

EFFORTS TO BUILD THE IMAGE OF JAMBI UNIVERSITY LIBRARY THROUGH THE DEVELOPMENT OF AN INNOVATIVE-REALISTIC SERVICE MODEL BASED ON ENTREPRENEURSHIP (IRBE MODEL)

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ABSTRACT: This research is through the development of an Innovative-Realistic Service Model based on entrepreneurship that is relevant to the demands of the industrial revolution era 4.0 embedding intelligent technology that can be connected to various fields of human life. The challenge in the future is to strive to improve the service skills of librarians and library staff in all fields by always innovating by animating an entrepreneurial attitude. This research explores the importance of improving the quality of UPT Jambi University Library as an information center in the millennial era. This research aims to build the image of UPT Library Jambi University by improving service quality to become more charismatic and quality. In the context of the industrial revolution 4.0, this research develops an Innovative-Realistic Service Model Based on Entrepreneurship (IRBE) that combines smart technology and entrepreneurial attitudes. By using the Research & Development method and adapting the ASSURE model, this research creates a model that suits the needs of UPT Jambi University Library. Although the initial response from users indicated suboptimal service quality, the IRBE Model received a feasibility percentage of 88.85%, indicating the potential for effective implementation. This model emphasizes reality and adaptability to the actual situation and conditions at Jambi University. However, there is a need to improve entrepreneurial attitudes and skills in its implementation in the future. Furthermore, this study suggests the implementation of the IRBE Model in UPT Library of Jambi University and similar institutions, as well as further research for optimization of the model.

Keywords: Library Image; Quality of Service; Innovative-Realistic Model; Entrepreneurship

INTRODUCTION

One of the requirements for organizing a Higher Education based on the National Education System Law Number 20 of 2003 article 55 is that the University must have a reliable Library.

Therefore, efforts to improve the quality of libraries as a source of information centers and learning resources in a university are important, because libraries and laboratories are the heart of universities. In connection with this, the

Jambi University Library in its development period in this millennial era, must also have a good image in the view of the user community, both for users from the big family of the Jambi University academic community and for the community in general. The College Library is a Technical Implementation Unit together with other units within the University implementing the Tri Dharma of Higher Education. The quality of Higher Education Library services is greatly influenced by the library management system itself. Quality management must be in accordance with the Library Management Standards in the Head of Library Regulation Number 13 of 2017, concerning College Libraries.

As is known, that the educational demands of the Industrial Revolution Era 4.0 stated that Higher Education policies that must be prioritized are: The Tri dharma Paradigm of Higher Education must be aligned with the era of the industrial revolution 4.0. Reorient the curriculum to include new literacy such as big data, technology, and HR. In addition, extracurricular activities in the form of leadership development and working in teams, entrepreneurial attitudes and spirit *are* also imperative so that graduates have competitive competencies. This focus of course must also be supported by the availability of complete facilities and infrastructure and facilities at each university, (Director General of Belmawa Ministry of Research and Technology of Higher Education: 2018) (Priatini, 2019).

The Minister of Research, Technology and Higher Education on March 14, 2018, also conveyed two important things in connection with education and learning, namely:

1. In the era of the Industrial Revolution 4.0, providers of distance education or online learning and online *learning, including mobile learning, in the future will have a strategic role in equitable access to education in Indonesia.*
2. Improving the quality of education requires equitable distribution of education through the use of information technology such as digital learning in the era of the Industrial Revolution 4.0.

The fact that happened before this, is the condition of the implementation of Higher Education which still has to be developed again following technological advances, including library management which is still experiencing many problems and shortcomings. Libraries that are the center or heart of universities must prepare themselves to face millennial challenges in the era of the industrial revolution 4.0 so that Higher Education is not left out and left behind by fierce and strong competition at the international level. Related to this, UPT Library Jambi University must also strive to improve its quality in all standards, especially service standards which are the main task of the library, must always be improved and developed. Its development must also be in line with

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the Vision of Jambi University, namely: Making Jambi University into a *World Class Entrepreneurship University*. UPT Library of Jambi University has a vision that is in line and relevant, namely: To become a Center for Diffusion of Science and Information Technology that supports the realization of Jambi University as a *World Class Entrepreneurship University*.

Parties involved in carrying out entrepreneurship-based services include Leaders of UPT Library, Librarians and Library Staff, User loyalty and library funding factors that are supporting factors for library facilities and infrastructure and facilities. The implementation guidelines including the Higher Education Library Service System refer to the Management Standards in the SNP in 2017.

One of the qualities of UPT Library of Jambi University can be known from the aspect of service to users. Since 2015, the service system at UPT Library of Jambi University has been digital based, but there are still weaknesses and shortcomings in terms of performance quality and service ethics (Malik et al., 2021).

Based on this, research has been carried out that analyzes the services of the UPT Library of Jambi University, then the development of an Innovative-Realistic Service Model based on entrepreneurship that is relevant to the demands of the industrial revolution era 4.0 in embedding smart technology that can be connected to various fields of human life. The challenge in the future is

to strive to improve the *service skills* of librarians and library staff in all fields by always innovating with an entrepreneurial attitude.

Research related to UPT Library Jambi University is conducted by (Pitnelly et al., 2021) in connection with the analysis of planning and development of digitalization services Digitalization of UPT Library Jambi University with an integrated service system that has been made development plans in all fields. However, until now the development plan for UPT Library of Jambi University has not been realized due to limitations. Furthermore, an analysis of the function of Librarians and Library Staff in the quality of their services has been carried out at UPT Library Universitas Jambi. The results showed that the competence of librarians and library staff still does not meet the standards and must still be improved in the form of real implementation.

The purpose of this study is to first, describe the conditions and service systems that have been implemented in UPT Library of Jambi University. Second, to formulate procedures for developing innovative-realistic service models based on entrepreneurship that can improve the positive image of UPT Jambi University Library in the future. And third, to assess the feasibility and relevance of an innovative-realistic service model based on entrepreneurship that has been designed to be applied effectively in the UPT Library of Jambi University.

METHODS

The research method used is *Research & Development (R&D)* (Sugiyono, 2017). The process of developing an innovative-realistic service model developed based on the results of an analysis of service performance at the UPT Library of Jambi University, then carried out the

development of an Innovative-Realistic model by adapting following the stages of the ASSURE design model which is an instructional design model that presents a design model formulation that focuses more on the use of multimedia in its activities (Smaldino et al., 2012).

The scheme of the stages of this development research can be seen on the following page.

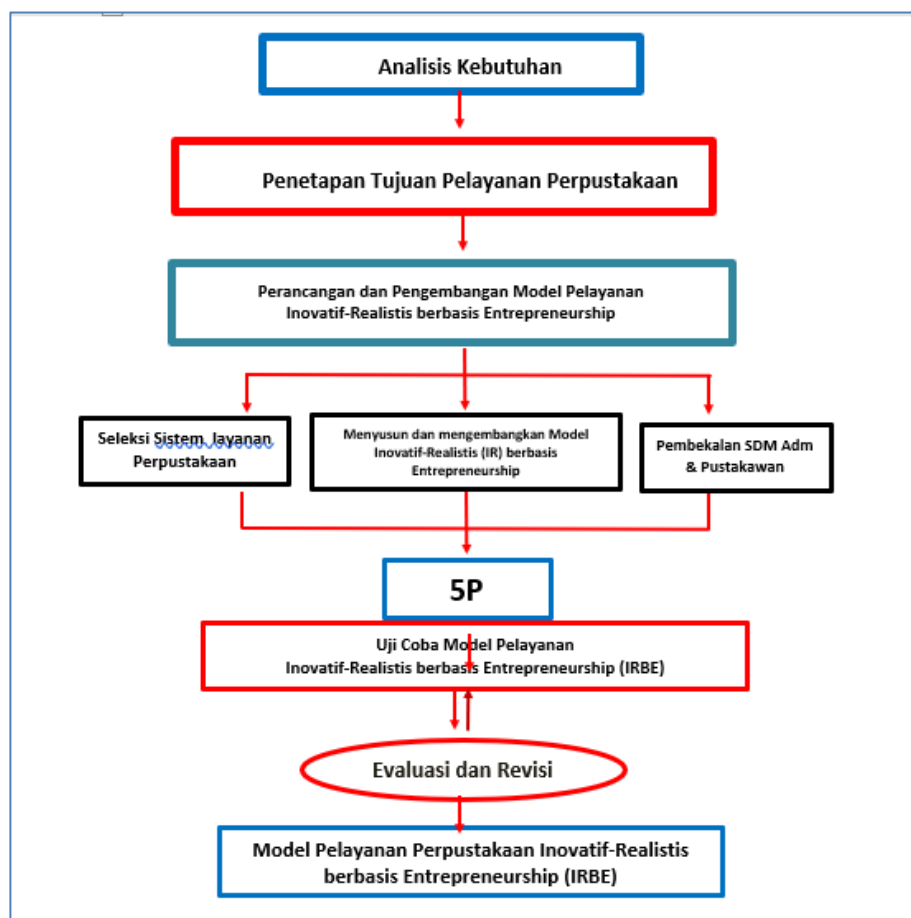


Figure 1. Procedural Design for IRBE Service Model Development for Libraries

Source: (Zurweni & Malik, 2022)

The instruments in this study are Observation Sheet, Questionnaire, interview format, and FGD format. Furthermore, for the Effectiveness Test, Competency Assessment Instruments,

Attitudes, and Entrepreneurship Skills are used.

The data collection technique of this research is to collect data obtained from the field separately according to the type of data. This research data

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includes qualitative data used to describe variable research variables that affect library services based on SNP.

The results of this study will be processed using Descriptive analysis and Interventive Analysis. The analysis technique used is paired t-test to determine the effectiveness of the IRBE Model. As for quantitative analysis, the software used is Ms. Excel and SPSS.

RESULTS AND DISCUSSIONS

Results of Performance Analysis of Librarians and Administration Staff:

Performance analysis is carried out to obtain information related to the service system and the level of performance achievements carried out by staff at the UPT Library of Jambi University. This analysis data was obtained through the distribution of questionnaires to: Users, Librarian Staff,

Administration Staff, and Lecturers as well as through interviews and FGDs with related parties.

The results of the analysis of service performance carried out by librarians and administrative staff at the UPT Library of Jambi University. The results of the analysis provide data on the percentage of Average Performance of 60.43%, with successive details as follows: Technology Competence 50.50%; Information Competency 60.75%; Communication Competence 70.50%; Management Competence 67.50%; Strategic Competence 65.75%; analytical thinking competence; 47.75%; Competence of Service Conduct Ethics 60.25%.

The results of the service system performance analysis at the UPT Library of Jambi University can be seen in the graph on the following page.

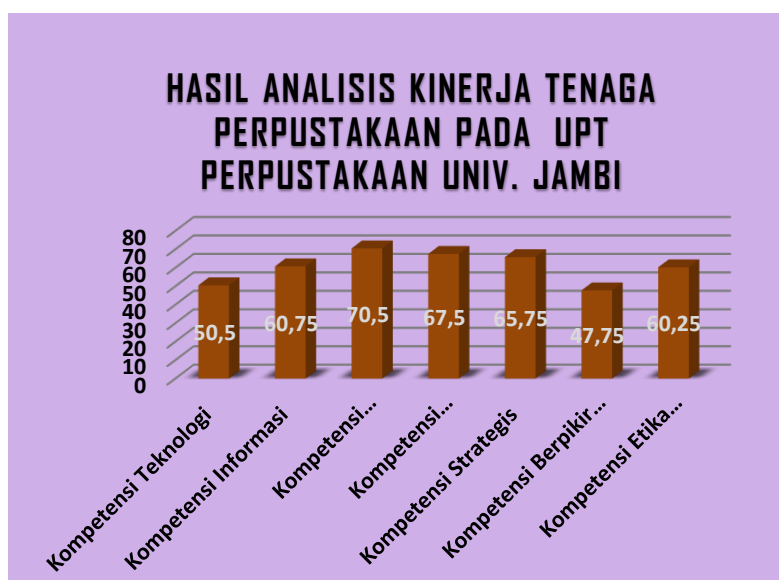


Figure 2. UPT Library Service Performance Analysis Percentage Jambi University

Based on the results of the analysis with the average percentage of service performance, the service system at UPT Library Jambi University needs to be developed to improve the performance of librarians and administrative staff in providing services to users, which are relevant to the demands of the industrial revolution 4.0. The principle of the Innovative-Realistic Library Service Model Based on Entrepreneurship developed is to provide innovative and professional services with a ball pickup system. Librarians and administrative staff offer several services that suit the needs of users or users in the form of Journal information, e-books, repositories, and others with excellent service, as well as fast, precise, and accurate.

The characteristics of this entrepreneurship-based Innovative-Realistic Service Model (IRBE) are as

follows: 1) Visionary for entrepreneurship services; 2) Relevant to the Vision of the University and the Vision of UPT Library. 3) Have a clear Service Purpose; 4) Creative; 5) Proactive; 6) Innovative; 7) Realistic; 8) *Digital Service Library* (Rudkowski, 2024). The characteristic of the IRBE Model developed is in the word Realistic, which is adapted to the situation and real conditions of the Library at Jambi University.

The concept of the Innovative-Realistic Library Service Model Based on Entrepreneurship (IRBE) does not only focus on business orientation but more importantly on the concept of creative and innovative social services that are adapted to the conditions and facilities available at the UPT Library of Jambi University. The IRBE Service Model was developed with the SMILE Service Motto:



Figure 3. Innovative-Realistic Service Model Based on Entrepreneurship (IRBE) on UPT Jambi University Library

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Figure 4. Innovative-Realistic Performance Framework Based on Entrepreneurship

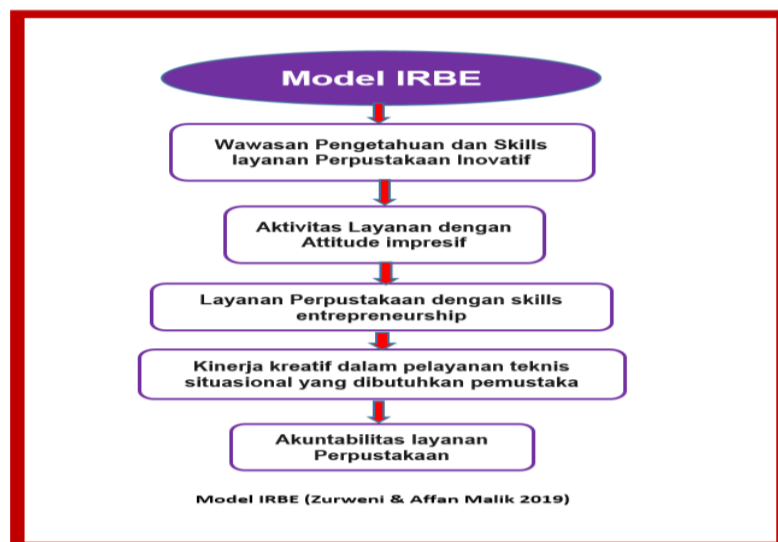
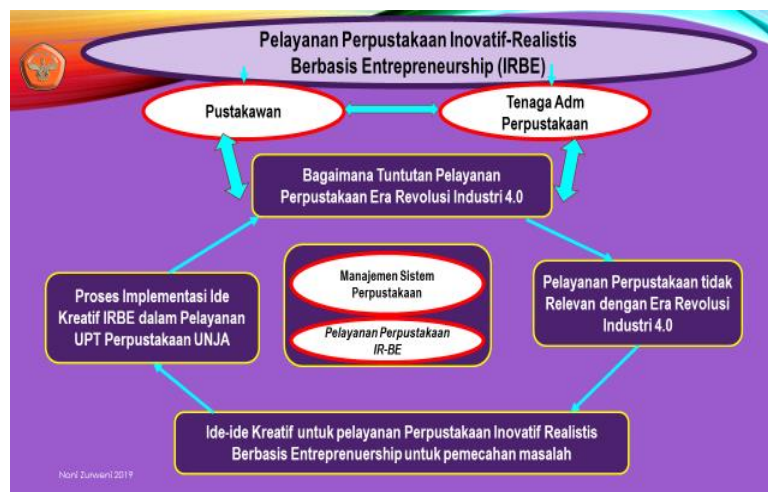


Figure 5. Innovative-Realistic Service Model Based on Entrepreneurship At UPT Jambi University Library
Source: (Zurweni & Malik, 2022)

Results of Expert Evaluation and Validation of the Developed Model

The following are the results of the evaluation and validation of development experts on the Innovative-Realistic Entrepreneurship-Based service model developed, with the average

validation results being an average of 88.85% (Ary et al., 2018). Based on the picture below, the Innovative-Realistic Entrepreneurship-Based model developed is feasible to be tested and implemented.

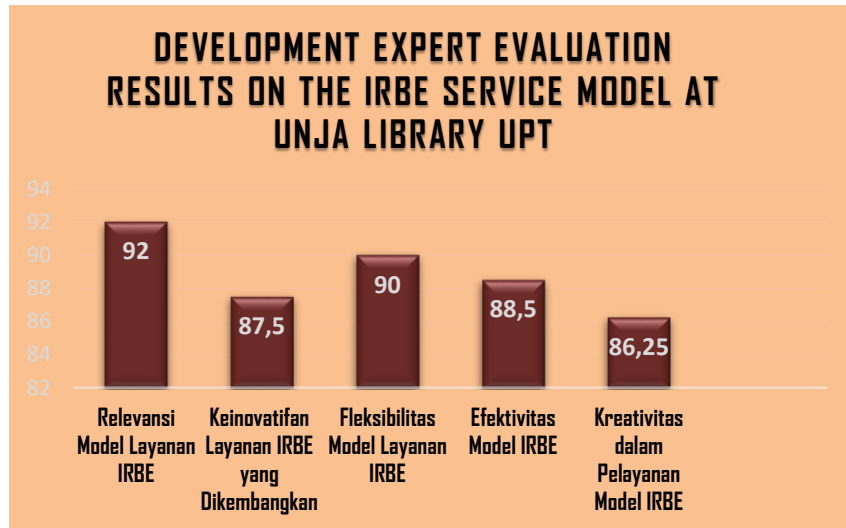


Figure 6. Percentage Results of Expert Evaluation of IRBE Model

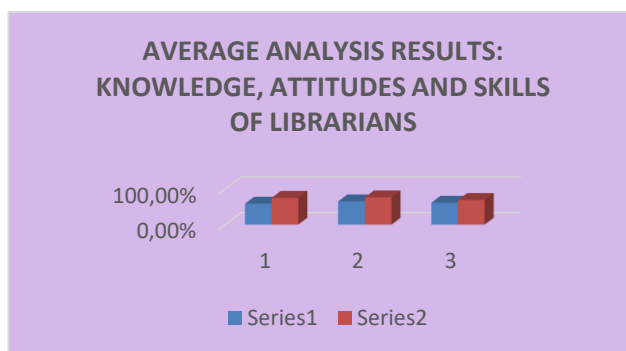
The results of the IRBE Model development research were tested on an Innovative-realistic service system based on real Entrepreneurship in services at

the UPT Library of Jambi University in 2020, to see its effectiveness. The result is as follows:

Table 1. Analysis Results of Average Assessment of Aspects of Knowledge, Attitude, and Skills of UPT Staff of Jambi University Library

No.	Assessed aspects	Initial Assessment	Final Assessment
1	Library Knowledge	58.75%	75.25%
2	Attitude of the Library	65.00%	76.50%
3	Skills	61.50%	69.00%

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Note: Blue is the condition before implementation
Orange is the post-implementation state.

Figure 7. Results of Analysis of Average Assessment of Aspects of Knowledge, Attitude, and Library Skills

The small increase in the competence of library staff for all aspects of assessment is likely due to the influence of the age of library staff, most of whom are senior and some of whom are approaching retirement. In addition, it is also likely because so far library staff have been accustomed to activities that are a little indifferent and less caring, while currently, the demands of implementing the IRBE model for this service are very challenging for library staff to be proactive with entrepreneurial services which requires them to add insight into library science, especially

about digital services, how to behave innovatively, realistically, and skills or digital service skills that Relevant to the demands of the industrial era 4.0. So, in the future it needs to be disciplined again so that ignorance can gradually be abandoned.

Furthermore, the service effectiveness test on 12 staff, using the IRBE Model was carried out on aspects of library knowledge only, due to limitations. Results Statistical analysis using a t-test *paired* with MS excel gives the following results:

t-Test: Paired Two Sample for Means

	Variable 1	Variable 2
Mean	58.75	75.25
Variance	21.29545	17.29545
Observations	12	12
Pearson Correlation	0.136187	
Hypothesized Mean Difference	0	
Df	11	
t Stat	-9.8955	
P(T<=t) one-tail	4.11E-07	
t Critical one-tail	1.795885	
P(T<=t) two-tail	8.21E-07	
t Critical two-tail	2.200985	

The above data shows that the t-count of -9.8955 is smaller than the t-table of 1.795885.

This provides information that the alternative hypothesis is accepted, in other words, that the Innovative-Realistic Service Model Based on Entrepreneurship (IRBE Model) is effective for use in the service system at UPT Library Jambi University.

Although the result is that the IRBE Model is asked to be effective, it still needs improvement in the future, to obtain maximum results, especially of course with quality control.

The research achievement obtained information about the effectiveness of the results of the implementation of the entrepreneurship-based Innovative-Realistic Service Model (IRBE) in the service system at the UPT Library of Jambi University, with increased service quality to realize the vision and mission of the UPT Library of Jambi University. The skills aspect of staff librarianship is still relatively sufficient, with an average assessment result of 69.00%. As for the Knowledge and Attitude aspect, the average results were good, with the average percentage of assessment being 75.25% and 76.50%.

The results of this research can contribute to improving the service system at the UPT Library of Jambi University, using an innovative-realistic service model based on entrepreneurship so that the quality of service of all lines becomes better which improves the image of the community

towards the UPT Library of Jambi University which is also to realize UNJA as *a World class Entrepreneurship University*. In the future, the qualifications of UPT Jambi University Library staff need to be improved again, so that the quality of service is better and, in the end, it makes users comfortable. The implementation of the entrepreneurship-based innovative-realistic service model (IRBE Model) is declared effective for use in the library service system, with a record of continuous improvement and improvement. This is in line with the views of Gardiner, M.O., et al., (2017) on innovative library services.

CONCLUSION

In this study, the development idea focuses on the needs of users, with the aim of creating more effective and innovative library services to increase visits to UPT Library Jambi University, both offline and online. The results showed that the current service system requires improvement, with an average score of 60.43%. In addition, an innovative-realistic service model based on entrepreneurship (IRBE) has been developed, under the demands of the industrial revolution era 4.0 and the conditions of the UPT Jambi University Library. Evaluation shows that this model is eligible to be applied, and its implementation is effective in increasing librarianship knowledge, although aspects of entrepreneurial attitudes and skills will need to be improved in the future. Further research should be

carried out to improve the quality of services at the Jambi University Library using this IRBE model so that its application can be carried out more thoroughly and truly realistically according to user conditions and needs.

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