Librarians, Information Technology (IT), and The Digital Native Generation

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Abstract

Libraries aim to make the nation smarter by making libraries a primary need in the nation's daily life. The library ideally is a place to fulfill scientific satisfaction for oneself and even the general public. Librarians are human resources in libraries who should know their main duties and functions as librarians in accordance with applicable library legislation. Furthermore, the library digitalization movement is a form of progress launched by the government in facing the era 4.0 or generation Z. Information Technology (IT) has also been widely used by libraries in Indonesia, whether by elementary schools, middle schools, high schools or even high desert library. Furthermore, the role of librarians has also begun to be overwhelmed by the presence of users who are digital native generations with the existence of IT and its devices. The research method in this scientific work uses descriptive qualitative research methods and also uses library research methods. Librarians as human resources really determine whether library management is good or not by providing maximum services to users. Of course, the competence and knowledge of librarians is supported by IT, which can ideally make a library a beacon of knowledge and even the heart of an institution or organization or even the Indonesian nation, where the main goal of libraries is to educate the life of a just and prosperous nation, with adequate knowledge, obtained from the library.

Keywords: Information Technology (IT), librarian, library

A. Introduction

Library discourse and discussions in the future are generally correlated with IT (Information Technology), e-library or electronic library, digital library, virtual library, online library, library without walls and so on. Then, one of the library functions shifted from collection management, to data management, to information management, to the latest concept, namely knowledge management.¹

Furthermore, it cannot be denied that Information Technology (IT) is currently able to change the color and practice of library management and management. Libraries are not only managed by librarians, but are also operated by IT professionals².

In Indonesia, these developments are easy to observe, especially the use of IT in public libraries and even university libraries. IT professionals should ideally and even collaborate with librarians. IT professionals collaborate with librarians who have good competence and knowledge about libraries, which ultimately results in the collaboration being successful in developing the Indonesia Digital Library Network (IDLN). Information Technology IT is a library knowledge management tool and is used to expand the scope of knowledge acquisition and digital-based knowledge.³ Science itself is a tool for humans to achieve goals and perhaps humans have never imagined what would happen 400 years earlier.

The people of a country that has accepted libraries as a variation of their daily lives, must be able to anticipate the existence of an information society based on the implementation of IT which is a serious job for libraries. IT is not only claimed to make human life easier, but is also able to change ethics, behavioral patterns and culture in society.

Building a manual library that uses a practical, technical approach will definitely not meet the needs of people who are currently digitally literate. The technical approach itself has actually become a contemporary progressive approach in library management. Another approach used in library development is that the library must become a forum for a social system approach or a humanistic approach. What this means is that the social systems approach sees that libraries today must be a part that has good usability in the social system, and designing libraries maintains and even increases social and human dignity.

In fact, libraries (according to the mandate of national development) should be a forum that is able to please the community to find a way out of people's lives so that people become more prosperous, have noble character, and are intelligent in accessing information in the library.⁴

On the other hand, librarians in the 4.0 century are being widely discussed in connection with the increasingly pressing invasion of IT and

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¹ Rhoni Rodin, *Teknologi Informasi dan Fungsi Kepustakawanan*, Yogjakarta: Calpulis, 2017, 20.

² Blasius Sudarsono, *Antologi Kepustakawanan Indonesia*, Jakarta: Ikatan Pustakawan Indonesia (IPI), 2006, 156.

³ Rhoni Rodin, Ibid.

⁴ Prijana & Andri Yanto, *Metode Penelitian Perpustakaan dan Sains Informasi*, Bandung: Simbiosa Rekatama Media, 2020, 2.

(also) the increasingly advanced WWW, penetrating the walls of skyscrapers and being able to influence the performance of librarian practitioners in conventional libraries. or even digital-based libraries.⁵

Typically, Koehler (1999) in his article entitled Digital Libraries and World Wide Web Sites and Page Persistence, said that the web itself can function as an information service institution.⁶ In various online discussions, Indonesian librarians feel anxious and even question the identity of librarians amidst the commotion of automation, mechanization and digitalization of libraries.

In the 1990s, in developed countries (and followed by developing countries), such discourse was very widespread, and had actually appeared in previous years. Indonesia was a bit late in accepting this discourse, namely in the 2000s. The trigger for the emergence of this discourse in Indonesia is related to the increasing number of libraries that have implemented IT. Some of these libraries are able to display collection information and Internet services, audio visuals, and so on.

In fact, some other libraries only use wireless internet connections to access various sources of information in order to serve the needs of users in the era of digital libraries. The internet then becomes the core of goal place in getting the information that users need.

The majority of library users rely on searching for information on the internet, raising the question of whether there is still a need for libraries with the assumption that all collections in libraries can be found on the Internet; 2) Is there still a need for librarian participation in library management in the era of library digitalization?

Answering this question, Blasius Sudarsono said that the role of librarians in a library is still needed at any time. This is because the Internet currently provides the knowledge that users need and also provides a variety of information, although in reality there is something that cannot be replaced by the Internet, namely the human touch or in libraries it is called human resources in the form of librarians. The alibi is that the Internet is engineered and the result of human thought to make his own work easier.⁷

B. Research Methods

Methods are a set of abstract, shared principles that offer limited guidance⁸ or specific research techniques⁹. This research is research whose specificity or specificity is on libraries in general, and especially on library functional staff, namely librarians.

To obtain data in this research (in this paper the data are references), the author used descriptive qualitative research methodsand also used

⁶ Pawit, M. Yusup, *Ilmu Informasi, Komunikasi, Kepustakaan*, Jakarta: Bui Aksara, 2013, 3.

⁵ Blasius Sudarsono, Ibid., 158.

⁷ Blasius Sudarsono, *Antologi Kepustakawanan Indonesia*, Jakarta: Ikatan Pustakawan Indonesia (IPI), 2006, 145.

⁸ Amir Hamzah, *Metode Penelitian Kepustakaan*, Batu: Literasi Nusantara, 2019, 27.

⁹ Emzir, *Metodologi Penelitian Kualitatif: Analisis Data (Edisi 1*), Jakarta: Rajawali Press, 2014, 35.

library research methods. Apart from that, library research has very strong qualitative theoretical roots¹⁰.

The methodological method of library research is classified as a type of qualitative research, namely research procedures that produce data in the form of speech or writing and the behavior of people observed in a certain context, studied from a complete, comprehensive and holistic point of view.

In the context of library research, data taken from exploration of library materials is studied holistically, then analyzed based on a particular framework of thought or theory/philosophical paradigm¹¹ that underlies it, then uses a certain approach according to the research objectives to be achieved.

Through this method, the author will carry out an analysis by reading and studying materials in the library through books written by experts related to this author's problem.

To analyze the data that has been collected, content analysis¹² is used, namely analyzing the thoughts or contents of several references which are used as reference material in writing this scientific work for the general interest of the wider community or for social interests.

C. Discussion

College Library

A college library is a library that is an integral part of education, research and community service activities and functions as a learning resource center to support the achievement of educational goals at the college.

A college library is a library at a college that meets national library standards by taking into account the National Education Standards and has a collection, both the number of titles and the number of copies, that is sufficient to support the implementation of education, research and community service¹³.

The existence, duties and functions of higher education libraries ideally are in order to implement the Tri Dharma of Higher Education, including education, research and community service (libraries are very important in every higher education institution, so every institution should have a library which is complete and functions well, and is utilized optimally. College libraries are often referred to as the heart of universities, because without them the learning process may be less than optimal. Judging from the implementation of college libraries by the higher education institutions concerned Further development efforts could include collaboration with other parties, namely the university community, including teaching staff (lecturers), students, researchers and those involved in academic activities (academics). College libraries are often called "research libraries" because their main function is as a means of research, and research is one of the main activities in universities.

¹⁰ Amir Hamzah, Ibid., 7.

¹¹ Barnawi & M. Arifin, Teknik Penulisan Karya Ilmiah, (Yogjakarta: Ar Ruzz Media, 2007), 38.

¹² Klaus Krippendorf, Content Analysis: Inroduction to its Theory and Methodology, Analisis Isi: Pengantar Teori dan Metodologi (Jakarta: Rajawali Press, 1991), 15-20.

¹³ Iskandar, *Pelayanan Perpustakaan*, (Bandung: Refika Aditama, 2020), 9.

As a research library, the reference collection must be adapted to all faculties, departments, and existing programs and subjects, in the form of books and magazines. scientific journals, as well as other library materials. At a college or university there is a library¹⁴.

Libraries and IT (Information Technology)

In general, one of the means of supporting education is the availability of adequate libraries, both in type, number, quality and even distribution throughout Indonesia. The library is a vehicle for learning and developing people's potential to become people who have faith and are devoted to God Almighty, have noble character, are healthy, knowledgeable, capable, creative, independent, and become democratic citizens¹⁵.

The question that will always be raised as the era of disruption and industrial era 4.0 rolls around is what library institutions and their human resources must do to face an era where the majority of jobs will be replaced by computers and their devices which will ultimately eliminate human resources and the participation of human resources. libraries facing the industrial era 4.0?

The era of disruption is an era of changes in the order of people's lives which started with the use of digital devices replacing manual methods. Industrial era 4.0 is the name of the latest automation and data exchange trends in factory technology that have even 'entered'. This revolution is marked by massive changes in various fields through a combination of technology, including the field of education.

Facing such a situation, Islamic education must of course plan appropriate strategies in its management so that it does not fall behind and is not abandoned by society. So, for that purpose, this book is here so that it can contribute to the management and marketing strategy of Islamic educational institutions facing the industrial era 4.0.

The electronic era has given rise to various terms for libraries that apply IT. IT itself is a science that covers various things, including computer hardware and software systems, LAN (Local Area Network), MAN (Metropolitan Area Network), WAN (Wide Area Network), Management Information System (SIM), telecommunications systems and others¹⁶.

Furthermore, thanks to advances in technology, especially information and telecommunications technology, everyone can know, follow and witness various events taking place in other parts of the world, clearly at the same or almost the same time. Through these technological means, we can cross national and time boundaries without encountering many obstacles. Therefore a country's boundaries and distances can be overcome. These discoveries and developments also had an impact on the development of libraries 17.

¹⁴ Sutarno NS, *Perpustakaan dan Masyarakat*, (Jakarta: Sagung Seto, 2006), 46.

¹⁵ Sutarno, Ibid, 8.

¹⁶ Lantip Diat Prasojo & RIyanto, *Teknologi Informasi Pendidikan*, (Yogjakarta: Gava Media, 2011), 4.

¹⁷ Sutarno, Ibid, 145.

In Indonesia, the majority of libraries use IT. Even developed countries have made IT a part of the big dreams of developed countries, especially in the desire to make libraries based on IT (Information Technology). So the role of librarians in this situation is like a dream production machine which is still needed and the only people who can dream are humans (in this case the librarians). In reality, many developed countries have realized these dreams.

In Indonesia and other developing countries, they are also trying hard to ensure that librarians know their main duties and functions (even though up to now they only exist in dreams), so that in the future, if these dreams come true, they are in accordance with their main duties and functions.

The most common mistake made by libraries (which is of course a lack of librarians in library management) is investing most of their funds in the procurement of computer hardware and software, network equipment and other supporting equipment, with the assumption that all of this will solve all library problems. Other components that are no less important such as content, human resources, policies in the form of procedures, regulations and library work procedures are neglected. Information Technology, which should be supporting all of these things, seems to have turned upside down, becoming a priority¹⁸.

Starting dreaming or dreaming about the role of librarians in the future is quoted from Dr. Stanley Chodorow regarding the role of librarians in 2090, which was presented at the Symposium on Scholarship in the View Information Environment at Harvard University, in 1995 RETH:

"Today, in the 2090s, no individual collaborator scholar or research group can work without a librarian as a person in every discipline. It is a track taken by people very much like but the name librarian now designates not so much a separate hose who once migrated from academic fields into librarianship profession as a type of scholar. While every scholar and separate learns how to use information in the creation of new ideas and new formation and while each masters a very substantial body of formation, the librarian-scholar or scientist is the disciplinary information specialist [The librarian) is the eyes and ears of the research community, constantly surveying and mapping the Information universe for colleagues who know how to find and use the most up-to-date version of scholarly resources, how long these resources are likely to maintain their current shape and content, and how the process of change works Library science is now a track of the advanced degree the corps of librarians .. live in departments and research laboratories and have absorbed many of, the duties that used to be performed by computer consultants as well as reference librarians. Their names are to be found among the authors of most publications."

¹⁸ Blasius Sudarsono, *Antologi Kepustakawanan Indonesia*, Jakarta: Ikatan Pustakawan Indonesia (IPI), 2006, 146.

The author's version of the situation in 2090 that Standley mentioned above is more in the form of a vision, so it is suitable to be used as a reference for the development of Indonesian librarianship in the future.

In addition, librarians can use libraries as learning facilities that support the creation of a learning process with the concept of:

- 1. Learning is a matter of changes in conception (Learning is about changes in conception).
- 2. Every learning always contains content and process (Learning always has a content as well as a process).
- 3. The success of learning is always determined by the relationship between the learner and the thing he is learning, not by the teaching method and characteristics of the learner (Improving learning is about relationships).
- 4. Every lesson should also understand the students' perspective (Improving learning is about understanding the students' perspective).
- 5. Every learning will produce skills or abilities that have a positive influence on every human being (Improving learning is about personal skills).

Librarians are library human resources who are tasked with providing the best possible library services to users (excellent service), managing information, and disseminating information by constantly studying the characteristics of users so that in the end the users' needs are met. Characteristics of users can be interpreted as the profession of users. These professions include researchers, teachers or lecturers, students, doctors, etc. or society in general. Each profession is certainly different in terms of information needs. This is where the need for social skills lies. In fact, librarians are the key to achieving library productivity.

Republic of Indonesia Law no. 43 of 2007 concerning Libraries states that a librarian is someone who has competencies obtained through librarian education and/or training and has duties and responsibilities to carry out library management and services.

Furthermore, the role of librarians in the electronic era has often been discussed or even written about in various publications or articles. In fact, June Abbas wrote an article entitled: The library profession and the Internet: Implications and scenarios for change discussing struggles and the role of librarians. The role of librarians (in the article) includes, among others, that librarians must be able to become future gates, librarians as lecturers (teachers) who are able to empower, librarians also play the role of managing knowledge and so on.

Librarian Competence

The success of a library is largely determined by librarians, libraries have extraordinary budgets, and are equipped with advanced technology and then enhanced with excellent service by librarians or library education staff¹⁹.

¹⁹ Rhoni Rodin, *Teknologi Informasi dan Fungsi Kepustakawanan*, Yogjakarta: Calpulis, 2017, 26.

To be able to carry out the role or function as a librarian, librarians need to have special abilities. These special abilities can be achieved with special education or training.

The board of directors of the Special Libraries Association (SLA) at its 1996 annual session discussed a report on the competencies that special librarians need to have entering the 21st century. There are two types of competencies intended, namely professional competencies and personal competencies.

Professional competence of a librarian:

- 1. Have knowledge of the content of information resources, and be able to evaluate them critically, filter them if necessary;
- 2. Have specific subject knowledge appropriate to the parent organization or service user;
- 3. Develop and manage information services that are convenient, easy to access and cost effective in line with the organization's strategic direction;
- 4. Provide guidelines and support for users;
- 5. Assess information needs and added value of information services and products that meet needs;
- 6. Use appropriate Information Technology to provide, organize and disseminate information;
- 7. Using management and business approaches in communicating the importance of information services to senior management;
- 8. Produce special information products for use inside or outside the organization, or by individual users;
- 9. Evaluate the results of the use of information and conduct research related to information management problems;
- 10. Continuously improve information services to respond to challenges and developments;
- 11. Is a member of the senior management team or a consultant to the organization on information issues.

Meanwhile, personal competence requires librarians to be able to:

- 1. Perform excellent service;
- 2. Looking for challenges and seeing new opportunities both inside and outside the library;
- 3. See with broad insight;
- 4. Looking for work partners;
- 5. Create an environment of mutual respect and trust;
- 6. Have communication skills;
- 7. Work well with fellow members;
- 8. Work sincerely and sincerely according to their competence:
- 9. Plan, prioritize learning and focus on critical things;
- 10. Faithful in lifelong learning and personal career planning;
- 11. Have business skills and create new opportunities:
- 12. Recognize the ethical values of librarians.

Readers (Users) and literacy

The term user was actually only officially used after the promulgation of the 2007 Law on Libraries. In this law, it is stated that what is called a

"user" is a library user, namely an individual, group of people, community or institution that uses library service facilities.

And the definition of library users above implies that users consist of various personalities, each of whom has different traits and characteristics. There are characteristics of users who are quiet, angry, open, closed, innocent and so on. Qalyubi, et al (2003) stated that there are various user traits and characteristics that need to be understood so that library staff can deal with them well. Here are some characters and how to deal with users:

- 1. Quiet users can be dealt with by welcoming them in a friendly manner and trying to attract their attention;
- 2. Impatient users can be overcome by telling them that we will help them as much as possible and as soon as possible and saying thank you and apologizing for any inconvenience in library services;
- 3. Users who talk a lot can be overcome by recognizing the user by saying hello, offering help, and diverting attention to things offered with sufficient explanation.

The essence of information literacy is actually to provide education to users so that they have the ability to:

- 1. Know what, why, where, how, and when information is needed. Librarians need to clarify and provide information related to the collections owned by the library, so that when this can be known, the library can use it properly and correctly.
- 2. Identify the information needed. Librarians need to equip users with the ability to identify the information they need so that they are able to find the information they need quickly, precisely and according to their wishes.
- 3. Access information sources effectively and efficiently. Users are also expected to obtain information correctly, effectively and efficiently. This source of information of course leads to reference collections in the library, both manual and online sources.
- 4. Evaluate information and its sources critically. Knowledge in evaluating information is one of the skills that is necessary for readers and the public so that they can draw conclusions about information that suits their needs.
- 5. Organizing and integrating information into existing knowledge, I suggest that readers need to be given knowledge on how to utilize existing information in accordance with the role and function of the information, to be utilized in accordance with their respective fields of science, profession and expertise.
- 6. Use information ethically, legally and intelligently. Readers and the public need to understand how to use information ethically, legally and intelligently in order to provide benefits that meet their needs responsibly.
- 7. Communicate information. Librarians need to provide an understanding of the procedures for communicating information so that it is in accordance with the function of information, and avoid misunderstandings or misperceptions in communication, as well as avoid obstacles in communication.

The ability of the library user to utilize information sources in the library means that the user has been able to absorb and determine the amount of information that can be absorbed so that he is able to solve various problems critically, logically, and does not easily absorb the information he receives without evaluation. The results of these benefits are also expected to be able to make users learn independently, learn to make decisions, and be able to support the user's career in the future. The reader's skills when mastering information literacy are being able and being able to develop a frame of mind when interacting with different information, thus making the reader sensitive in developing thought patterns in the learning system, able to create, analyze and evaluate information correctly and continuously.

Therefore, every reader needs to be equipped with information literacy so that:

- 1. Ready to carry out lifelong learning.²⁰ Every reader or educated person needs to have the principle of lifelong learning, remembering that science, technology, including information will continue to develop, and to keep up with these developments it is necessary to carry out lifelong learning;
- 2. There is a guarantee that every student is able to receive a curriculum that is in accordance with national education goals;
- 3. Ensure awareness and expertise regarding the importance of information literacy;
- 4. Policies emerge for the use, progress and success of information literacy;
- 5. Improve facilities to support educational success;
- 6. Promote the importance of information literacy at every age level.

The benefits that can be obtained when librarians and the public utilize the information literacy they receive, both from librarians and from the independent learning process, include:

- 1. Able to solve problems. This is one of the benefits that can be obtained when users successfully apply information literacy in their lives.
- 2. Able to express opinions. In principle, expressing opinions well and correctly is the result of learning or knowledge that can be obtained by applying information literacy.
- 3. Be critical. Being critical means not being able to believe things that are not in accordance with the existence of science and technology, always seeking the truth, and avoiding mistakes. Being critical can also be interpreted as rejecting information or opinions that are not in accordance with ethics or truth values.
- 4. Be responsible. This means that by understanding and implementing information literacy, it is hoped that readers and the public will have noble qualities, for example being responsible;
- 5. Success in studies. Success in studies is the ideal that is hoped for by students who are studying. For this reason, with information literacy, it is hoped that this can be realized;

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²⁰ Iskandar, *Pelayanan Perpustakaan*, Refika Aditama, Bandung, 2020, hlm. 139.

- 6. Understand and master civilization. With information literacy, it is hoped that civilization will continue to develop;
- 7. Able to make decisions. This is the final result expected by implementing information literacy. Every individual must be faced with making decisions and it is hoped that this decision will not be detrimental, but beneficial.
- 8. Learn and discover new things. It is hoped that each individual or user can develop by having knowledge and discovering new things, then being able to realize these new things into new products/services that are useful for other people. These new things are of course obtained by implementing information literacy.

Libraries are a useful means of realizing information literacy for users and aim to create successful library services based on user satisfaction. Indications of success can be seen in the usability, effectiveness and information organization in achieving information literacy and information literacy itself, which is one of the goals of the library's existence.

The practice of library information literacy (in general) can be done by first providing skills, knowledge and understanding to users (users or librarians), for example by giving directions to users to find updated information, compiling and organizing sources. -information sources provided by the library, introduction to the types and sources of information in each section of the library.

Second, the use of reference sources in the library, rights and obligations as well as provisions that may and may not be carried out in the library; third, utilizing services and facilities in the library, including data-based knowledge, Online Public Access Catalog (OPAC), and online searches, such as e-thesis, repositories, e-books, e-journals, and others.

Digital Native Generation

Librarians need to have expertise in dealing with the digital native generation. This expertise is a realization of the librarian's service performance in the library. For this reason, what librarians need to know and master is an overview of "digital natives" and solutions that librarians can use to "handle" the development and needs of digital natives in libraries.²¹

Digital native (can be interpreted: digital from birth). Marc Prensky introduced digital natives through a series of articles in 2001. Digital natives are a generation that has differences in the way they think and how they use their minds to process information. The digital native generation has been exposed to computer technology media since birth from a very early age, so that their brains (minds) are different from previous generations. Media itself shapes and conditions the audience by creating messages that are very easy to understand and can be accessed through print and electronic media.

²¹ Iskandar, *Pelayanan Perpustakaan*, Refika Aditama, Bandung, 2020, hlm. 141.

Long before the term digital native was popularized by Prensky, a German scientist, Gunther Kress (1997), had warned about four important changes in reading activities and habits, namely:

- 1. Screen reading habits (The shift from page to screen).
- 2. Text is no longer merely an ordered series of words, but also a resource for shifting meanings, for copy and paste behavior, and for quoting or referring (The shift from text as an ordered word to text as a set of resources).
- 3. Reading multiple texts (The shift from the ordered path to the unordered arrangement of the hypertext).
- 4. Reading is then practiced every day (a shift from reading to use).

Many claims about the skills and fluency of the younger generation in using computer technology are not supported by empirical evidence. Apart from that, discussions about the characteristics of digital natives are also often colored by debates about morals and ideology, thus reflecting more of a "moral panic" in society. society rather than scientific concepts about the behavior of this sophisticated generation.

Apart from this debate, as a librarian, the concept of digital native needs to be given special attention and makes it possible to pay attention, study, and provide space to get to know the attitudes and behavior of the generation who have had digital knowledge since birth. Changes in the "way of working" of librarians need to be made, so that this digital native generation can make libraries a place to obtain information sources that are relevant to their needs quickly, precisely and on demand.

Solutions that librarians can take when dealing with digital natives:

- 1. Study the behavior, ways of learning, and needs of digital natives.
- 2. Prepare digital-based learning facilities in the library.
- 3. Prepare information resources in digital form (e-books, e-journals, e-articles, e-news, etc.) including new media (with characteristics: digital, interactive, hypertextual, virtual, networked and simulated (simulated)).
- 4. Helping educators to prepare "materials" for adapting IT-based curricula.
- 5. Provide modern literacy knowledge (not just about language and writing, but more about movements, speech, images, 3-D objects, musical colors, ethics, and so on).
- 6. Knowledge and even mastery of librarians (librarians) regarding the development of information, computers and telecommunications.
- 7. Mastering service ethics and strengthening Library Resources (SDP).
- 8. Digital native knowledge in applying modern library development concepts.
- 9. Have the ability to organize and supervise all types of documents.
- 10. Noble education, able to work together with related components, for example educators (lecturers or teachers), technology experts, as well as behavioral skills.²²

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²² Iskandar, *Pelayanan Perpustakaan*, Refika Aditama, Bandung, 2020, hlm. 143.

With digital natives, librarians should have more expertise, skills and knowledge that can develop and realize the success of digital native learning. The ability to guide, direct and give instructions is a librarian's ability that the digital native generation is looking for. Librarians need to think and act positively to the digital native generation, and remain able to develop themselves continuously by continuing to learn, continuing to create, continuing to provide quality services, and continue to look for breakthroughs that lead to the creation of a generation of digital natives who understand the ethics of using information.

D. Conclusion

Excellent service (service excellence) can be used by librarians as a starting point in implementing new strategies for library development in the era 4.0 and Information Technology. The intention to provide excellent service should be followed by awareness of improving the mental attitude of librarians, and balanced with appreciation for the librarian profession. The balance of librarian functions with other functions in an organization can be achieved by implementing a functional organizational model. Likewise, library collaboration should use a functional model.

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