



## Revitalizing Special Libraries: Innovative Marketing Frameworks to Drive User Visits

Nurlela\*, Utep Ahmad Zulfiqor, Hardi Humaedi Hidayat

Sekolah Tinggi Agama Islam Idrisiyyah Tasikmalaya, Indonesia

Email : [nurlela11403@gmail.com](mailto:nurlela11403@gmail.com)

DOI: <https://doi.org/10.61987/jemr.v5i4.2567>

### ABSTRACT

#### Keywords:

Marketing Strategy,  
Library Promotion,  
Visitor Engagement,  
Digital Information  
Behavior

\*Corresponding Author

This study aims to examine marketing strategies implemented by a library to increase user visits in the context of rapid information technology development and to identify factors influencing fluctuations in visitor numbers. It employs a qualitative descriptive approach with data collection through observation, interviews, and documentation. Results show that the library applies marketing strategies including relevant collection development, service quality improvement, social media promotion, and collaboration with educational institutions and communities. Visitor trends fluctuate due to internal and external factors, including digital information behavior changes, academic calendar cycles, service quality, facilities, comfort, and promotion effectiveness. The study implies that strengthening digital promotion, improving user centered services, and enhancing facilities can increase user engagement and visit interest. It highlights the need for integrated marketing strategies combining digital communication, service innovation, and community engagement to support sustainable library usage in the evolving digital information environment. These findings provide practical guidance for library managers in optimizing digital outreach strategies and improving service quality to attract and retain diverse user groups effectively over time.

#### Article History:

Received: January 2026; Revised: February 2026; Accepted: March 2026

#### Please cite this article in APA style as:

Nurlela, U., Zulfiqor, U. A., & Hidayat, H. H. (2026). Revitalizing Special Libraries: Innovative Marketing Frameworks to Drive User Visits. *Journal of Educational Management Research*, 5(4), 4115-4125.

## INTRODUCTION

Libraries play a critical role in supporting knowledge access in modern society, especially in education and research development (Hikmah, 2026; Mohlas, 2025; Najiburohman, 2025). In the digital era, information access has become faster, broader, and more decentralized due to internet technology and digital platforms. This condition increases public dependence on digital information systems while reducing reliance on physical information institutions such as libraries. As a result, libraries must maintain their relevance as knowledge service centers that support learning, research, and information

literacy. The importance of libraries lies not only in providing collections but also in ensuring equitable access to credible information sources for students, researchers, and the general public (Kusumawati, 2026; Nadhifah, 2026). However, the rapid growth of digital ecosystems challenges libraries to compete with search engines, social media platforms, and artificial intelligence-based tools. Therefore, library transformation is required to ensure sustainability of services and continued public engagement in information-seeking activities.

The main problem faced in society today is the shift in information-seeking behavior caused by digital transformation (Adzimah, 2024; Holidi, 2026). Users increasingly prefer instant digital sources rather than visiting physical libraries. This behavior reduces physical library visits and weakens the traditional role of libraries as primary information providers. Many users, especially students and academics, rely on search engines, social media, and digital academic applications to fulfill their information needs (Albustomi, 2025; Fitriani, 2025). This condition creates competition between libraries and digital platforms that offer faster and more accessible information services. In addition, libraries often face challenges in adapting their services to changing user expectations, particularly in terms of convenience, accessibility, and digital engagement. If libraries fail to respond effectively, they risk losing relevance in the information ecosystem. Therefore, a strategic approach is required to maintain user interest and ensure that libraries continue to function as trusted information providers in the digital age.

In practice, many libraries experience a decline or fluctuation in visitor numbers due to changing user behavior and technological advancement. Users now tend to prioritize digital platforms for information retrieval because they are faster and more efficient compared to physical visits. Library visitation patterns are also influenced by academic cycles, digital literacy levels, and the availability of alternative information sources. In addition, internal factors such as service quality, facility comfort, internet access, and promotional effectiveness significantly affect user interest in visiting libraries (Ni'am, 2025; Rahman, 2025). Some libraries have implemented digital promotion strategies through social media and community-based programs; however, the impact is not always consistent due to limited optimization. Observations indicate that libraries that actively engage users through digital channels and interactive services tend to maintain higher visitation levels compared to those relying only on conventional services. This phenomenon highlights the need for adaptive marketing strategies that align with user behavior and technological development trends.

Previous studies have shown that library marketing strategies play an important role in increasing user visits and service utilization (Holidi, 2025; Khofsah, 2025; Shoha, 2026). Marketing in libraries is not only limited to promotion but also includes service development, user engagement, and communication strategies. Research findings indicate that social media

promotion, literacy programs, and innovative services contribute to increased user interest in library services. The application of the marketing mix concept in library services has also been proven to improve user satisfaction and loyalty. However, most existing studies focus on school libraries, academic libraries, and public libraries. These studies generally emphasize promotional activities without analyzing the full marketing process, including planning, implementation, and evaluation stages. As a result, there is limited understanding of how integrated marketing strategies operate in specialized libraries, particularly in relation to user visitation dynamics in the digital era.

Research specifically focusing on special libraries remains limited, especially those related to central bank or institutional libraries at the regional level. Existing studies often discuss marketing strategies in a general context without linking them to specific institutional characteristics and user behavior changes. In addition, most research does not deeply analyze the relationship between marketing strategy implementation and declining visitor trends (Hikmah & Mudarris, 2026; Manshur, 2026). This creates a clear research gap in understanding how specialized libraries adapt their marketing approaches to digital transformation challenges. Furthermore, limited attention has been given to evaluating the effectiveness of integrated strategies that combine digital marketing, community engagement, branding, and service quality improvement (Kusumawati, 2025; Syafiih, 2025). This gap indicates the need for more comprehensive research that examines library marketing strategies in a structured and contextualized manner, particularly in specialized library environments that serve specific user groups with distinct information needs.

This study introduces a comprehensive approach to library marketing strategy by focusing on a specialized library context and integrating multiple strategic dimensions. The novelty lies in the systematic analysis of marketing strategies that include digital marketing, activity-based promotion, community engagement, branding reinforcement, and service quality improvement. Unlike previous studies that focus on partial strategies, this research examines the full cycle of marketing management, including planning, implementation, and evaluation. The study also connects marketing strategy directly with user visitation trends in the context of digital transformation. By integrating user needs analysis and technological development trends, this research provides a more contextual and applicable framework for library marketing strategy. This approach contributes to filling the research gap by offering a structured model that can be used to understand and improve marketing effectiveness in specialized library environments facing declining physical visitation.

The main research problem in this study is how marketing strategies are implemented in specialized libraries and how these strategies influence user visitation patterns in the digital information era. This research argues that effective marketing strategies can improve user engagement by aligning library

services with user needs and digital behavior trends. The study also proposes that integrated marketing approaches combining digital promotion, service improvement, and community-based activities can strengthen library relevance and increase visitation levels. The theoretical foundation of this research is based on service marketing theory and user information behavior theory, which emphasize the importance of service quality, accessibility, and user satisfaction. Based on these arguments, this study aims to analyze, evaluate, and explain the effectiveness of marketing strategies in improving library utilization. The expected contribution is to provide empirical evidence and practical insights for developing adaptive marketing strategies in specialized library environments.

## RESEARCH METHODS

This study employs a qualitative research design using a Descriptive approach. The case study design is selected because it allows an in-depth exploration of marketing strategies within a specific institutional context (Okoko et al., 2023; Takona, 2024). This approach focuses on understanding real conditions, processes, and meanings behind marketing activities rather than measuring numerical relationships. The qualitative case study is appropriate for examining how strategies are planned, implemented, and evaluated in a natural setting. It enables the researcher to capture complex interactions between marketing practices, user behavior, and service development. The selection of this design is based on its strength in providing rich, contextual, and detailed insights into a single bounded system. In this study, the bounded system refers to the library as a specialized information service institution that applies marketing strategies to increase user visits.

The research is conducted in a specialized library environment that serves as an information service institution focusing on economic and financial knowledge. The location is selected because it represents a specialized library context that differs from public and academic libraries. This setting is relevant for analyzing how marketing strategies are applied in institutions with specific user segments and information needs. The library also provides a suitable case for observing the impact of digital transformation on user visitation patterns. The selection of this location is based on its active implementation of promotional activities, digital communication strategies, and community engagement programs. In addition, the institution has experienced fluctuations in visitor numbers, making it an appropriate setting for examining marketing effectiveness and user response behavior.

Data collection in this study is carried out using three main techniques: observation, interviews, and documentation (Salmona & Kaczynski, 2024). Observation is used to directly examine marketing activities, service delivery processes, and user interactions within the library environment. Interviews are

conducted with library staff and users to obtain in-depth information regarding marketing strategies, promotional practices, and user perceptions of library services. Documentation is used to collect supporting data such as activity reports, promotional materials, social media content, and visitor records. These three techniques are combined to ensure data triangulation and improve the validity of the findings. The integration of multiple data sources allows the researcher to obtain a comprehensive understanding of how marketing strategies are implemented and perceived in practice.

Data analysis in this study follows an interactive model consisting of data condensation, data display, and conclusion drawing or verification. Data condensation is conducted by selecting, focusing, and simplifying raw data obtained from interviews, observations, and documents to identify relevant patterns related to marketing strategies. Data display is performed by organizing the condensed data into structured formats such as matrices, descriptive narratives, and thematic groupings to facilitate interpretation. The final stage is conclusion drawing and verification, where findings are interpreted and continuously checked against empirical evidence to ensure consistency and validity. This iterative process allows the researcher to refine interpretations and confirm emerging patterns related to marketing effectiveness and user behavior. The use of this analytical framework ensures that the findings are systematic, credible, and aligned with the objectives of the study.

## **RESULTS AND DISCUSSION**

### **Library Marketing Strategy Planning**

The library develops a structured marketing strategy plan to strengthen service visibility and increase user visits. This planning process is based on user needs analysis, identification of target audiences, and formulation of programs that support service utilization. The library positions itself not only as a repository of information resources but also as a learning space and literacy center that supports public knowledge development. The planning emphasizes integration between service improvement, collection relevance, and communication strategy. Collection development is conducted continuously by updating printed and digital materials in fields such as economics, finance, banking, education, and technology to ensure information relevance. Service quality improvement is also prioritized through professional staff behavior, fast response services, and user-friendly assistance. In addition, physical facilities such as reading rooms, seating arrangements, air conditioning, and supporting infrastructure are improved to create a comfortable learning environment. These elements form the foundation of the marketing strategy planning that aims to

increase user engagement and library utilization.

Digital communication is a central component in the marketing strategy planning process. The library utilizes social media platforms such as Instagram to disseminate information about services, collections, and literacy activities. Content is designed to be informative, structured, and accessible to broader audiences, particularly young users who dominate digital information consumption. This approach aims to increase awareness and strengthen the visibility of library services in the digital space. Digital promotion is also used to bridge the gap between physical services and user information behavior that increasingly relies on online platforms. Through this strategy, the library seeks to position itself as a relevant and adaptive information provider in the digital era. The planning process also considers the importance of consistency in communication and audience targeting to ensure promotional effectiveness. By integrating digital media into its strategy, the library expands its outreach beyond physical visitors and builds stronger engagement with potential users who interact primarily through online channels.

The library also implements partnership-based strategies to expand service reach and strengthen its role in the community. Collaboration is established with higher education institutions to support academic activities and improve access to information resources for students and lecturers. These partnerships enable the library to become part of the academic ecosystem and increase its relevance in educational activities. In addition, outreach programs are conducted in schools to introduce library services and promote reading culture among students (Lyhne et al., 2025; Munif, 2024). These programs include literacy visits and educational socialization activities that aim to build early awareness of the importance of information access. Through these initiatives, the library strengthens its function as an active literacy institution rather than a passive information storage center. The combination of collection development, service improvement, digital promotion, and institutional collaboration forms an integrated marketing strategy.

### **Implementation of Marketing Strategy in Increasing Library Visits**

The implementation of marketing strategy is carried out through a series of operational activities that directly interact with users and the public. These activities include social media promotion, literacy programs, and collaboration with educational institutions and community groups. Social media is actively used to distribute information regarding services, events, and library facilities. This allows the library to reach wider audiences beyond physical visitors. Literacy programs are implemented through seminars, workshops, and

educational visits that provide interactive learning experiences. These programs are designed to increase user engagement and build stronger interest in library utilization. Collaboration with educational institutions also plays an important role in increasing structured visits, especially from students who participate in scheduled literacy activities. These combined efforts demonstrate that marketing implementation is not limited to promotion but also involves direct service interaction and community engagement.

Service quality improvement is an essential part of marketing strategy implementation. Library staff play a key role in delivering friendly, responsive, and efficient services to users. User experience is strengthened through easy access to information and supportive assistance in navigating collections. Physical facilities also contribute to service implementation effectiveness. Comfortable reading spaces, adequate seating, and a conducive environment support longer and more meaningful library visits. These service improvements increase user satisfaction and encourage repeated visits. The library also ensures that operational processes support user needs, including smooth borrowing systems and accessible information services. By combining human resource quality and facility readiness, the library creates a service environment that supports user retention and engagement. This implementation shows that marketing strategy operates not only at the promotional level but also at the service delivery level.

Visitor patterns indicate fluctuating trends influenced by academic cycles and activity schedules. During examination periods, library visits tend to decrease because users focus on academic preparation outside the library. In contrast, visits increase during normal academic periods when users engage in learning and group assignments. The library also organizes activities such as literacy seminars, book exhibitions, and educational visits to attract users and increase participation. These activities provide interactive experiences that enhance user interest in library services. To manage fluctuations, the library develops digital-based systems, improves application-based services, and expands book delivery services (Henry Wasosa, 2025; Purwanto, 2024). These efforts aim to maintain service continuity and increase accessibility. Continuous promotion through digital channels also supports visibility and user engagement.

### **Evaluation of Marketing Strategy on Increasing Library Visits**

Evaluation of marketing strategy is conducted to measure the effectiveness of implemented programs in achieving increased user visits and service utilization. The evaluation process focuses on visitor trends, user feedback, and the effectiveness of promotional activities. Data is analyzed to determine how marketing strategies influence user behavior and library

engagement. One of the key findings shows that service comfort significantly affects user decisions to visit the library. Users tend to return when they experience responsive service and easy access to information. Staff performance plays an important role in shaping this experience, particularly in providing assistance during information retrieval. Evaluation also considers how promotional strategies contribute to public awareness and user interest. Social media dissemination of library activities and services increases visibility and encourages more frequent visits.

Digital promotion is identified as an important factor in strengthening library engagement. Information shared through social media platforms helps users understand available services, facilities, and programs. This visibility contributes to varied visit frequencies, ranging from occasional monthly visits to regular weekly visits depending on user needs. The evaluation shows that users respond positively to consistent and informative digital communication. Facility quality is also a major determinant of user satisfaction. Free WiFi access, comfortable reading spaces, and a supportive learning environment increase the attractiveness of the library. These facilities enable users to conduct academic activities efficiently and comfortably. The combination of service quality, digital promotion, and facility availability forms a strong foundation for increased library utilization.

Based on the evaluation results, the marketing strategy has a positive impact on increasing user interest and visit frequency. However, several areas still require improvement to ensure long-term effectiveness. Expansion of promotional reach is needed to attract broader user segments beyond existing visitors. The library also needs to develop more innovative programs that align with evolving user needs and digital behavior patterns. Continuous improvement in service quality and digital engagement is necessary to maintain competitiveness in the information service environment. These findings indicate that marketing strategy must remain adaptive and responsive to technological and behavioral changes in order to sustain library relevance and user engagement.

## CONCLUSION

The most important finding of this study shows that library marketing strategy plays a significant role in shaping user visitation behavior in the context of digital transformation. The library no longer functions only as a physical storage of information resources but has shifted into a user-oriented information and knowledge service center. The key lesson from this research is that user engagement is strongly influenced by the integration of service quality, relevant collections, digital promotion, and institutional collaboration. Comfort in service, availability of supporting facilities such as free WiFi, and consistent social media

promotion are identified as the main factors that drive users to visit the library. This indicates that libraries must continuously adapt to changing information behavior patterns by strengthening digital-based services and interactive programs. From an academic perspective, this study contributes to the development of library marketing theory by providing empirical evidence on how integrated marketing strategies affect user visitation in specialized library settings. The study strengthens the understanding that marketing in libraries is not limited to promotion but includes service design, user experience, and communication strategy as interconnected components that influence user behavior.

Despite its contributions, this study has several limitations that should be acknowledged. The research is limited to a single specialized library context, which may restrict the generalizability of the findings to other types of libraries such as public or academic libraries with different user characteristics and operational systems. In addition, the study primarily relies on qualitative data, which focuses on descriptive interpretation rather than quantitative measurement of the direct impact of each marketing component on visitation rates. Future research is recommended to expand the scope by comparing multiple library types or integrating mixed-method approaches to obtain more comprehensive and measurable results. Further studies should also examine the effectiveness of specific digital marketing tools and user engagement metrics in greater depth. This will help develop a more robust and scalable model of library marketing strategy that can be applied across different institutional contexts while responding to evolving digital information behavior patterns.

## REFERENCES

- Adzimah, M. (2024). Experiential marketing strategy in the boarding school education ecosystem as an effort to increase the loyalty of student guardians at Islamic boarding schools. *Educazione: Journal of Education and Learning*, 1(2), 78–86.
- Albustomi, A. Y. (2025). Visualizing transparency: The role of virtual school tours in strengthening institutional accountability and stakeholder trust. *PEDAGOGIK: Jurnal Pendidikan*, 12(2), 304–317. <https://doi.org/10.33650/pjp.v12i2.13037>
- Fitriani, N. S. (2025). The lived experience of self-compassion as a coping strategy under modern life pressure. *MindScape: Journal of Psychology*, 1(2), 93–104.
- Henry Wasosa. (2025). Influence of psychological well-being and school factors on delinquency during the Covid-19 period among secondary school students in selected schools in Nakuru County, Kenya. *International*

- Journal of Research and Innovation in Social Science (IJRISS)*, VII(2454), 1175–1189. <https://doi.org/10.47772/IJRISS>
- Hikmah, U. (2026). Digital transformation in management Islamic schools: Evaluating impact social media advertising to growth institution. *Journal of Islamic Scholarly Research*, 1(1), 19–28.
- Hikmah, U., & Mudarris, B. (2026). A strategic plan for high quality and effective madrasah management in realized quality superior education. *Journal of Education Management and Policy*, 2(1), 39–49.
- Holidi, M. (2025). CBT exam implementation guidance for students in facing digital-based assessments. *Communautaire: Journal of Community Service*, 4(3), 297–312. <https://doi.org/10.61987/comunautaire.v4i3.820>
- Holidi, M. (2026). Value-based employee relationship management for professional integrity in madrasah education. *Islamic Management: Jurnal Manajemen Pendidikan Islam*, 9(01), 331–344.
- Khofsah, S. (2025). Management of the habit of reading the Qur'an as an effective memorization strategy for tahfidz class students at madrasahs. *Journal of Education Management and Policy*, 1(3), 198–207.
- Kusumawati, I. (2025). AI-based human capital as a catalyst for increasing the strategic agility of educational organizations. *International Journal of Multidisciplinary Research*, 1(5), 239–245.
- Kusumawati, I. (2026). Capacity building for tahfizh instructors: Developing structured lesson plans for quality Al-Qur'an education. *Communautaire: Journal of Community Service*, 5(1), 70–80. <https://doi.org/10.61987/comunautaire.v5i1.2277>
- Lyhne, C. N., Thisted, J., & Bjerrum, M. (2025). Qualitative content analysis: Framing the analytical process of inductive content analysis to develop a sound study design. *Quality and Quantity*, 59(6), 5329–5349. <https://doi.org/10.1007/s11135-025-02220-9>
- Manshur, U. (2026). Madrasah vision management strategy in realizing superior educational quality. *EDUCARE: Jurnal Ilmu Pendidikan*, 5(1), 1–15. <https://doi.org/10.71392/ejip.v5i1.122>
- Mohlas, M. (2025). The role of digital video content in building perception and trust in Islamic educational institutions. *Education and Sociedad Journal*, 3(2), 33–45.
- Munif, M. (2024). Forming a competitive advantage TQM strategy for improving the quality of educational institutions. *Society and Humanity*, 02(01), 414–423.
- Nadhifah, N. (2026). Fostering critical thinking in early childhood: Teacher scaffolding strategies for children aged 5–6. *Early Childhood Development Gazette*, 3(1), 23–33.

- Najiburohman. (2025). Virtual school tours: Boosting community interest and attracting prospective students. *EVALUASI: Jurnal Manajemen Pendidikan Islam*, 9(2), 340–353. <https://doi.org/10.32478/3gtzvf72>
- Ni'am, M. D. (2025). The power of word-of-mouth: Understanding the dynamics of organic marketing in faith-based educational institutions. *AFKARINA: Jurnal Pendidikan Agama Islam*, 10(1), 49–59. <https://doi.org/10.33650/afkarina.v10i1.15096>
- Okoko, J. M., Tunison, S., & Walker, K. D. (2023). Varieties of qualitative research methods. *Saskatoon: Springer Texts in Education*. <https://doi.org/10.1007/978-3-031-04394-9>
- Purwanto, W. (2024). Improving communication skills in automotive vocational education through the development of teaching factory model with problem-based learning (TEFA-PBL) concept. *International Journal of Education in Mathematics, Science and Technology*, 12(2), 364–386. <https://doi.org/10.46328/ijemst.3941>
- Rahman, M. (2025). Customer perceived value (CPV) from the MPI perspective: Integration of academic service quality and blessing orientation. *AFKARINA: Jurnal Pendidikan Agama Islam*, 10(1), 15–25. <https://doi.org/10.33650/afkarina.v10i1.15026>
- Salmona, M., & Kaczynski, D. (2024). Qualitative data analysis strategies. In *How to conduct qualitative research in finance* (pp. 80–96). Edward Elgar Publishing. <https://doi.org/10.4337/9781803927008.00012>
- Shoha, S. I. (2026). Curriculum renewal management in elementary schools: A case study of the implementation of the independent curriculum in schools. *Journal of Education Management and Policy*, 2(1), 6171.
- Syafiih, M. (2025). The future of education in the digital era: Between technological innovation and equitable access. *Proceeding of International Conference on Education, Society and Humanity*, 3(1), 737–741.
- Takona, J. P. (2024). Research design: Qualitative, quantitative, and mixed methods approaches. *Quality & Quantity*, 58(1), 1011–1013. <https://doi.org/10.1007/s11135-023-01798-2>