

LIBRARY SERVICE MANAGEMENT STRATEGY OF E-LIB MANELA IN FACING THE CHALLENGES AND OPPORTUNITIES OF STUDENT LITERACY

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ABSTRACT

Abstract: This study focuses on the use of E-LIB MANELA as a means to strengthen literacy initiatives at Madrasah Lamongan, the only secondary school in Lamongan with a digital library application. The objective of this research is to identify the effectiveness of this application in enhancing literacy and reading interest among students and the surrounding community. A qualitative descriptive method was employed, utilizing passive observation, semi-structured interviews, and secondary documentation, while a SWOT analysis evaluated the strengths and weaknesses of the application. Data validity was assessed through triangulation. E-LIB MANELA has improved access to digital book collections and enhanced library service quality at the school. Its automatic borrowing feature allows students to download books that are automatically removed once the borrowing period expires, providing both control and convenience. The application not only impacts reading interest within the school but also extends library access to the general public, highlighting significant potential in supporting digital literacy in the region. Another positive impact is the support it provides to partner companies in developing sustainable digital literacy programs. In conclusion, this study finds that E-LIB MANELA plays an essential role in supporting the literacy movement at Madrasah Lamongan, increasing access and reading interest, fostering a digital learning environment aligned with current literacy needs, and providing a sustainable platform relevant to the enhancement of digital library services.

Keywords: E-Lib Manela, Digital Library, Madrasah Literacy.

INTRODUCTION

Digital services are an urgent thing that must be implemented in school libraries. The lack of literacy makes many schools compete in the digitalization process. Digitalization can foster digital competency skills (Kaun & Forsman, 2024). The increasingly advanced era of digital technology provides challenges in facilities and services (Suharto, Fatmawati, Kiai, Achmad, & Jember, 2022). Because service quality will affect satisfaction for users (Guntur Utomo & Yasirandi, 2024). Since the pandemic hit, all activities

have begun to be accessed and carried out digitally. Indonesia is the number one country in the country that is addicted to smartphone users. Internet use in Indonesia is dominated by the younger generation with a percentage of 64.8%(Nusraningrum & Yuniarsih, 2024). Visitors to online libraries are more widely used than offline. In data since the pandemic, only 12.15% have just visited the library in person. It is also supported by various digital platforms that are more efficient and flexible to use. so that digitalization can drive education quickly.

The advancement of the use of technology in today's digital era is growing rapidly which can provide benefits that are positive(Umar, Septian, & Pertiwi, 2023). Technology has that can provide convenience in providing information. A wide variety of applications have been widely used and developed(Herry Widyastono, 2017). So that the world of education needs to keep up with developments so as not to be left behind. Technology can be used well as a learning process. By utilizing technology such as using digital applications. One of them is the school library which is a must-have facility. This is stated in the Constitution no. 19 of 2003 concerning national education standards article 7 article 42 explaining that every school must have facilities that are used to support learning."(Nhlapo, 2020) However, the use of technology has vulnerabilities in database protection and access prevention as data security(Pontoan, Sihotang, & Lompoliu, 2023).

Libraries must innovate to face challenges as service improvement(Syn, Sinn, & Kim, 2023). A library that develops with technological advances can encourage the growth and development of society(Nworie, Ubochi, & Chukwumaobi, 2023). So with this, it is necessary to use digital applications. Through digital applications, it will be very easy for users to reach with a system that is easy and practical to use. In this case, of course, a library cooperates with rapid technology. The use of technology in learning can encourage the growth of learning, reasoning and communication skills from various learning resources(Dakhi, Jama, & Irfan, 2020). In addition to visiting the learning reference library, you can also use the application to further optimize reading literacy. In its use, there are several aspects that must be taken into account, namely infrastructure policies, content and utilization(Pontoan et al., 2023). There are various benefits that make libraries very important in the 5.0 era(Rizal & Rodin, 2021). This is what has been used in the Lamongan madrasah as a form of utilization, namely with the E-LIB MANELA application.

E-LIB MANELA is a digital-based library application that provides a variety of reading books in the form of *e-books* Digital libraries are storing, managing and providing digital access(Arman, Winarsih, & Ibrahim, 2020). The library not only provides a variety of reading materials but also empowers the entire book collection so that it can be used optimally by the school community(Rizal & Rodin, 2021). So, with this application, librarian management can improve reading literacy services and movements for school residents and for users outside of school. In the Qur'an, science is

the process of achieving knowledge for the advancement of knowledge and technology (Yuhyi, Ardana, Azhari, & History, 2024).

Digital E-LIB MANELA is a form of collaboration between companies to care more about reading literacy. In this digital era, it is very necessary to use applications that can support the literacy movement. The literacy movement is an integration of speaking, writing, reading, and critical thinking skills to improve school reading culture. The literacy movement is an effort to improve reading and writing skills in building a strong literacy culture that supports students' development and character in social change (Liansari, Taufiq, & Santoso, 2021). The literacy movement has an important role in fostering interest in reading.

From the results of previous research, the use of digital literacy applications received a positive response and could increase reading interest (Jang, Aavakare, Nikou, & Kim, 2021). With technological advancements, of course many young people can access it easily. Excessive digital use has psychological involvement, so positive digital use through digital literacy is needed (Helsper & Smahel, 2020). In the research that has been conducted, it is stated that E-LIB is used as motivation and as an interest (Jeanyoung & Waluyo, 2024). With a conventional library system that provides books on the shelves, student motivation can decrease so that by using digital e-lib, Manela can meet the needs of information and interest in learning activities. This is also confirmed through the results of research with digital libraries that can foster student learning motivation in acquiring technological knowledge (Sureephong et al., 2023).

By using an application, of course, it is necessary to learn more to analyze its use. The form of this research is through SWOT analysis. A SWOT analysis is an analysis to determine strengths, weaknesses, opportunities and threats. A SWOT analysis is a strategic planning tool used to evaluate strengths, weaknesses, opportunities and threats. By using strength and opportunity to achieve goals in an institution.

With this analysis, the goal is to identify the challenges and potential benefits of using E-LIB MANELA and to minimize the weaknesses as well as emphasize the impact of the threats that must be faced and improve the service. Click or tap here to enter text. Thus, the use of SWOT analysis can help schools to develop the right strategies in utilizing digital applications. So the focus and purpose of this study aims to conduct a SWOT analysis of the use of the Manela e-lib application to improve reading literacy.

METHOD

The research method used is a descriptive qualitative type. This study uses descriptive qualitative research to obtain information, comments and opinions from the research subjects. The subjects of this researcher's research are the head of the library, teachers and students. The location of the research is the Lamongan madrasah. The reason the researcher

conducted research at this location is because the Lamongan madrasah school is the only high school that has a digital library application and has its own journal management, so the researcher is interested in conducting research at the location. Data analysis was carried out using Karinov's theory with 2 stages, namely strengths and opportunities (Komari, Indrasari, Tripariyanto, & Rahayuningsih, 2020). Data were obtained by observing, interviewing and documenting. Observation is carried out through participant observation to obtain facts in the field (Busetto, Wick, & Gumbinger, 2020). The interview is conducted in a semi-structured manner by providing several questions and responses. Documentation is provided as evidence and necessary attachments. The purpose of these three data is to complement each other's data in the necessary research and be able to answer the research focus of obtaining valid data. Data validity is carried out by triangulation of sources and techniques. Source triangulation is done to compare various opinions and views from various sources (Natow, 2020). Technical triangulation was carried out to obtain data by comparing the results of observations, interviews and documentation.

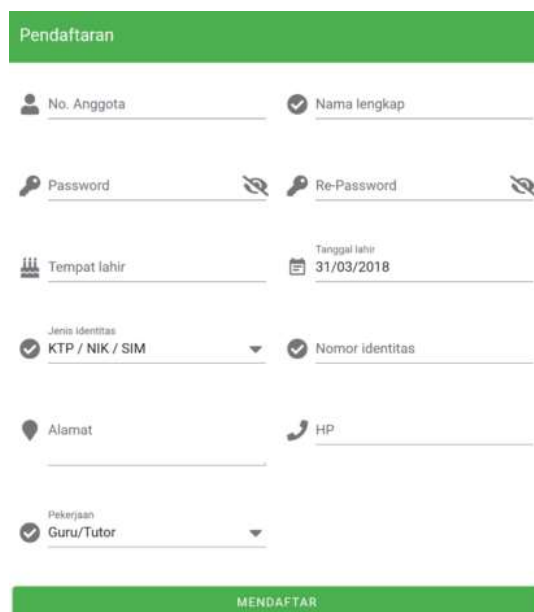
RESULTS AND DISCUSSION

Strenght

Digital e-lib Manela is a digital library-based application that aims to improve literacy, especially among madrasah students. This innovation is an effort to take advantage of technological advances and provide better services to students. E-LIB MANELA is the result of collaboration with partners and offers easy access with advanced features.

Its use is guaranteed to be safe through a data management and authentication system. The registration process is simple with several stages:

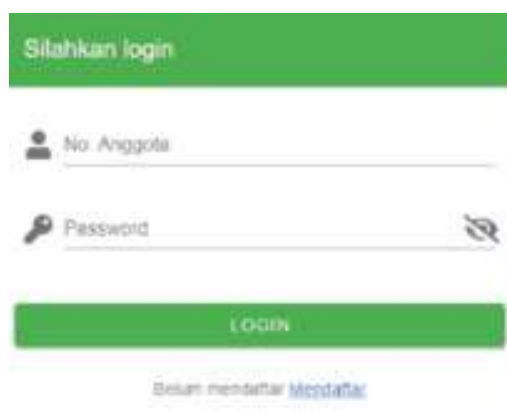
1. Download the application through the manela playstore e-lib. Register and log in to the manela e-lib application.
2. In the process of registering a member number, if users from outside the school use the identity card number (NIK) on the ID card and for students use the student identification number (NIS)
3. Once the registration is complete, log in again to access the Manela e-lib.



The registration form is titled "Pendaftaran" in a green header. It contains several input fields with icons: a person icon for "No. Anggota", a checkmark for "Nama lengkap", a key for "Password", an eye icon for "Re-Password", a calendar for "Tempat lahir", a date icon for "Tanggal lahir" (pre-filled with 31/03/2018), a dropdown for "Jenis identitas" (pre-filled with "KTP / NIK / SIM"), a checkmark for "Nomor identitas", a location pin for "Alamat", a phone icon for "HP", and a dropdown for "Pekerjaan" (pre-filled with "Guru/Tutor"). A green "MENDAFTAR" button is at the bottom.

Figure 1 registration of the manela e-lib application

In addition to providing easy access, E-LIB MANELA also has a wide collection of reading materials, both fiction and non-fiction, which continues to grow. The process of procuring reading materials is carried out by scanning *hardcopy* books and *PDFs* to be uploaded to the madrasah library database. Users can flexibly search for the books they want and borrow them easily through the search feature.



The login form is titled "Silahkan login" in a green header. It contains two input fields: "No. Anggota" with a person icon and "Password" with a key icon and an eye icon. A green "LOGIN" button is below the fields. At the bottom, there is a link "Belum mendaftar? Mendaftar".

Figure 2 Login to the Manela e-lib application

The use of E-LIB MANELA also encourages student literacy through activities such as contributing thoughts and ideas in the evening guava book as well as through reading corners and 3-dimensional media in each class. Through these various efforts, madrasahs collaborate to intensify the literacy movement and involve the role of teachers, committees, and students in supporting it.

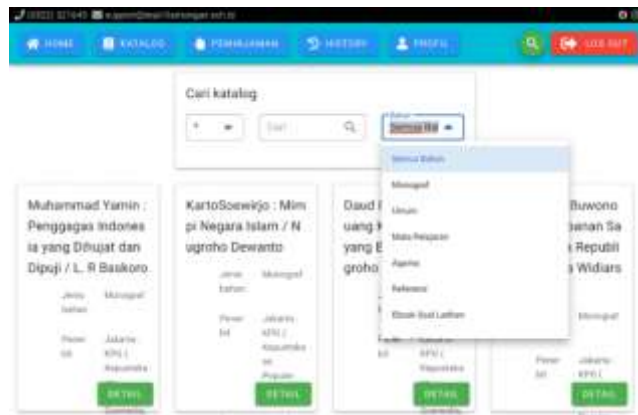


Figure 3 book-type livelihoods

The results of this study are in accordance with Karinov's theory in the SWOT analysis book which explains that strength can provide a positive future image for an educational institution (Helms & Nixon, 2010). Through the enthusiasm of educational institutions supported by infrastructure and citizens, madrasas can become a force with positive value. The results of this study are reinforced in research conducted in the UK and China. Advantages in the use of digital can increase the potential profits.

These benefits can be used to improve services and discover technological knowledge. In addition, in research in Namibia technology has an important role in distance learning that has been carried out since the pandemic (Forleo & Palmieri, 2019). With an online library, you can create a creative space for learning. In the results of the study, the trial in China was more effective than Italy because the results showed that respondents had a positive experience in using the library remotely. The comparison of e-lib assessments with other schools is as follows:

School name	Downloads	Rating
e-Library Yayasan Seri Amal	57	4,3+
eLibrary SMPN 193 Jakarta	500	-
elib Kota Cimahi	5.000	4,3+
E-Lib Manela	100+	-

So that through the comparison of the use of e-lib manela can become an opportunity for literacy madrasag activists who can develop to be more advanced, especially in Lamongan through various uses of e-lib in other schools

Opportunities

E-LIB MANELA is the result of a transformation of *Inislite*. Through collaboration with partners within a predetermined time. This will be an opportunity for madrasas to optimize technology to improve literacy. Through the contribution of students in writing the main ideas in various literacy books, such as poetry, prose, magazines and anthologies, as well as the participation of teachers in making journals, the literacy movement is further strengthened. Students who are active in this movement will receive awards in the form of certificates and prizes at certain ceremonies.

E-LIB MANELA can continue to grow with the support of trends and other digital platforms. The digitization process includes the stages of processing, publishing, accessing and entering data assisted by partners. Book data is classified into ebooks and hardcopies, then input and managed by librarians. To maintain digital documents, maintenance, backup, and control of data need to be carried out periodically. Routine evaluations are carried out to develop literacy programs. Server maintenance follows codes and norms, with SLAs (*server level agreements*) between the madrasah and partners to ensure stable access. This cooperation pays attention to applicable norms and is a form of strong collaboration between the two parties.

Digital libraries can foster motivation in acquiring technological knowledge. Through the implementation of a more advanced managed digital library and access to easy-to-find resources, the goal of teaching and learning can be achieved (Aliyyah et al., 2024). In the results of research conducted on international postgraduate students in the UK, the use of digital libraries can be an opportunity with easy and popular access. Through this, you can effectively improve your preferences and use of digital library services.

In research, data literacy perception and literacy education play a role in digital literacy that can convey information clearly. The results of the research can develop critical thinking skills in analytical skills (Permana, Hindun, Rofi'ah, & Azizah, 2019). However, every digital library has access that the general public cannot use. Like libraries in other countries that are only accessible to students and people with special privileges. Using digital E-LIB MANELA can be a great opportunity to improve literacy so that you are more sensitive to reading interests. Because the use and access of digital e-libs can be enjoyed by everyone without exception.

CONCLUSION

This study demonstrates that the use of E-LIB MANELA at Madrasah Lamongan has successfully improved access to reading materials and enhanced reading interest through a digital library platform. The

application has facilitated easier access to digital reading resources for students and the general public, featuring automatic borrowing functions that offer flexibility in the use and management of the book collection. E-LIB MANELA has proven to have a positive impact on digital literacy within the school, showing potential as an innovative model for other schools in developing technology-based literacy services.

The contribution of this study to Islamic education lies in its support for literacy initiatives within the madrasah environment, aligning with the objectives of Islamic education to foster students' knowledge and intellectual growth in a modern context. This application enables the madrasah to provide library services that are relevant to digital advancements, thereby expanding inclusive literacy opportunities. Additionally, digital models like E-LIB MANELA help madrasahs adapt to contemporary literacy needs while preserving the fundamental values of Islamic education.

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