

SOCIAL INTERACTION AS A LIBRARIAN'S SOFT SKILL IN A SOCIO-COMMUNICATION PERSPECTIVE: LIBRARIAN AS COMMUNICATOR AND EDUCATOR IN USER EDUCATION

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ABSTRACT

The purpose of the study is to describe social interaction as a librarian's soft skill, the role of librarians as communicators and educators in user education. The research focuses on research based on activities based on comprehensive detailed analysis of the main content, namely the role of librarians as communicators and educators in user education. In order not to bias the topic of discussion, the research covers the analysis in the main study, namely social interaction as a librarian's soft skill. Analysis requires realistic critical thinking. Applying conceptualization in the historical range in the past or currently happening, it is appropriate to use the historical approach. His analysis utilizes the characteristic of critical inquiry to analyze the development of a thought. Primary sources of information are used as primary data.

Historical approach data collection techniques empower library research, carry out reading activities of various literatures on the topic of soft skill conceptualization, social interaction, communication and the role of librarians as communicators and educators in user education, so that synchronization and harmonization occur. Line of thought on various conceptualizations. The data were analyzed descriptively qualitatively, based on the sources of analysis of various reading materials, which were study or theoretical, research and not research. The validity of the study is realized by empowering content analysis, it is useful to analyze the various meanings of the most important conceptualizations. Observations were carried out to observe the various activities of the librarian's role being utilized as a supporting element in constructing theory.

Research result; (a) librarians interact socially well if they are capable of possessing information competence from the results of education and experience, must be developed to be manifested in information skills in various situations and service conditions, (b) library programs can improve the ability of librarians as communicators and educators, namely educational users. (c) communication is the main element to support the existence of the library, because it ensures smooth coordination with various related parties.

Keywords: Social Interaction, Communication, Library. Librarian; Soft Skills

INTRODUCTION

Humans are social beings, meaning that humans cannot live solitary or alone, where in their lives they always need the help of others, therefore humans really need to establish good relationships with other people, in order to be able to recognize and understand various conditions and characteristics. other people's traits. Taking action to establish these relationships can ultimately form social interactions and in general humans are always trying to risk and maintain these social interactions. The library is a work unit that is part of a certain institution, which has the performance of managing library collections, both books and non-books by following certain systematic rules, so that they can be used as sources of information. When visitors to the library look for the information they need, the librarian responds by being petrified in searching and finding information. The librarian can also offer assistance and ask for information needed by the user, to which the user then responds by being willing to accept the librarian's help. Understand or do not understand, understand or do not understand, consciously or unconsciously, in fact librarians and library users have carried out social interaction activities. In the social reality, these activities always occur every time and every day in the library, especially the interaction activities between librarian, librarians and users. There are still many forms of interaction that can occur in a library organization, although sometimes librarians are not aware of it. Social interaction must have a reciprocal relationship, which can be seen in various forms in the communication of the two objects. In the information service activities provided by the library in their daily life, there are many social interaction activities between librarians and users which are very well known. Social interaction in library organizations is a tangible manifestation of various social relationships closely related to the relationship between individual users, librarians with users, librarians with fellow librarians or librarian, librarian groups against other groups. Without this social interaction, it is clear that there will be no possibility of the existence of a library, because social interaction is an inherent feature and must exist in the common life of mankind.

In the context of libraries, communication is an unavoidable need, because libraries are always closely related to information that is needed and utilized to the fullest by all levels of society, in order to fulfill the information they need. Information contained in printed or digital materials that have been communicated or received by users, of course, really needs effective communication, so that each message can be received properly, therefore communication has a very urgent nature, as a liaison or intermediary between librarians and users, so that it can foster and build good, dynamic and synergistic relationships, which in turn are able to eliminate the very sharp gap between librarians and users. In library information services, communication plays an important role and is in control, because almost all library service activities every day, cannot be separated from communication, whether it is direct or indirect communication.

Libraries can be said to be a form of social organization, where each activity cannot be separated from and avoid the process of social interaction. Therefore, in addition to having mastery of the field of library science, librarians are always required and are expected to be able to understand the conditions of users, through daily social interactions. Librarians can carry out their roles well, if they are capable, skilled and have the scientific competence of Perpustakaan. Communication always occurs in various directions and is very much needed, in order to facilitate coordination with various parties related to library organizations, therefore

librarians must be able to establish relationships with other parties. Social interaction is the dominant factor to build a conducive atmosphere, in carrying out various mechanisms of library organization work activities, especially in implementing excellent library services. In addition, social interaction is very useful for achieving the highest career success, happiness in the family, happiness in work, closeness with fellow co-workers, lasting friendship, harmony, synergy and dynamism in serving the visitors and others, all of which show an example of an individual's success in realizing interpersonal relationships with other parties.

Interpersonal relationship is a relationship that has been very closely related to other people, prioritizing the principle of mutual benefit, therefore it is very important to build and establish interpersonal relationships, which have the same meaning as maintaining human relations, among others; always pay close attention and listen carefully to the work of others, maintain and maintain balance and harmony between various individual and social interests, always to develop the achievement of joy and happiness, kinship, mutual cooperation, work together, tolerance and enthusiasm for work. In social reality that individual satisfaction can be achieved through; new relationships, strengthening ties or ties of brotherhood to other parties, loving, negotiating, always to carry out the involvement of others. Dynamic, synergistic and harmonious social interactions always require skills in communication. Communication in social life is an unavoidable need, because communication is the most effective intermediary or liaison tool, in finding and conveying information, which is useful for being able to meet the needs in all activities of daily human life.

The library is an institution that is engaged in the information sector, which is in dire need of effective communication when interacting socially, so that any required information can be captured and obtained properly by the users. In the delivery of library information services, the quality is inseparable from the role of librarians as communicators and educators, where in carrying out their duties and obligations the librarian must have a good work ethic and attitude. The qualities and various skills that are very basic and always desired from librarians, are none other than the ability to carry out positive, constructive and effective communication, the ability to really understand the demands of user needs, the ability to cooperate with other people, groups and other institutions, the ability to mastery of science, understanding of cultural diversity and being able to be positive and constructive in providing information services to users.

The interaction that occurs between librarians and users as well as fellow library members through positive and effective communication, can strengthen and enhance the positive image of the library information services that have been provided. Dynamic and synergistic interactions that are positive are very influential on increasing the number of library visitors, indicating or showing that the library already has good and quality services, in meeting the information needs of users. Social interactions in library organizations carried out by librarians and users can be seen in the areas of circulation services, user education services, reference services, information retrieval services, and other services. Meanwhile, the interactions between librarians and co-workers in library organizations can be carried out and realized when carrying out various daily work activities, formally, among others; meetings, administrative matters or informally, among others; communication on work issues, consultations with superiors as well as individual problem consultations.

The role of the librarian is expected to be able to understand various ways to communicate well and effectively to the users, so that people who have visited the library can always feel comfortable, because a sense of comfort and security in the use of information

services is an obligation to always be prioritized. Therefore, librarians must have adequate education and training as well as knowledge, to know and understand in practicing various forms of communication, so that the libraries they develop are capable of meeting the information needs that are highly desired by users. In reality, communication in library services plays a very important and strategic role, because all information service activities in their daily life cannot be separated from communication. Librarians as communicators directly or indirectly, are always very involved with social interactions in all social dynamics of library organizational activities, especially information service activities to users

The ability possessed by a librarian in carrying out a job is not only measured by technical means, but also requires various other skills that are not technical in nature, in the form of interpersonal skills, which are able to support any field. The terms interpersonal skills, soft skills and people skills, are actually the actualization of emotional intelligence, which essentially consists of two parts, namely; (1) intra-personal competence, (2) interpersonal competence. Soft skills are interpersonal competencies, namely the ability to understand and control personal self. These competencies include; understanding of success, self-evaluation, self-image, goal setting, self-motivation, by having characteristics that are in the form of individual abilities in their relationships with other parties. The meaning of soft skills is very dominant in determining the success of an individual, so it is very important to be implemented or applied to information service activities in the library.

The librarian in carrying out his duties and obligations in the library always manifests the interaction between the librarian and the user. Communication is an inevitable need. In social interaction, librarians can play a good role, if supported by the ability and skills and competence in the information sector. Therefore, it is very necessary to have special skills for librarians to be able to understand various methods of communication. Librarians are expected to play an active role as communicators and educators, so they are obliged to have a work ethic, work ethic and the ability to display a good and commendable work attitude. The qualities and basic skills that are highly demanded from librarians are none other than the ability to communicate effectively and positively.

The first step in carrying out social interaction is user education activities, which is a library program that is very important in providing introduction, provision of knowledge and skills regarding the ins and outs of libraries. Guidance is actually the process of providing assistance, carried out continuously, systematically starting with mentoring those who are guided so that an attitude of independence is realized to understand themselves, and self-actualization in order to achieve maximum development and adaptation to the surrounding environment. (Sutarno, 2005:38),[1]. Guidance can be interpreted as a process of providing assistance to a person or group, so that they can experience development in order to become a person who has an independent nature. (Sukardi, 2008:43),[2]. The meaning of guidance is a process of providing assistance to someone which is carried out in a continuous and continuous way so that a person can understand himself personally, so that he has the ability to direct himself and can act appropriately according to demands and environmental conditions, so that he can help someone. to achieve self-development to the fullest as social beings. (Sukardi (2008: 52), [3]. So user education is a process containing activities with the aim of providing guidelines or guidelines, explaining about the utilization of libraries for individuals or groups of library users. Users education is an activity to guide, guide, direct and explain the procedures for utilizing catalog cards, searching for information sources and using other library guidelines (Saleh, 2006:17),[4].

Sulistyo-Basuki (2004:392),[5], in his opinion asserts that to be able to develop user skills, which are needed in utilizing libraries and documentation centers. Developing these skills is for the sake of being able to identify various information problems that are being faced by users. Formulate information needs independently, identify the various possible sources of information available to meet their needs. Assessing the accuracy, strengths and weaknesses of each source of information and most importantly the ability to deal with the different types of information available from different sources and assimilate, collect, present and apply information. Darmono (2001:32),[6], has stated that the use of libraries has a very close relationship to the process of guiding the utilization of library information services. Guidance on the utilization of the library as a form of library service that is often carried out by various types of libraries.

In general, library education users are very stacked and oriented towards; (1) library orientation, (2). introduction to the characteristics of library materials, (3) providing knowledge and skills for library utilization, (4) providing motivation for library utilization, (5) providing confidence that there is a very close link between library collections and educational programs. Librarians today are highly expected to know and understand many communication techniques, then practice various kinds and forms of communication when carrying out user education, with the aim that the libraries they manage have the ability to absorb and increase user satisfaction, with the main goal of meeting the information needs of the community. users so as to realize a high level of user loyalty to the existence of the library.

There are several backgrounds on the importance of implementing user education in university libraries, including; (1) The ability of the user to utilize the library is the most important basis for achieving educational success. (2). All available facilities, including collections in the library, are the biggest investment for the institution, therefore the library is very important to be utilized optimally by all users. (3). Libraries are always required to have the ability to function for user education so that they are always orderly and responsible. (4). Most of the users are students who are emphasized on independent study, so it is hoped that with the existence of user education, it is hoped that the users will be able to understand and utilize library information services and their facilities effectively, efficiently and independently. (5). Libraries are obliged to always try their best, so that all the wealth of library materials in the form of printed or recorded collections, all facilities and infrastructure as well as various information services can be optimally empowered by their users. (6). The existence of user education activities implies that libraries must organize and develop themselves so that library information services can be utilized easily by users. (7). The existence of user education, it turns out that there is a golden opportunity that is an opportunity for librarians to increase their potential, have self-awareness that is not only an officer, whose work is only to provide services to users, but plays an active role in contributing energy, thoughts and ideas. its soft skills in improving the quality of library services.

Based on that background, the research is eager to be able to clearly describe; (1) social interaction as a librarian's soft skill, (2) the role of librarians as communicators and educators in the implementation of user education in order to increase the positive image of the library. This research is very interesting and is discussed endlessly by experts and library observers, because it has an analysis of multidisciplinary studies. Therefore, in the discussion of the research conducted, it is limited to its scope, namely by using a sociological perspective.

THEORETICAL FRAMEWORK

Many studies and research have been found on social interaction and communication on educational user activities in the library, because this book has attracted the attention of experts. The studies and research on these topics include; First, a research report from Sri Wahyuni (2019:29),[7], which aims to examine the extent of the social interaction process carried out by librarians and users at the UPT Library of the University of Serambi Mekkah Aceh. The type of research is qualitative research with descriptive analysis. The results showed that; (a) the occurrence of social interaction between librarians and users takes place through social contact and social communication, (b) social interactions occur when providing services with effective communication, friendly and friendly attitude towards visiting users, (c) the forms of social interaction are cooperation, accommodation, assimilation, sympathy and motivation, which can make the user feel comfortable and familiar to the librarian.

Second, research conducted by Amelia Wardani, Agus Rusmana and Andri Yanto (2017:395),[8], which aims to describe the role of user education on the behavior of using library services at the Faculty of Communication Sciences, Padjadjaran University. The study used a survey method through a quantitative description approach. The results of the research are; (a) the role of knowledge of facilities, layouts, policies and services on the behavior of using library services has a medium category, (b) as for knowledge of human resources and library collections on the behavior of using services in a high category.

Third, the results of a study by Daryono (2018:25),[9], show that librarians in carrying out their daily tasks are always involved in social interaction. In the activities of library organizations, communication is an inevitable need, considering that libraries are closely related to information that is utilized to meet the needs of the community. The process of transforming the information conveyed and received in the library in fact requires effective communication. So that any required information can be received properly. Communication that occurs in the library has a scope that can occur internally or externally. The role of the librarian as a communicator is required to have a work ethic, a commendable attitude, quality and basic abilities that are highly demanded and expected from librarians, to be able to carry out positive and effective communication, be able to understand user needs, be able to cooperate with individuals, groups or with other institutions, have knowledge and understanding of multiculturalism, as well as a commendable attitude in service to users. Effective communication is that librarians must be more active towards passive users and must have a sense of responsibility for the words and messages conveyed to users. As for effective communication, it must comply with; respect, empathy, audible, clarity and humble.

Fourth, literature study by Ulfa Ruli Hastuti (2016:170-176),[10] which aims to find out about the best communication intelligence, to be applied by librarians to provide services so that excellent library services can be realized. The results show that; (a) communication intelligence in contextual libraries is something that is essential and becomes the main thing, therefore librarians and all employees who carry out tasks in the service department are required to have intelligence and communication skills, (b) build intelligent communication as an effort to convey messages and information, so that they can achieve the library's vision and mission, which is also a promotional medium for various products owned by the library, (c) dominating service quality is a commitment that must be realized together through intelligent communication between librarians and users, (d) application of communication intelligence is expected to be able to make users feel a high level of satisfaction in fulfilling their scientific

needs, so that the services provided by the library can achieve maximum results as a marketing strategy for information services, (e) communication intelligence can realize excellent and important services. positive and constructive image strengthening of the library.

METHODS

A. Object of Study

This research focuses on very basic studies with discussion-based, analytical activities that focus on comprehensive, detailed discussion topics regarding very urgent content and are the most important factors to be researched (Bakhtiyar and Fahriyah, 2020: 40),[11] , namely about the role of librarians as communicators and educators in the implementation of user education so as to increase the positive image of the library. Communication is very important and plays a major role in social interactions that occur in the library. Therefore, librarians are required and are expected to be able to communicate effectively, dynamically and synergistically with users of excellent library services.

B. Scope of the Study

The scope of the study limits the discussion so that it can be appropriate and precise and does not experience bias in the discussion of the topic being researched, because the research has a study that covers various activities to conduct a careful and very basic analysis, by empowering the focus of the discussion based on in the most important study (Bakhtiyar and Imas Rahmadhul Hidayah, 2020:55),[12], namely social interaction as a librarian's soft skill. Social interaction in library organizations is an element that must exist and is a very inherent feature of the existence of a library. All activities carried out in library organizations always exist and social interactions occur, both interactions between librarians, librarians and users, librarian groups with other groups. In the discussion of this research, it is mainly intended for social interaction between librarians and users, which can be directly observed and seen in the implementation of excellent library services every day.

C. Conceptualization

The essence of social interaction as a librarian's soft skill is the management of the librarian's role for self-introspection in acting, behaving, and acting in relation to other people, so that librarians are able to carry out role performance when interacting and communicating with others in information services, in accordance with values. and norms that apply in library organizations. The soft skills of librarians, especially in social interaction, are very important to master, considering that whatever happens in every aspect of library activity will never be separated from social interaction, because it is an inherent characteristic and must exist in every social life of mankind.

D. Approach

In carrying out the analysis, it is very necessary to have thoughts that have a very critical nature according to the realities that exist in social life. In order to be able to carry out an activity to apply the conceptualization in the historical range in the past or currently happening. Therefore, it is very precise and accurate in this study using a historical approach type of research (Bakhtiyar and Imas Rahmadhul Hidayah, 2020: 55),[13]. Where in the analysis study, it empowers the use of investigations with the characteristics of very critical investigations and most importantly in accordance with existing social realities, to analyze the

development of a thought. which is very urgent. Primary sources of information are highly utilized because they have a function as the most important element that can be used and analyzed, because it has been considered as the main element and is primary data. (Bakhtiyar, 2021:121),[14].

E. Data Collection Methods.

Techniques in data collection in historical approach research, can make maximum use of library research by carrying out various reading activities of various types of literature on the topic of discussion (Bakhtiyar and Fahriyah, 2021: 21),[15], soft skills, social interaction, communication and the role of librarians as communicators and educators in user education activities to the public using information services for library organizations. The goal is that there is a synchronization and harmonization of the flow of thought, regarding various kinds of conceptualizations that have been contained in the realization of very precise and accurate data analysis and in accordance with the social realities that exist in social life. (Bakhtiyar and Fahriyah, 2020:40),[16].

F. Study Analysis

Data is analyzed by utilizing qualitative descriptive analysis, which is based on analysis sources that have origins from various up-to-date, precise and accurate reading materials, both those that are very study or theoretical, research and not research. (Bakhtiyar dan Dianita Rohmatin Setyani Nugroheni Arisal Fika Bakti, 2021:5),[17]. The validity of the study can be realized to be achieved, so in it really requires all efforts to empower content analysis, which has many positive benefits to be able to carry out an analysis of various meanings that have been contained in various very important concepts (Bakhtiyar, 2020: 11833),[18], namely; soft skills, social interaction, communication and the role of librarians as communicators and educators in implementing user education activities for library users. Observations are carried out every day in order to listen and see the various role activities that have been carried out by the librarian, in fact it can be utilized as the most important element to support the realization of a theoretical construction (Bakhtiyar, 2021:20),[19], especially giving meaning to social interaction, communication , soft skills and the role of librarians as communicators and educators in user education activities. All of the activities carried out by librarians, essentially cannot be separated from the existence of libraries throughout the ages to achieve a positive image in society.

DISCUSSION

A. Meaning of Soft Skill/EQ.

Generally, Soft skills are divided into two concept categories, namely; (1) individual skills in making relationships with other people (interpersonal skills), (2) skills in personal self-regulation (intra personal skills), which can refer to and show a person's ability to develop and build optimal performance. Soft skills are the abilities of an individual human being, which is very closely related to behavior patterns and can be said to be interpersonal skills or people skills which consist of; the ability to communicate, solve dispute resolution, conflict and negotiate, personal effectiveness, creative problem solving solutions, strategic and effective thinking, develop and create a reliable team, influence the ability, maintain and sell capabilities.

Clifford Gertz explains explicitly that culture is the patterned meaning that has been passed down from generation to generation from generation to generation and stores it into symbols, which are then used to communicate, patterned behavior and see to pay attention to

the patterns of life that exist in society (Saifuddin , 2005:82-84,419), [20]. Socialization and internalization of values and norms in individual humans and associations can be manifested in attitudes and patterns of action, which are then embodied in the form of an understanding of EQ. The realization of accumulation ultimately results in a definition of EQ that is suitable for the culture of the community. EQ ultimately leads to understanding, namely; various symbols in language and patterns of behavior as a natural format which is seen in every life event experienced by each individual. In summary, it can be said that the experience of human life is an experience to achieve EQ which is realized through behavioral patterns in EQ. As for the real manifestations, individual emotions can be in the form of constructive emotions and destructive emotions. In the reality of social life, it turns out that emotions really need a management management in order to achieve success in life. (Bakhtiyar, 2020:),[21].

Understanding emotions in oneself means building self-awareness, which can make people have high awareness and have an understanding of the state of feelings in themselves and to others. Soft skills can be seen as an ability that can increase the ability to interact and carry out positive, constructive and productive communication with other parties. If fostered and developed continuously and continuously, self-awareness can radiate a sense of personal sensitivity and social sensitivity, so as to be able to have leadership, listening, negotiating and conflict management qualities. Soft skills are "personality traits, tolerance, language skills, personal habits, very friendly and optimistic as a sign that each of us has different levels of each other". Furthermore, humans will have a sense of empathy for each other. Soft skills are social skills that are manifested in various kinds of activities in human life, which can take the form of; skills to communicate effectively, work in team work, gain and maintain trust, work ethic, discipline, manners and adapt to generally accepted norms in social life (Bakhtiyar, 2017:122-123), [22].

B. Definition of Social Interaction

In the reality of social life, it is certain that the values and social norms that have existed in general are living, because both are characteristics inherent in every social life. Values in social life are abstract, containing the teachings of human behavior about good and bad, what is forbidden and what must be done. Meanwhile, social norms are dynamic aspects that manifest and embody social values that apply to society. Social norms refer to habits that exist and have been applied in general and are used by humans as a guide in acting, behaving and behaving in a particular society. As for the development of norms in social life, it is largely determined by the existence of social agreement in society. Social reality shows that social norms are closely related to bad and good behavior, commendable and despicable, which can be observed in every activity of people's lives in social interaction.

Norms have a coercive and obligatory nature, so that each individual behaves or acts according to or does not deviate and violates the applicable social rules, thus realizing the existence of a social order in life. If there is a member of the community who deviates or violates it, then he is subject to tangible social sanctions; ridiculed, ridiculed, reviled or ostracized. Norms are a form of human agreement that always requires security, order, peace and peace in every social life. Its meaning Every norm that applies in social reality, can certainly contain rules, regulations and guidelines for good behavior and is considered very positive and constructive in society.

Social interaction can be interpreted as social relations that are very dynamic and synergistic, which are closely related to the relationship between individuals, individuals to

groups, or groups to other groups. Besides, social interaction can be defined as a process that refers to individuals who take action and react with others in a relationship. In social life on a daily basis, in fact humans cannot be separated from social interaction, because in social life social interaction strongly emphasizes that social relations are always interrelated and interdependent between humans. Humans are social creatures, so in their lives they always need interaction, because humans cannot live solitary and always need the help of other parties, in order to fulfill their life needs. Social interaction applies for life in human beings, even when humans die, they still need the help of others to be buried. In fact, humans in their lives are always inseparable from social interaction. The process of social interaction in social life is very dominantly influenced by several factors, namely; (1) imitation, (2) suggestion, (3) identification, (4) sympathy, (5) empathy

B.1. Characteristics of social interaction

In social reality, it turns out that social interaction has certain characteristics or characteristics that must be fulfilled. The characteristics of social interaction in people's lives can be explained that;

1. There are more than one actor, because interaction requires action and reaction. When someone takes action, then there must be a reaction from others as a form of response to the action or action, so that the action and reaction can only be said to be a form of social interaction.
2. There is contact between two or more people, in the eyes of the contact it can be through eye gaze or gestures given by people involved in social interactions.
3. The existence of communication by using certain symbols, and usually the symbols used in communication are language. In the use of symbols, the most important thing and must be considered is that the symbols that are informed must be able to be understood by various parties in communicating, so that communication can be carried out successfully, smoothly and effectively.
4. In social interaction, it turns out that there is a time dimension, namely the period of time that has passed, the present, and the time to come. This means that every social interaction that occurs must be in the context of time, which is very dominant in determining the boundaries of that social interaction.
5. There is a goal to be achieved, meaning that the party conducting the interaction must have goals and objectives to be achieved. However, there cannot be any possibility that there are different goals and objectives between the parties involved in the interaction. The goal to be achieved can be very dominant in determining the direction that occurs, it may be that the interaction leads to a form of cooperation or leads to conflict or conflict.

B.2. Requirements for the Existence of Social

Interaction In an interaction process, there are several mandatory requirements to be met, so that the interaction exists or is realized. There are two most important requirements for the realization of a social interaction, namely social contact and communication. Contact comes from Latin meaning cum or con, meaning together, seta tango or tangere meaning touching. In a literal sense, contact means together to touch, but in reality contact can occur or be realized, it doesn't have to always be in contact, meaning that social contact can be realized when there are actions and reactions between the parties who make contact.

As for social contacts, when viewed according to the method and level, they can be divided into; (1) social contact is primary, (2) social contact is secondary. Primary social contact is a social contact that is realized directly face to face, among others; chat, greet each other, and shake hands. Secondary social contact is a social contact that is realized by the presence of an intermediary. Meanwhile, secondary social contacts are divided into two, namely; (a) direct secondary, (b) indirect secondary. Direct secondary social contact can be realized when the two parties who make contact use the media directly, among others; telephone or via video call. Meanwhile, indirect secondary social contact is a social contact that is realized when the contact party uses a third party, or interacts using the media, but is not directly related, including sending letters to each other.

Social contact if viewed according to its nature or form, can be divided into two, namely negative social contact and positive social contact. Negative social contact is social contact that always leads to a form of conflict, dispute or conflict, which is very disturbing and damaging to relationships that have been well established, including mass fights or fights. While positive social contact is social contact that always leads to a form of cooperation and always strengthens existing relationships, including mutual cooperation activities and community service.

The second requirement for social interaction is communication. In a communication, it is certain that there has been delivery, exchange and distribution of messages. Communication that occurs in social life, it turns out that there are five elements that must be in it, namely; communicator, communicant, message, media, and the effect or influence of the message that has been conveyed.

C. Communication

The library is a public service institution engaged in the information services sector, it can be ascertained that it has an organizational structure that refers to the division of labor and working relationships, between individuals and groups in order to achieve the vision and mission of the organization. In each part of the work in the library organization, one another really needs a communication relationship that is very functioning to support the work in the mechanism of the library organization's work activities. It is undeniable that communication plays an important role for humans and organizations, which cannot be separated from daily activities to convey and receive information. In fact, the essence of communication has existed and is always inherent in every social life, where most of all human activities in their daily reality are always marked by communication, starting with communication between individuals, between groups, between organizations or institutions and the masses. Ideally, communication has the aim of being able to produce various products of mutual agreement regarding an idea or message that has been informed.

D. Definition of Library Organization

An organization is more often seen and known through the various symbolic forms it uses. The implementation and establishment of a library is in the form of an organization, then all of the performance mechanism activities contained in the library organization will always be bound and must be adhered to by values, norms, performance practices, traditions, and others. Organizational culture is very dominant in influencing all activity mechanisms in an organization, because it is used as a reference for the performance of various structures contained in the organization. As for values, norms in work practices are always intended so that the vision and mission of an organization can be realized efficiently and effectively.

As an element in an organization, the library generally has a special function that is closely related to the vision and mission to be achieved by the organization. The function of the library, which is an information system, will then be combined and harmonized with other functions in an educational organization or business organization. In carrying out its function to realize the achievement of the library's vision and mission, it is very necessary for an organizational culture that is able to regulate and as a guide to act and behave in its performance. Of course, values and norms that regulate the behavior of all persons who are directly involved with library activities are needed. All parts in the organizational structure of the library are components whose roles are closely related to one another, have interrelation, interact and are independent. Therefore, in the performance of library organizations, synchronization and harmonization of each structure in the library is very necessary, to carry out dynamic, energetic, efficient and effective performance, so that the vision and mission of the library organization can be achieved optimally. For example, in an educational organization, namely a university, the library functions to store and retrieve information, together with the functions of teaching, research and community service and others. Can also take shelter in a private company, the information system functions as a collection of practical knowledge and provides practical information about work procedures.

E. Definition of Librarian and Librarian

The definition of a librarian is someone who carries out work activities in organizing the dynamics of the mechanism of library organization activities through services, namely providing services to the community, with reference to the duties and obligations of the parent institution, based on the knowledge possessed and obtained through education (Code Librarian Ethics, 1998:1),[23]. Therefore, if an individual who wants to have a career as a librarian or library manager, is an individual who has special education. The meaning is that without having knowledge in managing information, you should never dream and be determined to organize a library. In addition, the manager is willing to always learn by participating in trainings on library management and development. Conveyed or not conveyed something information to the user, very dominant depending on the role performance of the librarian.

In the thoughts of Wiji Suwarno (2009: 80),[24], which explains that users are people who use the facilities already provided in the library, either collections or library materials and other facilities. In his opinion Saleh (2006:17),[25]. states that users are library users who are individuals, groups or institutions that utilize library service facilities and these users are often referred to as users.

F. Improving the Soft Skills of Librarians

In carrying out the work activities of library organizations, especially in the excellent service activities of libraries, librarians are always required and highly expected, to have very qualified soft skills in order to provide maximum service to users. As for efforts to improve the soft skills of librarians, which are closely related to the ability to act as communicators and educators, among others; (1) listening skill, (2) communication skill, (3) public relation skill.

F.1. Listening skill.

Librarians are always required and are expected to have the ability to listen to various opinions, which can be used as inputs and new innovative and creative ideas, originating from the users. The ability to listen to the opinions of these users, in fact, really requires a high level of awareness and patience from all librarians, because there are times when there are users who

act and act unfriendly or not at all polite to librarians, among others; very fussy, asking to be served quickly and precisely and so on.

F.2. Communication skills.

Librarians are obliged to have the ability to communicate that is very capable, effective and very pleasing to the users, so that good, synergistic, dynamic and harmonious relationships are fostered with others, especially for the community who utilize the information services provided by the library. In dealing with users, the librarian must be able to carry out verbal communication and non-verbal communication with good dexterity and expertise, where the communication that occurs must be able to run effectively, dynamically and synergistically. Therefore, it is very important for librarians to have mastery of speaking or dialogue techniques, discussions, including conveying thoughts and various ideas in the form of writing, namely; articles, essays, books and so on.

F.3. Public relations skills.

Librarians in working in libraries are always required and highly expected, to be capable of fostering and realizing relationships and collaborating with users, fellow librarians, between libraries and other organizations. All of this is intended to improve the quality of self and the quality of its performance. The principle that must be adhered to by every librarian is that no library is very complete and perfect. Therefore, in order to cover the shortcomings that exist in librarians and library organizations, it is nothing but good relations with the public, through various discussions and sharing information, so that the image of the library is getting better and is positive and constructive.

G. Social Interaction of Librarians and Librarians in the Library

Activities in the library are always marked by interactions between librarians and users, librarians among librarians, and librarians and their leaders. The interaction of librarians and users can be seen in circulation services, reference services, user guidance services, informative services, and others. As for the interaction between librarians and librarians, it can be seen when carrying out their daily work activities, it can be formal, namely; work meetings, administrative issues. While the informal ones are; communication regarding work and individual problems. The interaction between librarians and their leaders occurs when consultations, orders, and others are carried out.

In social reality, the manifestation of social interaction between librarians and their users can be realized in the form of cooperation, accommodation, and assimilation. Cooperation is a joint effort between librarians and users to achieve a goal. While accommodation can be interpreted as a situation and condition, which refers to the balance of interaction between librarians and users, which is very closely related to the values and social norms that exist in society, as an effort to achieve stability. Assimilation can be interpreted as a process, in which the librarian and the users identify themselves with the various interests, goals and objectives of the group. Therefore, in the context of social interaction between librarians and users, there are the most important components to be considered by librarians, among others.

1. The development of the number of users with various kinds of needs and the development of ICT, which directly and very dominantly has influenced the needs in the field of information. The meaning of information has changed to become an

important need for all parties, not only for librarians. There are many aspects that show that the information has a general nature, so that users may feel that they do not need the help of a librarian, because they have obtained information from other sources. For example, searching for information through Google, the role of the librarian tends to be neglected by users.

2. The status and role of the librarian in the work system of the library organization is always based on and oriented to user needs, so that it determines the competencies needed as a measuring tool. This means that the librarian is a party that lacks a bargaining position, so that everything related to the competence of his authority is largely determined by the user. Then the relationship between the librarian and the user becomes one-sided, which actually competence should be viewed from the point of view of both. Contextually, the status and role of the librarian's professional organization is a body that is very responsible and protects people who work and have a career as a librarian.
3. The availability of many educational facilities, training and development for the competence of librarians, as something is absolute if the competence of librarians is linked to the overall performance of a library institution. Focused concentration based on standardization provisions and competency measures often causes the librarian's position to be cornered and marginalized. Librarians are always required and are expected to meet the applicable standards, but in reality they are not given the opportunity to develop. Certainly very closely related to the bargaining position that is not in the librarian's favor. Therefore, the integrity of the librarian, based on the division of tasks, is very dominant in influencing the development of libraries and the quality of library information services provided to library users.

There is an increase in the need for information that is increasingly varied, both in variety and type, so that the intensity of social interaction between librarians and users has an increasing frequency and soars quite drastically. Therefore, it is not surprising that activities in the search, collection, use and distribution of information, have turned into a major activity in the life of the information society. Information competence has become the most important capital and as the main life provision, so that librarians can play an important role and have a strategic position, so that they are able to act adequately or proportionally in their community, if the librarian is capable, skilled, and competent in information.

In order to support the realization of good, dynamic, synergistic social interactions and towards a balanced mechanism of library organizational performance activities, social interactions between librarians and their users really need competence in the information aspect, namely in the form of a skill to search, collect, and make maximum use of information based on in science and knowledge is dynamic to respond to certain social situations. Therefore, information competence must always be developed, which is based on information knowledge which has been internalized, is a product of the education and experience of a librarian.

H. Factors in Social Interaction

As for the social interactions that occur in library organizations, in fact it is based on several psychological factors, which have a very strong influence on social interactions in libraries, which include; imitation, suggestion, identification, sympathy and empathy. These factors are very influential independently, or have the function of influencing together which

underlies the existence of social interaction and is very dependent on the existing situation and conditions. The factors that influence social interaction can be explained as follows;

1. Imitation is behavior that imitates the behavior of others. Imitation actions can be carried out in various forms, including; style of speech, behavior, customs and habits of behavior, mindset and all that is owned by a person. However, the movement of someone to imitate others cannot be realized by itself, it takes an attitude to accept, an attitude of admiration, and an attitude of high appreciation for something that will be imitated. For example, imitating the librarian who is skilled, agile and diligent in reading. Therefore, librarians are obliged to provide role models in acting and acting according to the values and norms of the library organization, so as not to be imitated by something that is not commendable or disgraceful that is imitated by users. Especially for senior librarians, they must set good examples in social interaction to their junior librarians, so that their less positive behavior and attitudes are not imitated by junior librarians.
2. Suggestion. Suggestion can occur and take place when the librarian gives various ideas, ideas and views as well as a statement of attitudes that have been adopted that are acceptable to the users. In general, suggestions can arise when the recipient of the suggestion is in a non-neutral condition, as a result they cannot think rationally, so they are very susceptible to suggestions. Therefore, librarians must be able to provide positive constructive suggestions, so that the suggested users always have positive behavior and attitudes in utilizing library information services.
3. Identification is the tendency of the user's will to be the same as the librarian. Identification has a deeper nature when compared to imitation, because individual personalities can be formed through the identification process. The implementation of the occurrence in the identification process is due to the need for an ideal type or there are people who are idolized. As an example of a user's identification of a librarian who is always friendly, skilled and skilled in helping to search for information quickly and precisely, so that users can find information that is needed by users on the library collection shelf.
4. Sympathy is a process when a user feels an interest in the librarian. Through this process, the user can position himself in the situation and condition as a librarian, so that he is able to feel what the librarian has experienced, felt and thought. In the process of sympathy, the domination of feelings in the heart plays the most important role, even though the rationalization is the desire to understand and cooperate with others. For example, the user puts the collection he has read on the table and does not put it on the bookshelf directly. This sympathy arises because of the feeling of the user to appreciate the excellent service of the library provided by the librarian. In carrying out these services, the librarian always behaves politely, and is asor, smiling and serves the users quickly and accurately, so that the users become amazed and get satisfaction because they get good service. From getting satisfaction and enthusiasm for the library services, deep down there is a feeling of sympathy for the competence and reputation of the librarian's performance.
5. Empathy is a very deep sense of sympathy, which is very influential on the physical and psychological individual. Empathy is actually someone can imagine and think about the role of others, so that people can understand what other people are

experiencing and feeling. For example, a librarian has empathy to help users in searching so that information is quickly found in order to complete thesis writing. Of course, librarians can already imagine that to find the information that is needed, it is very difficult to search for information, if they do not know how to search for information properly and correctly. Because they know the difficulties that will be experienced by users, then a sense of empathy arises from the librarian, namely helping users so that information can be found quickly, through good and correct information searches.

6. Motivation is an encouragement or stimulation given by the librarian to the user, then the user is willing to obey to do whatever has been motivated with criticality, rationality and a sense of full responsibility. to users so that people who are motivated follow or carry out what is motivated critically, rationally, and full of responsibility. The embodiment of this motivation can be in behaving, behaving, having opinions or giving suggestions and questions. The motivation given to all the users is aimed at making the users always use the library optimally. Besides that, motivation is also given so that users have independence when conducting searches in order to find the information they really need. Therefore, librarians are expected to have the ability as a motivator for the formation of a reading culture and community literacy culture.

I. Communication in Library Organization

Organization is the structure of relationships in human work which are interrelated and interact in order to adapt to their environment. According to Kochler (Hayati, 2014),[26], it is clear that the organization is a structured relationship system which coordinates the efforts of a group in order to achieve a goal. Therefore, it can be defined that the organization is a system that coordinates all the activities of the institution in achieving common goals. Organizations can be formed when there is a business that requires more than one person to complete it. Situations and conditions like this arise because the tasks and obligations are very large or very complex to be completed by one person alone, but there must be the involvement of many people in collaborative interactions. According to Hayati (2014),[27], there are types of communication in an organization, namely: (1). Intra-individual is communication that is manifested in the individual himself, in which information obtained and received by the five senses is sent to the brain. (2). Interpersonal is communication that is formed from two or more individuals, which type of communication is usually used in an organization. (3). Intraorganizational is communication that is formed from groups or sub-sections in an organization. (4). Extraorganizational is communication that occurs between two or more organizations.

J. The Importance of Communication in library organizations

Communication as the most important part to sustain and support the existence of an organization that includes libraries. Libraries cannot be separated from communication in every activity they carry out. activity. Besides that, it is also very important to have an understanding of the various regulations and policies that have been implemented in the library. In the absence of communication in one organization, it is certain that all parties are almost impossible to cooperate with one another. Coordination is very impossible to carry out if there is no communication.

In general, communication as a very important element in an organization, not even just in the organizational environment, but in all aspects of life. Without communication, the organization will not be formed and materialized, as well as without communication, society will not materialize. A cooperation cannot be implemented if people do not communicate their needs and feelings to others. For example, if a library is managed, does not use the correct mechanism, for example, there are no clear regulations, there are no strict sanctions for violators, there is no division of tasks so that each employee works according to his own will, then the library organization will inevitably collapse by itself. .

J.1. Types of Communication

Communication always exists and occurs in libraries, because interaction is a very inherent feature of social life, including the existence of library organizations. Communication that exists and occurs in library organizations can be divided into several types of communication. The types of communication consist of; (a). intraindividual communication, (b). interpersonal communication, (c). intraorganizational communication, (d) extraorganizational communication

J.1.a Intraindividual Communication

Intraindividual communication is carried out within the individual librarian, so that later in the interaction with users and colleagues, it can run well, smoothly, dynamically and synergistically. Of course, librarians do self-introspection, which is to communicate within themselves, so that they can interact with each other and always adhere to their professional ethics. In addition, intraindividual communication can also be formed when a librarian tries to understand the various regulations that have been imposed on the library, as a guide in behavior and attitude when doing library services.

J.1.b. Interpersonal communication

Interpersonal communication is communication made by librarians with their colleagues or leaders with librarians. Communication of librarians with their colleagues is generally about the implementation of duties and obligations in library services so that they become excellent services that are capable of realizing a high level of user loyalty. Meanwhile, the leader's communication with the librarian is generally related to the provision of instructions and inputs for new ideas to improve the quality of library services. For example, when a head of the procurement section gives instructions to his staff to report the procurement of library materials.

J.1.c. Intraorganizational communication

Intraorganizational communication is communication that occurs between divisions in the library. In general, the communication that occurs has the nature of synchronization and coordination between existing divisions. For example, communication for coordinating the implementation of library promotions between the head of public relations and the head of procurement, head of IT and so on.

J.1.d. Extraorganizational communication

While extraorganizational communication is communication that occurs between libraries and other organizations. In general, this communication is done in order to establish a

cooperative relationship. An example is the communication carried out by libraries with book publishers, mass media, literacy activist organizations and so on.

J.2. Communication Methods

Librarians in carrying out service activities always occur communication both in writing and orally. Oral communication is communication that is carried out through spoken words orally and goes directly to the interlocutor. Oral communication in general can occur in situations where people are face to face, for example; when communicating face to face or using media in the form of computers with various remote conference facilities (computer teleconference). Through word of mouth, communication within the library organization may contain instructions, meetings, telephone calls, and speeches. Written communication is communication using writing for example; carried out in correspondence by post, email, fax, telegram and others.

J.3. Direction of Communication

In the library, communication is always formed, whether communication is downward, upward and horizontal. Communication with a downward direction occurs and is formed between leaders and their subordinates. In general, the information provided aims to communicate the vision and mission of the organization or provide instructions about work where communication can be done orally or in writing. Communication with an upward direction occurs and is formed from subordinates to top management in the organizational hierarchy. For example, the communication between the head of the library and the leadership of the management who has overseen the library, regarding the appreciation and work performance of the library. Horizontal communication can occur and be realized if the communication is carried out between employees who have the same level as an example; communication that occurs between the staff in the processing of library collections. In general, this communication is used to coordinate individuals on the implementation of a task.

J.4. Principles of Communication

Within the library Communication can be seen clearly, namely as a process that runs continuously and is very dominant in influencing every element in the library organization. Due to its continuous nature and as a process, communication is patterned and has a dynamic nature, very dependent on the place, time and conditions in which the communication is formed. At first glance, it may be possible for a communication to have no meaning, but when viewed as a process, communication has a very large and very meaningful importance, for example; a communication consisting of one word can indicate a change, where the change can be realized directly or indirectly, but everything is formed is a product of a communication process.

Communication turns out to have a very major role in influencing the formation of a change in users, librarians, and library organizations in general. or the institution itself in general, for example, a leader who pays attention to a librarian who is doing a job, then suddenly the leader speaks the wrong words, then the librarian immediately knows where his mistake is, so he immediately corrects his work when he gets watch from his boss. It is very possible for the librarian to introspect on his mistakes. In the end, the librarian made a change in his attitude and behavior at work. In fact, communication can occur in a fickle manner, but it can bring about change.

Communication that occurs in the library organization, can be as a system. The real meaning of communication consists of elements that are closely interrelated where the

elements with one another cannot be separated. If one element is disturbed, it can affect all elements in the overall communication process. Communication can occur seamlessly, if all the existing elements become a unified whole and the message is conveyed through the right and correct method.

In daily life in the library institution, there is an irregular communication in the process. It is often found that face-to-face conversations are involved with the simultaneous sending of messages. As a result, the communication that is formed has the nature of a transaction, where while interpreting the password in the message, it is also asked to interpret the message conveyed, for example; in situations in the implementation of user education between librarians and users often display this transactional communication. The librarian, while explaining the knowledge about the library and how to use it, turns out that the librarian also conveys messages in various forms. In the library, it turns out that communication can be formed intentionally or unintentionally. Communication that is formed intentionally, if a message with a specific purpose is sent according to the intended target, for example; the librarian gives instructions by telephone to the librarian in the procurement department, in order to report the work he is doing, then the librarian quickly reports according to his leader's orders. Meanwhile, unintentional communication can actually take place in the library, for example, the librarian hears and sees communication in sign language and the librarian tries to understand the sign language, then understands the instructions by passing the telephone.

K. The Role of Librarians as Communicators

As the spearhead of the library, the librarian is someone who is professional in providing information services to users so that they need to be able to carry out effective communication so that the messages conveyed can have an impact on positive communication results. According to Hinaini (in Daryono, 2018),[28], that the communication process can run smoothly, a communicator must have;

1. Ethos is an individual's self-value which as a combination of cognition, is a process to be able to understand which is closely related to the mind, affection is a feeling that arises due to external stimuli and konasi is a psychological aspect that is closely related to business. Ethos does not appear by itself, but there are also some special factors that influence certain factors that influence the emergence of ethos, namely; friendliness (friendship) can cause sympathy to the communicant; seriousness that shows sincerity in order to create a sense of trust in the communicant; simplicity (moderation) remains to be yourself and do not imitate the style of others; confidence always radiates certainty; mature preparedness; sincerity (poise) and sincerity (sincerity).
2. Attitude is a readiness activity (preparatory activity) in the individual to carry out an activity that leads to the goal of certain values. There are 5 kinds of attitude of a librarian as a communicator related to effective communication activities as follows: (a). Receptiveness is the willingness and willingness of librarians to accept other people's input. (b). Selective, namely the librarian is obliged to make a selection of input from other people. (c). Dijestif is a librarian who has the ability to digest various ideas or ideas that come from other people, which are the material for the message to be conveyed. (d). Assimilation is the ability possessed by communicators to correlate other people's ideas or ideas systematically through what they already have in mind. (e). Transmissive, namely librarians are capable

of transmitting concepts that have been formulated cognitively, affectively, and conatively to others.

L. Librarians are Capable of Effective Communication

The ability to communicate is very important and primary for the improvement and management of a library, especially in efforts to improve and strengthen the quality of information services. Without communication, it creates and makes an organization unable to run well and leads to destruction. According to Daryono (2018),[29], so that communication made to users can be welcomed positively, efforts must be made so that librarians can be able to communicate properly and correctly as communicators.

L.1. Effective communication

In improving effective communication, librarians must be able to listen, meaning that librarians are very capable of expressing the expectations and desires of users when providing services, capable of understanding the thoughts and views of other people, behavior, attitudes and feelings, able to absorb information as material for making decision. Besides that, librarians are expected to be able to capture various feedback about one's appearance.

L.2. Ability to communicate with users

Communicating with users, in reality there has been involvement of complex and comprehensive social interactions, both verbal and nonverbal, for example; when helping users to search for information using a computer, and it turns out to be able to find the position of the book's location quickly and precisely. Therefore, librarians must be able to carry out verbal and nonverbal communication. There is an increase in the ability of librarians in nonverbal communication, among others; eye gaze, facial expression, hand movements and others, can make communication feel better, very familiar and more meaningful because communication occurs through face to face. However, if the librarian communicates with the user, without nonverbal language, it is certain that in a short time the communication will stop and miscommunication will occur.

Orientation to user needs is a demand for library librarians, which means that librarians must focus on patterns of thought that originate from the user's point of view. In a simple and very light service provided to the user starting from the entrance of the library. When users enter the library, they must be greeted with 3S, namely; smile, greet and say hello. Therefore, the progress of a library is strongly influenced and determined by the ability of human resources in carrying out relationships with other people. According to the Special Library Association (Triwijaya, 2017),[30], that there are types of competencies that a librarian must have, namely: (1). Professional competence is closely related to technical abilities, for example; indexing capabilities, information retrieval, ICT applications and so on. (2). Personal competence is a number of skills, actions and attitudes as well as values that allow doing work efficiently, among others; capable of communicating dynamically, synergistically and effectively, willing to continue learning throughout life, willing to work optimally, diligent and enterprising and able to survive and adapt to changes and developments of the times.

M. User Guidance as User and Librarian Interaction

The main task of the library in supporting user education activities is to provide, manage and provide information services. Based on that role, the library is important and really

needs to be supported by the best management system, because the problem faced is that there are still many users who do not have basic knowledge to empower library information services. Moreover, nowadays there has been progress and development of science and ICT has been applied to the world of libraries. On the other hand, users do not have the knowledge to explore and search for information that is already available in the library. Therefore, librarians have a very heavy duty and obligation, namely to carry out library socialization to its users, one of which is through user education which is often termed user education.

User education is a service activity to help guide users in gaining various skills and expertise to be able to obtain the information they need quickly and accurately. The existence of user education activities, is expected to be a basic provision in the utilization of excellent library services. In the implementation of user education, it must have aims and objectives with precise and clear targets. The aims and objectives of implementing user education include:

1. so that users can recognize, know and understand various facilities and infrastructure of library building facilities, among others; a place to store bags, reading rooms, prayer rooms, toilets, shelves for library materials, places for borrowing and returning service transactions, times for opening services and library regulations and so on. The hope is that users can utilize everything that is available in the library.
2. So that users are more familiar with the various parts of the services available in the library. Understand anything. service procedures and transactions for borrowing and returning, in accordance with applicable regulations.
3. So that users can be more familiar with organizing collections of library materials in general, the aim is for users to understand that the collections contained in the library in reality are very varied, both in variety and type, and are very useful for themselves.
4. So that users can utilize search tools by passing through the catalog card or OPAC.
5. So that users can better know and understand that there are various special services, including; photocopying services, internet, general collections and special collections.
6. So that users can be more familiar with various library policies, among others; procedures for becoming a member, the risk if the library card is lost, as well as the risk if the borrowed library materials are lost or damaged.
7. So that all users can be motivated to always visit and to optimally utilize the various sources of information that are available.
8. It is always hoped that the realization of dynamic, effective and synergistic two-way communication between librarians and users, can be direct and can pass through ICT.

Based on its aims and objectives, user education has indicators that must be mastered by librarians that are very appropriate to the needs of users in general. The indicators can be described as follows;

1. Knowledge

Knowledge of procedures for using information retrieval tools available in the library. OPAC has the function of being the initial information from the collection on the shelf, where the user is guided to be able to find the library materials they need. Knowledge of catalogs is a skill that only librarians have, so it is not necessarily understandable by users.

2. Skills.

Library is a place to store library materials that can be utilized by users to search and find the information needed. However, the user may not necessarily be able to master what is used for information retrieval. Therefore, the role of the librarian is very helpful for users in finding information as a learning resource. Various skills in the use of information services really need to be learned and mastered by the user, so that they are able to make optimal use of the library.

3. Attitude Each library material is very important for maintenance, both in terms of its tidiness, beauty and accuracy in the arrangement of the collection according to its classification number. However, there is deviant behavior, trying to store collections on inappropriate shelves, committing theft and tearing up collections, the main purpose of gaining knowledge is an act and attitude that cannot be justified, even though it has good intentions and goals. The role of the librarian to make users aware is an obligation and responsibility that library materials are not only owned and utilized by a handful of users but are used by all library visitors.

4. Information competence The library as a place or repository of knowledge and information and its use is very diverse from all strata of society. Therefore, in meeting user needs, librarians are required to always provide up to date information. As a result, users can have the ability to master various current and future information competencies.

The program of each library is certainly quite varied. Library programs always involve physical and non-physical such as procurement of collections, human resources, services and so on. The library program that can improve the ability of librarians as communicators or mediators of information is "Guidance for Users". The form of this activity is to internalize understanding and experience, as a provision of knowledge and skills to users for the scope of library utilization or use of library services. According to Triwijaya (2017),[31], that user guidance is based on: (1) library orientation, (2) introduction to library characteristics, (3) equipping knowledge and skills in libraries, (4) stimulation and motivation for library use, (5) linking library materials with educational programs.

M.1. Library orientation

This activity is a very useful form of activity to introduce the library which includes an introduction to the components owned by the library concerned. The components that are very important in the library include the existence of collections, facilities and infrastructure, available services, library rules and regulations, library objectives and functions, and others.

M.2. Introduction to library characteristics

Given that the library collection is very large in number, consisting of very diverse literature both in type and content of information. Therefore, in carrying out the introduction to the characteristics of libraries, it is necessary to provide debriefing materials that include introductions based on classifications/classes, types of library materials, characteristics and uses of each library material.

M.3. Equip knowledge and skills in the library

In providing knowledge and skills regarding the use of library services, the materials provided include library membership, circulation services, and literature searches used in finding sources of information needed by users through bibliographic tools such as the OPAC tool. Therefore, in providing the provision, the materials or supplies are materials that are often carried out by users on an ongoing basis.

M.4. Stimulation and motivation for library use

Various activities or businesses in the guidance of users, certainly contain elements of motivation or stimulation for users to always make maximum use of library information services. Therefore, libraries should provide various facilities that can provide users with comfort and safety when they come to the library, such as a good AC room, smooth Wi-Fi, and so on. All of this can be a stimulus for users to continue to visit the library and make use of library information services.

M.5. Line connecting library materials with educational programs.

Provision of knowledge and skills obtained through user guidance such as library functions, library characteristics, information retrieval techniques and other aspects will have an impact in convincing users of the integration of libraries with educational program items. User guidance programs need to be held in every library. This is to avoid a dilemma over the existence of a library with intensive and optimal utilization by users.

The most important duty and obligation of the librarian is to contribute to the vision and mission of the library, including various procedures for evaluating and developing as well as implementing the vision and mission of the library organization. Librarians are expected to have knowledge, skills that are closely related to the availability of information and search for solutions to solve various information problems. Besides that, librarians are also required to have expertise in utilizing various sources, both printed and electronic. Librarians are required to have mastery of knowledge, skills and expertise and the ability to meet user needs. Support The management and related parties are very important to provide full support, when the library is carrying out interdisciplinary activities. Librarians should always strive to create a conducive atmosphere, according to which entertainment and learning are very interesting, friendly and open to anyone without feeling afraid or suspicious, therefore all parties who work in library institutions are required to have a very good reputation, which is in direct contact with students, students, and the general public.

CONCLUSION

1. The occurrence of social interaction in the library organization takes place through social contact and social communication. Various forms of interaction can be distinguished including; cooperation, accommodation and assimilation. The interactions that occur are influenced by psychological factors, namely, imitation, suggestion, identification, sympathy and empathy. The increasing need for information with various types and variations, then the intensity of social interaction that occurs and is carried out by librarians and users is also increasing. Librarians can carry out interactions well, if they have the ability, skills, and information competence, which must be developed which stems from the internalization of

- information knowledge, which is a product of education and experience, and must be manifested in the form of various information skills in excellent library services.
2. Communication is the most important part in supporting the existence of organizations including libraries, Communication is a very important component and is needed to be capable in order to ensure the success of coordinating well with various parties, which are very closely related to the existence of libraries. If a library is managed not through the correct mechanism, for example, it does not have regulations, there are no strict sanctions for those who violate it, there is no clear and firm division of tasks between employees, then each staff will work at their own pace. it is certain that the library organization, will not last long and cannot run well, then suffers from setbacks and destruction.
 3. In addition to the application of user guidance in the library program, there are many other ways that may be alternative ways that are more effective. However, its implementation requires careful consideration and study. Therefore, this user guidance program is expected to be implemented by policy makers, both in its application to the library program or to higher education/curriculum programs. In order to make it easier for the user guidance program to be carried out because it does not allow the library building to be able to accommodate so many users, it is better for the library to open a special class for user guidance with a specified quota per person in order to make it easier to divide the tasks of the librarian in guiding the users who register as participants in the user guidance.

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