



SOCIETIES EXPECTATION AND LIBRARY VALUES: CONTENT ANALYSIS OF THE MOVIE “SMART LIBRARY MAKES SMART PEOPLE”

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ABSTRACT

Library services are now becoming very important as mandated by law no. 43 the year 2007, in article 14 (1) that library services are primed and oriented to the interests of the user. From that article, the role of librarians is essential in improving services. This study aims to determine the content of the messages available on a movie with title “Smart library makes smart people” especially the signal related to societies’ expectation to the library and the value that can be given by librarian to the users. The method used in this research is using content analysis. The research subject is a documentary movie produced by UPT Balai Informasi Teknologi-LIPI, Bandung, Indonesia, in 2015. The results showed that societies’ expectations could be seen at minute 11:18 of the movie that librarian cannot just expect societies to come to the library, but the library has to come to visit them. One of the vital source of strength, the formation of a nation the role-played by print culture. By reading might get some ideas and how to fulfill the plans. Because reading is a kind of bridge to the future. Other users expect at minute 15:46 that there is new technology, the library must move from old-fashioned to the electronic library. The original problem is about big data, but big data is critical to the future. The value that can be given to the users can be seen at minute 09:45 library has assisted to the provinces in Indonesia more than 600 mobile libraries. For the outer island, there are seven free libraries. In Jakarta, there is a Pusteling, a library and an electronic mobile completed with the laptop and internet. At minute 05:40 it is essential to be a growing library, the librarian must have innovation, creativity, and love of work, if there is no innovation from the librarian, there will be no innovation, no new services, and the library will be stagnant, traditional, no improvement.

ABSTRAK

Layanan perpustakaan kini menjadi sangat penting sebagaimana diamanatkan oleh undang-undang no. 43 tahun 2007, dalam pasal 14 (1) bahwa Layanan perpustakaan dilakukan secara prima dan berorientasi bagi kepentingan pemustaka. Dari ayat itu, peran pustakawan begitu penting dalam meningkatkan layanan. Penelitian ini bertujuan untuk menentukan isi pesan yang tersedia di film dengan judul “Smart library makes smart people” terutama pesan yang terkait dengan harapan masyarakat kepada perpustakaan dan nilai yang dapat diberikan pustakawan kepada pemustaka. Metode yang digunakan dalam penelitian ini adalah menggunakan analisis isi. Subyek penelitian adalah film dokumenter yang diproduksi oleh UPT Balai Informasi Teknologi-LIPI, Bandung, Indonesia, pada tahun 2015. Hasil penelitian menunjukkan bahwa harapan masyarakat dapat dilihat pada menit 11:18 dari film bahwa pustakawan tidak bisa hanya berharap masyarakat datang ke perpustakaan, tetapi perpustakaan harus datang mengunjungi mereka. Salah satu sumber kekuatan yang penting, pembentukan bangsa yang dimainkan oleh budaya cetak. Dengan membaca mungkin mendapatkan beberapa ide dan bagaimana memenuhi ide tersebut. Karena membaca adalah semacam jembatan ke masa depan. Pada menit 15:46 Pengguna lain berharap bahwa ada teknologi baru, perpustakaan harus berpindah dari perpustakaan kuno ke perpustakaan elektronik. Masalah baru adalah tentang Big data, tetapi Big data sangat penting untuk masa depan. Nilai yang dapat diberikan oleh pustakawan kepada pengguna dapat dilihat pada menit 09:45 perpustakaan telah membantu kepada provinsi di Indonesia lebih dari 600 perpustakaan keliling. Untuk pulau luar, ada tujuh perpustakaan terapung. Di Jakarta ada Pusteling, yaitu perpustakaan dalam mobil yang dilengkapi dengan laptop dan internet. Pada menit 05:40 sangat penting untuk menjadi perpustakaan yang sukses, pustakawan harus memiliki inovasi, kreativitas, dan cinta kerja, jika tidak ada inovasi dari pustakawan, tidak akan ada inovasi, tidak ada layanan baru, dan perpustakaan akan stagnan, tradisional, tidak ada perbaikan.

Keywords: *Societies' expectation; Libraries' values; Smart library; Smart people; Movies.*

1. INTRODUCTION

The expectation of the library users of the library services and collections have changed. Factors driving change in the whole life are network technologies, powerful search engines, social technologies and the digitization. Librarians must be reorganized, to meet change of the user expectations and achieving success in library transformation and its culture. In term of having strong position in library transformation; librarian need a collaborative approach to engage with the community, innovations and changes. Librarians must take the role as of community facilitator to answer user expectations.

Libraries must see the opportunities to collaborate on marketing projects with the community from campus and school that need practical experience. The paths most likely to be pursued are journalism, advertising, or marketing organizations on campus. Another good option to undertake is contacting school and faculty members who might be willing to use the library project as a class assignment. Undergraduate students involved in e-book advertising campaigns could also gain valuable experience that suits with their future careers. Librarians could have benefit from the creativity, enthusiasm, and advertising knowledge that students bring to the project. Overall, this is a very positive experience for librarians and students (Mcgeachin, Ramirez, & Ramirez, 2017).

This campaign is not only success for improving database usage statistics but also popular among library users and library staff. It builds teamwork and enthusiasm among staff. It also helps to reaffirm the role of the library as a lifelong learning center in society and moreover as a model for others to follow. Furthermore, the campaign allows libraries to create new partnerships and strengthening the existing community partnerships. We have intensively/ regularly contact with the Friends of the Library group, delivering classes about business resources to the Chamber of Commerce, and also strengthening the ties with local high schools. Overall, marketing the electronic resources shows that it can maintain this type of activity in addition to providing regular library services, getting positive result for publicity on a small budget, and improving the reputation as city assets that provide resources. (Brannon, 2017).

Since the development of DVDs in the middle of 1990s, it has turned gradually to public libraries, with some existing collections. It shifted the VHS ribbon and increasing patron access to the video. In 2008, the U.S. public library had nearly 50 million collection of videos (Sengul et al., 2017). It is a clear understanding that public libraries is able to provide support in four priorities: community development, education, wealth-building, and health and well-being. (White & White, 2017). Building a library has a synergistic effect far beyond the creation of a real and essential library. The library brings together communities of rural townships and the surrounding areas in various ways; that include family splits, socioeconomics, education, and politics.

Many ways to transform libraries in transforming societies can be designed to increase public awareness of the value impact, and movie playing campaigns services provided by libraries and librarians, one of them. The campaign will ensure the library user. There is one clear voice for the librarian profession and libraries position, the transformative nature of today's librarians and libraries are elevating the critical role libraries play in the digital age as societies need.

Movies or motion pictures are sometimes shot on film or video at the same time. Filmmakers may prefer the effect of the film delivers, one of the impacts is to change human behavior. A film can be formatted in various media, one of them is DVD that meant to enable

instant playback. To be transmitted or distributed electronically, movies captured on film must be scanned into a digital video format.

Based on the description above, the purpose of this study aims to determine content of the message presented in the movie with the title “Smart library makes smart people” especially the signal related to societies’ expectation to the libraries, and the role played by the librarians in transforming societies, the movie was produced by the UPT Information Technology (Research and Development Division for Technology Information) – Lembaga Ilmu Pengetahuan Indonesia/LIPI (Indonesian Institute of Sciences/LIPI), Bandung, Indonesia in 2015. To achieve that purpose, the research problem was formulated as follows: what is the societies' expectation of the libraries and the value that can be given by the librarian to the user.

Determining what patron values are sustainable enterprises that can and should be integrated into routine operations. However, according to the current economic conditions, library staff members should be ready to demonstrate the value at any time. By anticipating the need to show the value, and engaging in determination and confirming some amount as an ongoing action incorporated into the workflow, the result is for continuous improvements that can be strategically focused on improving service and value (Brown, 2011). He stressed how vital value, especially in this economy, to thinking about the importance of libraries, and showing ourselves, deans, and stakeholders, the impact on students and their success (Davidson, Rollins, & Cherry, 2013).

Oliphant & Oliphant (2017) propose that public libraries are or should be interpretative organizations; public libraries are or may be assets that can build a community; public libraries are or can be centers of community discussion and a secure space where individuals seek information; public libraries are and should be an ethical institution exuding trust; and the public librarian is or should be a public administrator. The library administrators must find ways to measure the effectiveness of libraries in cultures that demand real results and values (Rusk & Cummings, 2011).

There are two main parts of research about library values. The first strand consists of economic studies that tend to focus on return on investment, cost/benefit analysis, and other monetary measures. The second strand consists of studies focusing on the use of information by specific groups. Libraries will have value when library and information professionals become leaders in conducting and using continuous value and impact studies; Library and information professionals partner with researchers and other stakeholders to undertake a study of critical issues in the field (Marshall, 2007). Values, ethos, financial position, management style, and timescale differ in each region, and these factors all contribute to different outcomes for library services (Collins, 2005).

The value of libraries, however, also exists in non-traditional contributions to institutions. That this contribution is mostly absent from higher-level supervision shows that there is a difference between what internal and external stakeholders (Jackson, 2017). The value of the library can be measured through some methods, including collection size and use of library and service resources. This internal view is useful to library managers when making decisions for staff and users (Gann, Laurissa B., 2013).

The libraries play a pivotal role in the transmission of information and knowledge. They are expected to acquire, preserve, and disseminate information resources that would satisfy the needs of both current and future users. Hossain, (2014) it was found that unrealistic high expectations of users for quality services were one of the primary sources of their dissatisfaction. Other causes of dissatisfaction include lack of user-librarian relationships, lack of attention to user needs, external communication gaps between libraries and users, lack of attention to

improving staff performance and etc. Moreover, some poor use by students toward the academic libraries reflect through the inability of many students to locate, retrieve and use information resources in the library even though there are orientation programs available for students to improve their library skills. It is in this context that librarians feel that students are not getting enough encouragement to use libraries from academic staff. Whether the academic staff themselves possess the necessary knowledge of library resources needed to assist students in searching, retrieving and accessing information that interests them and whether they encourage students, at all levels, to use the library for their studies (Nkosi, Leach, & Hoskins, 2012).

Thompson & Cook, (2007) have been determined whether users of medical libraries are demanding better quality library services, because the inability of users to access the required literature immediately can lead to patients who are not possible to be properly diagnosed, expectations and perceptions similar to the different types of library settings in health sciences, hospitals and academics, and in other public research libraries. If what the user expects is the ease of electronic discovery, direct access to all library content, and no personal cost, then the library is in a struggle to meet unremitting expectations (Kenefick & Devito, 2013).

Library users may also be unaware that the item they are requesting has a history of use or impact on the academy and that is why it is on their reading list. Library staff can use their knowledge to fulfill this request successfully, even if they do it with different job versions (Munson & Savage, 2013). Library users want libraries to be authoritative and moral. Users want the librarian to be authenticated and secure, accurate and relevant, reputable and relevant. They want the library accessible and everywhere, always everywhere users need. They want us to be achromatic and advocative, supporting the diversity of needs but also the voice for the benefit of the users. Users want the library to be bold and attentive, bold and innovative but not way out ahead or too far behind. They want the library to be assimilative, learn from their experience and be virtuous, caring, and supportive. To support the best users, academic research libraries should embrace "human" goals such as success, happiness, productivity, progress, relationships, experience, and impact (Neal, 2009).

The movie is a story or event recorded by a camera as a set of moving images, and it is not only shown in a theatre or on television as a motion picture but also can be shown on seminars and others scientific meeting. The film is a mass communication media that is very important to communicate about a reality that occurs in everyday life, and film has a strong reality of which one of them tells about the reality of society. Film functions are to inform, to educate and to persuade. The existence of the film has been created as one of the mass communication media that is really liked even now. The film production process begins with a development phase, including the development of manuscripts and scenarios. Furthermore, potential films enter the pre-production phase, the most important for success. During this phase, the film making team is assembled, the location of the film is determined, and investment is obtained, among other decisions. Then, the film moves into the actual production phase, where the filming takes place (Lash & Zhao, 2017).

Movies, therefore, provide an excellent opportunity for libraries to reach a sure senior who, for various reasons, may not like to read books (Meyer & Worster, 2015). Movie is media products that can entertain people in their fatigue and provide some information about something that represents in a movie (Renata, n.d.). Movie-based features are features that are directly related to the movie itself, including who became the cast and what the contents of the film. The most popular feature for cast members is the power of movie stars - whether the film plays the star actors. The movie script can provide more details about the movie's content, and new features, such as cadence scripts (Lash & Zhao, 2017).

Home movies offer data about personal experience, subjective and understanding contextual knowledge around everyday life, including the details of daily life an adult researcher may not be paying attention through speech-based methods such as interviews and focus groups. Home movies also provide the freedom to access data without time constraints and to discuss events, people, and situations as well as interpretations of film makers or viewers. Taking videos by ordinary people has grown dramatically. However, little attention is paid to home movies in social research. It has been used to capture the representation of various phenomena, to support participants and researchers to reflect on their actions and understanding, to investigate social contexts and processes, to collaborate with marginalized participants and to help those silent in social research (Hwang, 2013).

2. METHODS

The method that used in this research is the method of qualitative content analysis that is not only able to identify messages manifest, but also hidden messages of a document is being investigated. The purpose of the content analysis is to gain knowledge of the subject of interest. There are two types of content analysis, quantitative and qualitative. Therefore, qualitative content analysis can be considered as one of the qualitative research methods used to analyze text data such as ethnography, grounded theory, and so on. The qualitative content analysis is a research method used to understand the phenomena studied through a systematic analysis of selected text data. Content analysis of the article is not limited to the research findings because the researcher's perspective can be expressed in any part an article. Through this comparison, if there is a difference between points of view library scholars on marketing between the two fields, they will be clarified in the results of this study (Lee, 2016). The examination of written texts and evidence allows the researcher to conclude the concept of reoccurring in the literature without counting or searching for specific words or phrases (Brooks, McNair, & Race, 2015).

Besides, the analysis of this content can generally be understood to be interpreted data generally collected from one type of sample in the study (Baki, 2017). Qualitative data - derived from, for example, interviews, openly written questions and pictures - stated in words. As a result, researchers cannot use statistical analysis to give meaning to the data and, therefore, require other analytical methods. Content analysis is one such method. This description shows how the general principles of the method can be used and how the validity and reliability of the whole process can be improved. While there are advantages and disadvantages to content analysis, this is an easy-to-understand process of analysis that can be replicated even by those new to the area. Hopefully, this paper can help others to give meaning to the textual data and maintain the quality of the analysis (Bengtsson, 2016).

Content analysis is used to study the various 'texts' of interview transcripts and discussions in clinical and social research for the narrative and form of film, TV programs and editorial content and newspaper and magazine advertisements (Macnamara, 2003). Data collection techniques in this study conducted by collecting data that exists in the movie "Smart library makes smart people", the data obtained directly from the library collections of the UPT Balai Informasi Teknologi LIPI (Research and Development Division for Technology Information) - Lembaga Ilmu Pengetahuan Indonesia/LIPI (Indonesian Institute of Sciences/LIPI), Bandung, Indonesia, in the form of DVD. The scenes have been taken is considered loading of messages of library transforming to transform society and messages of librarians, as well as the testimony of librarian and library users.

Data analysis technique used is the technique of qualitative content analysis. The reason of researchers using qualitative content analysis since is not only focused on the research of the

written content communication (visible or manifest), but can also be used to determine the content of the communication that is implied (hidden or latent messages). This qualitative content analysis technique is used to the purpose of finding, identifying, processing, and analyzing the whole scene in the “Smart library makes smart people” movie. And the applied technique has been used to know and to understand the messages contained therein, either the message shown (manifest) and the message hidden (latent message). The data is then analyzed using qualitative content analysis methods to obtain and identifies messages from each category of research themes.

3. RESULTS AND DISCUSSION

“Smart library makes smart people” movie was produced by the UPT Balai Informasi Teknologi (Research and Development Division for Technology Information) - Lembaga Ilmu Pengetahuan Indonesia/LIPI (Indonesian Institute of Sciences/LIPI), Bandung, Indonesia in 2015. The film duration is 18 minutes 05 seconds, featuring eight interviewees, namely:

1. Prof. Dr. Bambang Subiyanto (Deputy on Science Services Indonesian Institute of Sciences)
2. Prof. Dr. Taufik Abdullah (Head of Indonesian Institute of Sciences on 2000-2002)
3. Ir. Sri Hartinah, M.Sc. (Director of Center for Scientific Documentation and Information - LIPI)
4. Dra. Welmin Sunyi Ariningsih, M.Lib. (Deputy Director for Collection Development and Information Services - National Library of Indonesia)
5. Christel Mahnke (Head of Library and Information Services Goethe-Institut)
6. Carol L. Mitchell, Ph.D. (Jakarta Field Director Library of Congress);
7. Dr. Roger Tol (Director KITLV Jakarta);
8. Karen Vanessa C. Salamat, MLIS (Manager of Library and Kn02)

Particularly, I like the idea of traveling library. At minute 11:18 Prof. Dr. Taufik Abdullah (Head of Indonesian Institute of Sciences in 2000-2002) you have a car or bus and goes around, and there are books, and they would like to buy it, or you can borrow, but after few weeks you have to return it. Sometimes, you cannot just expect people to come to your library, but sometimes your library has to come to visit the people. Moreover, don't forget, one of the principal sources of strength, the formation of the nation the role-played by printed culture. Can you imagine, Hatta, when he went to Holland, he was a still free young at 10 years old. Also, when he came back 11 years later, he was already recognized as a great leader. Why? Because, he sent words from Holland. By reading, you might get some ideas; by reading, you might get the ideas on how to fulfill the ideas. Because, reading is also a kind of bridge to the future.



Figure 1. Prof. Dr. Taufik Abdullah (Head of Indonesian Institute of Sciences in 2000-2002)

15: 46: Prof. Dr. Bambang Subiyanto (Deputy of Science Services Indonesian Institute of Sciences) We know that the library is very different. Developing new technology, so we move from old-fashioned library to electronic library. LIPI has a center for scientific information center to collect all scientific information. We start from a physical library, and we develop to the modern library using new technology. As we know, for young people the visual is easier to understand, now we want to develop the multimedia library. The new problem is about big data. Big data is essential for the future. We prepare to make scientific information from the textbook to multimedia, and we can share all the information with the people.



Figure 2. Prof. Dr. Bambang Subiyanto (Deputy on Science Services Indonesian Institute of Sciences)

Messages are sent by librarians

At minute 01: 48: Christel Mahnke (Head of Library and Information Services Goethe-Institute) I think the last five for ten years have been very dramatic in the changes. Our environment has changed a lot. We are doing everything digitally, we are working digital, we are having fun digital with some games, and we are keeping in touch with friends, families, and colleagues over digital media, and also the library, we have more digital media and digital information of course. So the question is why people should come to the library when everything is on Google? As some people say.

What I think is very important to have a library such as a friendly and welcoming space. It should be like a lounge; it should be a place where you can discover things you would not have discovered otherwise. So I think, the most important thing is a good atmosphere to invite people and of course bring people to the books, show people the digital information, you have available as a library because it is not apparent, not everybody finds everything on Google.



Figure 3. Christel Mahnke (Head of Library and Information Services Goethe-Institut)

At minute 02: 53: Carol L. Mitchell, Ph.D. (Jakarta Field Director Library of Congress) Everybody likes the idea of the library and I think there are people who don't understand the multiple roles of the library have, so maybe part of our job is how to people understand that we

have roles of. We provide information, and maybe that role has diminished.

You still need to connect people to real information, is more difficult than complex. We are still trying to build information; the library still has a role in building the information that helps people understand.



Figure 4. Carol L. Mitchell, Ph.D. (Jakarta Field Director Library of Congress)

At minute 03: 40: Ir. Sri Hartinah, M.Sc. (Director of Center for Scientific Documentation and Information - LIPI) Factors affecting the comparison between the formerly library to the current library are the information technology, the development of user needs, the increasing knowledge and skills of librarians as well as the existence of competition. We said that former library as a conventional library serves as a place for reading and searching for literature. Libraries in the digital age that is caused by the four factors above causing changes in the function of the library. They are the changes to the management of the library, the librarian's behavior changes, a change in the service provided. So the library must change the vision of not only serving the visitor but also library as a knowledge hub that guarantees access to knowledge to the future generations.



Figure 5. Ir. Sri Hartinah, M.Sc. (Director of Center for Scientific Documentation and Information - LIPI)

05: 40: Karen Vanessa C. Salamat, MLIS (Manager of Library and Knowledge Center Binus University) The most important, is that how you want to have your library to become. It is essential that you have your innovation, your creativity, you should have your love of work, that is most important to have a successful library because if there is no innovation from the librarian, I think there will be no innovation. No new services, your library will be stagnant, traditional, so there will be no improvement. So the most important is how you market your library. You should have the standard for your library services, you should have the standard for all the collections that you want, and the most important is that you support the needs of your library user.

07: 04: Karen Vanessa C. Salamat, MLIS (Manager of Library and Knowledge Center Binus University) Google can give you a thousand answers, but only the librarian can give you the correct one. Google is not a competitor. It is an advantage for our user. So how are we going

to maintain the usefulness of library is to ensure that you have suspicion services to provide with the help of the Google, so it is an add-on to your services. You take advantage that is Google available to provide additional services.

In terms of the budget cuts, yes, everyone has the budget cuts but it's on how you develop your planning, you should have extensive planning, what is your target, what do you want for this year or for the upcoming years, then it's a matter of ability to have the resources available within your means only. So, it is also essential that the librarian has the budgeting skills, as a librarian we have to be resourceful; you cannot just merely depend on the budget provided by your university.

How can we be resourceful? If you do not have a substation budget, then you cannot have the network with other universities. So that you can have the interlibrary loan. So, it does not necessary that you have to purchase all the books in the world, no such library can compete for all the collections in the world. So if you have the benchmarking or you have the network with other university libraries, then I think the budget problem can already be resolved. And then another resource is that there are some in the website that provides free resources, so all you have to do to your user is to provide them on how to search them, how to make use of the available resources online. We the proper citation, we have to encourage them that they should not plagiarize or copy editing in the net, so with the use of the Google, as we have said that Google is our competitor, no. It's an advantage for us to have Google.

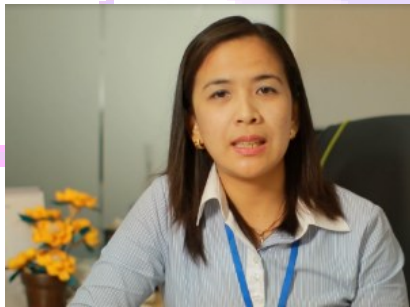


Figure 6. Karen Vanessa C. Salamat, MLIS (Manager of Library and Knowledge Center Binus University)

At minute 09: 45: Dra. Welmin Sunyi Ariningsih, M.Lib. (Deputy Director for Collection Development and Information Services - National Library of Indonesia) A librarian must not just keep the book, but librarian must be market themselves and market for the library to inform the people what they have, what is useful for the society. So that is why it is essential for the librarian to know what they have and to give information literacy like education, educate them on how to search for information. The library is not just a building, but a mobile library to reach the people who in a rural area.

We assist to the provinces in Indonesia with more than 600 mobile libraries. For the outer island, we provide seven floating libraries. In Jakarta itself, we have a Pusteling. It is a library and an electronic mobile, and that is a Pusteling that we completed with the laptop. So, the people who cannot reach the internet or something like that we have it in our Pusteling.



Figure 7. Dra. Welmin Sunyi Ariningsih, M.Lib. (Deputy Director for Collection Development and Information Services - National Library of Indonesia)

At minute 12: 35: Dr. Roger Tol (Director KITLV Jakarta) That is the role of the libraries, giving access, long-term access, not only for now or tomorrow but for the next two hundred years. We have, and we have to be able to guarantee that all the information behold now will also always available to all our researches.



Figure 8. Dr. Roger Tol (Director KITLV Jakarta)

At minute 13:19: Carol L. Mitchell, Ph.D. (Jakarta Field Director Library of Congress) Books are different. Moreover, we still need books. You cannot have a library without books. Books mean better library and better library means more books. But research increasingly finding that when you read a book is different when you read Google article, our minds work differently. Books are focus long research, you cannot read the Mahabharata online, you can't read the Koran; you cannot read that sort of text in online that requires a different kind of place. We need to create those spaces, just as much as we need the busy public place, we need the quiet place that only libraries can give.

At minute 14: 09: Karen Vanessa C. Salamat, MLIS (Manager of Library and Knowledge Center Binus University) I think definitely the library will never be eliminated in the world, maybe there will be changes, maybe there will be a change regarding the physical environment, physical facilities. For example: Maybe in the future, we will have fewer shelves because everything is already electronically available, maybe everything could be just a small room who have a library because they have a giant computer already available in the offices or the universities.

However, the library cannot be eliminated and why? Because only the library is the one who is in charge of providing the information to the university. So, if we will eliminate the library, how come the resources and authentic resources will be available to our library user? So when I am talking about authenticity, we all know that in the Google, yes maybe everything is available, but we do not know how authentic they are. However, if you find resources in the library, we can ensure that 100% of them, especially the electronic journals are already undergone

extensive research. Moreover, that is the difference between the articles that we can find on the net and the articles we can find in the library.

At minute 16:47: Dr. Roger Tol (Director KITLV Jakarta) that is really what country needs, the library is the basis for research, and a country can only develop by new research technology. Without research and technology, that country cannot be developed. It has been proven. Finally at minute 17:06: Christel Mahnke (Head of Library and Information Services Goethe-Institut) So, I think the library is more important than ever to help you gain information literacy, to help you gain this knowledge you need to know what is good and what is not good. The success in life is based on reading. You read on the smartphone, you read on your tablet, you read on your computer, and you read books eventually. So without reading you will not proceed with life, so start reading early, read a lot and discover the joy of reading.

4. CONCLUSIONS

The societies expect libraries to explore their resources, like a car or bus which there are books on it goes around to visit users to lend the book, then after few weeks user have to return it. Librarian cannot just expect the user to come to the library, but sometimes library have to come to visit the users. The vital source of strength of the formation of the nation the role-played by printed culture. By reading, we might get some ideas; by reading, you might get the ideas on how to fulfill the ideas. Because reading is also a kind of bridge to the future.

Developing new technology caused libraries to move from old library to electronic libraries. Libraries start from a physical library and develop to the modern library using new technology. Users want to develop libraries to the multimedia library because for young people the visual is easier to understand. Another technology is Big data; Big data is critical to the future. The librarian must prepare to make scientific information from textbook to multimedia.

To answer the societies expectation, library especially National Library of Indonesia (PNRI) has assisted to the provinces in Indonesia more than 600 mobile libraries. For the outer island, PNRI has provided seven floating libraries. In Jakarta itself, PNRI has a Pusteling. Pusteling is a library and an electronic mobile and in a Pusteling is completed with the laptop. So, the people who cannot reach the internet or something like that we have it in Pusteling.

The value that is owned by libraries is to facilitate the users' expectation, like collections and library technology to serve users. The success in life is based on reading. We read on the smartphone, tablet, computer and read books eventually. So without reading, we will not proceed with life, so start reading early, read a lot and discover the joy of reading.

Libraries in the digital age that is caused by the four factors above causing changes in the function of the library. They are the changes to the management of the library, the librarian's behavior changes, a change in the service provided. So the library must change the vision of not only serving the visitor but also library as a knowledge hub that guarantees access to knowledge to the future generations. It is essential that libraries should have innovation, creativity, love of work, that is most important to have a successful library, if there is no innovation from the librarian, libraries will be stagnant, traditional, so there will be no improvement. That is really what country needs, the library is the basis for research, and a country can only develop by new research technology. Without research and technology, that country cannot be developed.

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