

LIBRARY AS KNOWLEDGE CENTRE: MANAGING LOCAL CONTENT THROUGH COMMUNITY BASED LIBRARY IN INDONESIA

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Abstract *The main purpose of this paper is to develop library as knowledge centre by managing local knowledge/content through TBMs (Taman Bacaan Masyarakat). It is good opportunity to use TBMs in Surabaya to capture, manage, and share those local contents as asset in the future. In order to reach the asset some steps should be taken to empower TBMs to have its total functions, first by conducting SWOT (strengths, weaknesses, opportunities, and threats) analysis. Following that, capturing local knowledge is undertaken by involving the TBM's officers and society surround the TBMs. In this stage, TBMs should be able to provide spaces and activities that allow local knowledge to be captured. Managing local knowledge is second activity after capturing by applying computer or paper to be used for documenting those knowledge. Finally, share the knowledge to people who need it, through personal services or online. The benefit of using this program for the city library is that the city library can store local knowledge database for the necessities of the people of Surabaya. Furthermore, TBMs also functions as an information centre to help government provide information about making any policy such as the latest issue about the National Health Insurance systems.*

Keywords: *Knowledge Centre, Local Content Management, Knowledge Management, Community Based Public Library*

INTRODUCTION

Surabaya is one of the biggest metropolitan cities in Indonesia and for that reason Surabaya has its diverse communities. One of the most iconic communities in Surabaya is the 1000 community based library (TBM). It is a program that co-operates with both of the Surabaya mayor and the Surabaya city library. In 2015, Surabaya also declares as a city of literacy. The idea of a literacy city is when the Mayor requested to have many libraries which are easily accessible to all type of societies. She then initiated to build the Surabaya City Library which is located in the wide areas with huge population. The 1000 TBMs program was initiated afterward. It is a program to create the public easement to have eagerness accessing the library as a place of reading interest.

TBM (Taman Bacaan Masyarakat) is a program run by the Surabaya City Library. The program has been implemented since 2007, and now the number of TBM is increasing and has reached approximately 400 TBMs throughout Surabaya. TBM is a very small library or reading corner or reading garden that exist near the housing. The City Library argues that this is the right program to spread out the library

services to all Surabaya people equally. Previously, Surabaya people who live far from City Library didnot have access to information resources. The concept of TBM is different from rural/village library. TBM is a very small library for public, which has collection range from 500-3000 copies. The collection consists of general knowledge, children books (fiction, comics, novels), hobbies books (recipes, crafts, and do it yourself/DIY), religious books, and school textbooks.

During its development, the TBMs also provide community development programs, such as providing a place for home industry training programs (handy craft, traditional cakes, crafts from recycled, up to the garage dynamo) (Anna, Mannan, & Sri Rahayu, 2014). There are also some activities in TBMs that involve children such as study group program, story telling, educative games, handy craft for children. These programs and activities also support regular services such as borrowing and reading books. TBM has also become an alternative place for leisure activity for some users especially for women and children, since they live closed to the TBM.

Seeing some functions above, TBMs have strategic position in the society, and the present paper wants to provide some recommendations for the new function of the TBM as a

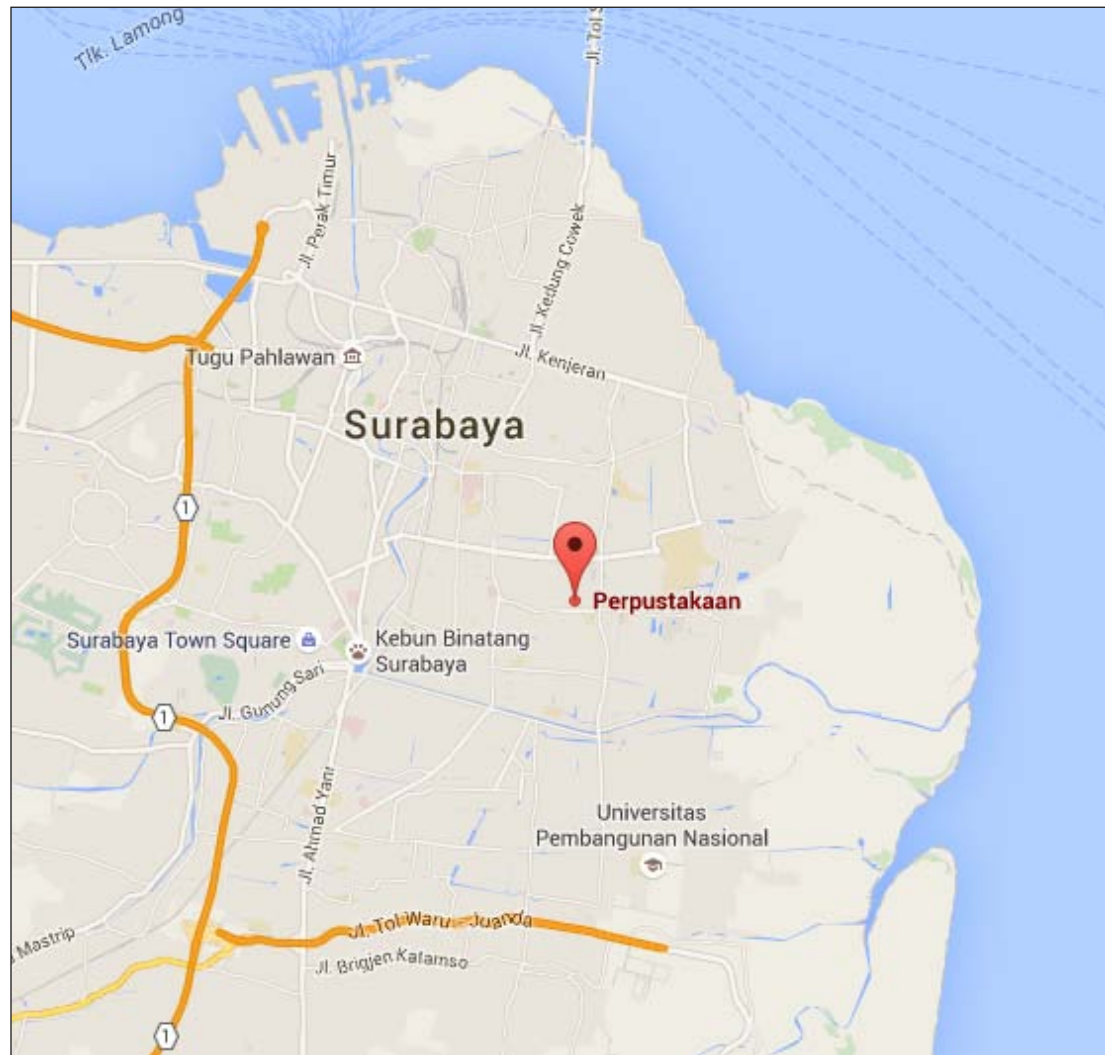


Fig. 1: Surabaya City Library Map

knowledge centre, which is able to manage and share the local contents of Surabaya.

SURABAYA CITY LIBRARY

According to the map (Fig. 1), the Surabaya City Library is located in the South-Eastern area of Surabaya. The library is not at a strategic location such as at city centre or centre of attraction. The library is near settlement and in a quiet area. To reach the library, there are some options, such by public transportation called *bemo*, taxis, or private vehicle like motor bike, bike, or car. Public transport is limited, not many *bemo* pass this place. So, the library users are limited to people who live near the library, or students who study in the nearby areas.

To overcome the limited access to the Surabaya City Library, the Surabaya council in cooperation with Surabaya City Library deliver program called TBM, that is spread

all around Surabaya City areas. Now the number of TBM in Surabaya is approximately 400 TBMs, and it grows significantly every year. The initial aims of TBM were to support people who live far from Surabaya City Library with the information, to help developing reading habit among children, and empowering societies.

Local Content

Local content or known as local wisdom, or local culture is beliefs, wisdom, culture, that comes from any society, including from Surabaya society. However, it is now overtaken by globalisation. People, especially youngsters are easily adopt the modern culture that arrives in society than the local one. They can access any information about modern culture easily, but find difficulties when accessing the local content. Many websites provide information about modern and latest culture information but rarely produce

website about traditional heritage. Greater exposure of globalisation among adolescence is marked by changes in the way they mingle, socialise, and change their point of view. Wherein in the earlier times, many local values were used to guide people to behave in society; at present these values are disappearing, for example, the style of speaking between children to their parents or older people, the way young people dress up is more free and open, the use of slang language is more often. Exposure of globalisation through mass media such as television and newspapers and the Internet makes local content have no power to display their credentials. So this is the time for public library to act as an agent of change to provide useful information about local tradition and culture.

Local contents in this paper are the values of local wisdom in Surabaya city community. When we trace back to the past, Surabaya was established on 13th of May 1293, it marked by the triumph of the Kingdom of Majapahit, and then in the 1500s it became a milestone of Islamic religion entering Surabaya. During 1600s Surabaya was under the control of the Dutch VOC, and in the early 1900s was under the control of the Dutch East Indies. Seeing the city of Surabaya having long journey to this point, many local wisdom values are inherited. Not many people can get historical information about Surabaya and they do not know where to go to find such information. Surabaya also has many historical places and buildings as part of the City of Heroes. Many old buildings are standing up unpreserved and people who live nearby are unaware about those valuable historical buildings. Not limited on that, local content may vary from urban legends to traditional songs, dances, clothes, traditional foods, equipments, traditional games, and many more.

TBM AS KNOWLEDGE CENTRE

TBM as a knowledge centre means that TBMs have functions of capturing, managing, and presenting knowledge from local contents designed for locals' reading facility. TBMs should also have a function for providing information sources to a nearby community. Therefore, TBMs must have some infrastructures to support the achievement of knowledge centre functions better than its earlier function which was merely a representative of the Surabaya City Library to serve all levels of society. TBM only serves basic information needs such as reading and lending books. TBM as knowledge centre can also mean to provide valid and reliable answers for any questions needed especially about local contents. In doing so, TBM should be able to capture, process, and share the local contents.

The role of TBM officers is important to create knowledge centre, the staffs should be actively involved in knowledge creating process. They can provide comfortable spaces for users to share their stories about Surabaya, or by organising

events and inviting some 'important' people to share their knowledge about local content of Surabaya. Once the information is captured, then the officers manage and display those information for users.

The Framework

The library as knowledge centre will not possibly happen without any supporting facility and human resources. The next is the framework of library as knowledge centre that consists of (1) library staffs, (2) information technology, (3) local content, (4) capturing, processing, presenting, and sharing the data. Those framework components are not always compulsory to be fully fulfilled, for instance TBMs are very small size library and most of them do not apply information technology such as computer, Internet, or telephone for the operation. However, to become a better knowledge centre, a better usage of information technology is important in order to support better services.

Library Staff

Staff has become the main subject in performing the role as a knowledge creator in TBM. The TBM staff should be able to build a knowledge sharing culture to the local society. He/she should also promote and facilitate knowledge sharing activities. Knowledge sharing can be done in regular activities either non-routine. The staff should also provide a place for discussion and encourage TBM users to participate. The TBM staff should also be able to create a comfortable atmosphere for visitors to obtain and provide information through the facilities provided by the TBM.

To fulfill these roles, TBM staffs must have knowledge about local content, where to find it, and how to find it. They should also have an investigation skill with good communication skill and ability to collect information from the respondents. The staff should play an active role to search and find information about local content in their area. Besides that, the ability to manage local knowledge/contents is needed. They should also be active to invite people to participate in sharing information related to local content around the TBM.

Information Technology (IT)

Information technology is not the determining factor but as a supporting equipment in order to develop TBM as a knowledge centre. If computer and Internet network are basic requirements of information technology, IT then is needed to run well the services. IT is used to gain well developed process of capturing, serving, and presenting local knowledge. Library staff will use the IT programs to write the results of the local content obtained. Computers are also used to make programs for capturing local contents.

With a computer and Internet network the library staff can interact with users through social media and online discussion forum. In addition, the use of smart phones can also replace the computer if it is considered more efficient and cheaper. Today many users, especially adolescents and adults have smart phones and social media applications to be used for the efficiency of the program.

Local Content

Local content includes stories/ information about the society which lives around TBMs. There are more than 400 TBMs in Surabaya, which are spread across RW/sub-region of Surabaya. So each TBM will be responsible for the content of existing local sub-region. The local content will be collected to record the history of Surabaya, heritage buildings or sites, traditional foods, local wisdoms, traditional cultures, songs, and dances, urban legends, and much more.

In addition, to manage local content, TBM can also be a place for knowledge creation and innovation for its users, through regular discussion programs or leaders invitation from various fields. The management of knowledge sharing for TBM is recorded and all of the information is created.

Capturing, Processing, Presenting Local Content

Capturing is an activity to collect local content, there are several methods that can be done. (1) It can be done by interviewing community leaders or elders of the community about their experience, local cultures, and history of the region. Interview can be done by a TBM staff by visiting or inviting the leaders or elders so that they come together to TBM. (2) Capturing can be done through regular discussions involving multiple parties or entire communities who want to contribute, TBM staff can give particular topic regarding of local content such as traditional foods, historical buildings, and some local values. (3) Capturing is also possible through the document collection of local content from secondary sources, for example from books, the Internet, and other sources. (4) Capturing includes to collect feedback and information from users, as well as open discussion especially online media (Casey & Savastinuk, 2006).

Processing local content is the second stage after the information had been collected. In this process there are several activities that must be performed. First, select all local content entries, in this selection phase, local content will be selected and grouped, the content of which is not in accordance is disposed and left by taking the important and appropriate content only. Second, validate the content that has been grouped, this validation can be done by cross check other sources, for example with other informants or from existing reference sources. The third step is presentation of local content into a format that is more formal and easy to access.

Presenting local content can be done through electronic media as well as manually. The results of those local content are collected and managed by the Surabaya city librarian with a special service to serve local content. The portal can load the entire local content in Surabaya that has been collected by the TBM staffs. From that, the portal is provided to be used as a place of discussion and as a place of posting information. This indicates that the setup of the new content for local communities is set to have flexibility when they want to share local information content.

SWOT ANALYSIS

Before performing the local content management to function library as knowledge centre, the SWOT analysis will be conducted to see the readiness of TBM to become knowledge centre.

Strengths

(1) The TBMs locations are in the middle of society. So, the Surabaya people can easily access the TBM anytime. (2) TBMs have a full-time staff that later became a pioneer in collecting, processing, and presenting the content locally. (3) TBM is supported with the skilled staff to manage the library and their skills are constantly updated with periodic training by the Surabaya City Library. (4) TBMs have basic facilities and spaces as a meeting point.

Weaknesses

(1) Not all TBMs have information technology equipment, such as computer and Internet connection. (2) Some TBM staffs are employed on a part-time basis such as a librarian in school library. (3) TBMs do not manage or have fund.

Opportunities

(1) Local content in Surabaya has been unexposed, so there are still much number of content that can be collected and processed. (2) There are not many librarians serving local content as part of their service. It is only in Surabaya-UK Petra Library with *Desa Informasi* and the state library of Jawa Timur. (3) There are some added value for the TBMs, so they will be visited by the public more often.

Threats

(1) People are reluctant to come to the TBM to share information because TBM's open hours are during working hours. It is difficult for most of the people to come in the working hours.

The strategies that should be done by the TBMs referring to the SWOT conditions above, are:

Opportunities-strengths Strategy: The following are strategies to manage local content by considering the opportunities and strengths. (1) Equip TBM staff with the knowledge and skills to manage local content for instance in capturing, processing, and presenting those information. Surabaya City Library can provide training on preserving local content, and on providing useful sources about local history so the TBM staff will get sufficient knowledge about Surabaya history. (2) Transform TBMs as place to create local content-related knowledge, by providing facilities that support the community in sharing. This can be done by providing clean and friendly spaces so all communities are welcome to the TBM. Giving historical related information to the users for their discussion sources. (3) Invite all nearby public to love local culture / local wisdom and invite them to preserve through interesting activities that vasilitated by TBMs.

Opportunities-weaknesses Strategies: The strategy for the TBM in managing local content is taken from opportunities to cover up weaknesses. (1) Take advantage of smart phone technology that can be used as a tool to gather users, especially young users. The TBM staffs should be activeto encourage young users to promote local heritage. They also should update information about local content within the TBM networks. (2) TBM staffs can manage local content manually if their TBMs do not have information technology such as computer and wifi connection.

Threats-strenghts Strategies: Local content management strategies to minimise the threat by using the Strenghts are, (1) TBM staff should be more proactive to invite users and communities around the TBM in order to participate in the local content creation. (2) To make TBM as an attractive place for users or communities, by creating programs or activities that attract users to come. TBM can celebrate all remarkable or historical days in Surabaya by displaying information and products related to historical days in TBM, so people will come to TBM and learn about the local heritages.

Threats-weaknesses Strategies: TBM strategy to reduce threats and vulnerabilities is to (1) utilise existing technology in TBM, for example if the TBM is managed manually (paper), so the ability of the TBM staffs in collecting, processing, and presenting local content needs to be added. For TBM, managing all services manually is possible, since the TBM size is small, and the collection is limited, they can use smart phone to store the local content. It is good that Surabaya City Library provide special computer and storage for all local content that have been collected. (2) Cooperation and promote the various parties to the community about local management program content, so that the future can capture a lot of information.

According to the discussion above, the advantages and opprotunities in developing TBM as a knowledge centre are the accessibilities becuase the strengths and opportunities overcome the weaknesses and threats. This is a good chance for Surabaya City Library to take the benefits from the TBMs that they have build utilisation and transformation for the TBMs function not only to serve reading and lending books, but also as a place where users can gain information about local content.



Fig. 2: Inside a TBM

CONCLUSION

The role of TBM can be maximised by making it one of the knowledge centres to provide information about Surabaya local content. The TBM location which is in the midst of society brings many advantages in gathering local content, as well as the great amount of 400 TBMs as the ideal agents in collecting local content. The presence of TBM staff is important. They should be able to collect, process and present the content locally. Local content can be collected include local culture / local, values and habits of the local community, urban legend, history Surabaya, old buildings, and others.

RECCOMENDATIONS

The Surabaya City Library can maximise the function of the TBM through local content management program by providing additional training to the TBM staffs by using the concept of knowledge management cycle, ranging from capturing, processing, sharing, and presentation (Dalkir, 2008).

The TBM staff should change their mindset, where previously the staffs only serve users who come to borrow

books and utilise TBM for learning, but the manager must have the desire to preserve the local content.

TBM as a knowledge agent has task to collect, process, and present information to the public local content, so the TBM in addition to having the function of providing general information service, should also provide local information about the content of Surabaya.

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APPENDIX



Fig. 3: Handy crafts made by the children in TBM



Fig. 4: Activity in TBM



Fig.5: Reading activity in TBM

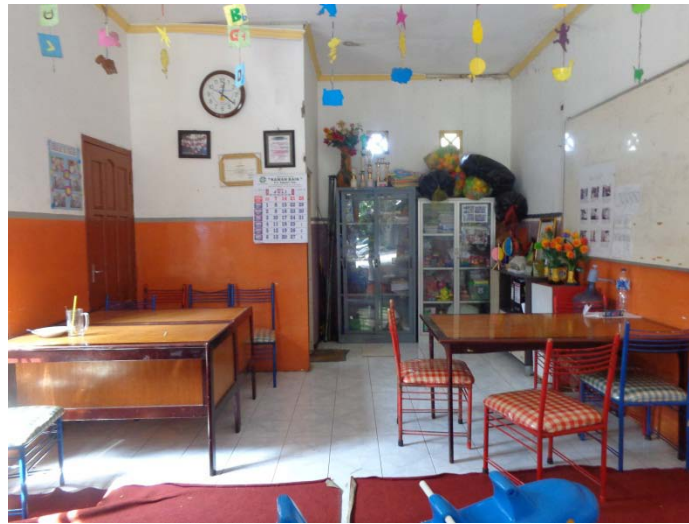


Fig. 6: TBM facilities