

**A PARTNERSHIP BETWEEN LIBRARY  
AND INDUSTRY IN CREATING  
LEARNING SOCIETY:  
A CASE STUDY ABOUT SAMPOERNA CONER AT  
CISRAL UNPAD**

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## **ABSTRACT**

*This paper explores a partnership between library and industry with a special reference to Sampoerna Corner as a result of partnership held by Centre of Information Scientific Resources and Library (Cisral) Unpad with PT H.M. Sampoerna Tbk. Some advantages based on social, political and economic issues are analysed. The important point is a partnership between a library and an industry may enhance the capability of a library in providing information services and reading materials for its users, so the library may have a great role in creating reading society towards learning society. Whereas for the industry itself, the partnership may enhance its positive image, because the industry will have an opportunity to put its identity in the environment of the library. It will attract attention of people and may create a positive image for both the company and its product.*

*Key words: Cisral, Unpad, Sampoerna corner, library service, learning society*

## **PREFACE**

Information era is here. We should have better information sources to fulfill information needs of all people. Library has a great role in providing information sources for the people, because it provides information services without charging, and it has been used information technology for all management activities and for access to information sources which is not available in the library itself. It is called virtual library, which makes access to information more quickly, more easily, and without physical restriction. So, the improvement of library services is a must.

A partnership between library and industry could be an alternative for improving the library service. An example of such partnership is Sampoerna Corner, that is held at Cisral Unpad. This is a kind of partnership which has some advantages for both sides. Cisral Unpad may enhance its services and the Sampoerna Tbk. may have promotion point.

I was quite happy to have an opportunity to present this paper on The Symposium Kebudayaan Indonesia Malaysia Ke X in Kuala Lumpur Malaysia. I hope it will be useful for anyone who read it. I also hope it will create an inspiration for all people who care for the library and intends to help its development.

My sincere appreciation to all my colleague who has help me in writing this paper. Especially to Prof. Dr. Nurpilihan Bafdal, Director of Cisral Unpad, and to Bapak Soeganda Prijatna, Drs.,MM. as the Dean of Faculty of Communication Science Unpad.

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## **CHAPTER I**

### **LIBRARY AS A LEARNING FACILITY FOR SOCIETY**

Globalization era which accompanied by development in science and technology needs strong and competitive nation. So the ability to handle the technology and to improve knowledge is a crucial point for every member of society.

An effort to improve knowledge and ability to handle technology in a society will need smart, creative, and innovative people. Those people must have a desire to learn continuously (long life learning). There must be a grand planning for doing it in order to have a qualified Indonesian Nation.

In developing Indonesian Nation, there is a great role of library, because a library is a place where information and scientific resources are collected which is very important as a learning source for the people. In the library, people can find a lot of information sources not only printed materials such as books, magazines, newspaper, and other printed documents, but also non printed materials such as CD, VCD, CDROM or digital journal via internet.

A presence of a library in a formal education environment such as at school since elementary level until university level has been recognized as an important aspect. At a school library the students and the teachers may find many information resources which relevant with their needs easily and quickly. So their learning process may running effectively.

At other side, the library is very important in supporting non formal education in a society. The public library has a great role in doing it. A public library is a library which is creating by the government and open for every member of society. In this library the people may find a lot of information resources which is relevant for a lot of needs, such as for working, for research, for improving knowledge and even for recreation. So the use of library may help people in improving their intellectual, their social, and even

their emotional needs.

The existence of a library, whether school library, university library, public library or even mosque library is very important as a learning facility for the society. In a library the people may learn as long as they can, without restriction by formal regulation, by time and the most important thing that the library services is free of charge. In a library the people may learn by themselves. Someone says that library is a university for the poor people.

The role of library in society has been recognized since long time ago. In Indonesia, the library has a great role in supporting the literacy program for the people in rural area. For example the role of public library and school library in supporting *Kejar Paket A dan Paket B*.

Moreover, an establish library which provides good information services, and has been managed well will attract people to use it, and it can be an important learning facility for the people. The people will enjoy their visit to library, they will like reading, so they will be a reading society; and they will like to learn continuously, so they will be a learning society.

On the other hand, the library itself has user education program to help its user in using library materials, to educate the users in order to be capable of identify their information needs, to find out their relevant information sources, to evaluate the relevance of the information which they found with their needs. The people who has those capabilities called as the people with information literacy.

The well establish library usually has adopted information technology in organizing their library administration and in providing library services for its users. For example a library has adopted library automation program, and some of them has digital collection or providing access by internet. By user education program the library introduce how to use the information technology (computer) to its users so they may find out the information which they needs easily and quickly. This condition show us that the library has also

a role in introducing information technology (computer) to the people. It makes people computer literate.

So, the library has a great role in developing society. It makes people like reading (reading society), which will improve become like learning (learning society) who has information literacy and they can work with information technology. This kind of people who will win in global competition and will have a great role in a new era of society that is information society.



## **CHAPTER II**

### **PARTNERSHIP IN LIBRARY CONTEX**

As a growing information institution, concept of partnership or cooperation based on equality is not a new thing in organizing a library. Since long time ago, librarian or other information profession have been realized that they work in information institution which always challenging that should satisfy their users needs of actual and relevant information with quickly and correctly. On the other hand, the library often have some limitation in providing library materials which relevant with users needs. So, the library must work together and build a cooperation with other library or information institution in order to satisfy their users needs.

Library cooperation or library network may consists of interlibrary loan, reciprocal borrowing, bibliography sharing, expertise sharing in form of workshop, seminar, training, etc. cooperation in building library collection, cooperation in preservation of library collection, etc. With an important tool called union catalogue, the cooperation may running effectively and efficiently.

The benefit of networking is crucial. From the library side it can improve the access to information sources, so the library can improve services to it's users. From the user side the benefit is also important. They may have a lot of library services and they can access more information sources.

So, the cooperation among libraries is a must, if they want to fulfill all information needs of all users. The library may also realize that the user's needs is growing and the availability of information resources is also unlimited. The library will never stand alone.

The application of information technology in library makes it easier in building a cooperation. By computerized library network the cooperation will be done more quickly and more accurately. Online bibliographic network, online union catalogue are examples of common

library network.

A new form of adoption of information technology in library is internet usage. The library may provide internet access for its users, so the users can access information resources which is not located in the library with easily and quickly. Beside that, the library may create their own website and provide online information services for its users. Providing online information services or become digital library is an answer for users' information needs which always growing and also they want right information, and right now but without visiting the library physically. So, we find new concept of library that is digital library or virtual library.

The presence of such library is a prove that the library is a growing organism which always answer the requirement of the society as said by Ranganathan, a professor of Library Science from India.

## CHAPTER III

### PARTNERSHIP BETWEEN LIBRARY AND INDUSTRY

Recent situation points out there is a partnership between library and industry. This is interesting, because there is a very different mission between a library and an industry. Historically, library is an institution which provides information services freely, whereas an industry generally is an institution which produces product or services for profit.

So, the library has a great role in developing society. It makes people like reading (reading society), which will improve become like learning (learning society) who has information literacy and they can work with information technology. This kind of people who will win in global competition and will have a great role in a new era of society that is information society.

Based on public relations approach, that situation can be analyzed from two point of view. Firstly based on the library point of view and secondly based on the industry point of view.

Based on the industry point of view, this situation shows that the industry have done public relations activities. As one of definition of public relations says that "public relations is some activities which the objective is to gain goodwill, trust, mutual understanding, and good image from the public."(Ruslan, 2000). By joining a partnership with a library, an industry may expect to gain goodwill, trust, mutual understanding and good image from its public, as has been said in that definition of public relations.

Recent development in public relations movement shows that an industry must have a social responsibility (corporate social responsibility). Cutlip, Center, and Broom in their book *Effective Public Relations* said: "the major tactics for expressing and demonstrating corporate social responsibility include mission, value statements, speeches, advertising, and philanthropy —

contributing to education, health care, welfare, and the arts." (Cutlip, Center, and Broom, 2000).

So, a partnership between library and industry can be said that a library is a target of corporate philanthropy. The question is: why should be a library? The answer is that a library is an infrastructure of education. As Cutlip et al said that: "education has always been a major recipient of corporate philanthropy". So the industry has seen the corporate philanthropy as giving something to the society by improving the quality of community life, and try to be a good citizen.

Moreover, the reason for choosing the library as a target of corporate philanthropy, because the library is a place which visited by people, so the appearance of corporate logos as corporate identity will attract people interests and it is hoped will create positive image for the company as well as positive image for its product or services.

A partnership between a library and an industry (company) generally is the industry give some donation such as some computers, furniture, books for library collection. This condition can be found at *Sampoerna Corner* which located at Center for Information Scientific Resources and Library (Cisral) Unpad.

In Indonesia , there is a mobile library service which is held in cooperation with a private bank. The bank gives the car which has been furnished for library service and also the library collection, whereas the management of the mobile library provides library staff and operational fund.

Based on economic consideration, a partnership between library and industry will benefit for both side. For the company, the appearance of corporate logos in a library may attract the interest of library users, and it is hope that will create positive image for the company. Positive image of a company is a fundamental aspect in creating positive image for the product and for the company activities. This positive image will have a positive impact in the society such as a willingness for buying product or using the services.

For the library itself this is a good point. Economically, the library will have a benefit that they will have some new facilities, new book collections, or new library services without paying for it. Whereas based on social and political analysis, the partnership will enhance the library image in its users and in its decision maker public. A partnership between library and industry will show that the library management have a creative idea and they have a great deal to develop their library in providing its services for its users.

## CHAPTER IV

### **SAMPOERNA CORNER: A PARTNERSHIP BETWEEN CISRAL UNPAD WITH PT H.M. SAMPOERNA Tbk**

Central Library (*UPT Perpustakaan*) of Unpad has been changed become **Centre of Information Scientific Resources and Library (Cisral)** in 2002. As the name has been changed so there must be changes in all aspects of the institution. One of the changes is its mission: "Quality information services for education, research, and learning." (*Pelayanan informasi yang berkualitas untuk pendidikan, riset dan pembelajaran*).

There is also changes in management of the institution. Cisral is directed by a director, with helps by a head of library, head of administration and some staff which consists of librarians and non librarians staff.

Its information services has been improved as well. The available services not only library collection borrowing and reference services, but also has been available online library services such as internet access, Pro-quest e-journal access, online information searching for Cisral collection by OPAC, and Cisral has provided digital services by internet with address: <http://cisral.unpad.ac.ad>. Besides that there is also e-learning services which called e-learning Unpad.

The significant change can be seen in Cisral performance as well. Fresh and convenience environment has colored all of its public areas. The condition at the second floor as an entrance of the building shows that Cisral is a modern library which signed by hot spot area with some computers, multimedia room and *Sampoerna Corner* room.

*Sampoerna Corner* has its own room at the right side of the entrance. *Sampoerna Corner* is a donation from PT HM Sampoerna Tbk as a result of a partnership between Cisral with the company.

The story of the presence of *Sampoerna Corner at* Cisral began when there was an offering from PT HM Sampoerna Tbk. to give some library facilities

to some state universities. By submitted a proposal, Cisral with other four state universities get the donation.

*Sampoerna Corner* room is equipped with some facilities:

- 6 computers for internet access including free Pro-quest e-journal access.
- A television with a DVD player and a collection of VCD film with Maestro topic ( film about remarkable Indonesian people).
- Books collection with 500 titles and with various topics.
- A modern room with air conditioning and comfortable furniture.

All of those area donation from PT HM Sampoerna Tbk. whereas Cisral provided the site, staff and daily management cost.

The presence of *Sampoerna Corner* make a specific nuance for Cisral environment. A room with Sampoerna logo in its wall may attract attention of all library users who visit the second floor of Cisral. Some interesting people may enter and try the available facility. Especially Internet access. Some users who have been interviewed said that they like the *Sampoerna Corner*, because they have new information access which may fill their information needs.

For the Cisral itself as a working unit in Unpad, the presence of *Sampoerna Corner* will have some significant impact when we analyzed based on social, politics and economic aspects.

Based on social aspect, *Sampoerna corner* should be seen as a result of hard working of the management who makes an effort to improve the quality of its services through a partnership with external institution. *Sampoerna corner* can be seen as an indicator that the management of Cisral has capable of gaining a trust from external institution that is industrial world. It is a hope that Cisral will get some other partners in the future.

This success will create positive image for Cisral, especially from internal public in Unpad itself, such as students and lecturers as the main users

of Cisral. Moreover, it will create positive image in decision maker public who have a great role in improving Cisral. It is hope that the decision maker will more appreciate and have a trust on Cisral, so they will allocate more funds and provide more professional staff for Cisral. Cisral as an information service unit which support learning, research, and public service, should be a center of excellence of Unpad which will be a research university.

Although there is a question from some people "why should be Sampoerna, because Sompoerna means a cigarette." However, in fact there is not any advertising of Sampoerna products at all around *Sampoerna Corner*. So, the civitas academics of Unpad is necessary to have a wisdom and make a different between corporate and brand. Also should appreciate *Sampoerna Corner* as a corporate philanthropy.

Based on economic consideration, the presence of *Sampoerna Corner* is profitable. Without spending any money, Cisral gets some modern facilities which will enhance the service for its users. As said by Cisral's Director that she is very happy because Cisral can provide facilities and new services for its users.

For PT HM Sampoerna itself, its partnership with Cisral is a form of corporate social responsibility for education. There is nothing request by the company to Cisral or Unpad. So, this is a form of corporate philanthropy as a good citizen.

Moreover PT HM Sampoerna will get positive impact based on social, politics and economic consideration. Based on social aspect, PT HM Sampoerna will be appreciate as a good company which has a social responsibility for education. It will create positive image on the society for the company. It is hope that it will create a support for the company.

Support from the people usually will create positive opinion in stakeholders which will create trust. Political trust for a company generally follows with some ease such as in regulation, get letter of credit from the



bank, tax refund, etc. Those are some political impact which will get by the company.

Economically, PT HM Sampoerna will also gets some positive impacts. Although it must pay for building Sampoerna Corner, but positive image which is got by the company will follow by positive image for its products and its activities. The positive image will support trust and will create the interest for buying the product or the services of the company. This persuasion power usually more effective than advertising which more expensive.

## CHAPTER V

### CONCLUSION

A partnership between a library and an industry which has been held by Cisral Unpad with PT HM Sampoerna in the form of *Sampoerna Corner* is a good activity which will benefit for both side. It can be seen based on social, politics and economics consideration.

It is hope that the partnership between library and industry will happen in other libraries, so the library will enhance their information services for the people and they will have a great role as an education facility in creating reading society towards learning society.

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