

Understanding Libraries Through the Screen: A Reception Analysis of Video Showing Loka Ghana Library SMA 1 Sedayu

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ABSTRACT

In the information age, media is used as an intermediary for information and messages to be conveyed to the wider community. One of the most popular media is the video format on Youtube. Libraries also use video to disseminate information and brand about libraries. In its application, the library needs to understand the logic of the media, one of which is related to the perception that the audience will produce from the impressions created. This is so that the meaning the library wants to convey through the media can be correct to the audience. This study describes the results of audience reception related to the video broadcast of the Loka Ghana State Senior High School Library entitled 'National Best School Library'. This research uses a qualitative method with data collection through pilot study interviews or small-scale pilot studies based on Stuart Hall's reception theory. The results of the interview data analysis were mapped into the audience's hypothetical position. The results showed that one participant was in the dominant hegemonic position and two participants were in the negotiated position. The background of the selected participants highly influences this result.

Keywords: Impression reception; Library Branding; School Library.

1. INTRODUCTION

The accelerated development of technology and information is in line with the growth of increasingly diverse new media (Tursunbayevna & Bakhtiyarovna, 2025). This has an impact on the increasingly varied choices of people to get information. Therefore, information literacy is a crucial skill that must be possessed by members of the information society to be able to make the most of information in the current era of distraction (Almah, 2019; Yusup & Saepudin, 2017). Education has the main role to empower a person to be skilled in accessing information that suits their needs and desires (Boyer, 1997). Therefore, education is the key and bridge for everyone to achieve what they want. The school library is a facility that has a function and role to foster a culture of literacy from an early age in an effort to develop human resources (Winoto et al., 2024). Therefore, it is important to pay attention to the quality of school library

services. This is certainly agreed by many parties, in line with [Law of the Republic of Indonesia Number 43 of 2007](#) concerning Library, specifically in Article 23 point 1 mandates that:

"Setiap sekolah atau madrasah menyelenggarakan perpustakaan yang memenuhi standar nasional perpustakaan dengan memperhatikan standar nasional pendidikan each school or madrasah establish a library that meets national library standards by taking into account national education standards."

The fundamental foundation in this Undang- Undang Nomor 43 Tahun 2007 is a reference for educational institutions to make the library the center of knowledge in a school. However, in fact, most school libraries in Indonesia are still in poor condition and have not been a priority for the leaders who manage them ([Nafisah, 2022](#)). There are some common stereotypes that develop, such as the school library is a place to punish students who are in trouble, the books provided are not interesting, and the librarians or library staff who manage them have characteristics that are less pleasant and fierce. This can certainly provide a bad association with the library for students, giving rise to categorization, which is a grouping whose criteria and nature are determined from outside (*collective external idefinition*) ([Fatmawati, 2018](#)).

Various efforts have been made by those who care about the development of school literacy education through libraries. Media is one of the most dominant options for spreading campaigns to increase literacy and improve the image of school libraries in this information age ([Harmoko, 2021](#)). As implemented by the Loka Ghana Library, SMA Negeri 1 Sedayu through a video entitled " Perpustakaan Sekolah Terbaik Nasional " uploaded on Youtube media. Aims to provide examples of quality school libraries. The selection of Youtube as a medium for disseminating information related to this school library is because Youtube is an application that allows users to upload videos in a long duration. So that the information to be conveyed can be contained as a whole and complete ([Bello-Bravo et al., 2021](#)). Moreover, Youtube as a medium can reach various levels of society connected to the internet network without space and time constraints ([Kohler & Dietrich, 2021](#)). With the number of Youtube users who are also massive, based on the latest report from *We Are Social*, it is stated that the number of users accessing Youtube in Indonesia will reach 139 million in 2023 ([Simon. K, 2023](#)), so this media is the right media to disseminate information in the form of videos.

It is important to know how audiences capture and understand the meaning of the "Perpustakaan Sekolah Terbaik Nasional" video created by Loka Ghana Library of SMA Negeri 1 Sedayu. This aims to find out how audiences see the meaning of the best school library shown in the video. Through the theory of *encoding* the video show of the Loka Ghana Library of SMA Negeri 1 Sedayu entitled "Perpustakaan Sekolah Terbaik Nasional" to the audience and how the audience perceives the coded message in the video show. This can be a constructive input to find out how the audience's ideal view of the library, so that the library can always improve to always be oriented towards user satisfaction. The meaning of the message can only be accurately formed by the audience itself. This allows the meaning of the message received by the audience to be relative or even very different from the meaning that the producer wants to convey ([Sui et al., 2022](#)). This indicates that there is no correspondence between *encoding* and *decoding* ([Hall et al., 2011](#)). Although *encoding* can try to 'prefer' the meaning it wants to convey to the audience, it cannot determine or guarantee that *decoding* will receive exactly the same, because *decoding* has its own conditions of existence ([Fuchs, 2023](#)) . This correspondence is not a *given* but a result of construction.

So, it is important for producers as message producers to analyze the activities and backgrounds of the main intended audience ([Sharakhina et al., 2024](#)) . This is so that the producer (*encoder*) knows whether the discourse to be disseminated and shared through text in technological

media is as expected (Shaw, 2017). In the research analysis, audiences will be classified into hypothetical position groups which are divided into three positions, namely *dominant hegemonic* position, *negotiated* position, and *oppositional* position (Jazini, 2021). This classification will be found to be different from the audience selection given to library science students and non-library science students. The initial hypothesis is that the different educational backgrounds of the participants in this study will lead to different ways of interpreting the video of the Loka Ghana Library of SMA Negeri 1 Sedayu entitled "Perpustakaan Sekolah Terbaik Nasional". The results of this study are projected to be a reference for policy makers, librarians and library managers in the process of creating content about libraries.

By understanding the meaning received by the audience, in the future the library can display impressions whose meaning can be received properly and appropriately by the audience. This is important for *branding* and representation of the library to the public. Stuart Hall's reception theory encourages research on audiences which is divided into two areas of investigation (Xie et al., 2022). The first area of investigation is media-produced content and the second area of investigation is audiences independently gaining a better understanding of how messages are translated and interpreted (Kropp, 2015).

2. RESEARCH METHOD

This study adopts Stuart Hall's reception analysis theory (Karayiannides, 2023) as its main theoretical framework. The research focuses on two main things, namely first, this research aims to describe the message that the producer (encoder) of the Loka Ghana Library video of SMA Negeri 1 Sedayu intended the audience to understand. Second, it is related to how audiences interpret the information conveyed in the Loka Ghana Library video of SMA Negeri 1 Sedayu. Is it in accordance with what is intended by the information producer (*encoder*)? The result of this interpretation from the audience is called *preferred reading*. Does the audience instead produce and form other meanings and quite different from those intended by the producer (*encoder*).

This study uses a qualitative method in order to be an instrument in the process of knowing explicitly in the form of a description of how the informant's opinion on an object, which in this study the object is the quality of the school library shown on the Loka Ghana Library video of SMA Negeri 1 Sedayu. This is in accordance with the purpose of research using qualitative methods is to understand the phenomenon of what is experienced by the research subject, for example behavior, perceptions, motivations, actions, and others (Moleong, 2012).

This research is a *pilot study* on a small scale (Howitt & Cramer, 2007). The data collection technique was through interviews with three master's students with quite different study program and university backgrounds. The fundamental reason for choosing students is because these informants have gone through high school education and have experience in accessing and using school library services. This is intended to find out how each student interprets or interprets the Loka Ghana Library video of SMA Negeri 1 Sedayu. The results of the data analysis are mapped into the audience's hypothetical position.

3. RESULTS AND DISCUSSION

Audience theory attempts to explain how audiences receive, read, and respond to texts (Littlejohn & Foss, 2005). In the development of media technology, many researchers use Stuart Hall's encoding-decoding concept to analyze films, advertisements, and various cultural expressions (Kropp, 2015). With the presence of new internet-based media, audiences are now more interactive and no longer considered passive. They are capable of interpreting different meanings than the producer intended, depending on factors such as age, education, experience, culture and social position.

The meaning formed by the audience is influenced by their frame of reference and personal experiences. Therefore, the message received by the audience is often different from the message sent. Encoding can only "direct" the desired meaning, but decoding still takes place independently because the audience constructs its own meaning (Hall et al., 2011). The correspondence between encoding and decoding is not automatic, but the result of social construction. Therefore, producers need to understand the audience's background in order to convey their message more effectively (Shaw, 2017).

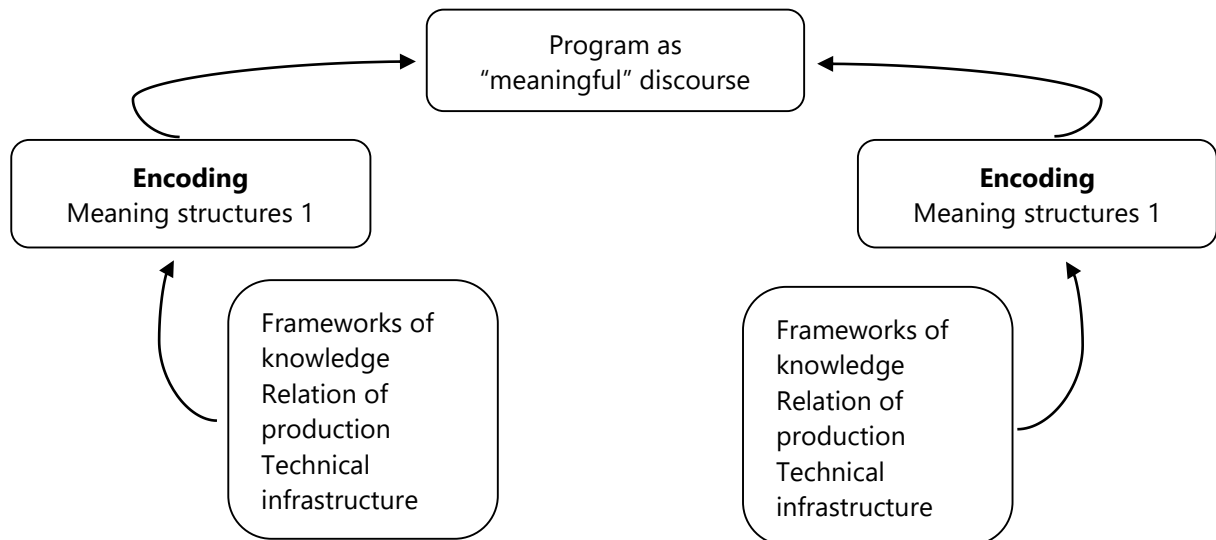


Chart 1. Encoding-Decoding Process according to Stuart Hall

In understanding audience response, sociologist Frank Parkin's categorization is used, namely:

1. Hegemonic Dominant Position
Audiences accept and agree with the meaning of the text as intended by the producer. This happens because the cultural codes used are in line with the dominant culture.
2. Negotiated Position
Audiences understand the main meaning of the text, but select and modify certain parts according to personal viewpoints. They agree in some ways, but not completely.
3. Oppositional Position
Audiences reject the producer's intended meaning and instead interpret it in the opposite way, forming new meanings based on their own beliefs.

The research results are divided into two categories, namely encoding and decoding aspects. In the encoding subheading of the Ghana Loka Library video show, it will be explained about how the producer (encoder) constructs meanings and messages related to the quality of school libraries that are intended to be received by the audience (decoder). Then, the decoding subheading of the Perpustakaan Loka Ghana video show will discuss how finally the audience chosen as informants in this study received and interpreted messages about the quality of school libraries on the Loka Ghana School Library video show. In the decoding subheading of the Loka Ghana Library video show, the informants will be determined by their hypothetical position based on the answers given during the interview.

Encoding Video Showing of Loka Ghana School Library

From the video entitled "Perpustakaan Sekolah Terbaik Nasional" disseminated through Youtube, it can be clearly seen that the Loka Ghana Library of SMA Negeri 1 Sedayu is located in

Yogyakarta. This video displays various services and programs implemented by the Loka Ghana Library ranging from reading rooms, digital services, e-library loka ghana, digital and independent circulation services, library satisfaction surveys, online catalogs and attendance, reading oases, 3D facilities, reading booths, and reading corners spread throughout the school.



Figure 1. Circulation Services at Loka Ghana Library



Figure 2. Reference Room



Figure 3. Reading Room

Not only the facilities in the library, this video also shows school activities and programs, such as UKS, religion, culture, agriculture, history, adhiwiyata environment, radio broadcasts and social literacy

activities of students to the surrounding community by delivering books. This shows the preferred meaning to the audience which is focused on showing the quality of the school library. In this case, the quality of the library is constructed by the video of Loka Ghana Library, so the meaning of the best school library is constructed from the video.



Figure 4. Programs at Loka Ghana library



Figure 5. Maggot making training



Figure 6. Sinau Karawitan activity

The library also constructs the show as a government appreciation through the display of remarks from several important figures around the Loka Ghana library, SMA Negeri 1 Sedayu is located,

such as the Governor of Yogyakarta, Regent, Members of Parliament, Regional Secretary (alumni of the Loka Ghana school) and others, as well as the surrounding community.



Figure 7. Speech and Welcome from Sri Sutan Hamengku Buwono X



Figure 8. Speech and Welcome from Drs. Helmi Jamharis, M.M.



Figure 9. Speech and Welcome from Didik Wardaya, S.E., M.Pd., M.M.

Encoding is not a neutral process, as it is shaped by the dominant culture. An agency can be said to be great and quality if it gets recognition from people who are influential and have certain positions. In the process of analyzing encoding it is important to find the dominant structure. If based on Marx's thinking, domination exists in the superstructure base which is determined by the powerful who are the basis (Kriswanto, 2019).

Decoding Video Show the Ghana Loka Library

The results of the audience's reception of the quality of the school library as seen from the video of the Loka Ghana Library of SMA Negeri 1 Sedayu were carried out through the interview process. The results of the interview are divided into 3 main aspects, namely interpretation, advantages and disadvantages of the video broadcast of the Loka Ghana Library of SMA Negeri 1 Sedayu. The findings of this study come from 3 informants who have the following data:

Informant 1: Master of Agricultural Sciences UGM

Informant 2: Master of Information and Library Management UGM

Informant 3: Master of Library and Information Science UIN Sunan Kalijaga

1. Interpretation of Loka Ghana Library Video Show of SMA Negeri 1 Sedayu

From the video show entitled " Perpustakaan Sekolah Terbaik Nasional ", it produces different interpretations from informants who are placed as audiences. This is due to differences in educational backgrounds in the form of different study programs and universities.

Informant 1:

"Wow, the service is very complete. I wish my school library had such facilities, it would have been really nice and made my learning process easier."

Informant 2:

"Very good, this is how a quality and complete school library service should be. From the digital aspect available to suit the younger generation whose activities are always related to that. Moreover, there is also a program that empowers the community. This is really great and shows that this library has implemented a user-oriented library."

Informant 3:

"At the beginning of the video, I thought it was really cool. However, the longer the duration, I became doubtful. Are all these programs really implemented consistently? And are all these activities and programs managed by the librarians or what? Because based on my experience, it would be very difficult to manage library management as neatly as this if only alone, plus there are so many programs."

The results of the analysis on the interpretation aspect of the meaning of information received by the audience in this study can be understood that informants 1 and 2 fully accept the preferred reading of the encoding positively. Informant 1 internalized his hope to be able to experience similar school library facilities. Informant 2 added his opinion that the Loka Ghana Library service has implemented user oriented. This is due to informant 1's educational background from information and library management which makes informants understand library service theory. An understanding that reinforces (reinforcement) the meaning of the library from what is watched. At this level there is emotional involvement and ideology attached to the narrative that is aired.

Slightly different from informant 3 who received positively at the beginning of the video content, but had doubts about the consistency of library services and programs that were very much shown in the duration of the last few minutes. Thus placing informant 3 in a hypothetical negotiated position on this aspect of video interpretation. This can be understood because informant 3 is also a library and information science student who has

specific experience in the aspect of providing services in the library. This is in accordance with what is stated by (Fiske, 1987) that the audience has the power and freedom to understand impressions in the desired way.

2. Advantages of Loka Ghana Library Video Show SMA Negeri 1 Sedayu

There are so many aspects that can be assessed from a video show, starting from the way the footage is taken, the narrative of the discourse displayed, and the things that are chosen to be highlighted in a show. The merits of a library video depend on how the audience perceives it based on their own experiences and economy of attention.

Informant 1:

"The explanation of information is very complete and inspiring. It not only explains the services, but also the school activities which are very complete and varied, such as culture, agriculture, environment and others."

Informant 2:

"The shooting at the beginning is very good with a picture of the view around the school from above using a drone, it becomes very unique. Then the scene footage is not rigid. This video can be a representation and an example to establish a school library."

Informant 3

"The service content shown is very ideal, it can be a motivation for all library management, librarians and policy makers in the library sector."

Informant 1 sees the completeness of the information provided in this video as an advantage of the library. The programs organized by the Loka Ghana school library are close to the science that informant 1 studies, namely agriculture and the environment. This caught his attention and made him choose this as the strength of the video content.

Informant 2 chose the advantage of this video lies in the aspect of the shooting technique (shot footage) in this video which is considered very interesting. This is because informant 2 has an interest in camera aspects and video shooting techniques that have been studied during the previous undergraduate library and information science in the semiotic analysis course.

Informant 3 focused on the aspect of service that is considered very ideal, which can be a hope that other libraries and school librarians are motivated to provide similar services. The aspects that audiences pay attention to can be very different depending on the background of the audience. Therefore (Davis & Paul W, 2010) explains that to understand the potential meaning of a particular message absorbed by the audience, requires a cultural map of the audience to whom the message is directed.

3. Shortcomings of the Loka Ghana Library Video Show of SMA Negeri 1 Sedayu

The shortcomings aspect of content and media is important to research, from the shortcomings assessed by the audience can be a reflection for producers to see the meaning captured by the audience.

Informant 1:

"I think there are no shortcomings at all while watching this video, it's very good."

Informant 2:

"One thing that bothered me was that there were so many characters talking in this video about their libraries. However, librarians are not featured to talk about how this very cool library service can be realized."

Informant 3:

"The length of the video is very long and there are too many important figures giving speeches. This confuses me, what exactly is this video? Is it a profile video or a congratulatory video on a library achievement?"

The concept of ideology according to Althusser is a process that is always produced in the way people think, act, and understand about themselves or society. These different perspectives are caused by different ideologies (Althusser, 1971). So, it is very possible for the audience who become informants to perfectly understand the literal and connotative changes given by the discourse. However, it is also possible for informants to decode in an entirely contradictory way. It is as (Hall et al., 2011) says that one detotalizes a selected code to re-create the message as a totality in some alternative frame of reference. The shortcomings of video are captured and interpreted by the audience. Of course, this is not expected and escapes the focus of the video producer.

From the results of the audience reception research above, it can be found that there are two positions of audience interpretation of the "National Best School Library" video. Informant 1 is in the hypothetical position of the dominant hegemonic position category. Informants 2 and 3 are in the hypothetical negotiated position category. Differences in educational background (in the form of study programs studied), experience and interests affect the differences in receiving message codes or audience interpretations of the "National Best School Library" video broadcast. Audience perceptions formed from texts that are read and interpreted are strongly influenced by the background of cultural experience, the origin of social groups on preferences, reading, and content targeted to the audience (Burton, 2011).

4. CONCLUSION

Research related to the quality of school libraries using the audience reception theory approach on the Loka Ghana library video show of SMA Negeri 1 Sedayu involves three participants, with findings showing that one participant occupied the hypothetical Dominant Hegemonic Position (fully agreeing with the content of the Loka Ghana library video show of SMA Negeri 1 Sedayu) and two participants are in the *Negotiated Position* hypothetical position (understanding and agreeing on several points of the content of the show, but at several points there is a discrepancy in meaning for the audience). In this study, it was found that differences in educational background and audience experience are very influential and determine the results of reception and the way audiences interpret the video of the Loka Ghana State Senior High School Library entitled "National Best School Library" on Youtube.

The background of the participants becomes a benchmark for how they watch the video, one participant who is in the hypothetical *Dominant Hegemonic Position* is not a library science student. Meanwhile, the two participants who are in the *Negotiated Position* are students of the Master of Library Science study program who come from different universities. The similarity in the positions of these two participants may be attributed to their shared academic focus have a similar focus on the field of library science, but in detail there are data findings that the tendency of aspects that are considered is quite different. This is due to the difference in the universities where these two participants come from, which can affect the way of thinking and experience of the two participants.

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