

THE BEHAVIOR OF GENERATIONS ‘Y’ AND ‘Z’ IN SEEKING INFORMATION AS A SOURCE OF KNOWLEDGE IN THE IJOGJA LIBRARY

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ABSTRACT

The purpose of this study was to determine the behavior of generations Y and Z of iJogja digital library users in utilizing digital collections as a source of information. This research method is descriptive with a qualitative approach. There were seven informants in this study and data collection techniques used interviews and literature studies and data analysis techniques used Miles and Huberman data analysis techniques. The results of this study in terms of needs can be classified into two dominant types of needs, namely achievement needs and power needs. While the impetus that arises in the use of digital libraries is divided into two, namely intrinsic and extrinsic. Intrinsic encouragement in this research comes from oneself such as utilizing the library's functions, answering curiosity and increasing knowledge. While extrinsic encouragement is getting information from friends and social media as well as academic environmental factors.

Keywords: Digital Library, Information needs, iJogja Library,

INTRODUCTION

The development of libraries in the current era of information technology is quite fast. The library begins with a collection of manuscripts, books and other library materials for the purposes of study, convenience or pleasure (Basuki, 1991) in the form of a conventional library or in other words the entire administration of library activities is carried out manually. Then the library developed with the term hybrid library or library automation, which means that the library administration management process has used technology assistance, although not completely, but some manual work in conventional libraries can be done more quickly and efficiently. In addition, the processing and retrieval of information becomes faster. However, in its development, digital library emerged as a new term in which all library management activities use technology or computer-based work procedures, connectivity and digital resources. Even in the form of collections/information sources that were originally printed, digital libraries are known as electronic collections/sources that can be used without being tied to the library's operating hours.

The emergence of the phenomenon of digital libraries as one of the services provided by libraries to their users has also begun to spread to Indonesia. This can be seen from the number of libraries that have introduced new services, namely digital libraries and one of them is an

application-based digital library on smartphone devices. Libraries that provide this service are very diverse from various types of libraries, both national libraries, public libraries, special libraries, school libraries and even university libraries. Currently there are two developers or developers of digital libraries based on smartphone applications that release a lot of digital libraries, namely PT. Six Indonesian Kubuku and PT. Woolu Maya script.

The iJogja Digital Library application is a form of library service from the Regional Library and Archives Agency, Yogyakarta Special Region or BPAD DIY. This service is one of BPAD DIY's programs in keeping up with technological developments in the library sector which was launched on August 2, 2016. Based on the author's documentation in September 2018, the iJogja application has been downloaded $\pm 10,000$ times with the last version updated on July 9, 2018. Satisfaction level Users of the iJogja application were recorded with an average value of 4.1 or "good category" from 199 user/user responses. In addition, to maximize digital library services, iJogja has provided 7,010 book titles with a total of $\pm 25,000$ copies. The digital library program is certainly more aimed at users who are literate in using media or technology, generations Y and Z are examples. Generation or referred to as the digital natives generation or a situation where technology has been born, especially computerization and data processing in the surrounding environment, namely in the range of 1981-1995, and generation Z with a range of 1996-present (Oblinger, Oblinger, & Lippincott, 2005; Prensky, 2001). Generation Y and Generation Z are the main targets of the application-based digital library program because this generation is used to using technology to make the most of this digital library.

The success of a library both in conventional and digital libraries can be seen from the number of users or users who take advantage of the collections or sources of information in the library. The existence of this digital library program also aims to answer the needs of each individual regarding his own needs with sources of information or knowledge. The factors that encourage an individual to take an action can come from the individual's own desires or from the outside environment. In psychology, the state of an individual's need and drive to act and do something is known as motivation. Thus, in this study, we will discuss how the motivations of generation Y and generation Z are called digital natives in utilizing digital libraries based on the iJogja smartphone application.

LITERATURE REVIEW

User Behavior

Everyone has different information behavior, including in information searching in the library. For example, in the iJogja library. In this research, the theory used is the theory of reasoned action which examines how to understand and predict behavior. Furthermore, according to Icek Ajzen and Martin Fishbein, the theory of reasoned action has several assumptions, including:

- a. that humans generally do things in ways that make sense,
- b. that humans consider all available information, and
- c. that people explicitly or implicitly take into account the implications of their actions. So simply the theory of reasoned action explains how an individual will perform an action if the individual has a positive outlook, and if he believes that other people want him to do it.

Generation Y and Z

Generation according to Mannheim (in Putra, 2017) is defined as a social construction in which there is a group of people who have the same age and the same historical practice. Generation grouping according to (Oblinger et al., 2005) there are several stages starting from Baby boomers (1947-1964), Generation X (1965-1980), Generation Y / NetGen (1981-1995) and Post Millennials / Generation Z (1995-1995). 2010). The existence of generations Y and Z coincides with the development of technology and information so that these two generations have similarities and are also referred to as digital natives or born with conditions that are already familiar with information technology devices. Some of the similarities between generations Y and Z are that they are familiar with technology and are familiar with sophisticated gadgets that affect the behavior of each generation. In addition, these two generations are also fanatical users of social media whose lives are highly dependent and influenced by the existence of their own technology.

Digital Library

The existence of a digital library is the result of the development of ICT or information technology which is a solution to the problem of conventional libraries which have limitations such as limited space, collections, staff and others. Digital libraries currently provide convenience for anyone or users to be able to access information sources in electronic form at an unlimited time. According to the Digital Library Federation (Pendit, 2008) Digital Libraries are defined as “...an organization that provides the resources, including the specialized staff, to select, structure, offer intellectual access to, interpret, distribute, preserve the integrity of, and ensure the persistence over time of collections of digital works so that they are readily and economically available for use by a defined community or set of community”. With the development of digital libraries, this type of library has several advantages. First, save space. The existence of a digital library can store documents or collections in digital form that does not require conventional space but only requires a hard drive or digital space. Second, multiple access. Constraints that exist in conventional libraries are limited collections. Digital collections owned by digital libraries can be easily downloaded or read by multiple users or dual access terms. Third, it is not limited by space and time. Fourth, the collection can be in the form of multimedia as well as; Fifth, lower costs (Saleh, 2015)

METHOD

This research is descriptive research with a qualitative approach. The type of sampling technique in this study uses non-probability sampling or does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2015), while the sampling technique used is a purposive sampling technique where the author determines the criteria for informants because purposive sampling technique is done with certain considerations. Informants in this study amounted to 7 people with the following criteria: 1. Is a generation Y-Z or born 1981-2010. 2. Domiciled in the city of Yogyakarta 3. Registered as a user of the iJogja application for a minimum period of 2 weeks 4. Have borrowed a collection in the iJogja application. The data collection techniques used were interviews and literature studies.

The data analysis technique uses the model from Miles and Huberman with several parts of the activity, namely data reduction (data reduction), data display (data display) and drawing conclusions or verification (conclusion).

DISCUSSION

1. iJogja Digital Library

iJogja Digital Library is a mobile-based digital library application that can be accessed using Android or iOS. This library is one of the services provided by the Regional Library and Archives Agency, Yogyakarta Special Region/ BPAD DIY. This application has been launched since April 3, 2016 is equipped with several features in the form of an eReader to read eBooks and other features that can connect with social media to interact with other users. Interactions that can be done by users of this digital library application are in the form of recommending books, submitting reviews, and adding friends. While the collections in this library can be read online or offline.



Figure 1. iJogja promotion display (source: twitter account @grhatamadunia)

In addition, the iJogja digital library has an ePustaka feature that allows users to join as members of a digital library with a variety of collections.

Generations Y and Z in Utilizing Digital Library Collection

a. Needs of Generation Y and Z

Based on David McClellan's theory of needs, it is stated that every individual has three needs, namely achievement needs, affiliation needs and power needs. Based on the results of interviews with all informants, it can be seen that their needs are dominated by achievement needs and power needs. In relation to the need for achievement, generations Y and Z in this study tend to be students who have a desire to fulfill their information needs in the context of supporting their studies, such as to obtain lecture reference materials or research reference sources in the form of textbooks which in turn improve their learning achievement. This is in line with the opinion (Wiyarsih, 2009) which states that students use library collections with the motivation to improve learning achievement or high achievement index (IP). To satisfy the need for achievement, students have various needs such as books, journals, information, internet access and others that cannot be met alone. Thus the most effective way to meet the needs is to utilize the existing library. In addition to the need for achievement, in this study, generations Y

and Z also have power needs as their motivation in accessing or utilizing digital collections in the iJogja digital library application. According to McClelland in (Martini & Farida, 2014) it is stated that the need for power cannot be viewed as a negative need, but can also be positive. Individuals who have a high need for power will like things that are competitive and want to win.

As for this research, the need for power in question is the power of knowledge and information. Based on the results of the study, in addition to obtaining supporting information sources in the academic process, the use of library collections also aims to gain more knowledge or information than the environment around generations Y and Z themselves, especially in the subject of knowledge that these two generations are interested in. With the power over knowledge compared to other environments, generations Y and Z can influence and control others, such as in discussions or sharing activities with colleagues who have the same interests or interests.

urge

The drive (drive) in the individual is caused by the emergence of needs (needs). These needs can come from within the individual which is called intrinsic motivation while the needs related to things outside the individual or the environment are called extrinsic motivation (Martini & Farida, 2014). Based on the results of interviews in this study, it was identified that generation Y used the iJogja digital library collection based on the two types of motivation, namely intrinsic and extrinsic. In the intrinsic aspect, most of the informants used the iJogja application because of the urge to take advantage of several library functions. The impetus that arises from the individual informants in this study in utilizing digital library applications is curiosity about the new service of BPAD DIY (Regional Library and Archives Agency, DIY) in the form of library services in digital format based on applications for smartphones. Based on the results of interviews with informants, all of the informants admitted that they downloaded the iJogja application out of curiosity about a new form of digital library in the smartphone/smartphone application format. While the encouragement from within the individual that appears to take advantage of digital collections is to get information, references either to support learning needs or to get entertainment information from several collections in the form of novels.

This is considered to have met or achieved the objectives of conventional public libraries, namely the educational function in which the library is tasked with maintaining and providing facilities for individual development at all levels of education; information function, namely providing convenience for users in the form of quick access to accurate information regarding all knowledge; and recreational functions, namely digital libraries also play a role in encouraging the active use of recreation and leisure time by providing library materials (Basuki, 1991). While the extrinsic aspect is a condition where the need is related to things outside the individual or the environment. According to (Uno, 2008) it is stated that this urge arises when individuals receive external stimuli such as in the field of education, there is a positive interest in educational activities arising from seeing the benefits. In this study, the extrinsic motivation of Generation Y in using digital libraries is to get information from friends and social media, as well as the academic environment. All informants in this study downloaded the iJogja application due to environmental factors from friends, the academic environment or social media. For example,

some informants use this application because of an invitation from a friend who uses a similar application. The experience gained from these friends made the informants become motivated to use the same application to meet their information needs. In addition, several informants admitted that they were aware of the existence of the iJogja application through social media such as Instagram or online mass media. So that informants have other ways to meet their information needs besides visiting the library, namely by using a library with digital format. Meanwhile, a small number of informants use the iJogja application due to encouragement from the academic environment. This is indicated by the response of informants who stated that the use of the iJogja application was encouraged by the academic environment as another practical source of information and did not require a lot of time and money to access it. However, most of the informants regretted the lack of promotion carried out by BPAD DIY in promoting the iJogja application, so not many people knew about the existence of this application.

Utilization of the iJogja Digital Library Application

Based on the results of interviews with informants about the motivation for using digital library applications including digital collections, it can be seen how far the two generations have used the iJogja digital library application as follows:

a. Frequency of Use of the iJogja application

From the results of this study, it is known that most of the informants rarely use the iJogja application. According to several informants, they routinely access the application only to read their preferred digital collection in full with a frequency of 2-3 hours per day, but after there are no more collections they want to read, most of the informants tend not to access the iJogja application and even delete this application from the device. This shows that the frequency of using the iJogja application is influenced by the interests and goals of each individual in using it.

b. Motives for using the iJogja application

Motives can be interpreted as an individual's drive or reason for doing something. Based on the results of interviews with several informants, it is known that there are several motives for using the iJogja application. First, curiosity. All informants in this study stated that the reason for using the iJogja application was to answer curiosity about a new form of library in a mobile-based digital format. Several informants also revealed the motives for using the iJogja application as a form of "contemporary". This can be related to Maslow's theory of motivation, namely the need for esteem. This theory states that these needs include self-esteem, competence, confidence and knowledge. This need for appreciation consists of two levels, namely reputation (perception of prestige) and self-esteem (self-esteem).

The third motive in using the iJogja application is to find sources of information for both knowledge and entertainment. All informants stated that the purpose of using the iJogja application was to obtain information in electronic form. Finally, the motives of generations Y and Z to use the iJogja application are to replace the bad habit of using excessive social media which is replaced by reading digital books. In a sense, the use of the iJogja application can be one of the activities that increase one's reading interest.

Collections that are often used by iJogja

From the results of the study, it can be seen that the collections that are often used by most of the informants are the collections of textbooks or books of supporting sources in the academic process. This is also the main reason for informants downloading the iJogja application, namely to get other sources of information in electronic or digital formats that can be accessed easily. In addition, several informants also took advantage of other collections in the form of entertaining collections such as novels, non-fiction and youth non-fiction.

Barriers to using the iJogja application

Information fulfillment activities do not always run smoothly and in the information search process, individuals will encounter obstacles or obstacles (Fadhli & Kurnia, 2016). In the context of using the iJogja application, there are several obstacles encountered by the informants in this study. First, application security. An informant revealed that he was not comfortable using this application because the iJogja application needed access to read the Android system or write system permissions. Apart from this it is mentioned that this app also asks for access to use the camera. According to the informant, this causes user inconvenience to use and access the information contained in the iJogja application. Another obstacle faced by users is software bugs. This situation is where there is an error, failure or failure of the program that causes the application to not run properly or to force close.

According to the informant, there are several obstacles in the form of bugs that are obtained when using applications such as reading books and borrowing collections, so that the application cannot be utilized optimally and the information/knowledge that is available cannot be obtained properly by the informants who access it. The next obstacle is the incomplete digital library collection. Almost all of the informants revealed that one of the weaknesses of iJogja is the lack of collections so that the informants cannot take full advantage of it. One of the informants revealed that with the current digital era, digital libraries should be able to compete with conventional libraries in terms of collections, both access to collections (multiple access) or the quantity and quality of collections.

CONCLUSION

Based on the results of research on the behavior of generations Y and Z in utilizing the iJogja mobile-based digital library application, it was concluded that the needs of the two generations in utilizing the application were dominated by achievement needs such as the need for information to support studies aimed at improving learning achievement, while the needs for power (power needs) related to power over knowledge and information. The motivation of the two generations in utilizing is divided into intrinsic and extrinsic drives. The intrinsic drive is to take advantage of the library's functions, answer curiosity and mine knowledge. While extrinsic encouragement is encouragement from friends and social media as well as academic environmental factors that make both generations to take advantage of the iJogja application. Utilization of the iJogja application from research informants, it is known that generations Y and

Z will use the iJogja application with a frequency of 2-3 hours a day, but if the required collection is available, they tend to uninstall the iJogja application from their device. While the motives for using the iJogja application are to answer curiosity, the need for appreciation as a form of "contemporary", looking for sources of entertainment and as a means to change bad habits using social media with useful things. The collections that are often used are collections of textbooks for reference purposes in the preparation of student scientific papers as well as entertainment collections in the form of novels. The obstacles faced by the two generations in the use of the iJogja application are application security, software bugs and the incomplete collection.

Seeing the diverse motivations of generations Y and Z in utilizing the iJogja digital library, it is better if the Regional Library and Archives Agency, Yogyakarta Special Region improves and optimizes digital library services such as software bugs, availability and updating of collections so that the iJogja digital library is not abandoned by users. This is due to the characteristics of digital natives that require information quickly, precisely and easily. In addition, the Regional Library and Archives Agency, Yogyakarta Special Region is expected to maximize the promotion of the iJogja digital library to increase the actual users of digital libraries. This is because it is difficult for the author to get informants who are actual users of the library due to the lack of public knowledge, especially generations Y and Z about the existence of mobile-based digital libraries such as iJogja.

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