

Library Transformation in the Digital Age

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Abstract

Background and objectives: Library has entered a new phase in midst of a society currently in the digital native era. However, instead of being prepared for the transformation, the library is faced with a never-ending dilemma. Therefore, it's important to know the extent to which the public requires this transformation. This can be seen through the discourses that appear on social media.

Methods: The method used is Teun A. van Dijk's Critical Discourse Analysis (CDA) which analyzes text, social cognition and social context. Data was collected from the Brand24 website using library as keyword and the final data found comprises 6 texts from social media twitter, 61 texts from news, 7 texts from blogs and 8 texts from websites.

Results: Discourse on social media has shifted to no longer talk about conventional libraries which are only limited to narrow spaces reserved for bookworms. Discourses that appear on social media about libraries have undergone a transformation which is seen as a public space that has very broad and unlimited functions.

Conclusions: Based on the review and analysis of the data, it was concluded that the current public discourse has shifted towards no longer comparing libraries with more modern public spaces, but instead focuses on how libraries can transform to accommodate the needs of society in this era of digital natives.

Keywords: *literacy skill; library transformation; critical discourse analytics; social media; Digital Age.*

Introduction

The library as an information service center for the community is currently facing a dilemma. On the one hand, Law no. 42 of 2007 has stated that the library has five functions, one of which is to serve as a vehicle for information by being present in the community and providing information that is fast, precise, and accurate. On the other hand, now that people's habits of accessing information have shifted, they hope to find a place that provides accurate information immediately. People no longer prefer going to the library to read books and look for references, as evidenced by the decline in literacy rates in England (Teravainen-Goff 2020), and the United States (Parsons 2018), 'just click on internet, you've got everything you want.' This means that by relying on gadgets, people can access sources of information similar to those provided by libraries including books, newspapers, and magazines, all of which can be accessed via gadgets.

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Libraries, which previously provided primary sources of information, now have to be willing to be both academic and popular. If in the past the library was a driving force of social change and development (Șerbănuță 2018), now it is the library that is dragged by the wheels of digital technology and information development. Such conditions cannot be since people cannot be forced to prioritize libraries, as we now live in a digital society. Society is currently in the digital native era which prioritizes effectiveness and efficiency (Laskowski 2020). When there is an option to render an action simpler and instantaneous, people will choose to do that. This is consistent with the context of the library: if there is a gadget that provides information services quickly when compared to a library, then the library is no longer chosen as the first option.

The development of technology and digital information a double-edged sword for libraries. When libraries are able to adapt to change, the development of digital technology and information is not a problem and can actually bring novel opportunities. Conversely, when a library is not adaptive fade it may lose significance in public life. The problems faced by libraries due to the development of technology and digital information will unravel when libraries succeed in taking advantage of these conditions. Two of the significant products of digital technology and information development are the internet and social media, which are capable of producing a variety of information. Such technology can be used by libraries for example as a means branding so that libraries can still exist and be widely known by the public (Rehm et al. 2019). Good branding on social media can ultimately create a good public image for the library. Furthermore, we can understand public perception of the library through discourses that appear on social media (Gunnarsdóttir 2019).

These conditions will have adverse results if the library is unable to take advantage of new developments in digital information and technology. Social media as a product of digital technology makes it easier for people to disseminate discourse, no matter how small, and this can be quickly and easily accepted by the public who act as recipients of information. Meanwhile, studies show that discourse can influence the minds and control the actions of others (Beidollahkhani 2022). The correlation with the library is that good discourse can influence the public's perception of the library positively or negatively, and conversely, if much discourse is spread on social media stating that the library is a bad place, then the minds of the wider community may be influenced accordingly.

Methods

This is not the first study that raises the topic of libraries in the contemporary age. A study on libraries has been conducted in China which shows that the establishment of Intellectual Property Information Services Centers (IPIS) has transformed libraries into valuable intelligence development sites in a country (Yang 2021). A similar study has also been conducted in Malaysia, which stated that the transformation of libraries towards social inclusion should also be carried out by school and university libraries so that they do not rely solely on public libraries (Abrizah 2018). Social inclusion programs are an important priority for library managers to consider in order to accommodate the information and knowledge needs of indigenous peoples (Lilley 2021). These three studies are reminders that transformation has a broad scope and covers all types of libraries, including school libraries,

tertiary institutions, and regional and public libraries. Such transformation is necessary so that the library turns into a place for the development of intelligence in all aspects of life.

A study highlighting library transformation has also been carried out using in-depth interview data--collection techniques with 27 librarians. From the results of these interviews, it was concluded that libraries need to expand their field of services, not only organizing academic-related activity programs, but also organizing cultural activity

programs, recreational activities, and social support service programs (Suchá 2021). This study is in line with the research findings of Shin et al. stated which states that the current library transformation is not solely for developing digital and academic aspects, and that library managers need to remember the availability of infrastructure which is intended for users who need information about culture, and so it is important to create a cultural space in the library (Shin et al. 2022). These two studies argue that the library's transformation is not only related to digitalization.

The studies above show that library transformation is carried out to accommodate the needs of users who come from different backgrounds. that there are 4 user groups, including: a) traditional access; b) active; c) family; d) technology (Leguina et al. 2021). The classification is measured based on the level of cultural capital and understanding of digital technology, and each group has a different way of utilizing digital libraries. In other words, library transformation needs to be 'friendly' to all of these groups. This is important to note, because a study conducted at the Ontario public library showed that not all users are happy to use digital services even when these services are easily accessible, due to a lack of familiarity with digital technology (Dalmer 2022). These studies serve as a reminder that before carrying out the transformation of libraries, library managers need to study in a complex and comprehensive manner what the users actually need.

A study using discourse analysis has been carried out by Allen & Benedetti to highlight cases of maternal mortality in the United States (Allen 2019). Discourse analysis as a method can be combined with other approaches such as the case study. Discourse analysis combined with a case study approach is called Relational Critical Discourse Analysis (Reimer 2021). The methodology was chosen as a development of Critical Discourse Analysis. Based on a review of these studies, it was concluded that critical discourse analysis is a method that is flexible and multifunctional.

With regard to discourse and library transformation, this study will examine discourse on social media that discusses library transformation. We first collect major discourses on social media that discuss library transformation which are then analyzed using Teun A. van Dijk's framework of Critical Discourse Analysis (CDA). This is important to do so that researchers know whether the transformation of the library is in line with the discourse created by the community. This study is necessary to find out how far the discourse on social media about libraries has developed: whether they are still shackled to conventional understandings about libraries, or have started to change along with social changes and the development of digital technology.

This study uses a qualitative approach. Data is collected by crawling through the Brand24 platform which is accessed through the Brand24 website. The platform was chosen because of the sophistication of the features including the ability to reach various media such as news portals, digital forums, blogs, websites, Twitter, Instagram and Facebook. The process of text-mining on Brand24 was carried out since August 2021 and was stopped on December 2021 after reaching a saturation point. During five months of data collection, 18,461 texts were obtained on social media that discussed libraries. These can be broken down as follows: a) twitter with a total of 2,472 texts; b) news with 5,394 texts; c) blogs with a total of 3,194 texts; and d) websites with a total of 7,402 texts.

After the data has been successfully collected, the next step is to re-verify the text to identify texts that express positive and negative sentiments. When a text is found that is outside the context of the research, it is automatically aborted. A total of 723 texts are retained which address the topic of transformation of libraries, and they can be broken down as follows: a) 85 texts from Twitter; b) 398 texts from news; c) 81 texts from blogs; and d) 159 texts from websites.

The text filtering process does not stop at the above stage, as the filtering continues until the third stage. In the third stage, the text is narrowed down in a representative manner. The details of the final data are as follows: a) 6 texts from Twitter; b) 61 texts from news;

c) 7 texts from the blog; and d) 8 texts from websites. This final data will be used as material for the analysis of the study which will be explained in the next sub-chapter. The selected texts will later be analyzed using Critical Discourse Analysis (CDA). As this study uses qualitative methods, it is important to conduct in-depth interviews and observation as primary data collection techniques. Observations are made to explore how a text can be reproduced so that a discourse is formed. Based on the results of observations and data findings from Brand24, researchers can determine which research subjects are chosen randomly.

It was mentioned earlier that this study uses Critical Discourse Analysis (CDA) initiated by Teun A. van Dijk as a tool to analyze discourse found on social media about library transformation. CDA was chosen because it can be used to dismantle the structure of discourse in a complex way, starting from examining textual elements, cognition, and social context (Vaandering and Reimer 2021). This means CDA not only looks at the textual elements of a discourse but also at discourse practices. Aspects of cognition and social context are considered important because each communicator has different perceptions, experiences, values, and individual interpretations (Mullet 2018). In this regard, this study will dismantle the textual elements, cognition, and social context of discourses about libraries that are spread on social media.

The textual aspects that will be dismantled include: (a) thematic aspects which aim to analyze the main topic of a discourse; (b) the schematic used to analyze the discourse arrangement scheme; (c) semantics is used to analyze the intent and the details conveyed by the communicator through writing discourse; (d) syntax aims to analyze the sentence structure of the discourse; (e) stylistics aims to examine the lexicon used to construct discourse texts; and (f) rhetorical analysis is used to analyze the glorification of an object or subject being discussed by the communicator.

CDA does not stop at textual analysis (López-Deflory et al. 2023), and the next step is to analyze the cognition of communicators or discourse creators. The aspects of cognition include values, experiences, beliefs, and ideology that are the background of the communicator (Leotti et al. 2022). These aspects influence the communicator's view of a phenomenon, so that the resulting discourse will be different according to the underlying understanding (Vaandering and Reimer 2021). The social context also needs to be dismantled in order to find out the power and access behind the creation of a discourse. This refers to the influential power to invite other people or other groups to agree with the discourse spread by the communicator (Mullet 2018). The power possessed will enable communicators to create discourse and disseminate it to the public so that in the end it can form awareness and create consensus.

Discussion

In the first discourse it was seen that TNI personnel opened mobile libraries for children who live in remote areas, but this is not relevant at this time because it is based on the results of research on the decline in literacy rates for the younger generation on a large scale. countries like the United States (Parsons et al. 2018) and English (Clark 2020). This decrease in literacy rates is in line with the current shift in people's habits which prefer access to digital reading sources when compared to physical reading sources (Loddo et al. 2022).

The second discourse, which reads *Schools in Aceh Besar Will Have Digital Libraries, Disdik Collaborates with IPI*, is a discourse that has a positive connotation of library transformation because of the Aceh Besar Regional Government's plan to convert conventional libraries into digital libraries to keep up with changing times. This discourse is an indicator that policy makers are now starting to realize that they need to carry out transformations to keep up with changing times (Lilley 2021) and can develop new

functions for the library so that they are no longer limited to the academic field (Yang 2021). This discourse is also a reminder that policy makers need to improve the competence of librarians so that they are in line with the progress adopted by libraries, and in the context of transformation (Harisanty et al. 2022).

The third discourse entitled *Libraries as Creative Economy Driving Platforms* This is in line with the results of research which states that libraries help improve living standards in the long term (Cigarini et al. 2021), and increase community resilience (Shin et al. 2022). But the current reality is not the case, because the library is currently only seen as a place to support academic activities such as publication of research results, and as a pioneer of the literacy movement (Merga 2021). As a result, the discourse that wants libraries to be a vehicle for driving the creative economy is hampered by users' distrust of the potential benefits of libraries ((Oluwaseyi et.al 2018). One of the causes of distrust of library users towards libraries is library collections that are not updated which makes it difficult for users to find sources of information.

The fourth discourse, entitled *Jabes Gaghana Central Lobby, National Library to Build the Largest Regional Library in Sangihe*, has a positive connotation of library transformation. However, in other parts of the world, libraries are experiencing reduced hours, reduced staff, and rely heavily on volunteer groups (Casselden et al. 2019). Even in 2010-2016 there was a trend of decreasing staff numbers, funds for management, and limited operational hours for children's public library services in England (McMenemy 2018). This is in line with research which states that there has been a decrease in the number of visits to the library by 28 percent in 2016-2017 (O'Bryan 2018). The discourse that says that the largest library will be built in Sangihe cannot be considered as a mistake, but policy makers need to think about paying attention to equitable development so that there are no development gaps, limited budget amounts, and information gaps in society (Leguina et al. 2021). There is a need for mature cooperation between all parties, starting from institutions, officials, experts, and the community (Baba and Abrizah 2018) so that the library is not only large, but also functions optimally and can be used for other activities. Individuals, and groups (Dalmer 2022).

A number of discourses discussing library transformation prove that policy makers are aware that quite basic changes are needed in the body of the library to keep up with developments in digital technology and social change. Policy makers are starting to think that libraries need to optimize their functions so that they are not limited to academic functions, and change themselves to be more inclusive and accommodate the current needs of society. The existence of this discourse also proves that the public on social media is no longer talking about the library as a narrow space reserved for bookworms. In social media, the library is now seen as a public space that has broad and unlimited functions.

Results

Textual Analysis of Discourse on Social Media about Library Transformation

There are 82 discourse texts on social media that discuss libraries. Of these, there are only four discourse texts that raise the topic of library transformation. The first discourse text discusses the mobile library service program to improve the quality of human resources in the village. The title of the discourse published on social media is *See, this TNI action in Biak is an exemplary one*. The sub-topic discussed in the discourse is a program of educational activities carried out by members of the Indonesian National Armed Forces (TNI). The form used in the discourse is a story because it includes verbal comments from TNI personnel with the following narrative: *Also through mobile libraries so that children enjoy reading and especially to fill post-pandemic holiday activities through books of knowledge brought by Babinsa in the target area.*

Textual analysis is not only limited to macro structure and superstructure, but micro structures such as setting, detail, intent, presupposition, nominalization, sentence form, coherence, pronouns, lexicon, graphics, metaphors, and expressions also need to be examined. The background of the first discourse is about social activities carried out by TNI personnel which are narrated in the following sentence: Babinsa personnel provide mobile library services for villagers. The detailed information contained in the discourse is the purpose of implementing the mobile library program, and an explanation from figures involved in the activity. In addition to the 'detailed elements' in the microstructure, there are also elements of 'intent' contained in the first discourse. The element of intent in the discourse is made to glorify the TNI. This is evidenced by the sentence TNI officials Babinsa Posramil 1708-01/East Biak, Biak Numfor Regency, Papua, Sertu Sombuk, this deserves praise and is an example written in the lead discourse. From this sentence, readers or communicants have been directed to see the TNI as a commendable and exemplary organization because it has concern for literacy and education. The premise should be praised and exemplified is part of the explanatory sentence, and if the premise is removed, the information conveyed in the sentence will not change. This means that when viewed textually, the discourse was made to glorify the TNI.

The first discourse also includes an element of presupposition to convince the reader that the social activities carried out by the TNI are useful for educating the nation's next generation. This is evidenced by the following sentence: He admits that the mobile library activity is a form of Babinsa Posramil Biak Timur's concern for the world of education in order to help educate the nation's next generation of children at an early age. This sentence represents an element of presupposition because it contains the premise to educate the next generation of children which is believed to be true even though it has not yet been realized.

The sentence is composed by placing TNI personnel as the subject as evidenced by the sentence Previously, Dandim 1708/BN Letkol Inf Arif S together with the Biak Police launched a mobile library service program for residents in remote villages to educate the quality of human resources in the villages. The names of TNI personnel are placed at the beginning of the sentence in order to glorify their success in organizing the mobile library program. The first discourse was composed using the pronoun he which refers to one of the figures who provided verbal comments. The lexicon used to compose the discourse always carries a positive connotation. In order to highlight the point that the communicator wanted to convey, the first discourse also included a photo documentation of when TNI personnel were opening mobile library services for children living in underdeveloped areas.

The second discourse text discusses the urgent necessity for digital libraries in the era of the COVID-19 pandemic. The title of the discourse is Schools in Aceh Besar Will Have Digital Libraries, Disdik Collaborates with IPI. The sub-topic discussed in the discourse was the meeting between the Head of IPI Aceh, Nazaruddin Musa MLIS and the Head of the Aceh Besar Education and Culture Office, Dr. Silahuddin Mag. The form used by the communicator to write the discourse was a story because it contained verbal comments from figures: IPI Aceh welcomes the wishes of the Head of the Aceh Besar Kadisdikbud and will be ready to collaborate to realize the school's digital library development plan.

The background of the second discourse text is a collaborative plan between the Aceh Besar District Government and the Acehnese Librarian Association (PD IPI) Regional Board in order to develop digital libraries in all schools. This is evidenced by the following sentence written in the first paragraph: The Aceh Besar District Government together with the Acehnese Association of Indonesian Librarians (PD IPI) plan to develop digital libraries in all schools in the district. The discourse contains detailed explanations regarding the intentions and desires of the figures who are holding a meeting to discuss the development of digital libraries.

The presupposition element is also used in the second discourse to support opinions by providing premises that are believed to be true. The premise used in the second discourse is as follows: This digital library is very important to help students and teachers get relevant reading resources online, especially in this pandemic era. This statement can be considered as a presupposition because digital libraries have not yet materialized, but communicators have claimed that students and teachers will later get many relevant reading sources. The second form of the discourse sentence places the Aceh Besar District Government as the subject of the meeting with the Chairperson of the Regional Board of the Indonesian Librarians Association.

This second discourse uses elements of coherence to link two sentences in the discourse text. The second discourse attempts to explain that the meeting between the Aceh Besar District Government and the Regional Board of the Indonesian Librarians Association was the result of the district government's desire to realize digital libraries in schools. The use of conditional coherence elements in the second discourse can be seen in the following sentence: Following up on plans to develop digital libraries in all district schools, yesterday a meeting was held between the Head of IPI Aceh, Nazaruddin Musa MLIS and the Head of the Aceh Besar Education and Culture Service (Disdikbud), Dr. Silauddin MAG. An example of the use of the lexicon to provide boldness to the character's comments is as follows: Silauddin expressed his desire for the development of digital libraries in schools in Aceh Besar district.

The third discourse text discusses the transformation of the library so that it is not only a place to borrow books but can turn into a place for self-development. The third discourse was titled Library for Creative Economy Driving Forum which included a sub-topic on training activities for making sasirangan cloth at Gellery Kalakai which was attended by the Head of the Library and Archives Service of Hulu Sungai Utara Regency. The background is that the communicator emphasizes transforming the library into a driving force for the creative economy and the arts. This is evidenced by the following lead sentence: In the current era of modernization, the existence of a library is not just a place to read books and borrow books, but a library as a vehicle for driving the creative economy and the arts.

The detailed information conveyed in the third discourse relates to the message conveyed by the Head of the Library and Archives Service of Hulu Sungai Utara District. Through this, the communicator intends to show what efforts have been made by the agency in order to transform the library. The elements of intent contained in the third discourse are reflected in the following sentence: Various approaches to the community continue to be carried out by the North Hulu Sungai Library and Archives Service in developing literacy and numeracy among the community, especially millennials.

The sentence used in the third discourse places the Head of the North Hulu Sungai Library and Archives Service as the subject giving a statement while attending a training activity on making sasirangan cloth at Gellery Kalakai. The lexicon chosen by the communicator also has a positive tone to frame the verbal comments from the main character being discussed. The fourth discourse also includes graphic elements in the form of documentation of ongoing activities. This is an important element to confirm that the discourse is made based on facts. The explanation of sentence forms, lexicons, and graphic elements is intended to provide details regarding the textual analysis of discourse on social media which discusses library transformation.

Broadly speaking, the following four discourses do not directly discuss library transformation. However, if disassembled in more depth using textual analysis, this fourth discourse leads to a discourse on library transformation even though it is seen from the scope of improving facilities and infrastructure. The discourse was made with the title Jabes Gaghana Central Lobby, National Library of Indonesia Will Build the Largest Regional Library in Sangihe. The background of writing the discourse was a meeting

between the Regent of the Sangihe Archipelago Regency Jabes Ezar Gaghana who was accompanied by the Head of the Sangihe Regency Regional Library and Archives Service Johanis Emil Pilat when meeting the Head of the Republic of Indonesia Library. The background of the discourse is contained in detail in the lead paragraph.

The detailed information contained in the discourse is about the efforts made by the local government to transform the library. These details are evidenced by the following sentence: The regional government has also carried out a functional transformation of the library based on social inclusion, namely by providing an actualization space for young Sangihe children to express their creativity and potential in the fields of art and literacy. These detailed sentences are used by the communicator to clarify the purpose of conveying the discourse. The purpose of writing the discourse is to give positive affirmations to the efforts made by the Regent of Sangihe to transform the library.

Detailed elements contained in the discourse also contain elements of presupposition which are premises that are believed to be true even though they have not been successfully realized. Evidence of the presence of presupposition can be seen in the following sentence: As a result, the youth have produced various events that have changed the image of the regional library as a place that is less desirable to visit into a place that produces a lot of work and has an attraction to visit and is expected to increase interest read society. This sentence can be considered a presupposition because it is still a form of hope for what the Sangihe Regional Government is trying to do.

The fourth discourse sentence is composed by placing the Regent of Sangihe as the subject, and the transformation of the library as the object. This is evidenced by the following sentence: Regent of Sangihe Archipelago Regency Jabes Ezar Gaghana is again making efforts to invite the involvement of the central government to build Bumi Porodisa. The placement of Regent at the beginning of the sentence glorifies the character of the regent, and the aim is to communicate that the regional head has made various efforts to develop the area being led, and in this context, it concerns the transformation of the library. The lexicon used in the discourse was also chosen to give positively represent the head of the Sangihe area. In fact, to support the affirmation of the regent, the communicator also added a graphic element in the form of documentation during the visit. Explanations regarding the lexicon and sentence forms of the discourse text have nothing to do with transformation, but this is important to show the reader that the echoed transformation of libraries does not have the sole purpose of improving libraries. There are textual elements indicating that the transformation is not really pure.

Discourse Creator's Cognition on Library Transformation

As mentioned earlier, Critical Discourse Analysis (CDA) not only dismantles discourse texts, but also examines the communicator's cognition comprising values, experiences, beliefs, and ideology. As for the first discourse entitled See, the TNI's Action in Biak is an Example, the communicator has a background with the Indonesian National Armed Forces (TNI), so the ideology he adheres to is very strong with the values of Pancasila and love for the country. Therefore, it is not surprising that this discourse was created to show the heroic actions of a TNI soldier who is willing to sacrifice to educate the nation's life through the provision of mobile library activities.

The second discourse was delivered by the Head of the Aceh Besar Education and Culture Office and the Chairperson of the Aceh Indonesian Librarians Association. As for this discourse, the two communicators have the same background, namely as parties involved in the world of literature. One of the communicators plays the role of an employee in charge of the library, and the other acts as the party responsible for library operations. The experience that the communicator has in the field of library cannot be doubted, this is reflected in the discourse delivered by the communicator who wants the development of digital libraries in all schools in Aceh Besar District. The discourse

reflects the value and understanding of the communicator as a party that understands the current condition of the library.

The third discourse was delivered by the Head of the North Hulu Sungai District Library and Archives Service. As a government employee, the communicator's values are quite formal and hierarchical in nature. The communicator as the issuer of commands gives instructions to his staff to carry out transformations in the body of the library so that it is not only a place to borrow books. What is conveyed by the new communicator is a plan and has not been followed up by the officials below him. This second discourse was made by communicators who have experience in the world of libraries, so that they already understand where the deficiencies lie in the condition of the library.

The fourth discourse was delivered by the Regent of the Sangihe Islands Regency. Regional heads are at the highest hierarchical order in the strata of local government, so that the steps to be taken to build the largest regional library in Sangihe Islands Regency have gone through a complex mental process based on experience and actions in government.

The Social Context of Discourse on Library Transformation

In addition to analyzing aspects of the communicator's cognition, Critical Discourse Analysis (CDA) also requires an analysis of the social context which examines two things, namely power and access. The first discourse was made by communicators who came from the Indonesian National Armed Forces (TNI), so they had the power to control other groups or individuals so that they shared the communicator's understanding. The power possessed by the communicator can be understood from the status and knowledge possessed by members of the TNI. The social status of members of the TNI is relatively higher when compared to the general public because they are considered to have a higher capacity and capability. Groups that have power have greater opportunities to produce discourse and disseminate it through social media.

The second discourse was also made by communicators who have both power and access. The communicators are local government employees who are able to create discourses as well as disseminate them through the media. The communicator can easily do this because of his position as a public official, and since he is credible and capable in the eyes of the public, he will be easily trusted.

The third discourse was also made by a communicator who came from among public officials, in this case the Head of the Library and Archives Service of Hulu Sungai Utara Regency. On this basis, in the social context, the communicator certainly has the power to control other people who are under him in the hierarchical structure, and has the power to supervise other groups under his command so that they follow what is conveyed in the discourse. Communicators with power can easily disseminate discourse because they have the power to facilitate access to social media and influence the public to agree with what is conveyed. It's easy to do because the communicator is capable and credible in the eyes of the public.

The fourth discourse was also made by communicators from among public officials, in this case regional heads. Therefore, the communicator has full power to control other people, and influence other parties or groups to agree with the ideas set forth in the discourse. As for this context, the communicator's ideas are to make the largest regional library in Sangihe Islands Regency. The power possessed by the Regent of Sangihe was used to lobby the central government so that they would be willing to attend and help realize the plan. The power possessed by the regent is also used to gain access to the media to disseminate the discourse so that the wider community knows that the regional government will build the largest library. This method is easily accepted and trusted by the public because the communicator is capable and credible in the eyes of the public.

Conclusion

The discourses that discuss the transformation of libraries on social media is proof that the public has started to move away from the view of the library as a conventional place. Today's public no longer views the library as a room for bookworms and academics only. The public has begun to realize that the library is a public space that has various potential benefits, and is not limited to educational matters. This means that currently it is not only libraries that are intensively transforming, but also the discourses that discuss libraries. The public is not preoccupied with the topic of discussion regarding ancient libraries, but has shifted to highlighting which aspects need to be addressed through the library, and which components must be developed so that the library can become a space of social inclusion.

Nevertheless, this study also explains what obstacles are faced by libraries when they want to transform. The lack of cooperation from all elements, the lack of public awareness of the important role of libraries, and the low readiness of human resources are also barriers for libraries to carry out transformation. The shift from analog society habits to the digital native era is also a challenge for policy makers to be able to align library functions with what society needs today. Apart from these various obstacles, several studies show that libraries can slowly improve and follow what is needed by the community.

This study is limited to analyzing the textual, cognition, and social context aspects of the discourses circulating on social media about library transformation, and does not go into depth of transformation like what libraries are currently doing. Therefore, future researchers can use this study as a provision to see how far the library is currently transforming, whether it is in accordance with what is stated in the discourse on social media.

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