INFORMATION DESIGN AT THE LIBRARY OF BINA NUSANTARA UNIVERSITY ANGGREK CAMPUS

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Abstract

Library is a place to store book or non-books collections that can be used to research, read, and learn. At Bina Nusantara University, Anggrek campus, the library is also a space for discussion and sharing knowledge to each other. The spaces are large and includes large collection of books, causing considerable obstacles in the library of Bina Nusantara University Kampus Anggrek. This is because the important information for visitors has not been processed maximally. An open space at the library can be put with design information about the system of borrowing and returning books, also the other main services. We always see many signs in the street such as road sign, the rules in somewhere, or infographics of some directions. They are some example of information design. The library of course can use that too to help the visitor in the library. For this research, we use the qualitative approach and the descriptive method by doing some observation in the library and some interview to students who visit the library, and also the Visual Communication Design lecture. So this research will discuss what are the information designs in the Library of Bina Nusantara University, Anggrek Campus and why the design of information is important.

Kata kunci: information design, campus library, library information design, library design, design

I. INTRODUCTION

In life in society, we certainly often see signs that show an instructions or description when doing some activities. Example a floor plan, or work instructions designed in such a way to make them good-looking. The location is also diverse, there are inside such as inside a mall, apartment, and office, and there are also outside. The sign or description is an example of an information design. David McCandless in his presentation on the TED Talks channel¹ said that now with excessive information rain requires visual skills that make it easier for readers to understand information so that readers can connect patterns into a series of stories or readers can also just focus on the information that he thinks is important.

The needs of information processed in the form of visual demands to facilitate readers wherever located. So the data that initially a lot of letters or numbers into a visual that is easily understood precisely and intact. That's the challenge of today's designer. Imagine that information as a map, so if we get lost, a map is needed to guide us out of being lost. This is why the information needs to be described more simply like a map.

Library is an information facility that allows the users to access the information that provided by the library in the form of printed collections such as book, magazine, and news paper, and also non-printed collections like e-books, e-journal, video conference, that contains various kinds of knowledge. The existence of the library is certainly very helpful in research and development activities,

¹ Ted-Ed. (2012, November 23). The beauty of data visualization. Retrieved from YouTube: https://www.youtube.com/watch?v=5Zg-C8AAIIGg
seen from the totals of libraries built in various institutions, especially educational institutions.

As time goes by the library continues to grow in terms of facilities and information, for example the use of information and communication technology systems that allow users to search collections more easily the library. The use of the design of a library of course also evolved to see the technological advances that exist around us to make the library look comfortable.

In the Law of the Republic of Indonesia number 43 year 2007 chapter 1 paragraph 1 about Library (in Indonesia called Undang - Undang No. 43 tahun 2007 tentang Perpustakaan) stated that "Library is the institution of managing the collection of papers, prints and professional recorded work with standard system to supports the needs of education, research, conservation, information and recreation it’s user“. But sometimes when the users come to the library, the confused of what have to do when inside the library. From there the information design is very important for visitors who come as a guide to perform activities in the library. The combination of useful content with a particular presentation and format can help visitors intuitively, providing easy-to-understand guidance (Lipton, 2005).

Design information can provide solutions for library visitors to provide direction and location system placement collection of books, explanation of the process of borrowing books or become a new member to the signs needed library because of special collections such as special areas collection of books that can’t tendon out library, or a collection of magazines, journals, and more. According to Widodo (in SaintTyaw, 2013) the good design of a building or environment will cause people to feel more comfortable, secure, and productive. Otherwise the bad design will creates powerless and stressful feeling of Likewise with a library design. A good library design, will make library visitors feel comfortable, safe, and productive. The consequence is what library users will do, who come with the primary intent of searching for information or knowledge, can run smoothly and properly.

II. LITERATURE REVIEW

A. University Libraries

The university library is a library that aims to meet the information needs of lecturers and students in universities. University libraries can also be open to the public (National Library of Indonesia, 2011). The existence of university library is considered very strategic in the development of science and technology. In general, the role of university libraries is to provide information services needed by users. Universities in Indonesia have a goal called “Three Goals of University” (in Indonesia called by Tri Dharma Perguruan Tinggi) that are education, research, and community service. Therefore the college library aims to assist in the implementation of these three objectives (Sulistyo-Basuki, 1991). Mostly this library called “research library” because the main function of this library is research that is the main activity in university (Sutarno, 2006, p. 46).

B. Objectives and Functions of University Libraries

University libraries are often interpreted as research centers because many provide information related to supporting facilities in the research process. National Standard of University and School Libraries (in Indonesia is written as Standar Nasional Perpustakaan (SNP) : Bidang Perguruan Tinggi dan Sekolah) mentions there are several purposes of the university library:

1. To provide library materials and information access for users for educational, research and community service; develop, organize and utilize collections;
2. Increasing literacy of information of the user;
3. Utilize information and communication technology;
4. Preserving library materials, both content and media.

To achieve the perfect goal, the library must also be supported with its function. The university library functions according to National Standard of Higher Education and School Libraries are:

1. Education Function; library is a means to provide a collection that support the learning activities or of each study program in other words supporting the curriculum of the study program.
2. Information Function; library as the source of information that is easily accessible to search some information and knowledge from it.
3. Research Function; the library prepares the collection, especially the latest as a material to conduct research in the science and art field.
4. Recreational Functions; the library provides a collection that can increase the creativity and imagination to the users.
5. Publication Functions; the library helps publishing the works that produced by the
community around the college. Works can be academic or non-academic.

6. Deposit Function; library as a storage center for works that created by the college community who hold the library.
7. Interpretation Function; the library should have done the study and added value to the sources of information it has to assist the user in performing its three rules of education.

C. Information Design

Information Design is the practice of presenting information by providing an efficient and effective understanding, not just for attracting or artistic expression (Tech Head Stories, 2015). Then another definition put forward by BMC Remedy is that an information design is an activity of collecting, organizing and presenting information in accordance with effective principal design and can be presented in textual, graphical or in the form of animation. According to International Institute for Information Design (IIID) “Information design is the defining, planning, and shaping of the contents of a message and the environments in which it is presented, with the intention to satisfy the information needs of the intended recipients.”

D. Information Design Function

Roney (2005) in his book entitled The Practical Guide to Information Design says that a building, information design has some functions. they are:
1. Design information that helps guide people and understand the complexities that can arise from the situation of a region in the form of figures, realities in the field, direction and other needs.
2. Design information helps humans to solve a problem and find the right needs or work.
3. Design information can reduce frustration
4. Design information from the beginning and the end can help humans who use it, easily understand the design explanation of it, so that the purpose of service design information creation is fulfilled.

III. RESEARCH METHOD

The method used in this study is descriptive method. According to Nazir (idtesis.com) the descriptive method is a method in researching the status of a group of people, an object, a set of conditions, a system of thought or a class of events in the present. In addition, Jalaludin Rakhmat (2005: 24) said that this type of research only describes the events only, and does not seek or explain the relationship, also not testing the hypothesis or make predictions.

This research was conducted using a qualitative approach. According to Professor Pasurdi Suparlan (in Hamid 2007: 2), the qualitative research is often referred to as a humanistic approach, due to the perspective, way of life, taste, or expression of emotions and beliefs of the citizens researched in accordance with the problem under study, also including data to be collected. The data was collected by interviewing the lecturer who mastered the information design topic and also some students who visit the library. We also do an observation in the library to see the information design in there.

This research will certainly explain the details about the design of information available in Bina Nusantara University Library.

IV. DISCUSSION

A. Bina Nusantara University’s Library

Information Design

In everyday activities, of course the design information in the library is useful for the visitors who want to come. In front of the entrance to the collection room, there is an information design about the library services through mobile phones and information on how to access the journal from Scopus, that subscribed by Bina Nusantara University. So, it will help the people on how to access the journal and the phone services without asking the librarian.

FIGURE 1. THE INFORMATION DESIGN OF SCOPUS JOURNAL AND LIBRARY ON MOBILE PHONE SERVICE

After that, in the middle of the room there is a sign that contains the direction to access the facilities in the library such as reserved collection and internet service. Bina Nusantara University Library The Anggrek Campus has design information about the number of bookkeeping on every shelf. This is so
important, because it will reduce the time if someone searching some book. It is releated on Roney’s theory of reducing frustration, that it will reduce the frustration because of finding some book hardly. On each shelf there is a label information board about a call number that serves to show any number of calls on the shelf. In the outer room of the reading area in this library, there are two discussion rooms. There is also directions on how to use the discussion room.

**FIGURE 2. THE SIGN OF THE LOCATION OF RESERVED COLLECTION AND THE INTERNET AND MULTIMEDIA SERVICE THAT PROVIDED BY THE LIBRARY**

There is an information about Bank Indonesia corner in there, that state this university has established corporation with Bank Indonesia.

**FIGURE 4. LABEL INFORMATION THAT CONTAINS THE BOOK CALL NUMBER**

**B. Opinions from some Students and Lecturers of Bina Nusantara University**

According to the student named Alpha (disguised name) with initial ST from the Department of International Relations believes that there needs to be a sign or clue to read the call number of the book so that visitors, especially new students easier to find the collection there.

**FIGURE 5. THE OUTER READING AREA IN THE LIBRARY**

**FIGURE 6. THE INSTRUCTIONS ON HOW TO BOOKED THE DISCUSSION ROOM IN THE LIBRARY**

**FIGURE 7. THE INFORMATION DESIGN OF PLYMOUTH UNIVERSITY THAT CONTAINS THE LOCATION OF THE CALL NUMBER (IN PICTURE: 640 - 999) AND ALSO THE FACILITY THAT AVAILABLE TO THE USER IN THE LIBRARY**
Then, one of the students from the Department of Application Game, Faculty of Information Technology named Beta (disguised name) said that need to be made information such as how to do the loan book and return the book. The reason is because the number of students Bina Nusantara University, Anggrek Campus which amounted to about 7,000 to 10,000 people, if one day do not know what to do in the library to directly read the sign or information created, to further shorten the time librarian to do other work. In addition, it also serves as a guide for new students when entering the library.

According to Interior Design lecturer of Bina Nusantara University, there are some space that can actually be used as a place to display the information design about the main services of the library. The information such as borrowing procedures and return of books, such as in place to display awards in the library (there is a lot of blank space in there) and the other places such as the outer reading area.

From his statement, he is referring to the example of some information designs in Plymouth University such as, the map of the bookshelf location that make the bookshelf easier for visitors to find the title of the book they need. Then, cross section of the library map that can help visitors know where they are and other information that they needed. Because, the visual power on the library information map is very easy for library visitors.

About the call numbers information also the facilities that available for the users, a simple visual element capable of translating information about the existence of a book call number, then talking about the facility, the examples are presence of a toilet, library lounge, reading room and other facility are well summarized in a single information panel.

V. CONCLUSION

From the problems that have been submitted above can be concluded that the existence of an information design is needed in the library room at Bina Nusantara University Anggrek campus, Jakarta. The situation that occurred in the library room, currently has not maximized some space or area that can help library visitors to get information about how to search the data of the book, how to find the bookcase after obtaining the desired title of the book or a sign that can remind visitors of the library so as not to be noisy, to put the garbage in the right place, and others.

David McCandless, conveys that design is looking for solutions to problems, so when information becomes a problem, the design should be
able to help by visualizing it so that readers are able to understand information quickly, clearly and beautifully processed or aesthetic uses the right visual elements.

From the existing information design, there are several opinions expressed by some students and lecturer from Bina Nusantara University. The opinions are, the needs for information on how to read the call number, then about the design of information that can increase the time-effectiveness for librarians to do their work and blank spaces that can be used to set the information design.

As for suggestions that can be given to the Library Bina Nusantara, Anggrek Campus about the design of information library are:

1. Giving the location map of each type of book will be much more helpful than writing boards hanging away from human sightings so often overlooked the information sharing of the book type shelf. A multi-colored shelf board layout that can distinguish different colors can help visitors, especially newbies who first come to the library.

2. There should be a banner in the entrance to tell the process of searching books in the library (the procedure how to search the book).

3. Information label for the call number of the books that located on each shelf, can be processed per color tailored to the type of book. Is that a reference books, or scientific books, journal, and others, so in addition to numbers, visitors can more easily go to the shelves, example the yellow labels and shelves for reference books.

4. The difficult for visitors to find the category and the call number of the books, can be processed more interesting and plus the usage of a symbol form that allows library visitors find the book or information needed easily.

5. There should be information such as turning down the sound inside the library, do not littering, putting the book into the trolley that prepared by the library, etc., so visitors, especially the main visitors, can realize when going to the library there is a procedure operation standard in there and obligations as well rights in the use of facilities at the Library Bina Nusantara University.

6. We recommend signing not only as a decoration. The location board should be able to explain the situation in the library.

7. Make a floor plan to divide the collection of books with color. Color is the first visual element captured by the human eye. Colors can attract attention and provide directions.

REFERENCES


Undang - Undang No. 43 tahun 2007 tentang Perpustakaan.