomah, 2025).

In addition, this implementation is expected to increase reading interest and library visits, as well as strengthen the branding of the Universitas Indo Global Mandiri (UIGM) Library as a modern and innovative learning center (Kotler & Keller, 2016). Specifically, digital marketing in this library includes the use of social media, websites, or mobile applications to introduce library collections, services, and events (Rowley, 2011). Through these platforms, the UIGM Library can fulfill the needs of users who are increasingly connected through digital media, making library services more accessible anytime and anywhere (Tella & Oyediran-Tidings, 2009).

Furthermore, the use of digital marketing strategies can help libraries build stronger relationships with users through interactive communication and personalized services. Digital platforms also provide opportunities for libraries to evaluate user engagement and improve service quality based on feedback and usage data. Consequently, the implementation of digital marketing is expected to support the transformation of the UIGM Library into a more adaptive, user-oriented, and competitive academic information center in the digital age.

LITERATURE REVIEW

Digital Marketing is a strategic approach used by institutions to promote services, products, and information through digital media such as websites, social media, and mobile applications. According to Philip Kotler and Kevin Lane Keller (2016), digital marketing enables organizations to build effective communication with users through technology-based platforms. In the context of libraries, digital marketing plays an important role in increasing user awareness and accessibility toward library services and collections.

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technology-based platforms. In the context of libraries, digital marketing plays an important role in increasing user awareness and accessibility toward library services and collections. Through digital platforms, libraries are able to deliver information quickly, efficiently, and interactively to users from different backgrounds and locations.

Digital marketing also helps libraries adapt to technological developments and changes in user behavior in the modern era. Nowadays, many users prefer accessing information through smartphones, computers, and internet-based services rather than visiting libraries directly. Therefore, libraries need to utilize digital marketing strategies to remain relevant and competitive in providing information services. By using websites, social media platforms such as Instagram, Facebook, X, and YouTube, as well as e-mail newsletters and mobile applications, libraries can promote their collections, services, and educational programs more effectively.

Furthermore, digital marketing allows libraries to establish two-way communication with users. Unlike traditional marketing methods, digital marketing provides opportunities for users to interact directly with library institutions through comments, messages, online discussions, and feedback features. This interaction can help libraries understand users' needs, preferences, and expectations regarding library services. As a result, libraries can improve service quality, create more innovative programs, and provide resources that are more relevant to users' interests.

Another important aspect of digital marketing in libraries is its ability to increase the visibility and accessibility of information resources. Through digital marketing, libraries can introduce electronic books, online journals, digital repositories, and other electronic resources to a wider audience. This is particularly beneficial for users who cannot physically visit the library due to distance, time limitations, or other factors. In addition, digital marketing can support the development of digital literacy among library users by providing educational content, tutorials, webinars, and online workshops related to information literacy and technology use.

Digital marketing strategies can also strengthen the image and reputation of libraries as modern and innovative institutions. In the digital era, libraries are no longer viewed only as places for storing and borrowing books, but also as centers of information, education, research, and community activities. By creating attractive and informative digital content, libraries can build a positive public image and increase community engagement. Consistent online communication and creative promotional activities can encourage users to participate in library events, reading programs, and literacy campaigns.

Moreover, digital marketing is considered cost-effective compared to conventional promotional methods such as printed brochures, banners, and advertisements in traditional media. Digital platforms allow libraries to reach a larger audience with lower promotional costs. Libraries can also analyze the effectiveness of their marketing strategies through digital analytics, such as website traffic, social media engagement, and user participation rates. This data can help libraries evaluate and improve their promotional strategies in order to achieve better results.

In addition, digital marketing strategies can support the development of stronger relationships between libraries and their users through interactive communication. Social media platforms, websites, and digital services enable libraries to respond more quickly to users' needs, provide updated information, and receive feedback directly from the community. This interaction can increase user satisfaction and loyalty because users

feel more connected to library services and activities. Through continuous engagement and personalized communication, libraries can better understand community interests and develop services and programs that are more relevant to users' needs in the digital age.

According to recent studies, the implementation of digital marketing in libraries has a positive influence on user satisfaction and library visitation interest. Effective digital communication can make users feel more connected to library services and encourage them to utilize both physical and digital collections. Therefore, digital marketing has become an essential strategy for libraries in maintaining their existence, improving service quality, and meeting the information needs of society in the digital age.

RESEARCH METHODOLOGY

This research employs a qualitative approach method, namely an in-depth investigation that uses scientific procedures to produce narrative conclusions, both written and oral, based on the analysis of specific data (Suwendra, 2018). In this study, the data collection techniques include interviews and observations. The data collection process began with observation, which is a method of collecting data conducted through direct observation and field recording, where the observation took place at the Library of Universitas Indo Global Mandiri, Palembang. Furthermore, to strengthen the findings obtained from the observations, direct interviews were conducted with the staff of the Library of Universitas Indo Global Mandiri, Palembang, in order to obtain in-depth information regarding the implementation of digital marketing applications or platforms in the library.

RESULT AND DISCUSSION

The Universitas Indo Global Mandiri Library in Palembang is one of the academic libraries that has transformed into a digital library, where most of its collections, especially scientific works such as theses, journals, and research reports, have been converted into digital formats that can be accessed through hardware and digital systems provided by the library. This transformation reflects the library's effort to adapt to the rapid development of information and communication technology in the digital era. By implementing digital library services, users are able to access information resources more easily, quickly, and efficiently without being limited by time and place.

The implementation of digital technology at the UIGM Library also supports the development of library automation systems. Through the use of digital platforms and applications, the processes of cataloging, circulation, collection management, and information retrieval can be carried out more systematically and effectively. In addition, digital systems help librarians provide better services for users by reducing manual work and improving the accuracy of information management. As a result, library operations become more organized, practical, and efficient in meeting the academic needs of students and lecturers.

Furthermore, the development of digital libraries at UIGM demonstrates the important role of digital marketing in promoting library services and increasing user engagement. In the modern era, libraries are not only required to provide information resources, but also to actively introduce and promote their services to users through digital media. Therefore, the UIGM Library utilizes various digital platforms and applications to disseminate information regarding collections, library activities, literacy

programs, and academic services. These efforts are intended to attract users' attention and encourage them to utilize the library's resources more actively.

Digital marketing applications also contribute to improving communication between the library and its users. Through online platforms, users can receive information about new collections, announcements, training programs, seminars, and library events in real time. This communication becomes more interactive because users are able to provide feedback, comments, and suggestions related to library services. Consequently, the library can better understand users' needs and continuously improve the quality of its services.

In addition, the use of digital marketing applications in the UIGM Library supports the university's vision of integrating technology into educational activities. The availability of digital collections and online services enables students and lecturers to access academic resources more flexibly, especially in supporting learning, teaching, and research activities. The digitalization of library services also helps users develop digital literacy skills, which are essential in the current information society. Therefore, the transformation of the UIGM Library into a digital-based library not only enhances the effectiveness of library management but also strengthens its role as a center of information and academic development within the university environment.

Digital Marketing Applications in the Library of Universitas Indo Global Mandiri Palembang

At the Library of Universitas Indo Global Mandiri (UIGM) in Palembang, digital marketing applications can be used to increase user awareness and engagement toward library services and collections (Rowley, 2011). The following are some digital marketing applications and methods that may be implemented in UIGM Library or academic libraries in general:

1. **Social Media (Instagram, Facebook, Twitter/X):** Libraries often use social media to share the latest information, such as new collections, upcoming events, and library services. In addition, social media allows libraries to interact directly with students, lecturers, and other users (Tella & Oyediran-Tidings, 2009).
2. **WhatsApp Business or Telegram:** These instant messaging applications can be used to deliver quick information to library members. With features such as broadcast messages, libraries can send announcements or service-related information directly to users' mobile phones (Kotler & Keller, 2016).
3. **Email Marketing:** Libraries can send regular newsletters or bulletins via email to inform users about new collections, event schedules, or service updates. Platforms such as Mailchimp can be used to manage these email campaigns (Stone & Woodcock, 2014).
4. **Library Website and Blog:** Content on a library website or blog may include articles, user guides on library usage, reference sources, or popular writings related to education and research. A well-managed digital presence helps improve information accessibility and user engagement (Borgman, 2015).
5. **Google My Business:** By registering the library on Google My Business, the library can improve its visibility in search engines, making it easier for potential visitors or new users to find the institution online (Chaffey & Ellis-Chadwick, 2019).
6. **Event and Webinar Platforms (Zoom, Google Meet):** For events such as information literacy workshops or orientation sessions for new students, libraries

can utilize video conferencing platforms. These activities can also be recorded and promoted as on-demand digital services (Lamba & Madhusudhan, 2019).

7. **QR Code Campaigns:** Placing QR codes around campus or library areas allows users to access digital catalogs, e-library systems, or library social media profiles instantly. QR codes enhance accessibility and bridge physical and digital services (García-Peñalvo, 2018).
8. **Digital Signage:** If libraries have digital screens inside their physical spaces, these can be used to display announcements, featured collections, or service promotions in an attractive visual format, improving user awareness and engagement (Harrison & Andrusiewicz, 2017).

The development of information and communication technology has brought significant changes to the role of academic libraries, including the Library of Universitas Indo Global Mandiri (UIGM). Libraries are no longer only places for storing and borrowing physical books, but have evolved into digital-based information centers that actively utilize technology to reach their users. In this context, digital marketing has become an important strategy for UIGM Library to increase service visibility, expand information reach, and strengthen the relationship between the library and its academic community.

One important development in library digital marketing is the implementation of Customer Relationship Management (CRM) systems. This system allows the UIGM Library to manage user data in a more structured way so that it can better understand users' needs, habits, and preferences. With this data, the library can provide more personalized services, such as recommending collections based on borrowing history or sending notifications about events relevant to students' interests. (Payne and Frow 2017) explain that CRM in service organizations can improve user satisfaction because services become more targeted and data-driven. In the context of UIGM, this approach supports more effective academic support services for students and lecturers.

In addition, mobile application-based library services are also an important innovation for UIGM Library in digital marketing. The use of mobile applications allows UIGM students and academic staff to access catalogs, reserve books, extend loans, and receive service notifications directly through their mobile devices. This is highly relevant because UIGM students are part of a digital-native generation that prefers fast and practical access to information. (Tri dan Sarah, 2020) state that mobile library applications significantly increase user engagement and expand access to library services, making them more efficient and user-friendly.

From the perspective of information visibility, Search Engine Optimization (SEO) also plays an important role in strengthening UIGM Library's digital presence. By optimizing its website through relevant keywords, structured content, and proper metadata, UIGM Library can improve its ranking in search engine results. This makes library information, collections, and services easier to find by students and researchers. (Enge et al. 2015) emphasize that SEO is essential for improving discoverability and online visibility of digital platforms.

Furthermore, content marketing is also widely applicable in UIGM Library's digital strategy. Through its website or blog, the library can publish academic articles, research guides, book reviews, and information related to educational programs and library services. This strategy not only promotes library resources but also supports learning and research activities within the UIGM academic environment. (Pulizzi, 2014)

explains that content marketing focuses on delivering valuable and relevant content to attract and retain users, which aligns with the academic mission of UIGM Library.

In practice, social media platforms also play a crucial role in UIGM Library's digital marketing strategy. Beyond information dissemination, platforms such as Instagram, Facebook, and other social networks provide analytical data that can be used to evaluate user engagement. Through these insights, UIGM Library can identify which content is most effective and how students interact with library information. (Tuten and Solomon, 2018) explain that social media analytics are essential for measuring digital marketing effectiveness and improving communication strategies.

Another important development relevant to UIGM Library is the use of Artificial Intelligence (AI) in library services. AI-based technologies such as chatbots and recommendation systems can assist users in finding information, answering questions, and accessing services more efficiently. (Chaffey and Ellis-Chadwick, 2022) state that AI enhances digital marketing effectiveness by enabling automation and personalization, which is highly beneficial for improving user experience in academic libraries like UIGM.

Overall, digital marketing plays a very important role in the development of the Library of Universitas Indo Global Mandiri. Its implementation not only improves information dissemination and service quality but also strengthens the library's image as a modern, innovative, and technology-based learning center. By optimizing digital technologies, UIGM Library can become more responsive to the needs of students and academic staff in the fast-paced and dynamic digital era.

CONCLUSION

Based on the study regarding the implementation of digital marketing applications in the Library of Universitas Indo Global Mandiri (UIGM), it can be concluded that digital marketing plays an important role in improving library services in the digital era. The use of digital platforms such as social media, websites, and mobile-based communication tools has helped the library expand information dissemination, increase user engagement, and improve accessibility to library services. In addition, the implementation of digital marketing supports the transformation of the library into a more modern, efficient, and user-oriented academic information center, especially in serving students who are already familiar with digital technology.

The implication of this research is that UIGM Library needs to continuously strengthen and optimize its digital marketing strategies in order to improve service quality and user satisfaction. Digital platforms should not only function as tools for information dissemination, but also as media for interactive communication, feedback collection, and personalized services for users. In addition, improving the competence of library staff in digital literacy and strengthening technological infrastructure are important steps to ensure that digital library services can run effectively and sustainably.

However, this study has several limitations. The research only uses a qualitative approach so that the results are descriptive and cannot be generalized to other institutions. Data collection is also limited to observation and interviews, which may not fully represent all aspects of digital marketing implementation in the library. Furthermore, this study only focuses on the UIGM Library without comparing it to other academic libraries, so the findings are limited to a single case study context.

Therefore, future research is recommended to use mixed-method or quantitative approaches to measure the effectiveness of digital marketing in libraries more

comprehensively. Comparative studies between different academic libraries are also suggested to obtain broader insights and best practices in digital marketing implementation. In addition, further research may focus on user satisfaction analysis, system performance evaluation, or the use of advanced technologies such as mobile applications and artificial intelligence in improving academic library services.

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