ROLE PEFORMANCE LIBRARIAN IN THE ERA OF INDUSTRIAL REVOLUTION 4.0 : OPTIMIZING PUBLIC LIBRARY SERVICE QUALITY IMPROVEMENT IN ORDER TO FULFILL INFORMATION NEEDS IN A SOCIOLOGICAL PERSPECTIVE

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ABSTRACT

The research intends to describe the role of librarians in meeting the information needs of society. The object of research is focused on analyzing studies based on a comprehensive, detailed discussion of content is very urgent, is a fundamental investigation of the role of librarians in improving the quality of public library services to fulfill user satisfaction, given that information needs are increasingly developing with very rapidly.The research has the scope of in-depth analysis, based on the focus of the study of optimizing the improvement of the quality of public library services in order to fulfill user satisfaction with information, which is felt to have increased rapidly and information search has turned digital. Research analysis requires realistic but critical thinking, applying a concept in the historical period in the past or is happening, then it is appropriate to apply the historical approach, characterized by the dominance of critical investigation of the development of a thought or term. Primary information sources are empowered as primary data. Collecting data utilizes a research library, through reading various literatures on the subject of the role of public libraries, service quality, and community information needs. Qualitative descriptive analysis is based on the analysis of various theoretical reading materials, research and non-research. Research dominates very evaluative descriptions of factual facts, for solutions to problematic solutions to social phenomena, the role of public libraries in meeting community needs. Research validity is realized, bypassing content analysis, analyzing the meaning of important concepts. Observations of librarian performance activities in public libraries are used to support theory construction. The results showed that librarians have a strategic position and play an active role in improving the quality of information services to meet community needs. Automatically, librarian's role performance is highly expected by the library users, able to be realized by librarians so that they can take an active role in carrying out excellent public library services.
Keywords: Information; Librarian ; Role; Public Library; Quality ; Service

INTRODUCTION

People's life in the all-digital era, almost all humans always need information because it has become a necessity of life such as eating and drinking and resting sleep. Information literacy is a requirement that must be fulfilled every day. Missing information means that it results in a person being marginalized and very backward in social interactions in society. This is where the most important and very important rationalization which positions the library very strategically and has a very important role, so that it cannot be marginalized anymore. Libraries are the center of the most important sources of

information in the midst of society, and the information available will never end. excavated, taken, and developed. There is, therefore, any reason to claim that libraries are insignificant in social life. In the history of library development, it turns out that libraries have been able to show their existence and have their own charm, namely the centrality of information sources, centers of knowledge, centers of research sources, and centers of intellectual sightseeing, so that they are always visited, enjoyed and always used by the wider community.

The existence of public libraries in social life has a very positive and constructive impact on social life in order to create an intelligent and educated society, a reading culture and an information literacy culture. Therefore, the existence of public libraries is very much needed by the community, considering that people are always adapting to the times. So that requires mastery of information and science. Everyone always tries to develop their potential by increasing the spirit of lifelong learning and not being tied to formal education. In the development of public libraries, the attention and role of the government is needed, considering that with its various programs, the government has established and organized many public libraries in the midst of society. The main goal is none other than to educate the nation's life.

Libraries are public service institutions that provide information services based on various literatures in the form of print and digital media such as electronic journals, e-papers, e-books, and so on. All available collections must be optimally utilized by providing excellent service to the community. Therefore, the use of various centralities of information sources in public libraries is very much determined by the quality or not quality of the services provided. Library services are a barometer for measuring the success of a library.

Education for the community in reality cannot be separated from the role of public libraries which are a source to explore and seek various information which can then be used for the development of self-potential in order to improve the quality and standard of life that is better than the previous situation. Therefore the role of public libraries really needs to be improved, both in quantity and quality in meeting the information needs of the community. At present, the rapid progress of public libraries from tofu to the years shows a very significant development, as evidenced by the increasing number of users visiting the library for loan transactions, both the general public, students, employees and students.

Whether or not a library is developed or not and the quality of a library service is largely determined by the role of the librarian. Libraries and librarians are two lovers who are inseparable like two face one coint. All mechanisms of library organization activities that run are librarians. The existence of a library is very dependent and determined by the librarian. Starting from the process of gathering, processing to serving and distributing information, librarians are always actively involved in it. Therefore, the position and role of librarian in providing excellent service to the library in order to meet the information needs of the community is important and cannot be replaced and marginalized by anyone.

Based on the description above, the research intends to provide a description of the role of librarians in improving the quality of public library services to meet the information needs of the community. Discussing the role of librarians in the prime service of public libraries can invite various opinions from experts and library observers because they are very interesting and can be viewed from various points of view. Therefore, the point of view used in this study limits the use of a sociological perspective.

THEORITICAL FRAMEWORK

First, research conducted by Fahmi Basa, which aims to determine the role of librarians in the development of mobile libraries and the various obstacles faced and developments that occur (2008: 15), [1]. The research results indicate that; (a). The librarian's role is quite significant in the development of mobile libraries, as evidenced by the development of budget proposals, procurement of equipment, services and in library promotion. (b). The constraints faced by librarians for the development of mobile libraries are the lack of funding and an inadequate bureaucratic system (2008: 82-83), [2].

The two research reports from Luh Putu Sri Ariyani and I Gusti Made Arya Suta Wirawan, which aim to describe the problems faced by public libraries in developing management systems and types of services and programs for the development of increasing the number of visitors and members of public libraries in regencies/cities in Bali Province. This research uses qualitative research methods. The results showed that; In Bali, there are 8 public libraries in Kabuapten and 1 in the Municipality of Madya and 1 provincial public library. The community already has a building and has excellent programs to increase people's interest in reading. However, the existence of the library has not received much attention where the conditions are far from ideal. As a result, library services are not maximal for users (2017: 56-69), [3].

The three research reports of Yanuar Yoga Prasetyawan et al, aim to study and analyze the role of the Gunungkidul Regency Public Library in improving the quality of life of the relatively low Gunungkidul coastal community. This research uses qualitative research methods through a case study approach. The results of the study indicate that the economic condition of the community is relatively poor, the lack of awareness of the importance of education, so that the Gunungkidul Regency Public Library implements community empowerment-based service programs including; mobile library, one home one library, batik training and online product marketing training. With this activity, it turns out that the Gunungkidul Regency Public Library has succeeded in fulfilling the information needs of the community and has even been able to improve the quality of life, especially in the aspects of education and economy (2018:), [4].

METHODS

A. Object of Research.

Research has an object of discussion that rests on the accuracy of analysis by focusing on comprehensive, detailed-based studies in order to study very important content (Bakhtiyar, 2019:76),[5], namely a fundamental investigation of the role of librarians in public libraries in improving service quality to meet community needs . Given the increasing need for information and information seeking has led to digitalization.

B. Scope of Research

Research has a scope of basic analysis based on the focus of main studies (Bakhtiyar, 2020:55), [6], regarding the role of public libraries in meeting community needs. As a result, public libraries must make optimal efforts to improve service quality, retrieve information and all its processes, so that public libraries are always closely related to the application of ICT, because generally people really expect the availability of accurate, fast, effective and efficient information.

C. Conceptualization

In essence, the role of public libraries in meeting the information needs of the community is actually a library performance role with the manifestation of all librarian attitudes and attitudes in carrying out services, always aimed at meeting information needs. Therefore, public libraries are required to have the ability to adapt to the development of ICT as well as various changes in the demands and demands of the community, where the need for information is increasingly felt and the variety is growing.

D. Approach

In order to analyze research, it requires realistic critical thinking. To apply a concept to a historical period in the past or is happening, it is appropriate to apply a historical approach. (Bakhtiyar, 2020: 45),[7]. Historical Approach research has the characteristic of being very dominant in critical but realistic investigation of the development of a thought or term. Primary information sources can be used as primary data. (Bakhtiyar, 2020: 3), [8].

E. Data Collection Method.

The data collection utilizes the research library optimally by reading a variety of literature on reading materials that have the main subject (Bakhtiyar, 2020: 49), [9], the role of public libraries, service quality, community information needs, with the main objective of realizing loyalty. users to the existence of public libraries.

F. Research Analysis

The analytical activity in this research is carried out with a qualitative description, based on various sources of analysis of theoretical reading materials, research and non-research. (Bakhtiyar, 2019:14), [10]. Research with the dominance of descriptions and evaluation of various factual facts, in order to find solutions for solving problems contained in social phenomena (Bakhtiyar, 2019: 6-7), [11], the role of public libraries, service quality, and community information needs.

The validity of research can be realized, so the method of implementing analysis requires content analysis, which is useful for analyzing the meaning of the most important concepts (Bakhtiyar, 2020: 1183), [12], namely the role of public libraries, the quality of public information. Observation on performance activities on a daily basis is used as an important component to support theory construction. (Bakhtiyar, 2018: 78), [13].

DISCUSSION

A. Purpose and Function of Public Libraries

Hermawan and Zulfikar (2006: 31), [14] express their thoughts that public libraries have the following objectives: (1). Providing the widest possible opportunity for community members to take advantage of the library collection for the sake of increasing knowledge, expertise and welfare. (2). Providing the availability of cheap, fastest, and accurate information which is very useful for people's lives. (3). Provides assistance in developing and empowering communications by providing collections and information. (4). Is a cultural agent, towards the realization of the main library for the existence of culture in society. (5). Is a community facilitator to implement for life-long learning.

Likewise Sulistyo Basuki (1993: 46), [15], who has cited the UNESCO Public Library Manifesto, stated that public libraries have the following objectives;

1. Serving and providing opportunities for the general public to carry out collection reading activities that support the improvement towards a better quality and standard of life than the previous situation.
2. Provide the availability of information that can be obtained with very high speed and accuracy and very cheap for the public, especially information about the object of discussion that is very useful and topics that are trending in society.
3. Very helpful for members of the community in developing skills, skills and potential abilities in themselves with the support of reading library collections.
4. Is an agent of change both social and cultural change.The meaning of public library is the most important centrality in socio-cultural reality for society. The impact is that libraries are capable of fostering cultural appreciation by organizing cultural exhibitions, presenting films, as well as providing information to improve arts and culture.

Based on the expert's opinion, then in the sense of public libraries, it is to provide the widest possible opportunity for the general public to make optimal use of information services which are very useful for increasing skills and potential abilities for a better life change than before. The positive, constructive changes can occur through the optimal use of library information services, namely carrying out reading activities continuously through reading materials that are already available in the library.

In the guidelines for organizing public libraries (2000: 6), [16], it is stated that public libraries have the following functions; (a) assessing the needs of users, (b) providing collections, (c). Manage and prepare collections, (d). Storing and maintaining library materials, (e). Empowering library materials, (f) providing excellent service to community members, (g). socializing the library. (h) study and develop all aspects of librarianship. (i) coordinating with other libraries for working partners in order to utilize the collection, (j). fostering synergistic collaboration with other libraries to work together in the utilization of library materials and infrastructure. (k). managing administration and libraries. library processing and administration.

Public libraries are the main components integrated in the education system for life, therefore have a function; (a). as the centrality of information, namely providing the availability of information that is the need of the user, (b) as a form of cultural preservation where the act of storing and providing various written works about culture in the past, present and future cultural development, (c) for the sake of education, namely Developing and supporting non-formal education constitutes the centrality of research activities, (4) recreational needs, namely through various library collections which provide fresh entertainment reading and can be used for leisure time.

In order to achieve the vision and mission, public libraries are obliged to take action in carrying out their functions, and functions that must be carried out optimally (Yusuf, 1996: 21), [17], including;

1. Educative function, by providing a variety of library materials, both printed and recorded works, which become learning resources, increase knowledge and always encourage reading and lifelong learning.
2. Informative function,by providing various library materials as well as various sources of information needed by users and can be accessed easily.

3. Cultural functions, by providing the availability of various collections of national cultural products, both printed and recorded, so that they can be maximally utilized at any time.

4. Recreation function, not only does the availability of scientific collections but also collects various entertainment library mater

Starting from the opinion of these experts, public libraries have functions that are very fundamental to the progress of the nation, and these functions include; (a) as the centrality of information, (b) as the centrality of learning resources, (c) as the centrality of cultural preservation, (d) as the centrality of intellectual sightseeing, (e) as the centrality of information dissemination. The existence of public libraries in social reality is largely determined by the function of the library itself. If the library is considered very well functioning by the community, then the library is very much needed throughout the history of life. On the other hand, if people think that the library is not functioning properly, then the community will leave it and not take advantage of it. As a result, the library died or dissolved by itself as a result of no one visiting.

B. Definition of Public Library Services

Darmono (2001: 134), [18], has confirmed his opinion that "library service is to offer all forms of collections that have a library to users who come to the library and ask for the information they need". As for the Higher Education Library Guidelines (2004:53), [19], "library services are providing information to users. Through library services, users can obtain the required information optimally and take advantage of the various search tools available ".

Regarding the services provided by the library, Moenir (1995: 410), [20], contributes his thoughts that the realization of the services that are most desirable are: (1). It's easy to take care of interests through fast service in a very short time. (2). Get service in a reasonable manner, there is no negative attitude to requests for information services. (3). There is the same attitude and treatment for services provided in an orderly and indiscriminate manner. (4). Service must be honest as well as being straightforward.

C. Various Types of Public Library Services

In order to meet the user's information needs, public libraries have various types of services that can be provided and offered to users. The types of library services provided to users, according to the opinion of Rahayuningsih (2007: 87), [21], include; (1). Locker service. (2). Circulation services. (3). Reference service. (4). Information retrieval service. (5). The most recent collection of information services (6). Reading room service (7). Photo copy service. (8). Workstation and multimedia services. (9). Other services in the library are library information services, user education and socialization of the rules that apply in the library.

C.1. Circulation Services

As stated by Yusuf (1996: 142), [22], circulation services are the circulation or entry and exit of library materials. For the smoothness of service, a certain system is used so that there is user responsibility for library services. Whereas in the General Guidelines for Public Library Administration (1992: 86), [23], it is emphasized that the activities of borrowing library materials to members who have been allowed to borrow. In addition to

the above opinion, Lasa (2005: 213), [24], states that circulation services aim to: (1). So that users are able to take advantage of the library collection optimally. (2). So that it is easy to know the identity of the borrowed book loan and the repayment time. (3). To guarantee loan repayment within the specified time. (4). To obtain data on the collection activities of a library. (5). To control if there are violations.

In order to achieve the objectives of the circulation service, there are several tasks that must be carried out by the circulation service unit. According to Sulistyo - Basuki (1993: 257 - 259), [25], the tasks that must be done by the circulation section are as follows: (1). Overseeing the entrances and exits of the library. (2). Member registration, membership renewal, and resignation of library members. (3). Lending and returning books and extending borrowing time. (4). Withdrawing penalties for late books returned. (5). Issuing a warning letter for books that have not been returned on time. (6). Tasks related to borrowing books, especially lost or damaged books. (7). Responsible for all loan files. (8). Creating loan statistics. (9). Borrowers between libraries. (10). Oversees the affairs of the library visitors' bags, coats, coats, etc. (11). Other duties are mainly related to borrowing.

The circulation service is in charge of supervising users both in borrowing and returning. Supervision is carried out so that there are no errors in borrowing or returning. Meanwhile, according to Rahayuningsih (2007: 95), [26], circulation service is a service to users which is very closely related to borrowing, returning and extending borrowing library materials.

C.2. Reference Services

One of the services in the library is a reference service. Reference services really dominate the provision of services to individuals, so that they are able to utilize the various reference sources available in the library. Darmono (2001: 141), [27], emphasizes that reference services are library services intended for various collections of special characteristics, among others; dictionary, encyclopedia, almanac, directory, yearbook. Reference library materials are not allowed to be taken home, but can only be read on the spot. As for Rahayuningsih (2007: 103), [28], states explicitly that reference services are an activity to provide assistance to users to obtain the information needed, by providing answers to questions by utilizing reference collections. Besides that, it also provides guidance in finding using reference library materials. Likewise Yusuf (1996: 145), [29], expressed his opinion that reference services in public libraries are intended for consultation purposes, reference materials, and general information related to aspects of regional national development.

Reference service is a referral service to provide assistance to mustaka in order to find information and provide guidance to find information and use reference library materials. In reference services, there are various activities that must be carried out. According to Sumardji, P. (1993: 29), [30], the activities that must be carried out in reference services are as follows;

(1). Providing services to library members who need reference or reference library materials, if needed can provide various information orally to the library members.
(2). Providing services for photocopy requests which are closely related to the use of reference library materials, because they are not allowed to be taken home or out of the library.

(3). Providing services for demands and requests for information retrieval needed by users or for anyone who really needs information by making requests even though they are not library members with certain conditions.

(4). Carry out storage and rearrange (reshelving) reference library materials that have been read by users.

(5). Making written and periodic reports on activities that have been carried out in order to carry out reference service activities in the library.

In reference services the librarian who is in charge must be able to provide excellent service to highly informed users by utilizing reference collections. Librarians must be able to provide services for various requests for information retrieval as well as carry out storage and rearrangement of reference collections that have been read by the user as well as making periodic reports regarding various activities that have been carried out in reference services.

C.3. Audiovisual Services

Audiovisual service is an activity to serve audiovisual material to users to be shown with the help of equipment in the library, for example a film with a projector (Higher Education Library Guidelines, 2004: 90), [31]. The implementation of audiovisual services has objectives which include; (1). Providing special media provision with the aim of education, research and development. (2). Provide motivation to visitors to make maximum use of library facilities. (3). Make improvements to the quality of delivery of information and educational messages. (4). Make improvements to the memory of readers by passing audiovisual collections in addition to reading materials.

C.4. Serial Issue Services

A serial publication is a publication containing information about various actual news, scientific news and events that occur which are closely related to social, economic, political, cultural, technological and scientific advances, which in general are of great interest to the public. As stated by Saleh (1996: 26), [32] that serial publications have very important roles and roles, among others; (1). Provide space or scope to accommodate various new ideas and ideas, life experiences from someone. (2). As a medium for conveying the latest findings in certain aspects. (3). As a source center in order to expand one's thinking horizons. (4). As a source to be able to find out someone's expertise and skills.

In the Higher Education Library Guidelines (2014: 49), [33], it is emphasized that in efforts to procure serial publications, libraries should follow the instructions, as follows: (1) Conducting activities as subscribers of periodicals (magazines or journals) is so important for all fields of study , (2) Very selective in subscribing to general periodicals, which have research value and are highly needed by the academic community.

C.5. User Guidance Service

Guidance service for users as a library service in order to provide additional user knowledge of the ins and outs of the library. In the Higher Education Library Guidelines (2004: 75), [34], it is emphasized that the guidance service to users is an activity of giving instructions to the user so that they have the ability to utilize library services effectively and efficiently. Rahayuningsih has thought (2007: 123), [35], emphasizing that user accompaniment is an activity planned to provide education to users in order to understand

the various sources of information available in the library including; library materials, infrastructure, and various library services. User education is very useful for users to be able to use various sources of information appropriately and quickly. Besides that, the user has the attitude to always be orderly and has a sense of responsibility. The purpose of guidance services to users, namely; (1). Efforts to improve user skills so that they are able to independently utilize various facilities and resources in the library. (2). Educate and guide users through mastery of techniques, in order to obtain the information they really need with a particular subject. (3). Efforts to increase the utilization of library information resources and services. (4). To encourage or promote excellent library services.

Whereas in Lasa (2005: 234), [36], who has stated that the purpose of providing guidance to users is; (1). In order to make maximum use of existing information services. (2). Make optimal use of facilities and infrastructure. (3). Creating an information society. (4). Very actively involved to play a role in the educational process. (5). Carry out efforts for effectiveness and efficiency in searching and finding information.

In general, guidance services to users are demands that must be realized by librarians and libraries, so that they have the ability to increase user knowledge of various services provided by the library. Guidance services for users are library services that aim to be able to introduce excellent library resources and services as well as to improve the utilization of resources and libraries that are provided to the maximum.

D. Quality of Service

Quality is maintaining and preserving the promise of the services provided so that the parties being served can feel satisfied and benefit. Efforts to improve quality are work that must be carried out by all members of an organization, institution or company to provide the best possible service to customers or users. Quality is a condition that is always changing (for example something has been considered quality now, it is very possible that it is considered less quality in the future). There are five dimensions of quality in a service, namely;

(1). Design or design, is a product specification.
(2). Conformance, namely the suitability of the intended design against the delivery of the product.
(3). Availability (availability), including several aspects that can be trusted and the product is available for consumers to use.
(4). Security (safety), very safe and not dangerous for consumers.
(5). For practical purposes (field use), namely practical benefits can be used by users, namely consumers.

Gaspersz (1997: 12), [37] clearly states that quality is very much focused on or focused on the main meaning, namely quality includes a number of product features, direct features and attractive features are for the fulfillment of customer desires and are able to provide satisfaction with utilization. product. As the opinion of Sviokla cited by Lupiyoadi (2001:146 - 147), [38], it is clear that quality has eight dimensions, namely:

(1). Performance (Performance), performance is defined as referring to the character of the core product consisting of; brand, various measurable attributes and various aspects of performance individually.
(2). Product Uniformity (Features), Features of a product generally can be measured subjectively by each individual which can indicate the difference in the quality of a service. The development in the quality of a product really

demands a character of flexibility in order to adapt to market demands and demands.

(3). Reliability (Reliability) is a dimension that is closely related to the emergence of various possibilities for a product to experience a non-functioning condition during a period. The state of a product can show signs of a quality level that is very meaningful to consumers when making product selections.

(4). Conformance, which is another dimension that has a close relationship with the quality of an item, is the conformity of the product with industry standards. The suitability of a product in the service industry, measurement of the level of accuracy and time of completion, is also included in calculating errors that occur, unanticipated delays and several other errors or errors.

(5). Durability, a measurement of the resistance of a product includes economic or technical aspects. A technical resilience of a product is defined as a number of benefits obtained by a person before the decline in quality occurs.

(6). Serviceability, which is a dimension that is able to provide an indication that consumers not only pay attention to the decline in quality, but also at the time before the product is stored, schedule services, the communication process for staff, frequency of service, repair of damaged products and other services .

(7). Aesthetics, the aesthetics of a product can be seen about the process of a product, which can be heard by consumers, the performance of a product, taste, or smell. The nature of aesthetics is evaluative or an assessment and reflection that is given and felt by consumers.

(8). Perceived Quality, Consumers do not always have information about various product and service attributes.

In essence, quality is anything that can provide fulfillment to the will of producers, consumers, and others that are closely related to products and services. The quality of library services includes many aspects, among others; performance, product diversity, suitability, durability, serviceability, aesthetics, perceived quality, reliability, comprehension, insurance and empathy and hospitality can support and provide constructive positive implications for the user community. Furthermore, the user must respond to the services provided by the library, namely realizing user satisfaction.

E. Several Factors Affect The Quality Of Service

There are various factors that can affect the quality of service. These various factors generally arise as a result of several things, namely;

(1). The Consciousness Factor

This factor is focused on individuals who carry out a task, awareness of the qualification of work, the burden and risks borne, handling consumers and the scope of important tasks, which greatly affect the individual's behavior in interactions with other parties.

(2). The Rule Factor

Rules generally include something that has a binding nature and is a guideline for the completion of a job. In the regulations, it can be ascertained that there is a normative way of working and must be carried out by organizations or individuals. Regulations are made in order to regulate the running of the organizational mechanism and the arena of each

regulation, which ends up being closely related to each person. Therefore, human resources and humanitarian issues are the main consideration.

(3). Organizational factors

Public service organizations have a different basis from general organizations, although they are slightly different in application, due to the target service targets aimed at humans, which have multiple complex characteristics and desires. Therefore, public service organizations dominate more on the regulation and operation of their performance mechanisms, which are obliged to serve to produce excellent service that is very adequate.

(4). Skills and abilities factors

The quality of service is very strongly affected by the quality of the abilities and skills possessed by individuals in providing services to users. Skills and abilities are a condition that can describe a person's condition, both in terms of skills and physically, being able to carry out work in accordance with a predetermined and enforced basis.

(5). Service Facility Factors

The high level of service quality is imperative to always be supported by the availability of very adequate service facilities and infrastructure. Facilities and infrastructure have the function of facilitating services, achieving speed, accuracy, accuracy, reliability and clarity of information, which ultimately results in achieving the effectiveness and efficiency of services provided to users.

In order to know and understand the various factors that can affect the quality of service mentioned above, Garvin in Nasution (2004: 43), [39], affirms his opinion, namely;

(1). Transcendental approach

In this approach, quality can be felt or known, but it is difficult to define and operationalize. This point of view is usually applied in the art world, for example music, drama, dance and fine arts.

(2). Product - based approach

This perspective assumes that quality is a characteristic or attribute that can be quantified and can be measured. The difference in quality can reflect the difference in the number of various elements or attributes that have a product. This perspective has a very objective view, so that it is unable to explain the differences in individual tastes, needs and preferences.

(3). User - based approach

This perspective bases itself on the thought that the quality is very dependent on the person who sees it. Therefore the product that is considered very satisfying to one's preferences is the product that has the highest quality.

(4). Manufacturing - based approach

This perspective is supply-based and pays great attention to engineering and manufacturing practices. as well as defining Quality is defined as conformance to requirements. In the service sector, it can be said that quality has an operations-driven nature. This perspective focuses on adjusting to specifications that have been developed internally, and is very often driven by the goal of increasing productivity and minimizing cost.

(5). Value - based approach

This perspective view looks at the quality from the dimensions of value and price. By considering the trade-off between performance and price, quality is interpreted as affradable axcellence. Quality on this view has a relative nature. Therefore, the product that has the highest quality is not necessarily a product of value.

F. Role of Public Libraries

At galibnya public libraries have a strategic position and are very active in taking part in social life. Siregar, (2004: 76), [40], clearly states that public libraries have a major role as the duty of state government, namely; (a). providing assistance to the community to obtain information includes educating information retrieval and fostering a reading culture, (b). provide assistance for the implementation of lifelong education and career changes, (c) Conducting cultural maintenance and promotion.

Meanwhile, according to Sutarno (2003: 55), [41], he explains that some things that can be carried out by public libraries include: (a) as a medium for connecting information sources with the knowledge contained in library materials, (b) as a media for development links. communication between users and between library administrators and users, (c) as an organization in developing interest in reading, by providing various collections according to the wishes and needs of the community, (d) as facilitators, mediators and motivators for those who wish to seek and make use of them optimal for the development of knowledge and experience, (e) as agents of change, agents of development and agents of cultural development, (f) Libraries act as non-formal educational institutions for community members and library visitors.

G. Role of Librarians in Public Libraries

Librarian in reality has been actively involved in improving the existence of public libraries. As expressed by Yusuf (1996:24), [42], the role played by public library librarians is in selecting library collections to suit the needs and updating of information. Librarians must always work diligently to follow various news or information from various mass media.

Hermawan (2006:57-58), [43], in his opinion has expressed his opinion that librarians have a strategic role in public libraries, namely;

(1). Educator

As educators (educators), librarians in carrying out their duties must function and have the spirit as educators. As an educator he must carry out the educational function of educating, teaching and training. Educating is developing thinking skills, and training is fostering and developing skills.

(2). Manager

Galibnya librarian is an information manager who manages, services, preserves and distributes information widely.

(3). Administrator

As administrators librarians must be able to compile, implement, and evaluate library programs, as well as be able to analyze the results achieved, then make improvement efforts to achieve better results.

(4). Supervisor Librarian is a mandatory supervisor for; (a). Ability to implement to foster professionalism, develop a spirit of togetherness between people who are then able to develop and improve work ethic, (b). Ability to increase achievement, knowledge and expertise and skills, (c). Ability to have broad thinking horizons, be able to predict the future, have an understanding of the risks and workload objectively (d). Able to coordinate with all parties for the sake of completing the performance of the library organization.

The results of Khoirunnisa Nasution's research show that the librarian role of the Mandailing Natal Regency Library and Archives Service plays a significant role in improving services both in circulation and reference services. The roles that are carried out are; (1). In circulation services, librarians play a role; (a) as an educator, namely guiding elementary school students well enough and taking an active role in carrying out their duties, (b). as an information manager, which is good, by providing maximum service, providing useful information to users according to their needs, (c) as an administrator, which is good enough by providing good administrative services in the library. (2). In reference services, librarians play a role; (a) as a supervisor, which is good because it can coordinate well with fellow librarians, (b) as an educator and information manager, which is very good, because it can and is able to provide direction to readers, especially elementary school students who really need a broader understanding of libraries, (c) as administrators is quite good, because they have the ability to provide good enough services to users, (d) as supervisors are very good, because they have the ability to control library activities of fellow professions, which are able to foster morale and togetherness. (2018: 66-67), [44].

The change in the role of librarian which is highly expected and suitable for the demands of the 4.0 industrial revolution, is that librarian is a subject or actor with a very strong influence on the basis of social interaction ethics in an effort to improve the quality of excellent library services. Librarian expectation roles in accordance with the demands and demands of society to be realized by librarians in the era of the industrial revolution 4.0 are as follows; (Bakhtiyar, 2019:), [45].

(1). Organizer.

Librarians in public libraries are always required to have the ability to be able to carry out activities to organize elements that are closely related to various activities or activities of prime service as well as information utilization. All library activities, especially in information services, are emphasized to be organized in a clear, systematic, effective and efficient manner.

(2). Motivator.

Librarians in public libraries are always required to have the ability to motivate or give strong encouragement to visitors, so that they always make efforts to increase the quantity and quality of information literacy, through empowering public libraries as a centrality of information sources.

(3). Initiator.

Librarians in public libraries are always required to have the ability to produce and spark various ideas and innovations that are contemporary and can be applied to the lifelong learning process through empowering public libraries which are knowlegde centers.

(4). Mediator.

Librarians in public libraries are always required to have the ability as a medium that functions to bridge the activities of lifelong learning processes through empowering library information services, so that users are able to optimally develop their own potential in order to achieve a better future.

(5). Supervisor

Librarians in public libraries are always required to have the ability to provide optimal assistance for improvement or refinement, evaluating, retrieval of information and utilization of library prime services objectively, critically and realistically in the lifelong learning process.

(6). Corrector

Librarians in public libraries are always required to have the ability to understand and be able to distinguish between right and wrong. This means that librarians are expected to be capable of internalizing the values, norms and various rules that exist in the library, so that the information behavior of the users when utilizing and tracking information retrieval is in accordance with various corridors of regulations set by the library.

(7). Inspirator.

Librarians in public libraries are always required, obliged to have the ability to inspire or inspire the readers, to always have an intellectual excursion and take advantage of library services. Librarians are expected to be able to provide a variety of new creative innovative inspirations, which can provide inspiration for the readers.

(8). Evaluator

Librarians in public libraries are always required to have the ability to provide an evaluation of the development and progress of society, especially in utilizing library services and information literacy for visitors, especially in aspects of information behavior of visitors

(9). Informator.

Librarians in public libraries are always required to have the ability to carry out informative guidance and teaching on the ins and outs of libraries, both types and variations of collections as well as empowerment of various sources of information. Librarians are expected to be able to communicate information about science and technology that has been collected by the library.

(10). Facilitator.

Librarians in public libraries are always required to have the ability to provide various guidance to users, in order to be able to obtain services that are very easy for users to utilize and search for information retrieval. Librarian as a facilitator is expected to be very active in conducting interaction and communication with users in a conducive, dynamic, synergistic and effective manner.

(11). Demonstrator.

Librarians in public libraries are required to have the ability to drive all the activities of the library organization mechanism and information literacy in the learning process, by using library information services. Not all of the developments in science and technology are able to be understood and

understood by users, so librarians really need to provide demonstrations or examples that are real in nature, regarding tracing to retrieve information. It is very stable if its artistry can be practiced or demonstrated by librarians.

(12). Supervisor.

Librarians in public libraries are required to have the ability to provide direction and guidance to users, to utilize and search for information properly and correctly. The meaning of lifelong learning is inseparable from information literacy activities, which are closely related to the existence of libraries.

(13). Class manager

Librarians in public libraries are always required to have skills in class management as a gathering place for people who really need user guidance (user education). Libraries can really be used as a class, for the benefit of the learning process towards the utilization and search of information.

(14). Communicator

Librarians in public libraries are always required to have the ability to communicate synergistically and effectively and well to all parties, which is closely related to the existence of libraries. Librarians are expected to be able to communicate actively, dynamically, synergistically and effectively to all users, to provide the latest information that is needed by users.

(15). Information filter

Librarians in public libraries are always required to have the ability to filter all existing information and circulate in the internal or external environment. Information that has been selected, must be filtered, selected, sorted and evaluated carefully and carefully, so that library library materials have high informative value, are relevant and have quality according to expectations and requests of visitors.

(16). Information gatherers.

Librarians in public libraries are always required to have the ability to take action in collecting and collecting various types and variations of information carefully, thoroughly and thoroughly, so that the information collected is in accordance with the needs of visitors.

(17). Information manager.

Librarians in public libraries are always required to have the ability to carry out information management systematically and correctly, in accordance with the competence of knowledge they have acquired, so that they can make it easier for users to browse and find the information they are looking for.

(18). Information Presenter.

Librarians in public libraries are always required to have the ability to implement and create creative, innovative packaging of information on various forms and contents, so that users can feel satisfied and happy in utilizing excellent library services.

(19). Information dissemination.

Librarians are required to have the ability and expertise to disseminate information effectively, efficiently and have a wide reach, regardless of

social, ethnic and religious strata. The goal is that there is an acceleration of the level of excellent library service utilization evenly in the community.

(20). Search information

Librarians in public libraries are always required to have skills in information retrieval activities. Librarians are expected to be able to provide assistance to users in obtaining the information they really need.

(21). Educator

Librarians in public libraries are always required to have the ability to provide and teach various materials regarding all matters concerning libraries to the library users. In the implementation of user guidance activities, librarians must be truly capable of providing education and teaching materials regarding usability values, membership, borrowing procedures and others, which are closely related to excellent library services.

(22). Promotion

Librarians in public libraries are always required to have the ability to carry out their duties and professional obligations. Packaging quality information services, then continued by carrying out promotions continuously, sustainably, continuously and very proactively, so that the quality of library information services is able to attract the interest of users to always take advantage of excellent library services.

(23). Policy maker.

Librarians in public libraries are always required to have the ability to master various scientific disciplines and various kinds of information. The aim is for librarians to be very familiar and always ready and alert, in making decisions about the information they collect. Implementing actions to collect appropriate and quality information is the strongest foundation in the various elements of lifelong learning in society.

(24). Constructor.

Librarians in public libraries are always required to have the ability to perform reconstruction in realizing modern libraries, which have quality service quality and are based on information communication technology applications.

(25). Visionary Librarians in public libraries are always demanded, obliged to always have high integrity, have an attitude of trust and are steadfast in achieving the organization's vision. Librarians are really expected to have the ability to read and predict the various changes that will occur, in order to be able to adapt quickly and obtain the best solutions in facing the challenges of changing times.

(26). Missionary.

Librarians in public libraries are always required to have the ability to realize the vision of the library organization by carrying out clear and very realistic missions. This means that librarians must be able to break down the organization's vision, so that it can be applied in organizational performance so that the ideals of library organizations can be achieved and realized in real terms.

(27). Model.

Librarians in public libraries are always required to have the ability to be models or role models for the visitors. Therefore, all patterns of action and behavior must be able to reflect the noble values, norms and culture of the library organization. Librarians are really expected by the visitors to always be ideal examples in providing excellent library services.

(28). Trainer.

Librarians in the public library are always required to have the ability as a professional trainer, namely by providing various trainings to increase information literacy and information retrieval to users. The aim is none other than so that the library will get a positive and constructive appreciation from the community.

(29). Decision makers

Librarian in public libraries are always required to have the ability to make, determine and make strategic decisions on various problems that arise or occur in organizational performance mechanisms. Decisions made and taken must pay close attention to everything that is closely related to the existence of the library.

(30). Agent of Change. Librarians in public libraries are always required to have the ability to carry out elementary changes in library management and development according to the demands of the 4.0 industrial revolution era. Of course, these changes must be based on the useful value of the library. Besides that, the library is really expected to be able to make various changes to people's lives, namely towards a better level of welfare and quality of life.

(31). Answerers.

Librarians in public libraries are always required to have the ability to provide accurate and fast solutions or answers to various questions and information needs needed by the users.

(32). Administrator.

Librarians in public libraries are always required to have the ability to carry out all the duties and obligations of their profession in administration, for success in providing excellent library services to the visitors.

(33). Coordinator.

Librarians in public libraries are always required to have the ability to coordinate the duties and obligations of their profession, to various policies and procedures in achieving success and fluency in carrying out various operational activities of library performance.

(34). Navigator.

Librarians in public libraries are always required to have the ability to provide appropriate and effective instructions and instructions, on information retrieval activities and the use of excellent service for users. The aim is that all the information available in the library is able and can be utilized optimally by the us

CONCLUSION

Public libraries in reality have a strategic position and play an active role in society. The role of public library performance in the midst of society is (1) as a forum for knowledge that can support the interests of the general public, (2) is the centrality of the information center, (3) is the centrality of learning, (4) is a source of literature, (5) is a source of information. reference, (6) as a means of creation for all groups ranging from students or learners to the general public regardless of background, status, and age. Automatically the role of librarian performance in public libraries in excellent library services plays a very positive role and their work is truly expected by the whole community.

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