

## REVIEWING GLOCALIZATION OF LIBRARY SERVICES ON THE DIGITAL BUDAYA INDONESIA LIBRARY WEBSITE

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### *Abstracts*

This article aims to determine efforts to glocalize library services on the Perpustakaan Digital Budaya Indonesia website. The website is a forum for accessing, maintaining and preserving online cultural riches in Indonesia. In the current digital era, libraries must pay more attention to glocalization services through websites because they are easy to access and have many features. Glocalization here refers to combining global and local aspects, where the service meets users local needs but still follows international trends. The research method used is qualitative, which is conducted through content analysis. This writing identifies the glocalization strategies used by the library to increase the accessibility and relevance of its services. The results of the research are that we can find out the glocalization of library services on the Perpustakaan Digital Budaya Indonesia website, making it easier for users to find out about local history and culture in Indonesia so that the library can maintain a balance between globalization and locality in providing services that are appropriate and competitive in this era. The digital era can continue to develop. The content provided on the Perpustakaan Digital Budaya Indonesia website is diverse and rich in Indonesian culture. Implementing glocalization of library services on websites can make it easier for users to find out about cultural diversity by accessing them efficiently and flexibly.

**Keywords:** Glocalization, Service, Library

## INTRODUCTION

### A. Background

Indonesia is a country that has a diverse culture, including dance, traditional houses, food, customs, etc. This cultural diversity makes Indonesia an attraction for other nations to know and study because Indonesian culture is also known to be unique. One way to get to know Indonesian culture is to go to the library to read books or go directly to any place to learn about the culture. Libraries are sources of various kinds of information that users need. Libraries provide services to users. Libraries certainly offer services according to user needs regarding the information they need. Library

services provide users with information and facilities to obtain the necessary information. In the current era of globalization and rapid information technology, libraries must expand their services and adapt. One required service is glocalization. Glocalization services will expand library users, promote local culture, and strengthen cultural identity.

The rapid development of information and communication technology means that libraries must keep up with these developments because libraries are a source of information. This development encourages libraries to provide services digitally or online. Applying glocalization to library services will be very helpful because the glocalization concept combines global aspects with local culture. The Perpustakaan Digital Budaya Indonesia (PDBI) stores information about Indonesia's culture. In this era of globalization, digital libraries have wider opportunities because, according to regulations, not only local users can access the library, but the whole world can. With glocalization services, libraries must remain relevant in presenting local Indonesian wisdom that global users can easily understand. Library users can learn about the many and varied local cultures of each province in Indonesia by accessing the website.

A few Indonesians still know about the Perpustakaan Digital Budaya Indonesia website. The Perpustakaan Digital Budaya Indonesia provides information about various kinds of local culture, packaged *online* and accessible anywhere. There is a cultural crisis where young people are now more interested in foreign trending culture rather than preserving their own. With a digital library, it should be easy for young people to learn about the diverse local culture. This culture will be known, implemented, and preserved to continue and not be lost. Another problem behind this writing is how to access and what services the digital library provides and how effective the glocalization services offered by the Perpustakaan Digital Budaya Indonesia are in inviting young people to be interested in knowing local culture and preserving it.

## B. Literary Reviews

The previous study research was conducted by the author of Tiara

Kusumaningtiyas (2022), entitled *Perpustakaan Digital Budaya Indonesia: The Role of Society and Communities in Protecting and Preserving Indonesian Culture*. The method used in this research is a qualitative approach using web observation and literature study methods. Data collection uses documents on the Perpustakaan Digital Budaya Indonesia website. The results of the research show that efforts to preserve culture by the community, including through cultural documentation, recording and Inventory of cultural data, access and utilization of cultural data and the benefits of cultural data collected in the Perpustakaan Digital Budaya Indonesia, provide many benefits for the Indonesian people, including showing cultural diversity, recording various cultural heritages and minimizing claims to Indonesian culture from foreign parties.

The author also conducted other research, Elsafitri et al. (2023), entitled *Analysis of the Effectiveness of Global Localization Strategies of Fast Food Companies in Reaching Global Consumers*. The method used is qualitative with a descriptive approach. The research aims to analyze how effective the global localization strategy implemented by fast food companies is in reaching global consumers. Analyze how a global locality strategy can reach consumers while maintaining the company's global identity. The research results can provide an in-depth understanding of the effectiveness of global localization strategies implemented in fast food to reach more global consumers.

What differentiates this research from previous research is reviewing digital library services on websites. The services discussed are about glocalization, which combines global and local aspects on the Indonesian cultural digital library website. By analyzing the content on the website, what kind of glocalization services are provided to users and what features users can take advantage of. See what glocalization practices are like when applied to Indonesian cultural digital library services. Does the practice of glocalization services make it easier for users and maintain a balance between globalization and locality in providing appropriate and competitive services in the digital era? It can continue to develop.

### C. Underlying Theories

Services are a form of service provided by officers to library users who are using the library. According to Lasa Hs (2007:169), library services are an empowerment effort that cantake the form of providing circulation services, on-site reading, reference services, literature searches, presentation of new information, presentation of selected information, audio-visual services, internet services, user guidance, services photocopying, translation services, inter- library loan services and consultation services. Meanwhile, the essence of library services is the provision of all forms of library materials appropriately and accurately according to library needs, providing various means of searching for information, and also providing retrieval facilities that can make it easier for users to find library materials that suit their information needs according to Lisda Rahayu (2015:1.3).

Glocalization is closely related to offering global industrial products while paying attention to local issues. The concept of glocalization is a combination of international culture with local culture. According to Roland Robertson in Chaubet (2013), glocalization is the emergence of a form of interpretation of something global with local values, where local values enter the global dimension so that they no longer stand alone but go hand in hand. In glocalization, there will be interactions between local and international cultures; these two things cannot be separated. Glocalization, according to Eko Budiharjo (2012), is explained as *globalization with local flavor*, which is the effect of globalization as a form of localization movement towards foreign cultures that enter through adaptation to local culture.

Digital libraries exist because of current developments, where all activities are carried out with technology, and everyone uses technology. So, the current technological developments force libraries to be able to use technology well. According to Michael Lesk(1977), a digital library is an information system that provides access to collections and other information sources in digital form so that users can search, read and download information remotely. Meanwhile, according to The Digital Library Federation as quote by Pendit (2005) Digital librariesnare organizations that provide the resources, including the specialized staff, to select,

structure, offer intellectual access to, interpret, distribute, preserve the integrity of, and ensure the persistence over time of collections of digital works so that they are readily and economically available for use by a defined community or set of communities.

Based on the definition above, it can be seen that library services are the provision of services in the form of whatever the library needs in terms of searching for information, the need for library materials and making it easier to retrieve information. Meanwhile, glocalization is a combination of local and global aspects that go hand in hand to balance local culture and international culture. Apart from that, from the definition above, digital libraries result from information technology developments that make it easier for users to access libraries in the current digital era. These three definitions can be related to the fact that library services need or require the concept of glocalization, especially in digital libraries that can be accessed globally.

#### **D. Research Methods**

This research uses content analysis research methods ( *content analysis* ). According to Barelson(1952), content analysis is a technique for producing objective and systematic descriptions of the content contained in communication media. Content analysis is also a systematic technique for analyzing messages and determining how the message can be conveyed. The data collection technique uses descriptive study techniques to find out the content and the meaning of a text by interpreting it based on the analysis of the constructed construct. Construct analysis as a guide for researchers in analyzing content so that the interpretation can be carried out correctly and the analysis does not deviate from the actual meaning of the content. With this method, researchers want to interpret and understand the contents and the main ideas contained in the content.

The content analysis method explains the signs and texts in an information system so that users can understand their true meaning. This is so that the interpretation can describe or identify how digital library services are used and whether the services provided can help users get information. The primary source of



information for this article is the Perpustakaan Digital Budaya Indonesia website. The supporting sources were from two journals that discussed topics similar to the discussion title. Content analysis aims to describe the contents of messages or content on digital library websites, track the development of content or messages written on library services, detect content that has hidden ideologies and content that is not appropriate, identify the intent and effectiveness of library services provided on the site Indonesian cultural digital library website.

## DISCUSSION

### Glocalization Service Features of the Indonesian Cultural Digital Library Website

Many features can be utilized on the Perpustakaan Digital Budaya Indonesia website. On the first page of the website, you will be given two options: users can immediately search for the regional culture they want to know about or press the site button to see the various collections of articles provided. Apart from that, the web display also depicts the diversity of Indonesian culture. You can see *ondel-ondel*, *jaranan*, *rendang*, *batik*, and animals typical of a region. The display depicts local culture by combining globality because it is displayed on a digital library website that can be accessed worldwide. At the bottom of the site button is a welcome greeting using the regional language, which will change every time you access the website.

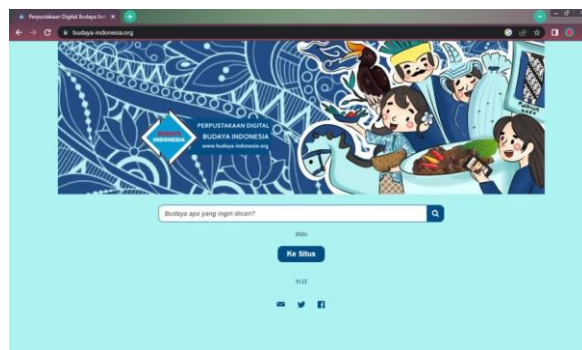
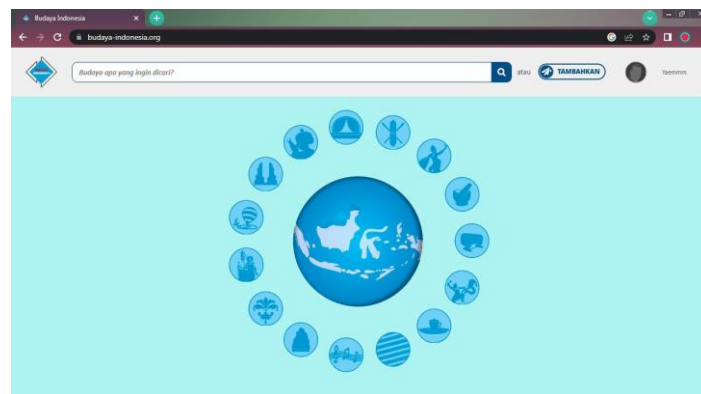


image 1: main page of the Indonesian Cultural Digital Library website

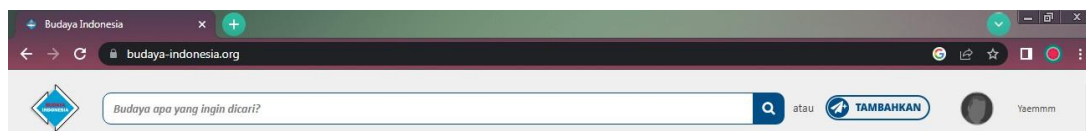
The site page will display an image of a map of Indonesia, and besides it, there are 15 types of culture, each of which is different and has its characteristics. Each image in the small circle represents a type of culture and includes the number

of entries for which the written collection will be displayed. Types of culture in order starting from the top, located in the middle, there are performing arts, weapons and tools of war, dance, procedures for treatment and health care, musical instruments, folklore, food and drink, cloth motifs, musical instruments, ancient manuscripts and inscriptions, ornaments, traditional clothing, traditional games, architectural products, and rituals. Users can press the image according to the type of cultural information they want to know.



*image 2: display after pressing the site button*

Another glocalization service provided on the Perpustakaan Digital Budaya Indonesia website is writing about cultural diversity. This service can be accessed by email, registering for membership, and pressing the paper airplane button that says 'add' on the top right of the site page. The culture written about can be anything that is not yet on the website, such as *horog-horog* food, which is one of Jepara's typical foods; users can provide descriptions and additional documents that support the writing, such as photos, videos, articles, links and pdfs regarding the typical food written about. The writing will be uploaded on the website and can be seen by other users.



*image 3: search column display and upload edits*

Search for the culture of an area can be typed in via the search field. Searches regarding a culture will be displayed according to the search. Users can search by specific categories, such as entering the province of cultural origin or collecting required information data, namely images, videos, audio, and pdf. All service

features provided by the Perpustakaan Digital Budaya Indonesia are related to glocalization because whatever users search for and upload are aspects of local culture that are globalized through the Perpustakaan Digital Budaya Indonesia website so that they can be accessed worldwide.

### Use of Glocalization Services on the Indonesian Cultural Digital Library website

The above services can be accessed easily via the Perpustakaan Digital Budaya Indonesia website. The first use of the service can be through the search column provided on each site page or by pressing one of the images, which will display a display like the one below. The page shown is a collection of cultural writings regarding traditional games. If you press another image, writing will appear according to the cultural type in the image caption. There are other search options, such as images, audio, video, and pdf, that users can choose from, depending on the information they need. Apart from that, users can choose which province they want to search for so that they can specify what cultural information they want to know. The information that users will get is a brief description of the culture and articles about the culture so that the information can be more reliable.

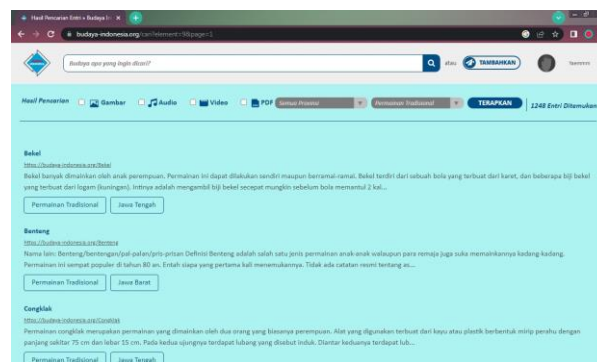
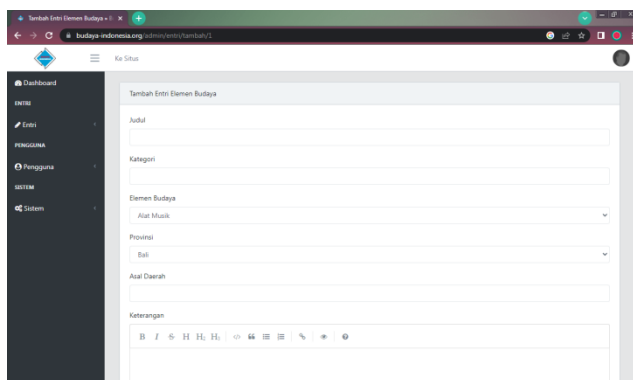


image 4: collection data display

Other glocalization services in the Perpustakaan Digital Budaya Indonesia can be used; if users want to write about the culture of a region or know about their regional culture, they can also write about that culture on the website. After registering an account and pressing the paper airplane icon, a display like the one below will appear. Users can write a title with the name of the culture they want to write about and fill in the category and province of origin of the culture they want to write about. In the trend section, you can include a description of the culture,



photos, videos, articles discussing the culture and a pdf if available. A complete information column will strengthen this cultural belief so that other users looking for information will have more trust and can use it as reference material. If you have filled it in completely, it can be sent, and other users can also see the text; it will also appear when users search for the culture of that area. The results of the user's writing will become a library collection that can make it easier for users to search for or want to know local cultural information. Writing about local culture and publishing or sending it on a digital library website, which means it can be accessed globally, is a glocalization service.



*image 5: view of writing edits*

Using search and editing services will be very helpful in preserving local culture. Users can use features in the digital library to edit writing, comment, and correct each other if there is incorrect information. All user activities and interactions will produce a cultural collection of data that is valid for users who want to learn about Indonesian culture. Using Perpustakaan Digital Budaya Indonesia services, users can help each other and give and get appropriate and needed information.

### **Appropriate utilization of Glocalization Services**

The Perpustakaan Digital Budaya Indonesia is a form of virtual community, precisely a virtual community type called a discussion community. In the Indonesian cultural digital library, service features support communication and interaction activities related to Indonesian culture. The Perpustakaan Digital Budaya Indonesia is open, so users can search and add data to cultural collections.

All users can comment on every article uploaded to the website. If there is an error in the data, users can edit each other's data on the site. The Perpustakaan Digital Budaya Indonesia is a forum for users to participate in uploading and discussing cultural collection data.

The data uploaded by users on the website includes preservation that allows Indonesian culture to remain and survive for future use, such as history that can be researched and preserved by the younger generation. Uploading collection data is also helpful so that Indonesian culture remains protected and cultural heritage is maintained by the younger generation, which can prevent Indonesian culture from being claimed by other countries. So, with the glocalization service provided by the Indonesian cultural digital library, users can discuss and share information about local Indonesian culture globally, namely by utilizing an online website that can be accessed globally.

The existence of a digital library of Indonesian culture produces a community that is carried out globally and discusses local Indonesian culture. In this community, there is interaction between users who have the same goal, namely preserving Indonesian culture. Interaction between users discussing local culture is one way to introduce Indonesian culture globally. Through the Perpustakaan Digital Budaya Indonesia website, which has provided these services and as a forum for cultural communication between users, the collection data in the digital library will be helpful information for other users who want to know about the diversity of Indonesian culture and, indirectly, the Perpustakaan Digital Budaya Indonesia will also introduce local culture, all over the world.

One appropriate use of glocalization services in Perpustakaan Digital Budaya Indonesia can refer to the preservation concept and joint regulations of the Minister of Home Affairs and the Minister of Culture and Tourism No. 40/42 of 2009 concerning guidelines for cultural preservation.:

- Cultural documentation

They are capturing intangible Indonesian cultural heritage, namely the activity of transferring information from implicit to explicit form. For example, recipes for food, drinks, rituals, folklore, traditional medicine, and other things

passed down from previous generations are documented explicitly. Tangible cultural heritage is demonstrated in different formats, such as videos and photos.

- Recording and Inventory of cultural data

Collect data regarding tangible and intangible cultural heritage captured in document form, then upload it to the Indonesian Cultural Digital Library database.

- Access

Information about cultural heritage is uploaded as documents (text, images, video, audio, audio-video, etc.), making it easier for the public, researchers and cultural activists to access.

- Utilization of cultural data

The Indonesian Cultural Library's information and data are an initial source of information for cultural research and provide opportunities for further research on culture and the development of a culture-based economy.

The above regulations are a reference in implementing the glocalization service features on the Indonesian cultural digital library website. Concerning glocalization services, it will be easier to monitor user interactions. Users can also find the correct order in editing cultural data, which can later become a digital library collection. The uploaded cultural collection data will be more valid because it complies with existing regulations. In this way, users can utilize the collected data as a primary source of research, and local and global communities can access the website to learn about Indonesia's cultural diversity.

## CONCLUSION

The glocalization service on the Perpustakaan Digital Budaya Indonesia website consists of several features, including uploading an article about a region's culture, finding out about a region's culture, and sharing or providing comments about culture. Users can easily access library services because they are web-based and can be accessed flexibly online. Website access and differentiated category choices can make it easier for users to search for information so that the results

displayed are more specific.

The services provided impact Indonesian culture excellently and can balance global and local aspects. Through digital library services, a community that cares about local culture is created by preserving that culture. Cultural preservation is carried out by utilizing the Indonesian cultural digital library website as a forum for discussions between community users, sharing and commenting on the writings of each user's uploads so that local culture remains for future generations. Efforts are made by utilizing glocalization services on library websites, such as cultural documentation, recording and Inventory of cultural data, and access and use of culture for users who need this information.

Utilization of collection data resulting from the use of glocalization services and stored in the Perpustakaan Digital Budaya Indonesia provides many benefits for the Indonesian state, such as being able to introduce Indonesian cultural diversity throughout the world, reduce claims on Indonesian culture from outsiders, and prevent the extinction of a regional culture due to the large number of existing cultures. It is in Indonesia. Using and utilizing glocalization services on the Indonesian cultural digital library website will also positively impact Indonesia's cultural diversity. Apart from that, the good and balanced use of globalization with local aspects will evolution local culture.

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