



2023

**ACADEMIC
LIBRARIAN SEMINAR**

“SUSTAINING LIBRARY POLICY AS PART OF UNIVERSITY CULTURE”

ADAPT | INITIATE | INNOVATE



UNIVERSITI
TEKNOLOGI
MARA

Perpustakaan
Tun Abdul Razak

Experience of an Academic Library During the COVID-19 Pandemic: Utilisation of Information Resource Facilities and Services at PTAR Melaka City Campus

2023

UITM BANDARAYA MELAKA

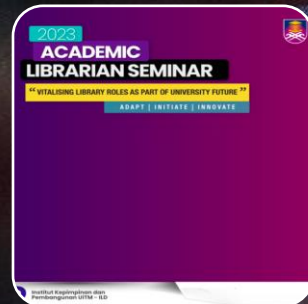
TEAM MEMBER

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- **Haslinda Husaini**
- **Shamila Mohamed Shuhidan**
- **Ahmad Nazri Jaafar**
- **Mohd Hilmi Mat Rosli**
- **Muhammad Naim Mohd Nor**



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PRESENTATION OUTLINE



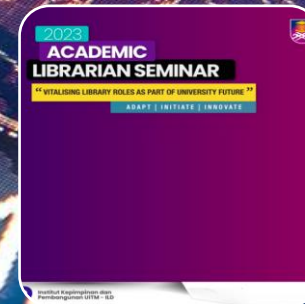
Introduction



Background of the Study



Issues



Discussion



Conclusion



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INTRODUCTION

LIBRARY RESPONSE TO CORONAVIRUS

Since UiTM's Perpustakaan Tun Abdul Razak (PTAR) is aware of this pandemic and the new standards it has established, it has expanded its online library's capabilities and opened it up to students from other institutions

This study is to assess the pattern and breadth of use of information resource facilities and services at PTAR Melaka City Campus, as well as the use of the digital library platform at the UiTM Melaka City Campus library.



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BACKGROUND OF THE STUDY

- Formerly known as Resource Center.
- Fully operational in January 2007
- located on levels 1 and 12 of the Graha Jaya Building on Jalan Hang Tuah Melaka.
- Over 3,500 students and a 16-story building in the heart of Melaka city.
- On the suggestion of Fire and Rescue department of Malaysia at the time, the management of Resource Center Level 12 was expanded in 2009 due to the effects of the tsunami. Consequently, the Level 1 Resource Center was established.
- Can accommodate 428 people
- Reference materials offered for Faculty of Business Management, Faculty of Hotel Management and Tourism, Post Graduate Center and the Institute of Continuing Education and Professional Studies (iCEPS).



PENGURUSAN & PROFESIONAL PTAR UiTM Cawangan Melaka



PUAN NOOR HAYATI ABU KASSIM
Timbalan Ketua Pustakawan
PTAR UiTM CAWANGAN MELAKA



**CIK HAZLIN
IBRAHIM KHAN**
Pustakawan Kanan
PTAR UiTM
KAMPUS ALOR GAJAH



**PUAN MAENAH
MAAROF**
Pustakawan Kanan
PTAR UiTM
KAMPUS ALOR GAJAH



**CIK ILYA NUR FATEEN
OTHMAN**



**PUAN SITI HAIDAH
MD AZIZ**



**ENCIK MOHD HILMI
MAT ROSLI**



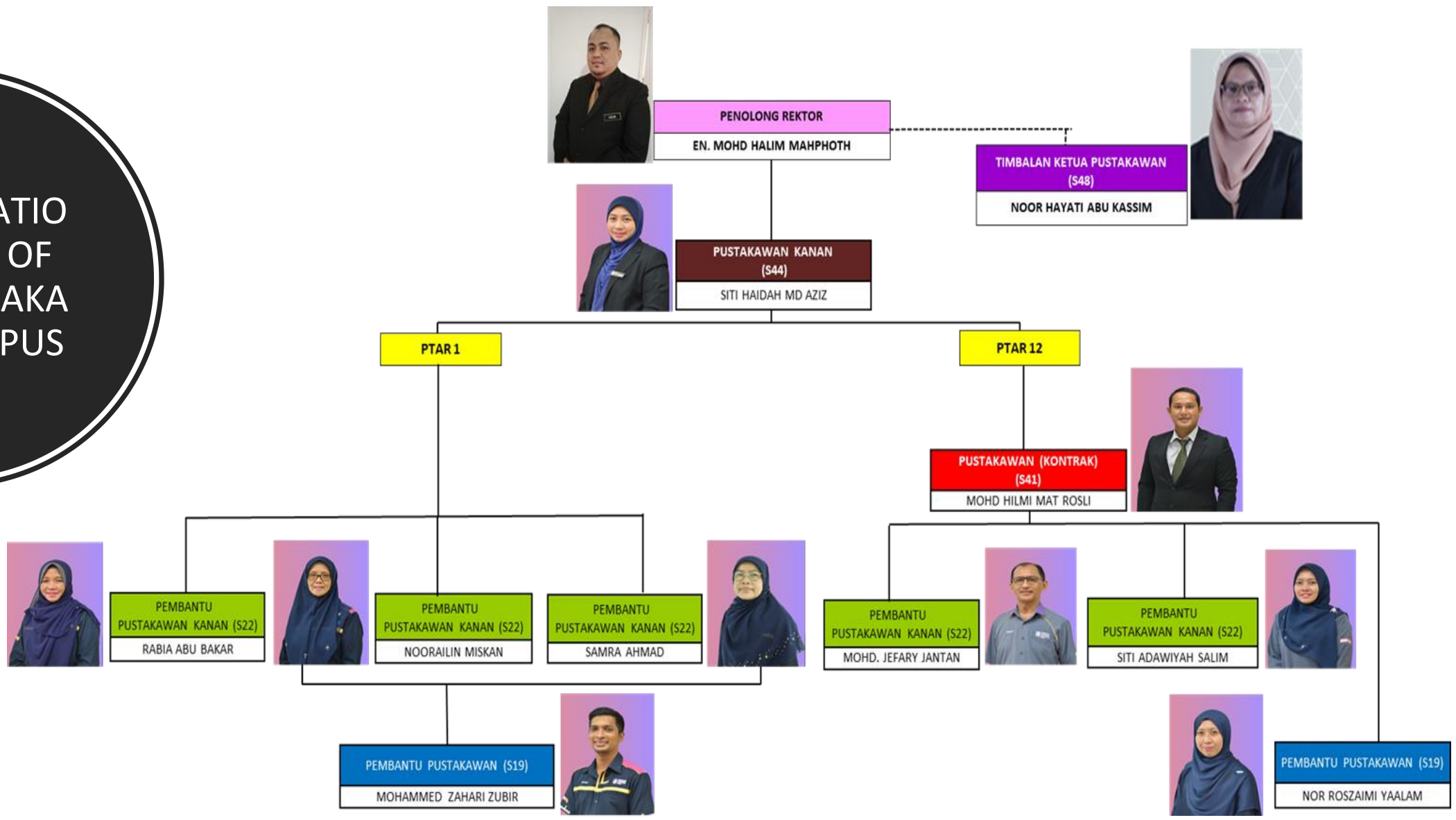
**ENCIK AHMAD NAZRI
JAAFAR**
Pustakawan Kanan
PTAR UiTM
KAMPUS JASIN



**ENCIK ABDUL AZIM
AB GHANI**
Pustakawan Kanan
PTAR UiTM
KAMPUS JASIN

ORGANISATION CHART

ORGANISATIONAL CHART OF PTAR MELAKA CITY CAMPUS



FACILITIES - LEVEL 1



- "Learningspace@24/7" originally can only fit 24 person but was expanded to 60 seating capacity.
- Nearly 40 power outlets, air conditioning, and WiFi access.
- "Little Free Library" (LFL) to promote the continuation of reading interest and the distribution of free reading materials to the local community.
- Serve and offer physical services like borrowing books, magazines, and other printed materials, signing up for membership, looking for materials using OPAC, borrowing and returning reference resources, etc.

FACILITIES - LEVEL 12

- PTAR Level 12 of the Melaka City Campus delivers services with a digital concept by providing digital facilities.
- Interactive touch screen smart panel size 65 inches with smart pen, wireless keyboard and mouse.
- 43-inch Android TV units with wireless keyboard and mouse;
- 65-inch Android TV units with wireless keyboard and mouse.
- 29 computer stations.
- 15 electrical ports.
- 10 discussion rooms equipped with over 50 internet connections and electricity outlets.
- Meeting room is a multi-purpose room that can accommodate 15 to 30 people for small presentations.
- A modest stage has been set up to accommodate a variety of activities, including a "Speaker Corner".





PROBLEM STATEMENT

PROBLEM STATEMENT

Movement Control Order by every phase

Movement Control Order (MCO)	Duration		
	Start Date	End Date	
MCO	Phase 1	18 March 2020	31 March 2020
	Phase 2	1 April 2020	14 April 2020
	Phase 3	15 April 2020	28 April 2020
	Phase 4	29 April 2020	12 May 2020
Conditional MCO	13 May 2020	9 June 2020	
Recovery MCO	10 June 2020	31 August 2020	

UiTM Library Closed during MCO



Kenyataan Umum

PENUTUPAN PERPUSTAKAAN TUN ABDUL RAZAK UNIVERSITI TEKNOLOGI MARA (UiTM) 17 MAC SEHINGGA 12 APRIL 2020

1. Berikutan masalah penularan wabak COVID-19, Perpustakaan Tun Abdul Razak, mengambil langkah keselamatan untuk menutup perkhidmatan perpustakaan kepada **SEMUA WARGA UiTM** yang melibatkan lokasi berikut;

- PERPUSTAKAAN TUN ABDUL RAZAK, UiTM SHAH ALAM
- PERPUSTAKAAN FAKULTI, UiTM SHAH ALAM
- JABATAN ARKIB UNIVERSITI, UiTM SHAH ALAM

2. Walau bagaimanapun, warga UiTM boleh melayari perkhidmatan **PERPUSTAKAAN DIGITAL** di pautan <https://library.uitm.edu.my/>

3. Sehubungan itu, semua program dan aktiviti yang dijalankan oleh Perpustakaan Tun Abdul Razak pada 17 Mac sehingga 12 April 2020 **DITANGGUHKAN**.

Sekian, Terima Kasih.
KETUA PUSTAKAWAN
PERPUSTAKAAN TUN ABDUL RAZAK
UNIVERSITI TEKNOLOGI MARA
16 MAC 2020



Imbas untuk ke Portal
Perpustakaan Digital



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KRITERIA MESYUARAT BERSAMA

- PENYARAFKAN DIRI** (Social Distancing)
- MEMAKAI POKTOP KEHUNG** (Wearing Mask)
- HAZI LAUTUS** (Hand Hygiene)
- TEPAH BERSALAM** (Physical Distancing)
- BERKUNY MARUANG** (Digital Resources)

PENGENDALIAN

Pengendalian mesyuarat (Fizikal) hanya terhadap ke...
MAKSIMA 10 SAHA
VIRTUAL

ANIGURUSAN
RAT PERPUSTAKAAN
NGKAH PENCEGAHAN
AN COVID-19

<https://lib.azulm.edu.my>



AL NIÑO SE LE DESCARGÓ LA BATERIA Y NO LO PUEDEN LEER?...



METHODOLOGY

- For this case study on PTAR Melaka City Campus, an online **interview** with the librarian in charge of the UiTM Melaka branch was conducted. This research study will make use of collected data, such as a **statistical table outlining the number of people who borrowed materials from the library between the years 2018 and 2022**, as well as data regarding visitors that came to the library.
- The changing trends in library service delivery and information system solutions have prompted system developers and information system adopters to explore open-source technology solutions (Krishnamurthy, 2008).



LITERATURE REVIEW

A digital library is a collection of digital materials, such as electronic books, articles, images, videos, and other types of media that are accessible through the internet. Digital libraries can be publicly accessible or limited to a specific community or organization. They provide a convenient and efficient way to access and store information and allow for easy sharing and collaboration.



Shoham and Klaim-Gabbay (2019) found that Israeli faculty members have a more favourable attitude toward the virtual library than they do toward the library as a physical place.



Soroya and Ameen (2021), the fact that information users have accepted e-reading by choice or because they think it inevitable in the digital paradigm can be confirmed from the research that has been conducted.



(Husaini, H., et al., 2022), libraries should use social media and their respective websites. It is anticipated that academic libraries and librarians would be able to identify a great library service that will have a positive effect on library customers due to the library's therapeutic landscape setting.



The image features a dark grey background with three overlapping circles in shades of blue. A horizontal white band runs across the middle of the image, containing the word "DISCUSSION" in a dark blue, sans-serif font.

DISCUSSION

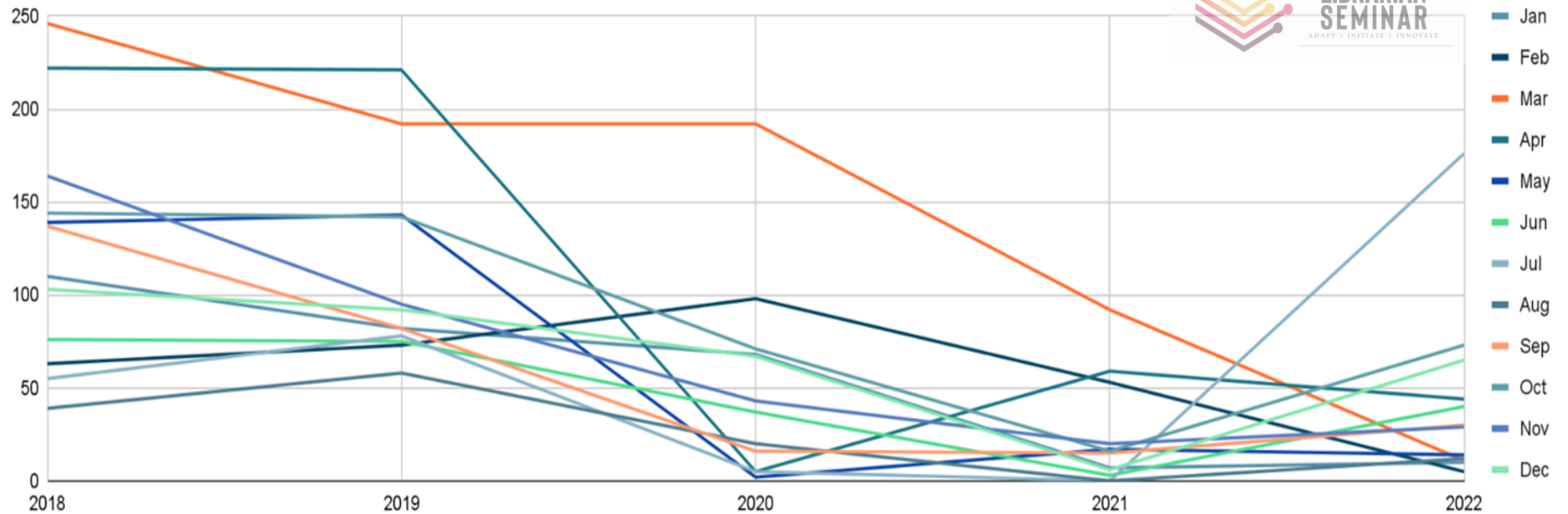
BORROWERS PTAR KBM

Total Borrowed Item for Year 2018 to 2022

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Year 2018	110	63	246	222	139	76	55	39	137	144	164	103	1498
Year 2019	82	73	192	221	143	75	78	58	82	142	95	92	1333
Year 2020	68	98	192	5	2	37	5	20	16	71	43	67	624
Year 2021	7	53	92	59	17	3	0	0	15	16	20	6	288
Year 2022	10	5	11	44	14	40	176	12	30	73	29	65	509

BORROWERS PTAR KBM

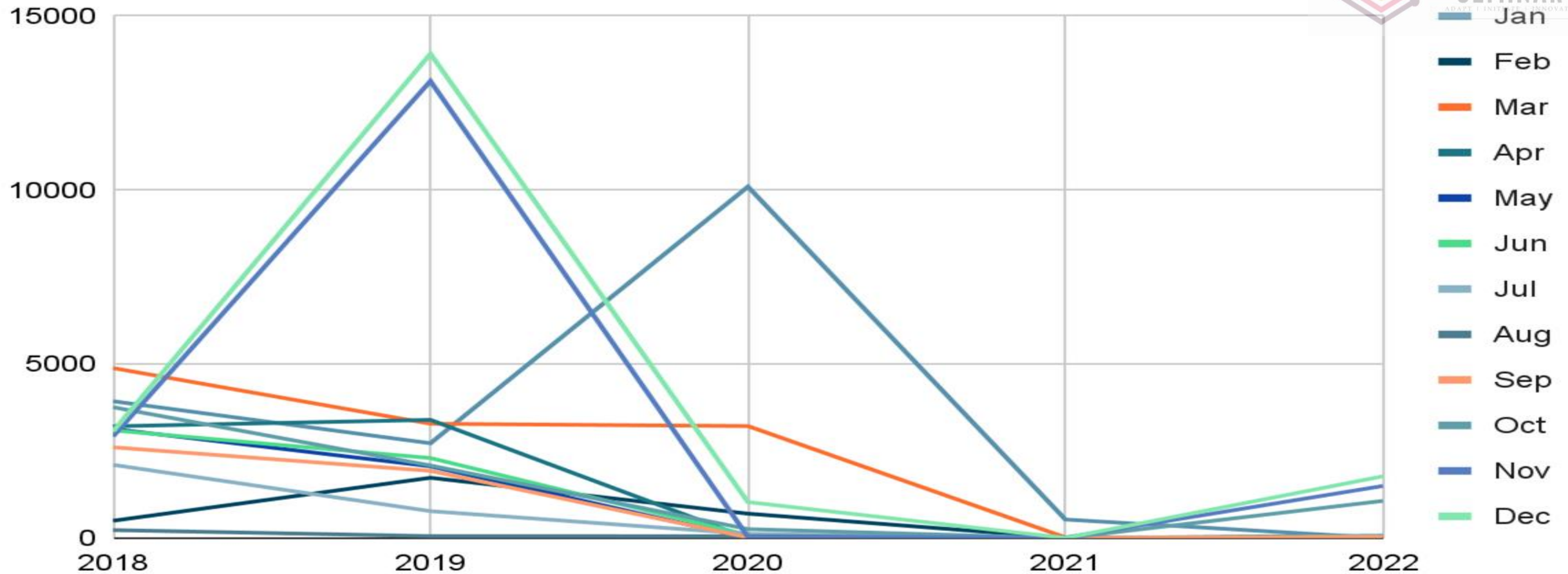
January to December, 2018 to 2022



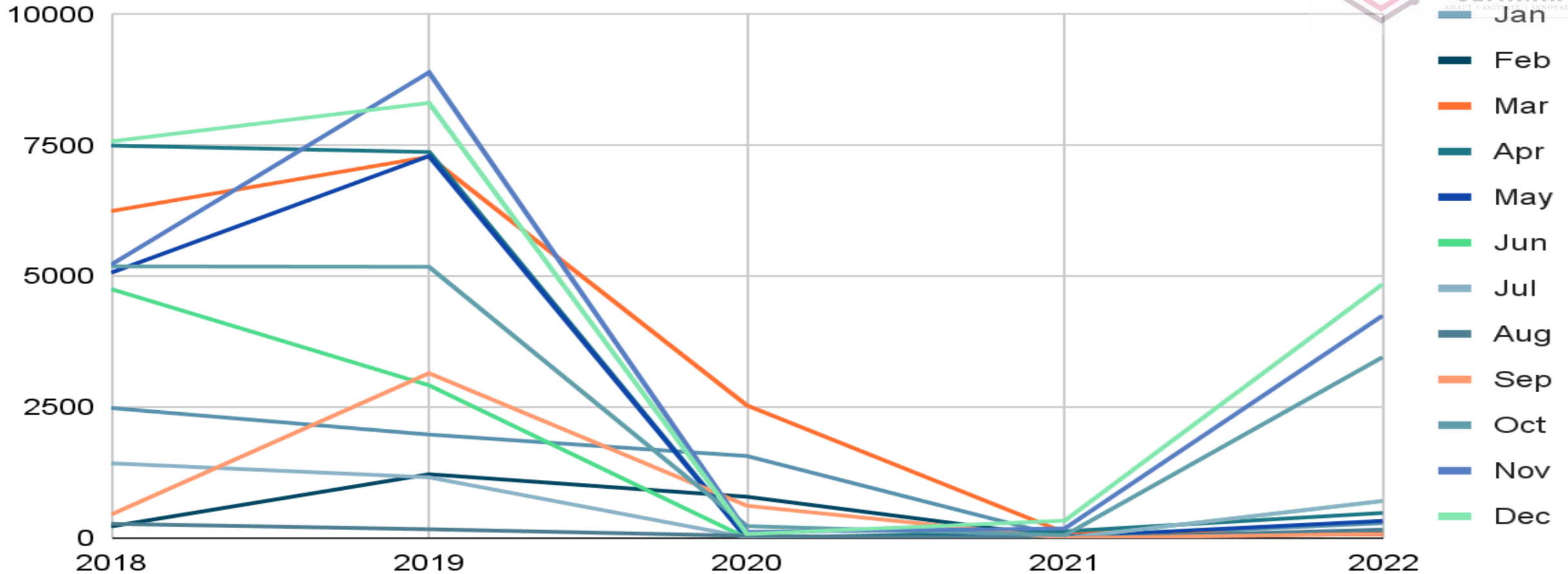
VISITORS PTAR KBM

Total Visitors From 2018 to 2022														
Month		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Year 2018	PTAR L1	3934	499	4887	3214	3137	3097	2106	231	2610	3762	2921	3065	33463
	PTAR L12	2486	224	6247	7500	5070	4758	1430	274	451	5192	5224	7579	46435
	Total	6420	723	11134	10714	8207	7855	3536	505	3061	8954	8145	10644	79898
Year 2019	PTAR L1	2726	1734	3287	3398	2065	2301	775	58	1933	2087	13133	13918	47415
	PTAR L12	1979	1221	7286	7376	7300	2920	1162	170	3151	5183	8897	8314	54959
	Total	4705	2955	10573	10774	9365	5221	1937	228	5084	7270	22030	22232	102374
Year 2020	PTAR L1	10098	703	3220	0	0	89	123	56	21	259	35	1036	15640
	PTAR L12	1569	791	2536	0	0	0	15	44	619	230	119	79	6002
	Total	11667	1494	5756	0	0	89	138	100	640	489	154	1115	21642
Year 2021	PTAR L1	535	6	21	6	1	0	0	0	9	1	19	5	603
	PTAR L12	17	14	106	130	31	0	0	0	0	55	185	335	873
	24-H Rooms	0	0	23	173	257	0	0	0	10	259	834	2181	3737
	Total	552	20	150	309	289	0	0	0	19	315	1019	2521	5194
Year 2022	PTAR L1	1	2	8	68	5	54	50	18	36	1070	1499	1777	4588
	PTAR L12	287	90	71	482	330	710	712	162	82	3459	4253	4853	15491
	24-H Rooms	1081	241	501	1879	2785	4735	3398	596	184	7528	9340	12461	44729
	Total	1369	333	580	2429	3120	5499	4160	776	302	12057	15092	19091	64808

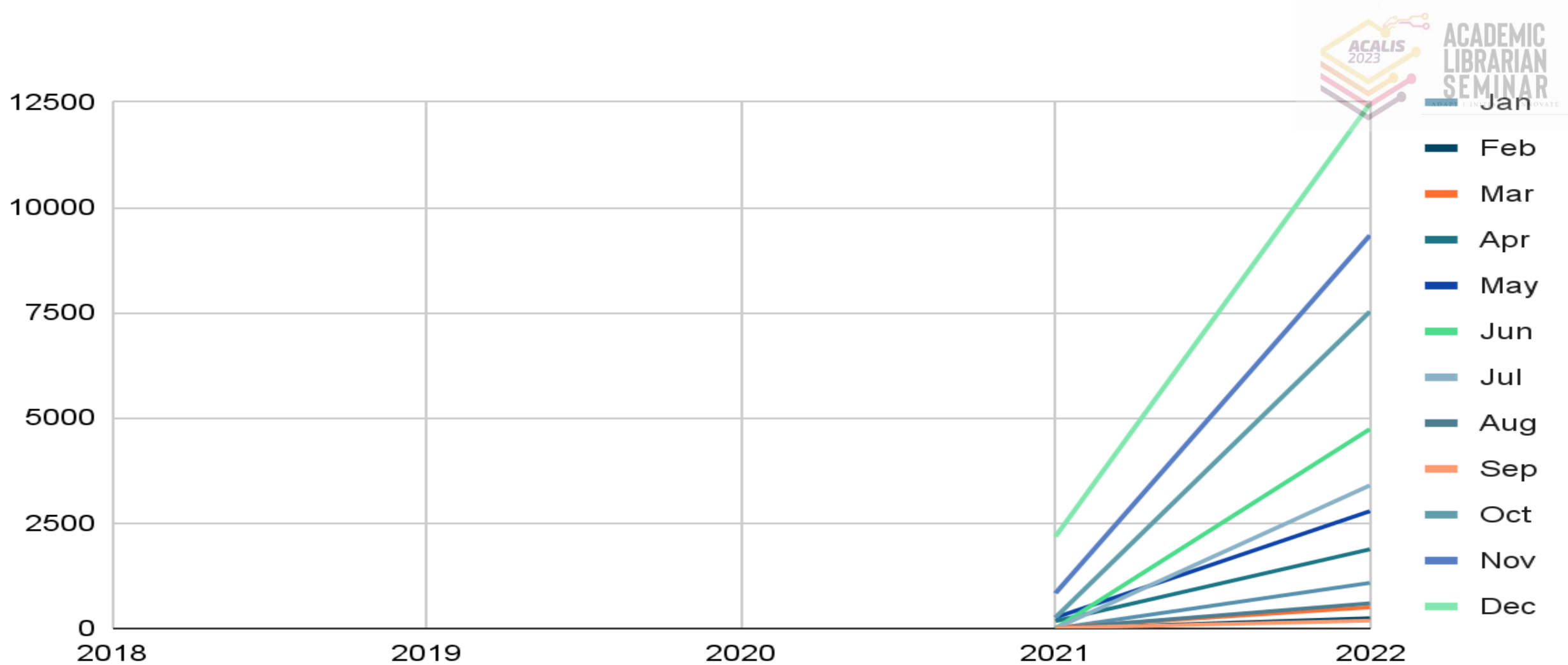
VISITORS PTAR L1 KBM



VISITORS PTAR L12 KBM



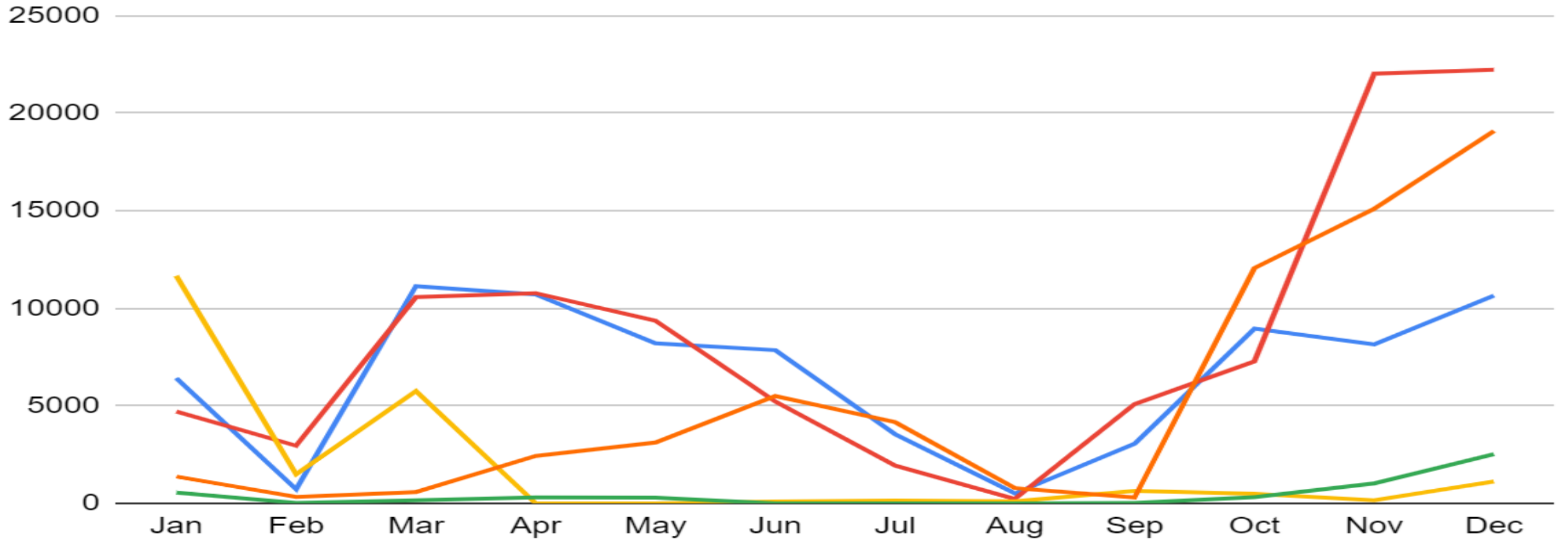
VISITORS PTAR 24HOUR KBM



VISITORS PTAR KBM (TOTAL)

Jan, Feb, Mar, Apr, May...

2018 2019 2020 2021 2022



RECOMMENDATION



BUDGET

give more budget to improve library services especially in the government sector - they can become more lively with technology and systems which are very impressive



PROMOTION

drastic steps by making promotions or interesting programs to attract visitors to the library. Eg. cafe in the library



TRAINING

provide training to librarians to increase their knowledge in line with the development of technology in the administrative management system.



TRANSFORM

libraries need to transform themselves into digital spaces. Following the implementation of social media, students and library members will be able to make use of it

e-ASSISTANCE

Students can receive assistance through the usage of the Internet, which is the last remaining arena for involvement.



STRATEGIC FOR PROMOTING

Promoting Product & Services

A study's findings were based on the extent of strategy execution in marketing products and services.



Digital Marketing

According to (Horsfall, 2020), it has also been claimed that online platforms are open to building and advertising products and services in order to maintain their relevance in their role.

Creating Awareness

PTAR has raised greater awareness among all university members by utilising all promotional means to maximise the usefulness of EZAccess in helping teaching, learning, research, and innovation activities (Sarmin Panut & Abdullah, 2021).

Skill & Training

According to (Adamu et al., 2021), one of the most significant methods is to educate librarians on marketing library web-based resources by holding training, seminars, and workshops.



CONCLUSION



- Academic libraries can boost their reputation and draw in more and more users by using the marketing strategy. In their organisations and as society professionals, it aids the library employees in updating their inventive knowledge. The nature of information, user demands, and the flow of information between people are all things that librarians need to be aware of. Librarians can encourage information service use by giving value to information. With the novel technology utilised by libraries for marketing library and information products and services, librarians can do additional research.
- Since students do not visit the library during this pandemic, the largest marketing forces in libraries are information professionals. Marketing helps demonstrate a Librarian and library staff's knowledge, of the organisation's objective, boosts productivity by quickly and efficiently locating the appropriate information, and adds value to an organisation's products.