

SERVICE STRATEGY OF THE LIBRARY AND ARCHIVES SERVICE OF NORTH LABUHAN BATU REGENCY IN INCREASING ACCESS TO PUBLIC INFORMATION

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ABSTRACT

This study aims to analyze the service strategy of the Library and Archives Office of North Labuhan Batu Regency in increasing access to public information. This study uses a qualitative approach with a descriptive method. Data were obtained through in-depth interviews with three informants involved in the implementation and utilization of library services, observation, and documentation related to the implementation of library services, visit statistics, service strategies, as well as supporting and inhibiting factors. The data were then analyzed descriptively through the stages of data reduction, data presentation, and conclusion drawn. The results of the study showed that the Library and Archives Office of Labuhan Batu Utara Regency provided various services, including circulation services, references, internet, mobile libraries, recreation and education, on-site reading, and children's services. Based on the documentation data of visit statistics, there were 10,269 visits recorded in 2023, increasing to 17,057 visits in 2024, then decreasing to 13,294 visits in 2025. Strategies carried out to expand access to information include literacy activities, service promotion, use of social media, mobile libraries, improving service quality, and cooperation with schools and related agencies. The change in the number of visits shows the dynamics of the use of library services during the 2023–2025 period and is used as supporting data to illustrate the range of service utilization, not as a direct measure of the success of the strategy in increasing access to public information. The obstacles found include a lack of socialization, low interest in reading among some people, limited facilities and infrastructure, and the lack of optimal use of information technology.

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INTRODUCTION

The development of information and communication technology in the digital era has brought changes in people's patterns in accessing, managing, and utilizing information. People are increasingly accustomed to obtaining information through digital media so that public institutions, including libraries, are required to adapt services to technological developments and people's information needs. This condition makes service strategy one of the important aspects in improving the ease of people in obtaining and utilizing information (Kurnia & Prasetyo, 2021).

Libraries have an important role as an institution that provides information for the community. Library services are not only related to the provision of collections, but also include activities to help users obtain information quickly, precisely, and efficiently. Explains that library services are activities provided to users to meet their information needs. In line with that, it states that library services aim to bring together users with information sources available through various forms of services, including circulation, reference, information, and technology-based services. Sulistyo (2018) Rahayuningsih (2015)

In the context of public services, the ease of the public in obtaining information is an important part of the implementation of quality services. The Regulation of the Information Commission of the Republic of Indonesia Number 1 of 2021 concerning Public Information Service Standards emphasizes the importance of providing public information that is accurate, easily accessible, and in accordance with the needs of the community. Therefore, libraries as one of the public information institutions need to develop services that are able to reach the public at large and provide ease of obtaining information. (Regulation of the Information Commission of the Republic of Indonesia Number 1 of 2021 concerning Public Information Service Standards, 2021)

The Library and Archives Service of Labuhan Batu Utara Regency is one of the local government institutions that has a role in providing library and information services to the community. In the implementation of services, the service provides various types of services, including circulation services, reference services, internet services, mobile library services, recreation and education services, on-site reading services, and children's services. The diversity of services is an effort to meet the information needs of the community with different characteristics and needs.

Even though various services have been available, the use of libraries by the community is still changing. Based on data from the Library and Archives Office of North Labuhan Batu Regency, the number of public visits in 2023 was recorded at 10,269 people, increasing to 17,057 people in 2024, then decreasing to 13,294 people in 2025. The data shows that the number of visits has not shown a stable pattern. This condition is one of the important bases to see how service strategies are implemented in increasing the use of libraries and access to public information. The decrease in the number of visits in 2025 also shows that there are several conditions that need to be considered. Based on the results of the study, obstacles to increasing the use of services include lack of socialization about library services, low interest in reading among some people, limited facilities and infrastructure, and lack of optimal use of information technology. Thus, the low or unstable number of public visits is not only related to public interest, but is also influenced by the ability of institutions to promote services, provide adequate facilities, and provide access to information in accordance with community needs.

To overcome these conditions, the Library and Archives Service of North Labuhan Batu Regency implements various service strategies. These strategies include the implementation of mobile libraries to schools and villages, literacy activities such as reading, storytelling and book review competitions, service promotion through social media and official websites, improving the quality of librarian services to be more friendly and responsive, and cooperation with schools, universities, and other agencies in developing a literacy culture. The strategy is directed to increase the use of library services while expanding public access to public information.

The implementation of the strategy is in line with the view of Fred R. David (2011) that strategy is a series of decisions and actions designed to achieve organizational goals effectively. In this study, service strategy is understood

as various decisions and actions made by the Library and Archives Office of North Labuhan Batu Regency to improve service quality, expand service reach, and make it easier for the public to obtain information.

This research is important to find out the information service process carried out by the Library and Archives Service of North Labuhan Batu Regency and analyze the service strategies applied in improving access to public information. This research also identifies supporting factors, inhibiting factors, and solutions carried out by the agency in the implementation of the strategy. The results of the research are expected to contribute to the development of library science, especially in the study of service strategies and access to public information, as well as become an input for the Library and Archives Service of North Labuhan Batu Regency in improving the quality and reach of information services to the community.

LITERATURE REVIEW

Service Strategy

Strategy is a series of decisions and actions designed to achieve organizational goals effectively. Fred R. David (2011) explained that strategy is related to decisions and actions taken by organizations to achieve predetermined goals. In the context of libraries, strategies are needed so that each service activity can be carried out in a directed manner and in accordance with user needs.

Libraries can be understood as a series of efforts made by libraries in developing and providing services to the community. This strategy can be carried out through improving service quality, developing types of services, utilizing information technology, promoting services, literacy activities, and expanding service reach. The right strategy is expected to increase the use of libraries and make it easier for the public to obtain information.

In this study, the concept of strategy was used to analyze various actions carried out by the Library and Archives Service of North Labuhan Batu Regency in improving access to public information. The strategy includes the provision of various types of services, mobile libraries, literacy activities, promotion through social media and websites, improving the quality of librarians, and cooperation with various parties.

Library Services

Library services are activities provided to users to meet information needs. Explained that libraries not only function as a place to store collections, but also as institutions that provide information services to the community. Therefore, the quality of service is one of the important aspects in determining the level of library utilization. Sulistyo (2018)

Rahayuningsih (2015) Explained that library services aim to provide convenience to users in obtaining information and utilizing available information sources. These services can be in the form of circulation services, references, information services, reading services, and other forms of services according to the needs of users.

In this study, library services include circulation, reference, internet, mobile library, recreation and education, on-site reading, and children's services. The existence of these various types of services is a form of efforts by the Library and Archives Office of North Labuhan Batu Regency in meeting the information needs of the community.

Access to Public Information

Access to public information is a convenience provided to the public to obtain the information they need. Public information must be available accurately, easily accessible, and can be used by the public in accordance with applicable regulations. The Regulation of the Information Commission of the Republic of Indonesia Number 1 of 2021 concerning Public Information Service Standards emphasizes the importance of providing information services that are easily accessible and in accordance with the needs of the community. In the context of libraries, access to information is not only related to the availability of collections, but also includes the ease of the public in obtaining, finding, and utilizing information through various forms of services. (American Library Association, 2000)

Lloyd (2021) Explain the importance of information literacy in helping individuals understand, find, evaluate, and use information. Therefore, increasing access to information needs to be supported by services that are able to help the community obtain and utilize information appropriately. In this study, access to public information is seen from the ability of the Library and Archives Office of North Labuhan Batu Regency to provide and bring information services closer to the community through various types of services, literacy activities, mobile libraries, promotion, the use of information technology, and cooperation with various parties.

The Relationship of Service Strategy with Access to Public Information

Service strategy has a close relationship with increasing access to public information. Strategies that are designed and implemented appropriately can help libraries expand service reach, improve service quality, and make it easier for the public to obtain information. The use of information technology also provides opportunities for libraries to expand the dissemination of information and communicate with the public. Explained that the development of digital-based library services encourages libraries to adapt the form of service to changing needs and user behavior. (Agostino et al., 2021) Gift & Promise (2021)

Based on this description, the service strategy in this study is understood as various decisions and actions made by the Library and Archives Service of North Labuhan Batu Regency to improve the quality of services and expand public access to public information. The strategy is then analyzed based on the implementation of services, the form of strategy applied, supporting and inhibiting factors, and solutions carried out by the agency.

METHOD

This study uses a qualitative approach with a descriptive method in the case study design. The qualitative approach is used to gain an in-depth understanding of the information service process and service strategy implemented by the Library and Archives Office of North Labuhan Batu Regency in improving access to public information (Moleong, 2019). The case study design was used because the research focuses intensively on one agency as a single case, namely the Library and Archives Office of North Labuhan Batu Regency, by examining the service strategy in the institutional context and its implementation directly.

The research was carried out at the Library and Archives Office of North Labuhan Batu Regency. The informants in this study were three people who were selected *purposively* based on their relevance, knowledge, experience, and involvement in the implementation and utilization of library services (Sugiyono, 2020). The informants consisted of two internal parties involved in the management and implementation of library services and one user as a service user. Internal parties were selected because they had knowledge and experience regarding the planning, implementation, and evaluation of services, while users were selected to provide user perspectives on the implementation and ease of use of services. The criteria for informants include direct involvement in the management or use of services, having knowledge of the services being researched, and having been involved or utilizing services continuously during the research period. The three informants were selected to gain perspectives from the organizers and users so that they could provide information relevant to the focus of the research.

Research data was obtained through interviews, observations, and documentation. Interviews were conducted in depth to obtain information about the service process, strategies applied, supporting and inhibiting factors, and solutions carried out by the agency. Observation was carried out by directly observing the implementation of services, the condition of facilities and infrastructure, and service activities to the community. Documentation was used as supporting data, including statistical data on library visits and documents related to the implementation of services. In the conduct of the interview, the informant first obtained an explanation of the purpose of the research and gave consent to participate (*informed consent*). The identity of the informant was not included in the presentation of the research results, while the information obtained was used only for research purposes and was kept confidential.

Data analysis uses the interactive analysis model of Miles, Huberman, and Saldaña which includes data *condensation*, data *display*, and *conclusion drawing/verification* (Miles et al., 2014). The data from interviews,

observations, and documentation were selected, focused, and grouped based on the focus of the research, especially the formulation, implementation, and evaluation of service strategies. The data were then presented descriptively to show the relationship between findings, then interpreted and verified to obtain an overview of the service strategy of the Labuhan Batu Utara Regency Library and Archives Service in improving access to public information.

The validity of the data is carried out through triangulation of sources and techniques, namely comparing information obtained from several informants and comparing the results of interviews with the results of observations and documentation. Source triangulation is carried out by comparing the perspectives of internal informants and users, while technical triangulation is carried out by checking the consistency of the information from the interview results with the findings of observations and supporting documents. Thus, the data obtained can provide a more accurate picture of the conditions and implementation of service strategies at the Library and Archives Office of North Labuhan Batu Regency.

RESULT AND DISCUSSIONS

Implementation of Library Services

The results of the study show that the Library and Archives Service of Labuhan Batu Utara Regency has provided various services to meet the information needs of the community. These services include circulation services, references, internet, mobile libraries, recreation and education, on-site reading, and children's services. The implementation of these various services shows that the service seeks to provide convenience to the community in obtaining and utilizing information. The services provided by librarians are also an important part of creating comfort for users. Thus, the diversity of services and service quality are one of the elements that support increasing access to public information. The findings are in accordance with the concept of library services that place libraries as information providers for the community. Good service is not only determined by the availability of collections, but also by the ability of libraries to provide access and help users obtain information according to their needs. (Khan & Bhatti, 2020) (Kamarudin et al., 2021)

Public Visit Statistics

Based on documentation data from the Library and Archives Office of North Labuhan Batu Regency, the number of public visits has changed during 2023–2025.

Table 1. Library Visit Statistics

Year	Number of Visits
2023	10,269 People
2024	17,057 People
2025	13,294 People

Source: Library and Archives Service of North Labuhan Batu Regency.

The data shows an increase in visits in 2024, but a decrease in 2025. This condition shows that the use of library services by the community is not stable. Therefore, visit data is one of the evaluation materials for the agency in developing service strategies.

Based on the results of the study, this condition is related to several obstacles, namely the lack of socialization of library services, the low interest in reading among some people, limited facilities and infrastructure, and the lack of optimal use of information technology. Thus, the number of visits is not only influenced by public interest, but also by the ability of libraries to introduce, develop, and bring services closer to the community.

Service Strategy in Improving Access to Public Information

The results of the study show that the Library and Archives Office of North Labuhan Batu Regency implements several strategies to increase access to public information. These strategies include the implementation of mobile

libraries, literacy activities, service promotion through social media and websites, improving the quality of librarian services, and cooperation with schools, colleges, and related agencies. (Mergel et al., 2021)

Mobile libraries are one of the strategies to bring services closer to people who have limited access due to distance. Literacy activities are carried out to increase reading interest and people's ability to utilize information. Meanwhile, promotions through social media and websites are used to introduce library services to the wider community. (Maulina & Harahap, 2022)

The strategy shows that the service is not only service-oriented in the library building, but also seeks to expand the service reach. This is in line with the theory of Fred R. David (2011) who explains that strategy is a series of decisions and actions designed to achieve organizational goals. In this study, service strategy is an action taken by the service to improve service quality, expand reach, and make it easier for the public to obtain information.

Facilities and Infrastructure

The results of the study show that facilities and infrastructure are one of the elements that support the implementation of library services. The available facilities include reading rooms, collection shelves, tables and chairs, computers, internet networks, service rooms, reference rooms, librarians' workspaces, and mobile library vehicles. The availability of these facilities and infrastructure provides convenience and comfort for the community in utilizing library services. However, based on the results of the research, the development of facilities and infrastructure is still needed so that services can run more optimally. Thus, facilities and infrastructure have a relationship with the success of service strategies. Adequate facilities can support service quality and increase people's comfort in accessing information. (Mesah et al., 2022) (Pacios & Martínez-Cardama, 2022)

Supporting Factors, Inhibitions, and Solutions

The implementation of the service strategy is supported by several factors, namely human resources, availability of collections, facilities and infrastructure, local government support, the use of information technology, and cooperation with various parties. These factors help the agency in carrying out service activities and expanding access to information to the community. The inhibiting factors found in the study include budget limitations, facilities and infrastructure that are not fully adequate, lack of service socialization, low interest in reading for some people, and the lack of optimal use of information technology. (Violence, 2022)

To overcome these obstacles, the agency has made several efforts, such as increasing the promotion and socialization of services, optimizing mobile libraries, carrying out literacy activities, improving the quality of librarian services, developing facilities and infrastructure, and strengthening cooperation with schools and related agencies.

Discussion

Overall, the results of the study show that the service strategy implemented by the Library and Archives Office of North Labuhan Batu Regency has supported efforts to increase access to public information. The strategy is carried out through service development, expanding outreach through mobile libraries, literacy activities, promotion, technology utilization, improving the quality of librarians, and cooperation with various parties. (Zhang & L Ma, 2022)

However, the change in the number of visits from year to year shows that the strategy still needs to be evaluated on an ongoing basis. The decrease in visits in 2025 is one of the indicators that the use of services has not been completely stable. Therefore, the agency needs to strengthen promotion, improve facilities and infrastructure, optimize information technology, and adjust services to the needs of the community. (Wulandari & Rahayu, 2023)

If associated with Fred R. David's (2011) theory, the strategy implemented by the service is a series of actions to achieve the organization's goals, namely improving services and access to public information. Thus, the success of the service strategy is not only determined by the many types of services available, but also by the ability of the service to reach the community, overcome obstacles, and ensure that information services can be used easily and sustainably.

CONCLUSION

Based on the results of the research, it can be concluded that the Library and Archives Office of North Labuhan Batu Regency has implemented various service strategies in expanding access to public information through circulation services, references, internet, mobile libraries, recreation and education, on-site reading, children's services, literacy activities, promotion through social media, and cooperation with various parties. The implementation of the strategy shows that there are efforts to integrate offline, digital, and mobile services to reach the diverse information needs of the community. The strategy is supported by the availability of library material collections, human resources, local government support, facilities and infrastructure, and the use of information technology. However, its implementation still faces several obstacles, especially budget limitations, suboptimal facilities and infrastructure, low interest in reading for some people, and lack of maximum socialization of services. Therefore, the change in the number of visits is more accurately understood as a dynamic of service utilization and not as a direct measure of increasing access to public information.

Theoretically, the results of the study show that regional library service strategies can be understood through the relationship between strategy formulation, implementation, and evaluation. These findings strengthen the use of Fred R. David's strategic management framework in the study of library services, especially in looking at the integration between offline, digital, mobile library services, literacy activities, promotions, and institutional partnerships as a single strategy. Practically, the Library and Archives Office of Labuhan Batu Utara Regency needs to increase the promotion and socialization of services, optimize mobile libraries to schools and villages, develop collections according to user needs, improve the competence of librarians and the use of information technology, and strengthen cooperation with schools, universities, village governments, and related agencies. Service evaluation also needs to use indicators that are broader than the number of visits, such as service reach, use of digital services, and ease of the community in obtaining and utilizing information.

This study has limitations because it uses a case study design in one agency with three informants so that the findings obtained are contextual and are not intended to describe all regional libraries. In addition, the visit statistics used are supporting documentation data so that it cannot directly explain the level of access to information and the impact of the strategy on the community. Further research is recommended to involve more informants and several regional libraries as a comparison and use a *mixed methods* approach. Further research can also use more comprehensive information access indicators, such as service reach, use of digital services, user satisfaction, ease of obtaining information, and the ability of the community to utilize information.

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