

APPLICATIONS TO MANAGEMENT OF HARD SKILL AND SOFT SKILL LIBRARIES TO REALIZE THE IMPLEMENTATION OF PRIMARY SERVICES IN HIGHER EDUCATIONAL LIBRARY IN THE SOCIETY ERA 0.5 IN ORGANIZATIONAL PSYCHOLOGICAL PERSPECTIVE

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ABSTRACT

Libraries in the digitalization era should be equipped with renewable information and communication technology. There has been an explosion and explosion of information, creating a need for information for the "net generation", more varied and always wants to fulfill all information needs up to date accurately, quickly, and transparently. A good, reliable, and qualified librarian is obliged to have the ability to master hard skills, soft skills and spiritual skills, so that they are able to provide excellent humane services to library users. The purpose of this study is to describe the soft skills of librarians in realizing excellent library services. The method in this study uses a historical approach research method. Literature study data collection Data analysis using content analysis, comparative analysis. The results of research on the soft skills of librarians in realizing excellent library services in general have been capable of quite well including; (1). listening skills. (2). communication skills (3). interpersonal skills (4). public relations skills. (5). leadership and teamwork skills.

Keywords : Hard, Soft, Skill, Library, Primary, Service, Psychological

INTRODUCTION

In the era of globalization occur competition life the more strict as well as presence the progress and development of ICT is increasingly fast . Librarian is working profession _ by direct with information , then want to not want to has face to face with increasing application of ICT fast and sophisticated . Flood it various source information , it turns out source from the internet now many used by the community . Therefore _ organization library must capable in give service excellently with _ use various ICT tools to get get loyalty user .

Library as his heart college high and be integral part of all activity college height , and Becomes center source study To use support achieved destination education . More from that library is also centrality source information for all civitas academics , capable help grow interest read dnn literacy information , as well as interest talent nor ability students and lecturers . In Law no. 43 of 2007,[1], mentioned that librarian is a person who has acquired competence _ through education or training librarianship , as well as have duties and responsibilities answer in implementation management and service library .

Something organization library college tall can exist so organization the must have Source Power Humans (HR) who are reliable , qualified , competent , capable compete , as well professionally capable . A organization library can said succeed in reach goal , really very depends to existing human resources , namely: existence the abilities and skills of librarians in

doing duties and responsibilities in reach destination organization . Abilities and skills librarian in doing duties and responsibilities not can only measurable by technical only , but need Skills others of a non- technical nature , namely: in the form of soft skills that are able to for support jobs in the field of whatever . The combination of hard skills , soft skills, and spiritual skills is a something mandatory combination _ owned and needed very in the world of work organization library .

The terms soft skills or interpersonal skills are nothing but very related with ability in weave partnership with someone ok _ fellow colleague colleague and library users . Competence possessed _ librarian can be listened to of the hard skills that is professionalism in work . While soft skills are soul work and spiritual skills can seen sincerity librarian in work . Soft skills are ability in To do connection towards others, is factor or component most important for build conducive atmosphere _ in life . In reality satisfaction individual , can obtained with weave connection new , strengthen rope connection with others and negotiate . Therefore _ man always need interaction with each other and soft skills as key success in doing profession whatever and wherever .

In organization library in fact librarian have high intensity _ for interact to the users , then librarian sued have ability communicate , where can affect to results work . Librarian in give service to the user, very much expected can build as well as cultivate a positive image so that realize high loyalty _ from user to library . Beside that librarian sued have customer care attitude in give service library . Every user can confirmed have desire different service _ Among one with the others . Therefore _ librarian expected for capable develop ability adaptability and ability change method personal approach , good attitude and behavior behavior in accordance with library user wishes . For librarian , customer care as effort for can give score more to user , so could realize image positive to institution library by whole .

Library college tall is one _ component most important for all activity academic , as center source study and resources information as well as source the most important intellectual for all civitas academics , especially for support success in achieve the Tridharma program College . Therefore _ librarian Required capable give service the best in accordance with demands and expectations of users. Truly librarian is is partner capable intellectual _ in give service to happy user library ..

Library college always high in Indonesia follow gallop progress and development era , where at the time this has develop library with digital based with To do automation library , have ability in contribute by real in enhancement and strengthening image college tall good in regional scale and international . Development system service based on ICT conducted continuously and gradually , as effort for could Fulfill needs information in accordance demands and expectations user library . Already there is availability facility easy accessed as well as presence satisfying service _ in Fulfill needs civitas academic in the learning process , because already done by the computer so that borrowing , extension and return collection library moment this could conducted by independent .

On the other hand , the users (users) and the public must served Mature this librarian and library has faced with new user that is something generation new , which was born in the era of progress and development of very much ICT rapidly and is called "net generation " or "the native gadget". Suitable net generation characteristics opinion Oblinger (2005) in Wulandari (2011:17),[2], and according to thinking Priyanto (2009) in Djuwarnik (2013:266),[3], among others: (1) Digital literate, more digital capable good when compared with ability utilization library as source information , so that utilization more online resources liked rather than source printed information (Wulandari , 2011),[4]. (2) Always online, always connected to the internet

network and take advantage of mobile internet always brought everywhere , so dependency once on internet access . (3) Have wish quick get information sought and needed . _ (4) More interested in interaction social among others; chatting, posting, blogging, as well as like for share information with use network media social among others; facebook , twitter, instagram as well as others . (5) Born and developed in the era of computers and the internet. (6) No once miss from technology renewable . (7) Expect on information character instant as well as can saved in digital format as well as can for and modified himself (Rotmianto , 2015:83),[5].

Net generation in general have assumption that technology information is something needs live . Availability up to date and all-round information fast however have accuracy that , always Becomes desire they for quick could fulfilled . Generation this more choose for hosted by google and internet in look for information . Therefore _ librarian and library Required have ability for could be a representative of the desire of this net generation . In order to face challenge very fast progress and development of ICT that , then librarian must always attempted for increase competence , good competence technical or hard skills, competencies non technical in the form of soft skills and spiritual skills in the implementation his profession .

Leave from background behind description above , research conducted with destination for describe management of hard skills and soft skills of librarians in realize implementation excellent service library college high . Discussion to library , librarian and librarian skills no once there is incessantly , of course will many inviting attention various lost scientists , librarians and observers library from various discipline science . Therefore _ discussion topics this need for existence restrictions room scope with empower perspective psychology organization .

LITERATURE REVIEW

Very diverse writings from results study or creation thinking with the subject of hard skills and soft skills of librarians in service library , because Expert discussion is very diverse corner look science . as a result results from research and work existing thoughts _ have difference Among one with the others . As for some research on the subject discussion of librarian 's hard skills and soft skills among others as following ;

First Sartini (2016:203),[6], in creation his thoughts has get results that skill _ is element mandatory basis _ owned by librarians , where driven by hard skills, soft skills and spiritual skills. Soft skills greatly affect the interaction social when librarian To do service to the user In position humanist here can Becomes most important value for realize satisfaction users , therefore the librarian 's soft skills are very important for developed to be able To do interaction social with good .

Second Mohamad Rotmianto in results his thoughts conclude to be able in face various challenge development and progress era , librarians really need hard skills that are balanced soft skills, to be professional in work and animate as well as love his profession . Beside that in work librarian must complete with spiritual skills so that can develop a sense of sincerity when work with intention to worship God . Existence harmonious and dynamic circuit _ from third ability that , librarian expected for can Becomes more increase again ok _ side profession and his personality . (Mohamad Rotmianto , 2015:79),[7].

Third Tri Hardininingtyas in purposeful writing _ for display realization excellent service library through librarian soft skills application in give service to user . Method in exposure use studies presented library _ by descriptive . Result of thought showing that excellent service library can realized with through the soft skills of librarians who have ethos work tall as motivation work in give service excellently to the users . (Tri Hardininingtyas , 2016:166),[8].

RESEARCH METHODS

A. Object of Study.

Research this have object discussion with To do very basic study on content management hard skills, soft skills and spiritual skills of librarians , use realize librarian excellence and integrity in work . Understanding to ability in have mastery applicable management Hard skills, soft skills and spiritual skills are the most important because as very basic elements for librarians on implementation _ duties and functions . Success librarian in work in the world of work , actually is success librarian for in balancing to management of hard skills, soft skills and spiritual skills.

B . Scope and Focus of the Study.

Study have a scope that is with focus to manifestation in managing hard skills, soft skills and spiritual skills in aspects of librarianship , so that can Becomes librarian superior with have integrity in work . In performance librarian always have not quite enough answer to the task nor obligation his profession _ that is doing excellent service library . Satisfaction librarian as key and top priority _ because will can realize loyalty user , where is it ? have impact positive constructive in empowerment service library , can utilized by maximum by users library . In To do performance , librarian always interact nor erta communication to leaders , users and friends profession , so very need activity managing hard skills, soft skills and spiritual skills as element most important in motivate librarian to be able pedal success in career as librarian .

C . Approaches and Study Methods Approach used _

in study is analysis with To do think by critical , grounded to reality and as applicable thoughts , on a conceptualization journey history that has been past and medium happen , naturally methodology study using a historical approach. Study history have characteristics main is as investigation critical realistic to development thought . Method data search using library research , namely: very active To do study from many readings that have subject discussion of hard skills, soft skills and spiritual skills, along with development and application in various aspect librarianship .

D . Conceptualization and Analysis of Management Studies

hard skills, soft skills and spiritual skills in essence is effort maximum for could balancing Among a combination of hard skills, soft skills and spiritual skills in yourself individual humans , who have manifested in ways and patterns think , act as well as Act in aspect performance in organization library . Aligning hard skills, soft skills and spiritual skills in reality is very difficult for realized , because not easy reverse palm hand , however that could achieved with through a process that is quite long and ends obtained real results _ that is complete and mature personality _ in self individual librarian .

Analysis management of hard skills, soft skills and spiritual skills, carried out with utilise analysis descriptive qualitative . Analysis of course based on various review library that contains various theory , research and non- research . Empowered content analysis with mean to be able analyze the meaning contained in all conceptualization of hard skills, soft skills and spiritual skills with the application in organization work library . Observation conducted everyday in the library that can used to support construction theory .

RESULTS AND DISCUSSION

A. Conceptualization Library College _

Conceptualization library which is based on Law No. 43 of 2007 [9], article 1 point 1 is library is institution that manages ingredient References creation write , work print , or creation record professionally using _ system that has standard , in order to fulfill needs education , research , preservation , information , and recreation of the users . As for about library college tall it is also regulated by Law No. 43 of 2007 Article 24 , namely :

1. every _ college tall Required organize library with Fulfill standard national library as well as notice Standard National Education .
2. The intended library in paragraph (1) has collection , good amount title as well as amount copies , must capable sufficient to support implementation education , research as well as devotion to society .
3. Library college tall grow service library happy based on technology information and communication .
4. Each college tall allocate budget or funds for interest management and development library , appropriate to regulation legislation in order to Fulfill standard national education nor standard national library .

Library college tall as component important that is is heart for universities. It means score quality a university is very dependent on its library . Therefore _ Library Higher education is highly demanded and expected have ability in give excellent service with quality tall To use fulfillment the needs of its users . Meaning from destination established something library college tall nothing else and nothing no is follow participate active in support as well as succeed implementation the function of the Tri Dharma of Higher Education.

Qalyubi (2007:10),[10], asserts that Library College as _ an implementing unit technical college (UPT) height , where by together with other units come share in implementation of the Tri Dharma of Higher Education through method sorting and selecting , collecting , managing , maintaining , and service source information to institution parent as well as Public academics . Whereas Rizki (2013:107),[11], who cites Noerhayati Sudibyo disclose that Library College is _ a work unit as integral part of something institution its parent and together with other units on duty for support institution college tall concerned for get success in implementation of the Tri Dharma.

Can be concluded that essence library college tall is library in college _ _ tall , purposeful and functional sorting and selecting , collecting , managing , maintaining as well as service the information to all the level of the academic community , provision and dissemination information To use support college tall in reach vision mission that is success in carry out the Tri Dharma of Higher Education quality . It means library college tall that is his heart something college high , advanced or not , quality or not something college tall that can be measured with existence library in college _ _ tall that .

B. Purpose and Function Library College _

Library college tall is element support college tall for pedal vision mission . Therefore _ library college tall could interpreted as center study so that sued capable for Fulfill needs information the user , which is very related with means support of the research process . Beside that by together with other units carry out activities for implementation maintenance help the success of the Tri Dharma College .

In view Qalyubi (2007, 11),[12], that destination from library college tall none other than ; (1). Fulfill needs information student , (2). Provide various collection ingredient References reference for all level academics , (3). Provide room for activity read for user , (4). Provide service loan nor service information active for all level academics . Whereas in Book Guidelines General Maintenance Library Higher Education (2004, 47),[13], has confirmed that library college tall have destination as following :

1. Procurement books , journals nor References other , use be utilized lecturers , students _ along with for staff others for the success and smoothness of the learning program teaching in college high .
2. Procurement books , journals nor References other things that are really needed for lecturers ' research .
3. Striving , saving along with nurse ingredient library that has score history , which has produced civitas academics .
4. Preparation means bibliography To use support utilization library .
5. Preparation Sufficient , dedicated and sufficient human resources could give service to needs librarian as well as provide user education for user .
6. Doing work same against other libraries _ _ can develop library programs .

understandable _ that destination library college tall is is component most importantly providing service information that is collect , preserve , process , utilize as well as deployment information . Beside it also provides facility To use support fulfillment needs information for the entire academic community without look fur , provide access information for pemustka for success Tri Dharma college activities height , and give various service very useful information for development quality college tall , help college tall for carrying out the learning process teach and support college tall in success pedal vision his mission .

In order to aim could accomplished , an library college tall could succeed in reach the goal so Required for doing function by good with effort optimally . The basic and most important functions are : library college tall none other than capable support the Tri Dharma of Higher Education. In Book Guidelines Library College library _ college tall mention that function library college tall are : (1). Function education . (2). function information . (3). Function research . (4). Function recreation (5). Function publication . (6). deposit function . (7). Function interpretation .

Related with development and progress knowledge knowledge , technology , communication , culture and user needs according to thinking Yusnimar (2014, 38),[14], emphasized that library college tall have function important among others; (1). Studying Center means library as center study . (2). Learning Center means library is center learning and in Law No. 2 of 1989,[15], Article 35 states library Required or must is in every unit education as source study . (3). Library Research Center could used as center information support implementation research . (4). Information Resource Center, meaning only with through library various type as well as type information can obtained because function is center source information . (5). Preservation of knowledge Center, meaning library working as center preservation knowledge knowledge as results the nation 's works and writings , where has stored with good as collection of deposits, local content, or gray literature. (6). Dissemination of information Center, meaning library working as collection , management , service , preservation and dissemination nor promotion information . (7). Dissemination of Knowledge Center means library have function important in dissemination knowledge specifically for up -to- date knowledge .

Whereas in Lasa's thoughts (2014, 3),[16], reveal that library college tall have function :

- (1). Education, meaning in management , storage , preservation , and empowerment sources information , where source information can utilized as source study for increase quality education in college high .
- (2). Research , meaning results from production study will have quality height , if supported by source quality information too . Next product study will develop when documented , preserved , and conducted utilization by library college high .
- (3). Information , meaning service information not only pass books and magazines , but can obtained through library college tall like seminar papers , proceedings , results research , work academic , journal science , patents, and so on .
- (4). Deposit means all product from results activity academic nor activity mandatory scientific _ documented and preserved as well as be utilized optimally .
- (5). Sharing knowledge, it means library college tall have function as organizer activity meeting scientific . Activity this can form maintenance proceedings , seminars, surgery books , and so on .

On the glib function library college tall is as provision facility teaching , research , service to Public To use To do fulfillment information user , use support Achievement of the Tri Dharma of the College high quality . _ Therefore _ librarian demanded and highly expected have ability play a role by active , for follow and predict development demands and requests needs user , appropriate development and progress knowledge knowledge and technology .

C. Conceptualization Service Library

In view Sutarno (2006),[17], that service library is as one _ activity main in each library . Service that is activities that are direct touch or relate with society , which is also a barometer or indicator main that can determine success in organizing library . as emphasized by Moenir (2005),[28], that service as element main for reach success organization library and services is a process for fulfillment needs through other people 's activities with by straight away .

Library is organization work where it is very important system service . Services provided by the library should be can more captivating , fast , and accurate , meaning orientation service library must always based on to the need user . Service at the library can interpreted as something activity gift service service to visitors library , with no distinguish social , economic , religious and belief status as well as other states . UU no. 43 of 2007, [19], article 14 states that service library : (1). Service library held with excellently as well always oriented to the interests of the users . (2). Every library could implement procedures _ service with based on standard national library . (3). Every library must always for grow service library always _ adapt to progress ICT.(4). Service library in accordance paragraph (1) is developed with through utilization source power library To use Fulfill needs user . (5). Service library organized in accordance with standard national library To use optimization service to user . (6). Service library integrated Required for realized with To do work same between library . (7). Service library integrated in accordance paragraph (6) is implemented with through network telematics .

On the glib service library always must held with excellently and always oriented for interest user . In service librarian demanded and highly expected for always behave friendly , polite polite , diligent , no fast bored and not easy angry in every give answer to all question user . More from that librarian obliged for give Street get out , ok? guide and give instruction to every user . Therefore _ librarian must have competence , so that capable in give quality service _

D. Quality Service

Service or services that have been implemented and given to receiver service of course must always notice quality . Kotler and Armstrong in Nawawi (2015, 322),[20], "Service quality as the customer's judgment about an entity's overall excellence or superiority and suggest that perceived quality". It means that quality service is is evaluation customer to whole superiority entity or superiority as well as recommend service that has he felt . Fatmawati in Novianti et al (2015, 790),[21]. Quality service library is as satisfaction obtained _ every user after compare service received _ to suitability desired service . _ because _ that quality service is element important and mandatory Becomes priority main for library , in give tangible service _ service to users . _

Dimension quality service can used as indicator To use measure quality service something mobile organization _ in the field service service . Lupiyadi in Novianti et al (2015, 791),[22], revealed that dimensions quality service that consist from five dimensions namely : (1). Tangibles, or proof physical , that is showing that appearance as well as ability facilities and infrastructure physique from organization along with state around environment is proof real of the services provided . (2). Reliability, or reliability , i.e ability something organization in give appropriate service _ with the promised by accurate and able trusted . (3). Responsiveness or responsiveness , i.e something will in help along with give service with fast and precise to all customer , with through delivery information by clear . (4). Assurance or guarantee , i.e knowledge , courtesy compensation nor ability staff organization in develop trust _ from customers _ to organization , where cover a number of components , including interaction , communication , credibility , security , competence nor politeness . (5). Empathy, that is ability in give great attention _ sincere , character given personal _ to customers _ as well as strive for understand desire from customers . _

Galib quality service is is level highly anticipated advantage for Fulfill the needs of the users . Quality service can working as motivation that can push user for look for the information it needs . Librarian with have soft skills of course it will be so easy in build something quality services in the library , in order to improve loyalty user to existence library .

E. Excellent Service in the Library

Librarians in the era of globalization this always expected to be very sensitive and capable for adapt with needs information user . Beside that librarian always also sued for capable in give excellent service (service excellent) to user . In accordance opinion Rahmandanti (2015),[23], who emphasized that excellent service is is attitude and behavior librarian to the against visitors who come to library it can _ feel satisfaction as well as feel librarian 's attention and importance . On the other hand , Maddy (2009),[24], in his thoughts disclose that excellent service is something the best service in Fulfill needs and expectations from customer . Excellent service is very important element for realized in give service in organization work library , for the sake of enhancement loyalty user to existence library .

Existence applicable excellent service in the library , then can be very easy for librarian for give help user in search and browse information . User feel very satisfied with existence this excellent service , because information can obtained by fast and accurate , and feel noticed by the librarian . Give excellent service is is effort maximum for reach satisfaction , so come true loyalty customer . Therefore _ party producer service must always based on conceptualization excellent service (service excellent) (Rahmandanti , 2015),[25]. Barata in Erlando (2012),[26], revealed that excellent service (excellent service) includes 6 (six) elements principal , namely :

(1). Ability (Ability). (2). Attitude (attitude). (3). Appearance (4). Attention (Attention). (5). Action (Action). (6). Not quite enough responsibility (Accountability).

Galib excellent service is is something the best service in Fulfill the needs of the users . Existence excellent service library , then user can feel more comfortable in make use of service library . Services provided _ of course very helpful for users in search and browse information by efficient and effective .

F. Intelligence

On the brain man there is device capable special _ manage and manage various type intelligence among others; hard skills/IQ/ intelligence intellectual , soft skill/IQ/ intelligence emotional nor other intelligences . _ In each self man can confirmed have different intelligence _ Among one with others , resulting from existence various factor including ; environment good external as well as internal, gene / heredity , and so on . Up -to- date research neuroscience confirm that there is components certain in brain humans , who have not quite enough answer for can doing setting as well as management to various type intelligence .

Related intelligence _ with aspect racial such as , math and skills language brain centered _ left . In the brain left this is called as where IQ (Intelligence Quotient / Intelligence) intellectual). While related _ with imaginative , creative , sociable and emotional , are pattern think with brain right called _ as EQ (EmoTional Quotient/ Intelligence Emotional). (Pasiak, 2003:116), [27].

Skill, prowess , speed nor awesomeness man in To do adapt , show that as stupid as human , it turns out still permanent have intelligence in act , act behavior and work , as well as created . Real proof that Humans are very capable in exploit as well as explore natural universe for Fulfill needs from continuity his life . Intelligence sourced human _ from brain that , it turns out have capable for reach glory achievement , where has proven from a lot relics and historical sites like building house , king 's palace , temple , tower , bridge , mosque, church , palace the presidency , and others , are level the resulting high civilization _ from strength contained sense _ in brain human .

G. Hard Skill/IQ (Intelligence Quotient)

IQ (Intelligence Quotient) Intelligence intellectual is ability intellectual analysis , logic and asio owned _ someone . This IQ related with skills speaking , language , and mastery mathematics course . (Stein, Steven J., Howard E. Book, 2002: 28) ,[28].

Intelligence intellectual indicated on the measurement at speed man in learn things that have nature latest , implement constellation to many kinds of Duty nor training , doing recording and storage as well as recall information _ objective , process of doing thinking , working with use numbers , thoughts that are abstraction as well as analysis for could solve and get solution various problem through application knowledge .

H. Soft Skill/EQ (Emotional Quotient)

A characteristics certain very attached on the tribe , which can reviewed or observed from performance individuals in the tribe that . Characteristics that are typical always for passed on and down from time to time (Rahardjo , 2005),[29]. Characteristics that are typical that is effort from ethnic group the in realizing soft skills and good personality and quality , get _ happiness as well as welfare . As for the impact real from diverse none other than soft skills , quality personality nor effort in realize both of them Required for understand with by carefully to context culture to which they belong . (Berry & Kim, 1993; Kim % & Hwang, 2006),[30].

Clifford Gertz views that culture is has pattern it the meaning that has been inherited and inherited from generation to generation , as well as save it in later symbols _ used for stage or To do communication , give in demand as well as see to pattern life society . (Saifuddin, 2005:82-84,419),[31].

Planting individual values and norms _ man as well as fellowship could realize attitude and pattern behavior , next realize understanding to EQ. form accumulation in the end produce proper definition of EQ with culture society . EQ leads to understanding which includes ; cover symbol language , pattern behavior , which is a natural format where could seen in every incident experienced life _ individual in society . Experience life man nothing else and nothing no is experience in *embrace* EQ, which has been manifested with pass pattern Act EQ behavior . Embodiment real from emotions in individuals can shaped emotion in self , which is constructive nor emotions that are destructive . In the reality it turns out emotions really need something management or management in reach success .

EQ (Emotional Quotient) intelligence emotion is ability for recognize feeling , grabbing and awakening feeling for help mind , understand feelings and meanings , and control feeling by deep so that help development emotional and intellectual human . (Salovey,Peter ., Jack Meyer., In Pasiak, 2003:30) ,[32].

Soft skills are Skills individual man in interact towards others (Interpersonal skills) and skills for manager herself themselves (Intrapersonal skills), where ability that utilized for develop work with optimally . Elfindri et al in Amalia (2012, 12),[33], states with assertive that soft skills are all traits that can by dominant in affect and cause the functioning of the hard skills possessed individual human . Soft skills can Becomes determinant direction in utilization of hard skills. someone who has soft skills with ok then _ mastery knowledge and skills can utilized can bring and increase well- being and comfort , good for herself nor the environment . Real soft skills is ability character abstract , where covers ability manager emotion (EQ) and as abilities that are not invisible eye needed _ for reach success in life human . Whereas Yuliani (2016),[34], suggests Soft skills islsh as form competence behavior humans , therefore often known with term interpersonal skills or people skills. Skills the cover Skills in communicate , resolution to conflict nor negotiation , effectiveness personal , solving problem with solution by innovative creative , ideas and thoughts strategic , realize Tough and solid team , skill in influence as well as Skills sell idea or innovative and creative ideas .

Understand emotions in yourself personal actually have meaning build awareness yourself , where can created by individuals somebody for have awareness height that has very understanding and understanding _ to condition the feeling that is in self alone nor to each other . If understanding that built as well as capable for developed by istiqomah sharpened by Keep going continuously , then awareness self could exudes a sense of self- sensitivity personal nor sensitivity social . Then in self individual man will can have a high sense of empathy to each other . Real EQ is skills social which is manifested in the form of skills in communicate , work in team work for various type activity . (Bakhtiyar, 2017:122-123),[35]. Elfindri et al in Amalia (2012, 11),[36], gives defined that soft skills as skills and abilities live , fine by individual , group , social , and with the Almighty Creator . Soft skills that good character positive constructive will capable make existence individual somebody the more feel and lift for occupy a high social status in the middle society . O'Brien in Wijaya (2015, 5),[37], has describe by detail regarding soft skills as following ; (1). Soft skills as non- technical capabilities , which have been owned somebody already there is since man born . _ (2). Soft skills are non- technical abilities , which are not invisible eye his form but really needed for success . (3). Soft skills are non-technical skills could form talent as well as could developed through training .

From various theory personality , theory The five factor personality is frequent theory _ used for measure and review to success somebody in work . As for the five factor personality that capable give descriptive about characteristics that are unique special _ as well as relative to self individual human . As for the five factors the according to Barrick in Widhiarso (2009),[38], between others: (1). Resistance Personal (conscientiousness), where type personality this can look at the character persistent in work , systematic , never give up , have motivation tall as well as strong and durable to burden existing job _ his shoulders . (2). Extraversion (extraversion), where type personality this be marked existence Skills in build interaction and communication effective , clever make friends and hang out , can work same , very active and prioritizing cooperative , attractive and assertive . (3). Hospitality (agreeableness), where type personality this be marked existence friendly attitude _ amiable , inclined low heart , no want to for show the advantages , very easy for sympathetic , warm and able trusted as well as polite polite . (4). Emotion Stable (emotion stability), where type personality this be marked existence attitude calm down , no easy scared and worried as well as depressed , no easy angry as well as always believe self . (5). openness to experience (openness), where type personality this have power thinking character imaginative , likes challenges and obstacles _ _ _ like established , creative and very critical as well as have a desire know so big .

In fact , soft skills are is Skills librarian in interact towards others and skills in for manager herself alone . Soft skills are abilities in self humans who do n't invisible eyes , where it is most needed in reach success . Librarian as mover wheel mechanism organization library , where always interact with librarian nor friend profession . Therefore _ librarian demanded and highly expected have the soft skills that are qualified so that they can expedite the way wheel organization library to achieve vision and mission .

I. The Role of Librarians in the Age of Digitalization

Already Becomes nature that librarian is creature social , always interact to man other , so librarian have the status and role that must be run . In accordance opinion Soekanto in Monday (2015),[39], role is as aspect dynamic from the status, when somebody doing right as well as his obligations in accordance with status so he has To do something role . Librarian in reality have role main (Azmar , 2015:226),[40], as organizer collection ingredient References for Fulfill needs librarian as well as Becomes mentor about the procedure how about empowerment ingredient library so you can utilized with maximum . Existence librarian at the library college height is needed in empowerment so that utilized as good as possible for enhancement Education quality .

If library college tall able and able give service information with quality high , then showing indicator that librarian involved in it _ definitely very high quality . Service quality provided by the librarian , then by automatic goals that have been announced by the agency college tall can pedaled . (Azmar 2015, 225),[41]. Librarians today , no _ just interact with object dead , such as computers, books , documents as well as equipment other . However librarian always at each day interact towards other people 's environment it works . use can grow interaction dynamic and positive social _ constructive in the library , then librarian is very welcome capable weave best interpersonal interaction possible with the people around him , so can intertwined cooperation by positive . Existence librarian in the reality have role strategic that is realize excellent service library with destination for enhancement and strengthening to satisfaction and loyalty user . The existence of librarian soft skills , it is very helpful realization vision mission library by quality .

Librarian is profession no only just work , so librarian sued for capable recognize self alone as well as capable in build image positive constructive to his profession , as an actor who is able to give excellent service to society . Definition librarian according to Coal's statement (2009, 11),[42], that librarian is the person who carries out activity organization library , capable in give service information in accordance Duty from institution parent based on knowledge knowledge namely , documentation and dissemination information through education . Profession as librarian is mandatory have education certain . As for the definition other is in accordance with the International Encuclopedia of Information and Library Science, confirming that librarian is the manager and at the same time the access mediator to information for user from various type , prefix from collection next library _ spread large until to source other information in the world.

background behind education knowledge library and information as well as librarianship , then will capable adapt and balance to development constant needs of users move experience shift and change By therefore librarian expected have ability (Coal, 2009, 11),[43]; (1). Communicate by fine , so capable in To do identification various needs information always user _ growing . (2). Able to speak foreign especially language english , so could with easy in interact and communicate by international . (3). Able to grow various technique nor procedure work in the field by efeltif and efficient . (4). Able in To do research in the field of library , which is very useful for could determine innovation and creativity new as alternative solving or solution to various problem .

Librarians in the modern era always demanded and highly expected truly capable in maximizing competence in implementation duties and responsibilities answer to the obligations it bears . Khasanah (2008),[44], provides a definition of the meaning that digital librarian is specialist professional information , capable To do management digital library , combining professionally in _ data mining planning , service digital referral , service digital information , digging knowledge , representation information , extraction , coordination , distribution information , internet -based www , access along with multimedia browsing .

Hasting in Ridwan (2004),[45], strongly emphasizes that as the digital librarian must Fulfill criteria : (1). Always capable for develop in changes , (2). Read continously or continue with selective as well as To do experiment without end . (3). Always for love study . (4). Able in teach self alone . (5). Brave in take risk . (6). Have tenacity in face various potency obstacles and difficulties technology . While Stuart and Moran in Aziz (2011),[46], give firmness that librarian who is an information manager in the information age should be have ability as following ; (1). Technical skills.(2). Political skills. (3). Analytical skills. (4). Problem solving skills. (5). People skills. (6). System skills. (7). Business skills. In the era of digitalization librarians really have 7 abilities in accordance Shapiro and Hughes opinion in Pendit (2007, 55-57),[47], as following ; (1). Literacy Tool, is ability in understand as well as empowerment information good conceptualization nor practical , skills for make use of device software , device hardware , multimedia and so on . (2). Resource Literacy, is ability in understand form , format , location along with method for get information specifically from network always _ growing . (3). Social -structural Literacy, is understanding properly _ _ about how information that generated or produced by various party in society . (4). Research Literacy, is ability in utilise various based equipment _ technology information as tool research . (5). Publishing Literacy, is ability for publish and publish scientific information and ideas to circle large with use computer and internet.(6). Emerging technology literacy, is ability for adapt by Keep going continuously with development and progress technology and together the community capable in determine direction utilization technology information for development science . (7). Critical literacy, is

ability in To do evaluation by critical to impact and risk in utilise technology telematics for activity scientific .

Galib The skills required by librarians in the digital era are : adaptability _ _ or in accordance with development and progress digitized technology _ information contained in the library . In reality the modern library has change and develop with application system digitization . Therefore _ librarian Required have mastery to digital literacy with ok , where in the future already could confirmed that library with all activity always based on digitization .

L. Digitization Library As Reflection Shift , Development and Change In Society.

Saffady in Saleh (2010),[48], gives the definition of a digital library is all library _ management or substance collections ingredient the library have form computerization , which is form alternative as complement print conventional with shaped Mature micro material this has dominate collection library . Whereas Widyawan in Saleh (2010, 2),[49], explains that digital library has offer various convenience for users in To do access sources information electronic with utilise tools that can fun in limited time and opportunity . _ In accordance opinion widayanti (2015, 131),[50], there are a number of advantages that have been developed by digital libraries include ; (1). Long distance service, meaning library serve collection digital to provide convenience access distance far away . (2). Access very easy , that means utilization digital technology can give freedom for seekers _ information , because could To do various method search by independent . (3). Cheap (cost-effective), meaning convenience access as well as superiority service for the user is very high , if compared with collection other . (4). Maintenance collection conducted digitally , that means library have opportunity big can have and save millions information without worry deficiency place , as well as preservation great digital collection easy done . (5). Complete answer , that means every user 's question answered direct through the system used digital library . (6). Global network , as means utilization internet access and users can To do search as well as communicate from distance far To use get required information . _

essence that digital library is same just with library normal , just just in implementation procedure work based on utilization computers and resources digital power . As for aspects most important digital library is cover all source information printed and source information electronics .

I. Application Soft Skills In Librarian Performance

Challenges , opportunities and obstacles faced in the free market in the end always demand for prepare HR ready professional work , capable academic (hard skills) as well as capable in apply knowledge academic skills in the world of work (soft skills) (Haryati 2016, 2),[51]. Neil Richard Geiman in Rotmianto (2015),[52], has sampling very interesting expression about linkages between google and librarian , that “Google can bring you back 100,000 answers, a librarian can bring you back the right one”.

Expression that it turns out confirm that existence librarian always needed all the time, with requirements librarian mandatory and must have will strong as well as capable height , for can master and be able managing hard skills and soft skills. existence technology precisely must be utilized as much as possible To use enhancement and strengthening to status and role librarian in society . Rotmianto (2015, 86),[53], explains that soft skills are useful very for enhancement professionalism librarian including ; (1). Listening skills are ability for listen opinion , various input ideas and ideas from users. (2). Communication skills, namely ability adequate , effective and pleasant communication , in order to build connection good with other people especially

with user . (3). Public relations skills, namely ability in build relationships and work same with user , friend colleague nor with library as well as organization other .

Soft skills are needed and must owned by librarians in To do excellent service because is element most important from mechanism work in the field service in the library . By real in the process of giving service information , want not want to certain need soft skills skills, so that the goal from excellent service library could materialized . In excellent service always give emphasis on achievement satisfaction user . Therefore _ soft skills , especially communication effective Among librarian with users it becomes very urgent in the process of giving service in the library .

Librarian in implementation performance Required professional and quality , where must have sense of taste, cleanliness spiritual as basic capital in doing socialization as well as communication against the user, has ability intellectual tall to language as well as very rational mathematics . Ability in implementation socialization and communication that is mandatory skills _ owned every librarian , as commitment that is very individual and have integrity tall for enhancement and strengthening productivity work .

However thereby in the reality still many librarian no know and don't understand to demands and expectations Public to status and role as well as profession librarian . Not Few librarians have _ _ reach success as well as success in position self in profession and career . Daniel Goleman (1999),[54], asserts success and failure librarian caused factors related on IQ and EQ. For the sake of could realize success in life social so librarian could reach it with ; (a). Maintain and build connection friendship synergistic to various related parties _ with library . (b). Capable work hard and synergistic with the team good . (c). Talk and listen with effective . (d). Cultivate empathy _ to each other . (e). Search and get solution To use handle the problem yourself when experience difficulty . (f). Realize brilliant achievement _ with without violate regulations . Beside that in accordance with Husna's thoughts (2013, 3),[55], that application of soft skills for librarian in essence no different far with other professions , where _ include ; 1 . Communication skills consist of above : (a). Ability communicate , that is librarian must capable for communicate with effective as well as could influence other people. Able in give presentation by clear , communicate by written , with spelling , structure nor clear content . _ (b). Ability hear , that is capable listen as well as discuss various other people 's opinion from can got an idea from other people 's opinions , as well capable constructive comments . _ (c). Able to give the best feedback to various situations faced by others. (d). Able to overcome conflict through give very precise response in various situation . (e). Relationship building that is utilise formal and informal mechanisms for guard connection good with fellow staff nor user . (f). Self -initiative , i.e. have initiative smart , innovative and creative without must ordered . (g). Teamwork, that is ability in work together on a team work . 2. Entrepreneurship . Already time for librarian for think entrepreneurship . Information is as something strength and have expensive value , then should be librarian Required have outlook entrepreneurship to be able maintain existence , especially in the information age . 3. Management & Leadership skills (a). Administration , able make system good administration _ for various activities carried out . (b). Management change , able arrange various alternative who can arise from something change . (c). Able to create role new . (d). Decision making means as manager library , then librarian must capable make decision in face various problems that occur in the library . (e). Leadership , have soul and character strong leadership . _ (f). Measurement , able doing measurement performance and impact on service information in the library . (g). Management project , capable lead as well as arrange a project . (h). Management source power human . (i). Able to Execute coordination with good against part related . (j). Training and resources human , capable analyze the required skills as well as give required training . _ (k). Able to do plans strategic and able implemented . 4. Social

& community skills include ; (a). Animating and information culture, namely librarian Required capable follow development culture and information , proficient in management information , packaging repeat information , and very literate to information . (b). Collaboration. That is librarian must capable collaborative between librarian in solve problems library . (c). Community building. That is ability librarian in build community library To use each other share information in the field library . (d). Establishing professional, collegial relationships with colleagues. Librarian must capable doing his job by professional through weave connection good with his colleagues . (e). Knowing the community and helping it to grow. Librarian very need for know community and help for grow and develop . (f). Mediator of culture. In essence librarian must capable for strive creation a culture read in something nation , so Becomes nation quality , responsive to change and development to more direction _ forward . (g). Networking, that is librarian must capable for build network library , which is gathering library that serves a number of bodies, agencies , which are under the jurisdiction certain , as well as give service in accordance with plan integrated in reach destination together .

5. Attitude & personal traits include ; (a). Ability for accept pressure . (b). Able to adapt , respond by fast in change situational , affective and metocognitive in prepare change , flexibility with needs organization . (c). (have approach . (d). Firmness . (e). Have Act good behavior _ in work . (f). Have a good EQ . (g). Inquiring mind. (h). Enthusiasm (i). independence . (j). Ability innovative in create ideas and discoveries new . (k). Learning lifetime live , no only through informal but also informal means accept knowledge and ability new by sustainable .) (l).Able to motivate team and motivate others (m). Caring for and life satisfying personality . _ (n) behave professionally. (o). Believe self , good self image . (p). Have good sense of humour . (q). Have style in work . (r). user oriented . _ (s). Ability work in different cultures .

The benefits of librarian Soft Skills are very large, which will be able to satisfy users through well-fulfilled information needs, so that they can give a positive impression on the professionalism of librarians, which in turn is able to increase user loyalty. A sense of pride in being a member of the library, thereby increasing enthusiasm for work, increasing professionalism, raising the image of the library, and serving as a model for other units/institutions. Mujar (2009, 18), [56], emphasized that the benefits of soft skills are to facilitate all work and create multiple benefits for all parties, both librarians, users and library institutions. With soft skills applied, it will be easy to build and foster dynamic interactions with users, participate actively in teams, make decisions, be able to solve various problems, and have the ability to maintain meaningful conversations.

CONCLUSION

The results of research on the soft skills of librarians in realizing excellent library services in general have been capable of quite well including; (1). listening skills. (2). communication skills (3). interpersonal skills (4). public relations skills. (5). leadership and team work skills. With the soft skills of a good librarian, the librarian will easily realize synergistic and dynamic interactions with users, actively participate in teams, be able to make decisions and be able to solve various problems that exist in the library organization.

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