



Between Engagement and Real Impacts: A Literature Review of Library Social Media Promotion in Indonesian Libraries Using the AIDA Model

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ABSTRACT

Purpose Research. This study critically examine the effectiveness of social media promotion strategies implemented by libraries in using AIDA model (Attention, Interest, Desire, Action) as a conceptual framework. **Research Methods.** This study employs a literature review method using secondary data from journal articles, theses, and institutional reports published between 2019 and 2025. **Analysis Data.** The data were systematically analyzed using six thematic dimensions: platform selection, content strategy, engagement quality, success metrics, structural barriers, and strategic alignment, with a qualitative-descriptive and critical approach. **Results.** Instagram dominates as the primary promotional platform. However, most library only achive the Attantion stage, with minimal progression to Interest, Desire, and Action. Engagement metrics remain surface-level, disconnected from measurable behavioral outcomes such as library visits or service utilization. Social media has not been strategically as a promotion tool in Indonesia libraries. This study contributes a critical AIDA-based evaluative framework that bridges the gap between engagement metrics and real impact, offering practical implications for integrated content planning and impact-based evaluation in library management.

Keywords: Social Media Promotion; Libraries; AIDA Model; Indonesian Libraries

A. INTRODUCTION

Libraries serve as sources of information and educational resources and are expected to function as primary sources of knowledge that can be optimally utilized by the entire community (Sari et al., 2025). Libraries play an essential role as one of the fundamental requirements for the establishment and operation of educational institutions in Indonesia. Ideally, libraries function as repositories of knowledge, research facilities, sources of reliable information, vehicles for lifelong learning, and custodians of cultural values. However, recent data indicate a significant decline in library visits across Indonesia. This phenomenon is not limited to public libraries but also extends to university and school libraries. This situation is supported by visitation data from the National Library of Indonesia, which

indicate that reading interest remains one of the greatest challenges in improving literacy in Indonesia (Budiman et al., 2019). The low rate of library usage among the academic community is influenced by several complex factors. The availability of comprehensive library collections that are relevant to curriculum needs and user interests constitutes a key expectation of library users. The quality of services provided by librarians is also a crucial factor contributing to user experience and satisfaction. This situation has contributed to a decline in visits to the National Library (Perpusnas). Based on available data, the number of visits to Perpusnas has decreased year by year. In 2016, the number of visits reached 575,800, while in 2025 there was a very sharp decline, with only 262,100 visits recorded. Consequently, over the past decade, the total number of visitors to Perpusnas reached 4.47 million (Yonatan A, 2025).

Given these circumstances, the decline in library visits cannot be separated from changes in public information-seeking behavior, as people increasingly turn to digital platforms. Furthermore, although the facilities and activities provided by libraries are quite diverse, public participation remains relatively low. This indicates that the problem lies not only in the availability of services but also in how these services are communicated to the public. Promotional strategies constitute a key factor in increasing public visits and participation in libraries (Hayati et al., 2023). In this context, promotion plays a central role in enhancing both the visibility and utilization of library services. Libraries utilize platforms such as Facebook, Instagram, and TikTok to expand their reach, interact with the public, promote services, gather user feedback, share educational content, and serve as channels of communication (Henez, 2024).

A number of studies confirm the use of social media in libraries. For example, the Lima Puluh Kota Public Library utilizes Instagram to increase visibility (Melamanda & Primadesi, 2023), while findings at the UMS library indicate a significant correlation between Instagram promotion and library usage (Khotijah et al., 2022). Similarly, Pustakanala, as a public library, attributes its membership growth to strategic social media campaigns (Ahmad, Komariah, & Anwar, 2020). Universities such as UGM, UIN Imam Bonjol, and UNU Yogyakarta also utilize various social media platforms to tailor content to their audiences and maintain user engagement, such as Instagram for visual interaction, TikTok to reach Generation Z, and Telegram for real-time updates (Atho'illah & Masruri, 2025; Nofita Sari et al., 2024; Oktarisa, 2023). This demonstrates that social media has become a strategic tool for library promotion. Promotion plays a crucial role in library management and development, as it serves to attract public interest in reading and encourage visits to libraries. Libraries also function as platforms to inform, introduce, and present to the public the services, facilities, collections, and distinctive features they offer. Current technological advancements, which are already widely utilized by various institutions and organizations, must also be leveraged by libraries to avoid being left behind by their users (Budiman, 2019)

Although the use of social media as a promotional platform appears

promising, current research still reveals several limitations. Many studies remain descriptive in nature, merely documenting what libraries post without detailing which methods are effective or ineffective. A limited number of studies, such as those conducted at SMPN 43 Semarang (Alfianita & Arfa, 2024) and the Daniel S. Lev Library (Iryanti & Rahman, 2019), link social media use to behavioral outcomes such as increased visits and borrowing. Furthermore, some studies continue to rely on superficial metrics such as “likes,” number of followers, and subjective perceptions, while neglecting deeper considerations related to audience targeting and strategic alignment. The literature indicates that constraints such as staff shortages, low digital literacy, and the absence of structured content planning are frequently encountered (Hayati et al., 2023; Singgih Miyata and Eddy Madiono Sutanto et al., 2019); however, these are rarely examined as systemic barriers affecting the effectiveness of promotional efforts.

To address research gaps, this article adopts the AIDA Model (Attention, Interest, Desire, Action) as a conceptual framework for evaluating the effectiveness of promotion. Originally developed in marketing theory, the AIDA model describes the sequential psychological stages through which a potential audience progresses before taking a desired action (Pringgodarmo, 2025). In the context of library promotion, Attention refers to the capacity of social media content to capture initial public awareness for instance, through visually compelling posts or trending formats such as Reels and TikTok videos. Interest reflects the degree to which that awareness is sustained and deepened, typically through informative or entertaining content that communicates the value of library services. Desire denotes the emergence of an affective inclination toward engaging with the library a shift from passive awareness to an active motivation to visit or participate. Finally, Action represents measurable behavioral outcomes, including actual library visits, book borrowing, event registration, or membership enrollment. By applying this framework, the present study moves beyond superficial metrics such as the number of followers or “likes” toward a more meaningful evaluation of whether promotional content translates into tangible public engagement. The AIDA model thus provides a structured lens through which the gap between digital presence and real-world library utilization can be critically examined

Based on this background, this study conducts a critical review of social media promotion strategies implemented by libraries in Indonesia during the 2019–2025 period, using the AIDA framework as a basis for analyzing the visibility of social media as a platform for library promotion, as well as evaluating its effectiveness or limitations based on measurable outcomes. Additionally, this study examines the factors that support and hinder the effectiveness of these promotional efforts, particularly in relation to their ability to drive changes in user behavior such as visits, borrowing, and participation in activities. By synthesizing findings from various libraries, this study highlights recurring patterns and contradictions, while also critically examining the gap between digital presence and public value in the context of libraries in Indonesia. This research is expected to

provide a theoretical contribution to the development of studies on social media-based library promotion, as well as a practical contribution as a reference for library managers and policymakers in designing more effective promotional strategies that generate tangible impacts on library utilization in the digital era.

B. METHODS

This study employs a narrative literature review method, drawing on secondary sources including journal articles, theses, and institutional reports. This approach was selected because it allows for flexible thematic synthesis across heterogeneous studies, which is appropriate given the exploratory nature of this research (Cahyono et al., 2019; Pae, 2015).

Data collection utilized the Google Scholar database, chosen for its comprehensive indexing of academic journals, including key Indonesian publications. The search employed structured keyword combinations in both Indonesian and English to maximize retrieval. Specific search strings included: "social media library promotion Indonesia", "media sosial promosi perpustakaan", and "strategi promosi perpustakaan media sosial".

Article selection was performed through strict screening of titles and abstracts to ensure maximal relevance to the research questions. Inclusion criteria mandated: (1) articles must explicitly discuss social media usage for promotion within Indonesian libraries, (2) articles must examine promotional strategies or measurable impacts, and (3) publications must be within the timeframe of 2019 to 2025. Titles and abstracts were screened against these criteria, resulting in final corpus of 33 articles retained for analysis.

The process includes the formulation of research questions and analysis themes, the preparation of a bibliography studies in Indonesia published between 2019-2025, and providing a systematic code based on six thematic dimensions: platform selection, content interactivity, success metrics, surfing and budgetary constraints, and strategic alignment. Findings were then analyzed to see for recurrent patterns and contradictions. The analysis was carried out with a qualitative-descriptive approach, emphasizing critical interpretation.

C. RESULT AND DISCUSSION

Despite the growing adoption of social media among Indonesian libraries, a persistent gap remains between digital engagement and real-world impact. Although libraries are capable of generating likes, comments, and follower growth, few have succeeded in converting these interactions into measurable outcomes such as increased visits, collection borrowing, or program participation. Nevertheless, the evidence shows that real impact is achievable. Several libraries demonstrate that strategically executed social media promotion can produce concrete results: SMP Negeri 43 Semarang recorded a rise in visits from 1,270 to 2,095 over four months alongside a 25% increase in fiction borrowing (Alfianita & Arfa, 2024); Daniel S. Lev Law Library saw visits surge from 2,807 to 4,640 following a Twitter campaign (Iryanti & Rahman, 2019) and the Social Inclusion Library achieved an 82% Action rate in an AISAS-based evaluation (Asari et al.,

2022). These cases confirm that the gap between engagement and real impact is not inevitable it is a function of how promotion is designed and executed. The following sections analyze findings from 33 studies across five thematic dimensions platform use, content type, engagement quality, operational barriers, and strategic alignment examined through the AIDA framework to identify what distinguishes libraries that achieve real impact from those that do not.

Platform Use

Instagram dominates social media use among Indonesia libraries, appearing in 28 of 33 studies (85%). It is used across all library type, in public libraries such as perpustakaan lima puluh (Melamanda & Primadesi, 2023), school libraries such as SMKN 1 Gombong (Purwanti, 2021), and university libraries such as Universitas Bangka Belitung (Kusuma et al., 2023) and Universitas Gadjah mada (). A smaller number of libraries also use Twitter/X (Iryanti & Rahman, 2019), Facebook, TikTok (Nofita Sari et al., 2024), Telegram, and YouTube, though these appear primarily as secondary platforms. Only a few libraries, such as Jogja Library Center (Nabiha, 2022) and UIN Imam Bonjol (Nofita Sari et al., 2024), demonstrate deliberate multi-platform strategies.

The dominance of Instagram reflects a selection pattern driven by general popularity rather than systematic audience analysis. Libraries appear to choose Instagram because it is widely used, not because it has been identified as the most effective channel for reaching their specific user base. This tendency aligns with findings from international library research, where platform adoption has similarly been driven by platform popularity rather than strategic fit (Aharony, 2012; Muhammad & Zhiwei, 2021).

Through the AIDA lens, Instagram's visual affordances are effective for generating Attention particularly through photos, event announcements, and graphic design. However, attention alone does not guarantee progression to Interest, Desire, or Action. Libraries that show better outcomes tend to match platform choice to user profile : UIN Imam Bonjol uses TikTok to reach Generation Z students through short educational content (Nofita Sari et al., 2024), while Pustakalana and Jogja Library Center begin promotion with environmental and audience analysis (Ahmad et al., 2020; Nabiha, 2022). These cases suggest that platform effectiveness depends not on popularity but on alignment between platform characteristics and target audience habits Instagram for visual narrative among teenagers, Telegram for real-time announcements, TikTok for trend-following short content, and Facebook for older audience segments.

Content Type

The majority of Indonesian libraries use social media primarily to share operational information event documentation, operating hours, new collections, and facility updates. This pattern appears in more than 25 of the 33 studies reviewed, spanning public libraries such as the Fifty Cities District Library (Melamanda & Primadesi, 2023), school libraries such as SMKN 1 Gombong (Purwanti, 2021), and university libraries such as Universitas Bangka Belitung (Kusuma et al., 2023). Content is predominantly broadcast in nature, with limited interactivity or narrative structure.

A smaller number of libraries demonstrate more strategic content design. The UGM Library uses quizzes, library spot tours, and satisfaction surveys to stimulate user interest (Oktarisa, 2023). Pustakalana applies monthly themes such as "Book of the Month" and "Volunteer of the Month" to create predictable, user-centered content that fosters community involvement (Ahmad et al., 2020). The UNEJ Library categorizes all content into four strategic types "all for users," "literacy campaigns," "library events," and "service promotions" directly connecting digital activity to institutional mission (Nadhifah & Akhda, 2024).

The predominance of one-way, informational content reflects a fundamental underutilization of social media's interactive potential. This pattern is not unique to Indonesia. Aharony (2012) found that libraries in the United States similarly used social media primarily as a channel for information delivery rather than as a venue for interactive dialogue with users, suggesting this limitation reflects a broader institutional tendency rather than a purely local constraint.

Within the AIDA framework, content that merely announces operational information can generate Attention but rarely sustains Interest or cultivates Desire. For content to move users along the AIDA sequence, it must evolve from "what we do" to "what you get." The cases of UGM, Pustakalana, and UNEJ demonstrate that this shift is achievable within existing resource constraints, and that user-centric, thematically structured content produces more sustained engagement. Libraries that treat social media as a bulletin board rather than a persuasive communication tool will consistently find that engagement stops at the screen.

Engagement Quality

Despite maintaining active social media accounts, most Indonesian libraries report engagement that remains at a surface level. Common interactions include responses to direct messages and user comments, as documented in studies of the Fifty Cities District Library (Melamanda & Primadesi, 2023), UIN Sunan Ampel (Supriyatno, 2019), and Baca di Tebet (Marsela et al., 2024). Quantitative data confirms the limited depth of this engagement: Universitas Bangka Belitung recorded an engagement rate of only 2.41% (Kusuma et al., 2023), and Universitas Kristen Petra recorded 4.09%, both classified as low (Miyata, 2019). Library responses to user comments are frequently generic, failing to initiate or sustain meaningful dialogue.

Exceptions exist. UIN Imam Bonjol uses Telegram channels and live Instagram sessions to convert passive followers into active participants (Nofita Sari et al., 2024) (Nofita Sari et al., 2024). Baca di Tebet actively reshapes visitor videos and collaborates with artists and community activists (Marsela et al., 2024), creating a participatory content environment that extends beyond simple announcement and response.

The gap between surface-level interaction and genuine engagement reflects a structural weakness in how Indonesian libraries conceptualize their social media role. Kushniryk and Orlov (2021), applying the framework of dialogic communication to public library Twitter use in North America, found that libraries using dialogic loop principles responding to inquiries, initiating discussions, and actively engaging user-generated content are significantly more likely to build long-

term trust with their communities. Their findings further indicate that libraries frequently operate at the technical and design cluster level, providing useful information without fostering the sustained dialogue necessary for genuine relationship-building (Kushniryk & Orlov, 2021).

This international pattern is mirrored in the Indonesian context. The normative, non-inviting design of most library posts means that even when users do comment, responses fail to build relational continuity. Within the AIDA framework, this represents a critical failure point: the transition from Interest to Desire depends on users feeling genuinely seen and involved, not merely informed. Libraries such as UIN Imam Bonjol demonstrate that transforming passive users into active community members is achievable through deliberate, interactive communication design but this requires administrators who are not only reactive but proactively dialogic.

Barriers

Structural constraints consistently limit the effectiveness of social media promotion across all library types in this study. Three recurring barriers emerge from the literature: limited dedicated personnel, insufficient budget, and low digital literacy among library staff.

The absence of dedicated social media staff is the most frequently cited obstacle. At the Fifty Cities District Library, promotions are managed by general staff without specialized training, resulting in inconsistent posting and limited content variety (Melamanda & Primadesi, 2023). At Jogja Library Center, the intended multi-platform strategy encompassing Instagram, TikTok, Telegram, and YouTube cannot be fully implemented due to the lack of a dedicated social media officer (Nabiha, 2022). At the Southeast Aceh District Library, librarians lack skills in visual design, resulting in simple photo content with minimal aesthetic appeal (Hayati et al., 2023).

Budget constraints compound these personnel limitations. At both Jogja Library Center and the Manado Library, promotional activities are categorized as non-budgeted, requiring reliance on free tools and volunteer coordination (Nabiha, 2022). The Cahaya Aksara Library at SMAN 5 Pekanbaru experienced a net loss of Instagram followers from 652 to 643 within a single month, attributed directly to inconsistent management resulting from resource limitations (Amartya Auspicy et al., 2023).

The barriers documented across Indonesian libraries are not isolated or individual failures. They reflect a systemic undervaluation of digital promotion as a core library function. This pattern has international parallels. Anwar and Zhiwei (2021) identified similar structural challenges in a global review of library social media marketing, noting that limited staff training, absence of formal social media policies, and insufficient digital literacy among library professionals are recurring constraints that prevent libraries worldwide from realizing the full potential of social media promotion.

Within the AIDA framework, these structural barriers have direct consequences: without consistent content production and responsive administration, libraries cannot sustain user Attention, let alone cultivate Interest,

Desire, or Action. As long as social media management is treated as an additional task rather than a strategic function with dedicated resources, the gap between engagement metrics and real impact will persist. Institutional recognition of digital promotion as a professional responsibility not a peripheral activity is a prerequisite for meaningful progress.

Strategic Alignment

Most Indonesian libraries in this study treat social media as an ancillary activity without formal integration into institutional planning. However, a subset of libraries demonstrates a more deliberate approach in which social media promotion is explicitly connected to organizational mission and managed through structured processes.

Jogja Library Center follows a four-stage promotional management model: environmental analysis, strategy formulation, implementation, and evaluation (Nabiha, 2022). Despite budget and personnel constraints, JLC explicitly links its multi-platform presence to the goal of broader community reach. Pustakalana applies SWOT analysis and audience segmentation, focusing on young mothers and children to develop a monthly content calendar, including the "Book of the Month" and "Volunteer of the Month" features, ensuring that each post serves a defined strategic purpose (Ahmad et al., 2020). The UNEJ Library divides all social media content into four mission-aligned categories "all for users," "literacy campaigns," "library events," and "service promotions" directly connecting digital activity to institutional goals of information literacy, community engagement, and service awareness (Nadhifah & Akhda, 2024). The USU Library employs a structured content production workflow from concept planning through evaluation, and is actively considering platform expansion to TikTok in response to audience trends (Ritonga et al., 2023). A study of the Social Inclusion Library found that applying the AISAS framework increased overall promotional effectiveness to 77.2%, with the Action stage reaching 82% (Asari et al., 2022).

The contrast between libraries with and without strategic alignment illustrates that structural constraints, while real, are not determinative. Libraries that embed social media promotion within formal planning processes consistently demonstrate stronger outcomes, even under similar resource limitations. Strategic intent does not eliminate barriers, it manages them through deliberate prioritization.

Through the AIDA framework, strategic alignment enables the full sequence to function: planned content generates Attention, thematic coherence sustains Interest, community-centered narratives cultivate Desire, and clear calls to action whether to visit, borrow, or participate produce measurable Action. The evidence from Pustakalana, UNEJ, and the Social Inclusion Library confirms that when promotional activity is treated as a professional function embedded in institutional mission rather than an informal add-on, social media can bridge the gap between digital engagement and real impact.

E. CONCLUSION

This study shows that social media has become a widely used promotional tool in Indonesian libraries, with Instagram dominating as the primary platform. However, when analyzed through the AIDA framework, most libraries remain at

the Attention stage, with limited progression toward Interest, Desire, and Action. As a result, digital engagement measured through likes, comments, and followers rarely translates into measurable behavioral outcomes such as visits, borrowing, or participation.

The findings reveal a persistent gap between engagement and real impact, driven by the dominance of surface-level metrics, one-way communication patterns, and content that is largely informational rather than user-centered. Structural constraints, including limited human resources, low digital literacy, and minimal budget allocation, further hinder the effectiveness of social media promotion.

This study contributes to Library and Information Science by repositioning the AIDA model as a critical evaluative framework, demonstrating that engagement metrics are insufficient proxies for promotional success without corresponding behavioral outcomes. It thus challenges the assumption that digital visibility equates to impact and introduces a more outcome-oriented approach to assessing library promotion.

Theoretically, the findings highlight a misalignment between institutional structures and communicative practices, where libraries continue to adopt top-down information dissemination rather than participatory engagement. This limits progression within the AIDA stages and constrains the potential of social media as a tool for behavioral change.

Practically, improving promotional effectiveness requires operational shifts, including: (1) aligning platform selection with audience segmentation, (2) developing user-centered and interactive content, (3) adopting dialogic communication practices, (4) implementing impact-based evaluation metrics, and (5) integrating social media into formal strategic planning with dedicated resources and staff capacity development.

In conclusion, the gap between engagement and real impact is not inevitable but reflects how social media is strategically managed. Libraries that adopt structured, user-oriented, and impact-driven approaches are better positioned to translate digital presence into meaningful public engagement.

CRedit author statement

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