

GLOCALIZATION APPROACHES IN LANGUAGE AND MEDIA IN LIBRARY INFORMATION SYSTEMS: AN IMPACT ANALYSIS ON USER ENGAGEMENT

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Abstracts

The emergence of the concept of glocalization is a process of adaptation of global products to local markets and cultures. Glocalization significantly influences the quality of the community's political, economic, social, and cultural life to foster innovations in information from various contexts. As one of the information provider institutions, the library has a role in balancing and providing facilities for the information needs of both local and global communities, such as information systems to the community to increase regional productivity using technology. This study intends to identify the principles of the glocalization approach in language and media in library information systems, analyze the most effective strategies to integrate global elements of local values through library information systems, as well as the impact of user engagement to minimize user linguistic challenges in the concept of glocalization in their services with a focus on adapting language diversity in various media. This research is based on the idea of glocalization with the principles of inclusion and accessibility in the information system of a library. This study uses a descriptive qualitative method with a case study approach. Data was collected through interviews with librarians, library user surveys, participatory observations, and library information system usage analysis. A case study was conducted at the Dinas Perpustakaan dan Kearsipan Kota Surakarta, explaining the impact of globalization on library systems and services. The results showed that glocalization approaches in language and media in library information systems significantly impact users' linguistic challenges. Libraries can develop innovations regarding information systems by applying the principle of glocalization, such as language adjustments in the user interface, as well as the use of media by local preferences.

Keywords: Glocalization, Library Information System, Library User

INTRODUCTION

The transformation of space and time in various parts of the world means there is no distance between one another. The impact of modernization and globalization has resulted in rampant problems equivalent to the development of technology and communication in various sectors of life. It starts from lifestyle changes that affect

community values and norms to the fading of local wisdom values in culture.

Globalization is also changing the perspective of information by strengthening connectivity between individuals, organizations, and cultures worldwide. Libraries have a role to balance and facilitate the information needs of both local and global communities. This brings new challenges and opportunities for information providers such as libraries to remain relevant in a changing global context. Libraries in the era of globalization can adopt information technology that can be developed into a library management system.

This system is known as library automation, which is an activity that integrates technology, services, and human resources in library operational processes such as procurement, circulation, cataloging, and membership management. In today's globalized world, information is no longer limited to local areas, but now anyone can access it easily on an international scale and reach every corner of the world. One factor that plays a vital role in the development of information is language and media. Information systems can serve the community by increasing local productivity by maximizing content on technology and information.

The emergence of the concept of glocalization is an opportunity for the reopening of local values. The combination of global context and local values is a process of interaction that produces a product that can become a characteristic or marker of identity. Glocalization significantly influences the quality of the community's political, economic, social, and cultural life to foster new innovations in the world of information, such as libraries. In the world of libraries, glocalization can be called a strategy to revive cultural characteristics that have begun to fade due to globalization.

This study intends to identify how an information system can maintain relevant local content by applying the principles of the glocalization approach in language and media to library information systems, analyze the most effective strategies for integrating global elements of local values through library information systems, and the impact of user involvement in minimizing linguistic challenges in information systems library. The effect of user engagement is also analyzed to evaluate the concept of glocalization on their systems and services with a focus on

adapting language diversity in various media. User engagement affects user interaction with a library's products, services, or systems so libraries can evaluate their systems and services. This research is based on the concept of glocalization with the principles of inclusion and accessibility in the information system of a library.

LITERARY REVIEWS

According to research conducted by Ines Tasya Jadidah, Muhammad Raihan Aldarizi, Levi Luren Liza, Wira Sapitri, and Nabila Khairunnisa (2023) entitled "Analisis Pengaruh Arus Globalisasi Terhadap Budaya Lokal" Globalization can change habits, behaviors and cultures that were previously rooted in society. The existence of media that can be reached makes it easier for people to access information from various parts of the world. Globalization in the digital era is a complex phenomenon that requires more action and attention to efforts to preserve local cultural diversity. Globalization in the digital age has positive and negative impacts on local culture. This research uses qualitative descriptive methods and literature methods. Data is collected by searching and analyzing reference data to explore topics.

Another research was conducted by Muhamad Nukman, Neni Mariana, and Heru Subrata (2024) entitled "Upaya Pemertahanan Budaya Lokal dalam Pembelajaran Bahasa Asing pada Perspektif Glocalisasi" examining glocalization that affects various fields such as education and culture. Using the SLR (*Systematic Literature Review*) method and *the Glocal Engagement Dimension* theory developed by Fay Patel, this study produced a literature review that the phenomenon of school-age children who are happy with foreign cultures is used as a vigilance in preserving local culture. Mastery of languages other than national and regional languages is necessary in school learning. Integrating local culture in foreign language learning is expected to be able to compensate for the influence of foreign cultures that enter.

This research broadens the understanding of efforts to stabilize local culture amidst the influx of Globalization in the digital era in the context of libraries. Library institutions can use information systems to promote cultural diversity with

local content that is relevant and accepted by the local community. By utilizing a glocalization approach in language and media in library information systems, global customization of products or services is carried out to suit local needs, preferences, and cultures to increase user engagement and loyalty and meet local regulations or standards.

UNDERLYING THEORIES

Library information systems are the application of information and communication technology in libraries through library automation. The concept of library automation was proposed by Sulistyo Basuki (1993), who stated that library automation is the application of information technology to benefit library operational activities, such as procuring collections to providing services to users. According to Hermawan in Potoboda (2016), a library automation system is software that operates based on a database to automate library activities. Library automation systems can be concluded as implementation products of a combination of hardware, software, and human resources that are integrated to reduce the burden of library management and administration.

Glocalization is closely related to the bidding process of the global product industry by considering local issues. Glocalization, according to Roland Robertson (2001) and Chaubet (2013), is a process of interpretation of something global with local values, where local values are included in the international dimension, so they do not stand alone but run side by side. Glocalization was born from the paradigm of cultural hybridity, namely the intermingling of two forms of culture as an impact of globalization and modernization (Suyanto, 2013). An essential element in the process of glocalization is an increasingly pluralistic world. Individuals and local communities have high adaptability; they will continue to innovate and act in a country undergoing glocalization. Glocalization theory considers an individual or local group as a social agent with a significant influence and creative thinking. All social interaction activities are interconnected and interdependent. Products and media are not entirely seen as coercive tools but rather tools to provide the material

used to create something by individuals or groups in a globalized world.

Library users or library users were used before the term user appeared. Library users are people in a community who intensively visit and use library services and facilities. At the same time, library users are visitors, members, and users (Sutarno NS, 2008). According to Undang- Undang Nomor 43 Tahun 2007 pasal 1 ayat 9, library users include individuals, community groups, or institutions that use and utilize service facilities in the library. At the same time, Wiji Suwarno (2009) stated that users of collection facilities or books provided by libraries are called users. Library users are none other than users who have the same meaning, namely people who visit the library, use services, and utilize the facilities provided by the library to meet their information needs optimally.

From some of the explanations above, it can be concluded that library information systems are part of the concept of library automation, namely the process of computing library operational activities that were previously manual in digital form; this change is one of the impacts of globalization in library technology, as a result of the application of technology from various sectors of life. There are concerns about the increasing elimination of local cultural diversity because it is replaced by technology. The principle of glocalization that integrates global elements in local values can be applied to library information systems as a form of effort to preserve local culture. One example is by approaching language and media. Library users who utilize library facilities such as information systems will be involved in efforts to evaluate library products, services, and systems.

RESEARCH METHOD

This research uses descriptive qualitative methods with a case study approach to describe in detail the phenomena that occur in the context of globalization and glocalization in literature. According to Moleong (2005), a descriptive qualitative approach is a research approach where data is collected in words and images from interviews, fields, photos, videos, personal documentation, etc. Qualitative research describes a phenomenon by analyzing the process and

meaning. The type of research is highlighted with a theoretical foundation and a combination of these to focus on research based on facts in the field. The data collection process was carried out through interviews with librarians, user surveys, participatory observations by researchers, and analysis of library information systems.

A case study was conducted at the Dinas Perpustakaan dan Kearsipan Kota Surakarta, which explained the impact of globalization on library systems and services and how libraries can provide a role as a forum for local cultural preservation efforts. A *Case Study* or *Case Studies* is defined as illustrating an event, the actual condition of a situation. Bogdan and Bikien (1982) stated that a case study is a test step carried out in detail on a specific event or subject setting. Cases are selected based on criteria relevant to the research objectives.

The informant in this study was Mrs. Kurniawati, a librarian of the Dinas Perpustakaan dan Kearsipan Kota Surakarta with 34 years of experience in Library science. Descriptive analysis was carried out on the information system of the Dinas Perpustakaan dan Kearsipan Kota Surakarta, providing a detailed description of the findings, linking the data to the research context, and explaining the phenomenon under study.

DISCUSSION

The influence of globalization on local culture can be seen from various perspectives. Globalization opens the door to a broader range of cultures. With easy access to information and communication technology, people are now far away from getting to know cultures from various parts of the world. It can enrich local culture with new knowledge and practices adopted and integrated into local traditions. But on the other hand, globalization can also threaten the preservation of local culture. The entry of dominant foreign cultures often causes local cultures to shift. For example, local languages, people who prefer to use global languages such as English to communicate daily and in the professional world result in local languages becoming increasingly endangered. Today's young generation tends to be interested in global popular culture, which is often promoted through mass media and

social media, so they do not appreciate their local culture. To deal with the impact of globalization, local communities need to have a clear strategy for preserving and developing their culture.

In the technology field, globalization accelerates the spread of new technologies that can support preserving local culture. For example, digital technology can be used to document and promote local culture, such as through videos, blogs, and social media. It provides a new platform for local people to showcase and preserve their culture to a global audience. The existence of digitalization in the context of libraries not only facilitates library management but also increases the accessibility of information for users; globalization replaces the manual way of libraries with an integrated library management system for collection management, circulation, and other services that are managed automatically with the help of technology. Information systems can maintain local culture eroded by globalization by accommodating and disseminating local content that enriches the user experience and supports cultural preservation. Combining global technology with service content tailored to local needs and characteristics can be called the application of glocalization to minimize the impact of globalization.

PRINCIPLES OF GLOCALIZATION APPROACH IN LANGUAGE AND MEDIA IN LIBRARY INFORMATION SYSTEMS

Glocalization combines global and local elements, thus allowing libraries to maintain their distinctive characteristics or identity and local wisdom while meeting international standards. This can be realized by making strategic adjustments to quality policies and practices to reflect each library's unique needs and position. Glocalization can create a scope responsive to local, cultural, and economic needs, one of the main advantages of implementing glocalization. Adapting to the needs of local users will help increase the role of libraries to be more relevant to the conditions and information needs of local communities. Glocalization can help gain trust and attract library users. So that libraries can leverage local knowledge, skills, experience, views, and backgrounds to support innovation and new strategies.

The glocalization approach in language and media can be done by

integrating local values into global elements, aiming to increase the preservation of local products to compete with international markets. The purpose of implementing glocalization in library information systems is not only to minimize the impact of glocalization and modernization on libraries, namely facing user linguistic challenges in a library. Libraries can participate in efforts to accommodate local language and cultural diversity, which is one of the roles of libraries as information providers. One of the innovations and strategies that can apply the glocalization principle in language and media in libraries is the library information system. Library information systems can be said to have held the principle of glocalization if:

1. Use of global technology for local needs. Libraries utilize global technologies such as library information systems, online catalogs, e-books, and electronic journal databases to improve user accessibility and efficiency in searching or accessing information.
2. Provision of local content in an information system. The library supports the principle of glocalization by providing local collections and resources such as regional history books, local literature, ancient manuscripts, and cultural archives. This content is relevant and valuable to local communities to help preserve local cultural heritage and knowledge.
3. Service in local language. Libraries that provide service interfaces in the local language ensure that users can access and use library services such as catalogs, user guides, and help services in the local language.
4. Digitize local collections. The digitization of local collections includes manuscripts, photographs, historical documents, and artifacts of local culture. The library can be said to have applied the principle of glocalization if the information system has provided digital access to the collection.
5. Community participation and involvement. Libraries involving local communities in developing collections and services have implemented glocalization practices. This can be done by opening consultation sessions with community leaders, local historians, and users to ensure their collections and services reflect local needs and preferences.
6. Local education and programs. Libraries can host programs and activities that focus on local issues, history, and culture. These programs can take the form of

workshops, exhibitions, book discussions, and other activities relevant to the local community.

7. Collaboration with local institutions. Working with schools, universities, cultural institutions, and regional organizations to develop library content and services can increase the use value of libraries for local communities and enhance the preservation of culture and knowledge.
8. Access to global resources. In addition to focusing on local content, libraries can provide access to global resources such as academic journals, international e-books, and research databases. This allows local users to benefit from global knowledge while still having access to relevant local content.

The principle approach of glocalization in languages and media ensures that content has global appeal and is useful to local users. It creates knowledge bridges between different cultures, enables a broader exchange of ideas and values, and supports cultural diversity in the global media landscape.

EFFECTIVE STRATEGIES TO INTEGRATE GLOBAL ELEMENTS IN LOCAL VALUES THROUGH INFORMATION SYSTEMS, ACCORDING TO THE DINAS PERPUSTAKAAN DAN KEARSIPAN KOTA SURAKARTA

Based on interviews conducted with informants, the information system of the Dinas Perpustakaan dan Kearsipan Kota Surakarta includes the Official Website of Dispersip Kota Suarakarta, Digital Library (*E-Library*) in the form of the iSolo application, SLiMS 9 Bulian, and Social Media.

1. Library Management System: *Senayan Library Management System* (SLiMS 9 Bulian)

Senayan Library Management System (SLiMS) was developed and used by the Ministry of Education, Culture, Research and Technology for the first time. SLiMS is an open source-based library management system, which means that it can be used freely and openly, and users can easily find the information needed. SLiMS facilitates libraries in all operational activities such as circulation services (lending-returns), collection procurement, membership, and so on because of the automation system. By

inputting data, the system will store it automatically. The Dinas Perpustakaan dan Kearsipan Kota Surakarta uses SLiMS 9 Bulian as its library management system and services. SLiMS has global service customization to fit local needs. The features in SLiMS support the use of multiple languages that allow the customization of the interface and content to the user's local language. Libraries can also change themes, layouts, and design elements to suit local culture and tastes better.

2. Website of the Dinas Perpustakaan dan Kearsipan Kota Surakarta (Dispersip Kota Surakarta)

The application of glocalization in a library information system can be seen on the Dinas Perpustakaan dan Kearsipan Kota Surakarta website. Dispersip Kota Surakarta utilizes the website as a forum for applying glocalization. The website is not only a source of information about the profile, history, and identity of the library, but the library can also be used to promote cultural recognition and preservation efforts. An example is webcomic content on the Dispersip website "BOLOKUNCORO (Bocah Solo Tekun Moco Aksoro)" Comics: Surakarta City figures who introduce influential community figures in Surakarta. This webcomic contains legendary figures from the people of Solo in the form of biographical comics. The Solo city government created the "BOLOKUNCORO" program as a form of realization of fostering a culture of literacy from an early age with the local wisdom of the city of Solo.



3. iSolo, Digital Library Application (*E-Library*)

iSolo is a verified internet-based digital library application. This application provides library services and various kinds of book collections that can be accessed online. The launch of the iSolo application aims to foster a love of reading and make it easier for people to enjoy electronic book collections (*e-books*) anywhere and anytime through Android phones. The collection of electronic books in this application includes general collections and local content containing collections of Javanese language and culture. This collection is the hallmark of the local wisdom of the city of Solo.



4. Social Media Content

Dispersip Kota Surakarta uses social media as an information system to provide information about local events and programs that are broadcast globally through social media. Dispersip Kota Surakarta also utilizes social media such as Instagram, Facebook, Twitter, and YouTube for library promotion, such as retail, personal sales, sales promotion, and public relations. In addition to library information systems, glocalization in language and media can also be carried out in library services, such as digital services, which share information about programs and events relevant to local culture and interests on social media.

THE IMPACT OF USER ENGAGEMENT IN GLOCALIZATION STRATEGIES TO FACE LINGUISTIC CHALLENGES ON LIBRARY INFORMATION SYSTEMS

The linguistic challenges of users in accessing information systems can affect aspects of library operations and services. Linguistic challenges are referred to as barriers that include multilingual collections, services to multilingual users, translation and interpretation, and language training and literacy. Some library management system technologies may not be optimized to support search or navigation in multiple languages, which can hamper retrieving user information. When library resources are only available in one or two languages, it allows other users who do not speak the language to have limitations in accessing relevant information. Linguistic challenges can hamper libraries' efforts to engage effectively with linguistically diverse communities. In addition to collection development, gaps in service can also result in the intensity of libraries. Less capable librarians make users have difficulty understanding, so asking for help or getting the information they need is not easy. As a result, it can affect user satisfaction when visiting the library because it cannot meet their linguistic needs well.

User engagement is also analyzed to evaluate the concept of glocalization in their systems and services, focusing on adapting language diversity in various media. User engagement affects user interaction with a library's products, services, or systems so libraries can evaluate their systems and services. This research is based on the concept of glocalization with the principles of inclusion and accessibility in the information system of a library. Analysis of the impact of user engagement seen from library services in meeting local content needs. The results of user surveys on local resource collections, services, and local content in the information system of the Dinas Perpustakaan dan Kearsipan Kota Surakarta are as follows:

1. The library's collection already reflects the cultural and linguistic diversity of the local community. Users already have access to resources based on

- their local language
2. The library has provided the materials needed by users in the desired language and can be accessed easily
 3. The library has provided library instructions and guides available in languages spoken by users
 4. The ability to communicate between librarians and user languages has been assessed well
 5. 33% of users feel that their input is rarely noticed and acted upon by the library, and 58% are pretty satisfied with the changes made by the library based on user feedback
 6. The library information system has adjusted to the user's local needs and provides easy access to the user's local language
 7. Users rarely find translation errors or inaccuracies in library information system
 8. The information and content provided in the information system in the local language is quite complete and accurate
 9. The library has made local adaptations to the information system as a whole and assisted users in achieving goals.

CONCLUSION

The existence of digitalization in the context of libraries not only facilitates library management but also increases the accessibility of information for users; globalization replaces the manual way of libraries with an integrated library management system for collection management, circulation, and other services that are managed automatically with the help of technology. Information systems can maintain local culture eroded by globalization by accommodating and disseminating local content that enriches the user experience and supports cultural preservation.

The glocalization approach in language and media can be done by integrating local values into global elements, aiming to increase the preservation of local products to compete with international markets. The purpose of implementing glocalization in library information systems is not only to minimize the impact of glocalization and modernization on libraries, namely facing user linguistic challenges in a library. Library information systems can be said to have held the principle of glocalization if the use of global technology for local needs, provision of local content, services in local languages, digitization of local collections, community participation, and involvement, local education and programs, collaboration with local institutions, access to global resources.

Practical strategies to integrate global elements in local values through information systems, according to the Dinas Perpustakaan dan Kearsipan Kota Surakarta, include the Official Website of Dispersip Kota Suarakarta, Digital Library (*E-Library*) in the form of iSolo.

applications, SLiMS 9 Bulian, and Social Media. The impact of user engagement is also analyzed to evaluate the concept of glocalization on their systems and services with a focus on adapting language diversity in various media. User engagement affects user interaction with a library's products, services, or systems so libraries can evaluate their systems and services. Glocalization approaches in language and media in library information systems significantly impact user engagement. Libraries can develop innovations regarding glocalization-based information systems, such as language adjustments in the user interface, as well as the use of media by local preferences.

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