Library service strategies to increase visiting interest of generation c in South Sulawesi

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ABSTRACT

Background: Libraries play a vital role in disseminating knowledge and providing access to information. However, the declining interest of Generation C in traditional library visits highlights a pressing need for adaptive strategies aligned with their digital habits. While many studies focus on general digitalization efforts, limited research addresses how local public libraries respond to Generation C's preferences in practice. **Purpose:** This study aimed to analyze strategic initiatives implemented by the Makassar City Library to enhance Generation C's engagement and visitation rates. **Methods:** A qualitative case study approach was employed, with data collected through interviews, focus group discussions, and direct observations. Participants included librarians and active Generation C users, selected through purposive sampling to capture relevant and experience-based perspectives. **Results:** Findings revealed that Generation C values libraries with advanced digital and physical features, such as high-speed Wi-Fi, public-use computers and tablets, interactive and collaborative learning spaces, cafés, and access to digital collections. In response, the South Sulawesi Provincial Library and Archives Service has launched strategies including interactive social media outreach, the development of educational websites, and mobile digital library services through platforms such as Elfan and iSulsel. Redesigned physical spaces that encourage creativity and collaboration also proved attractive to younger users. **Conclusion:** These strategies demonstrate how libraries can remain relevant by embracing technology, user convenience, and participatory service design. They contribute to increasing Generation C's library visitation and engagement. **Implications:** Practically, the study highlights the importance of integrating digital infrastructure and spatial innovation to meet modern user expectations. Theoretically, it underscores how localized, user-centered strategies contribute to library relevance in the digital age, offering a model for other public libraries facing similar generational engagement challenges.

Keywords: Generation C; Library; Library strategies; Visiting interest

INTRODUCTION

Currently, libraries provide information through various sources, both printed and non-printed, where almost all managed information can be accessed and used to meet the information needs of users or visitors. Responding to the diversity of collections, the number of

information sources, and the diverse range of users, from Baby Boomers to Gen C generations, libraries are increasingly enhancing all their facilities and collections (Adetayo & Williams Ilemobola, 2021). Over their long development, several types of libraries have continued to grow with their respective goals and functions. These types are national libraries, public libraries, university libraries, school libraries, and special libraries.

Public libraries serve as intermediaries for lifelong learning, addressing the broader community regardless of age, gender, ethnicity, race, religion, or socioeconomic status (Zahra, 2023; Muhaimin et al., 2022). The primary objective of libraries is to provide the public with access to library collections that broaden their horizons and knowledge, offer fast, accurate, and tailored information resources, and assist users in developing their skills for the benefit of others (Asari et al., 2022). Libraries must provide up-to-date information to enhance facilities and improve the quality of service for users. Libraries, considered the repositories of both digital and print collections, must manage and develop their library materials so that users can utilize them according to their information needs. Currently, library reference resources are not being optimally utilized by the community, as they rely more on Google to meet their information needs than on libraries (Kohlburn et al., 2023). Location, facilities, and infrastructure, as well as services and promotions, also significantly affect library visitor interest, necessitating specific strategies to attract visitors (Jafri & Wigati, 2022). Interest in visiting is the fondness for a specific object marked by a

sense of joy and interest, as well as a desire to participate in its activities.

Interest in visiting can be marked by a strong urge to explore and utilize the available facilities and infrastructure, particularly the library's collection materials (Febrianti & Puspasari, 2022). Libraries will thrive if they implement strategies to entice users to the library directly or through social media. Interest will increase to pleasure and ultimately become a habit if all needs are met adequately (Suryanti & Megawanti, 2022). Thus, by fulfilling needs and creating a sense of pleasure and satisfaction, users will return to utilize the library's facilities as needed.

Therefore, these strategies must be implemented and developed to keep pace with current developments in libraries, both in terms of services, facilities, and infrastructure, as well as strategies to increase user interest in visiting. Internet use in Indonesia is currently very popular among all generations for information and entertainment. The average Indonesian spends 8 hours and 36 minutes online per day, with social media being the leading platform. Indonesians consistently use WhatsApp, Instagram, Facebook and TikTok. Generations Baby Boomers, X, Y, Z, Alpha and Gen C tend to use the Internet for information.

Existing libraries have users from various generations, including generations X, Y, and Z. Generational change is marked by changes in time, social living environments, and individual awareness levels (Suryono, 2019). This change can be seen since the industrial revolution, which focused on technological and scientific developments in the socioeconomic field, where the equipment used ranged from

simple industrial equipment to advanced and modern technology (Sharma & Singh, 2020). Sociologists refer to Generation X— those born between the early 1960s and the early 1980s —as preceding Generation Y (born 1980-2000) and Millennials, as well as Generation Z (born 2001-present). Each generation has its own unique way of reflecting on the technology of the time. For future generations, technology has

become a 'connector' between spaces in a network called the insphere (Henriksen et al., 2021). Williams (2016) describes this future generation in his book "Generation Jones and Contemporary US Fiction". The book explains that Gen-C refers to the millennial generation, also known as Generation Y, who depend on digital technology to meet their future life needs.
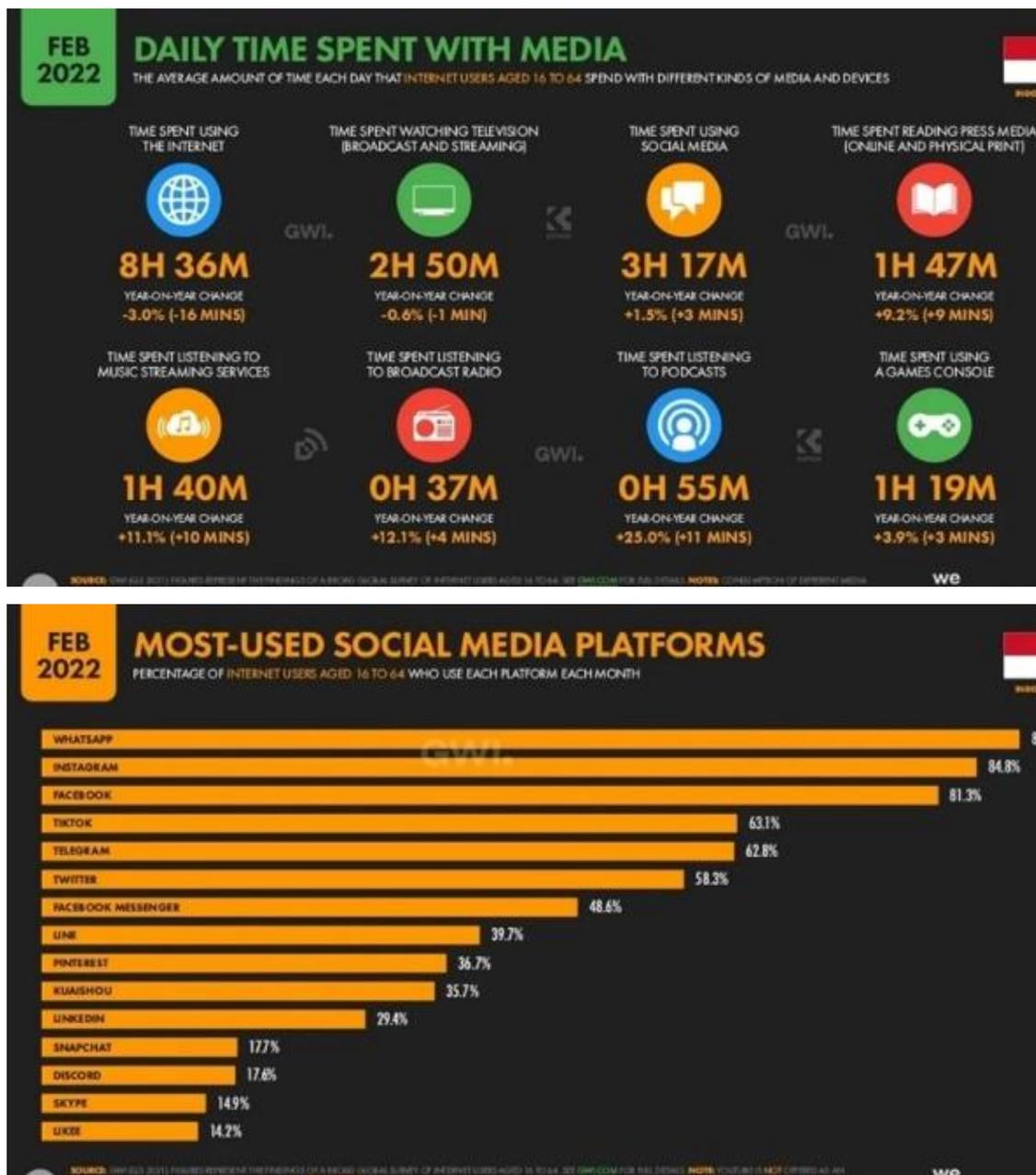

Figure 1. Data on media use in Indonesia
Source: datareportal, 2022

Consumer age does not limit Generation C (Gen-C), as it applies to Generations X, Y, and Z. However, Gen Z focuses more on a person's behavior and characteristics when utilizing digital technology in everyday life. Generation C is considered a newcomer with the largest population in the present and future. This is because Generation C is connected to the Internet, content-centered, computerized, technology-oriented, and always carries a smartphone (Kusá & Piatrov, 2020). On average, those in the Generation Z category have a smartphone and prefer texting to face-to-face conversations. These connected individuals are categorized as Generation C. They are more active on social media and spend more time texting. Also, Generation C is willing to spend up to 6 hours and 58 minutes online. Their dependence on smartphones and the Internet has even changed the way they work, which previously required visiting a library for information. However, today's Generation C simply needs to access the Internet to get the information they need.
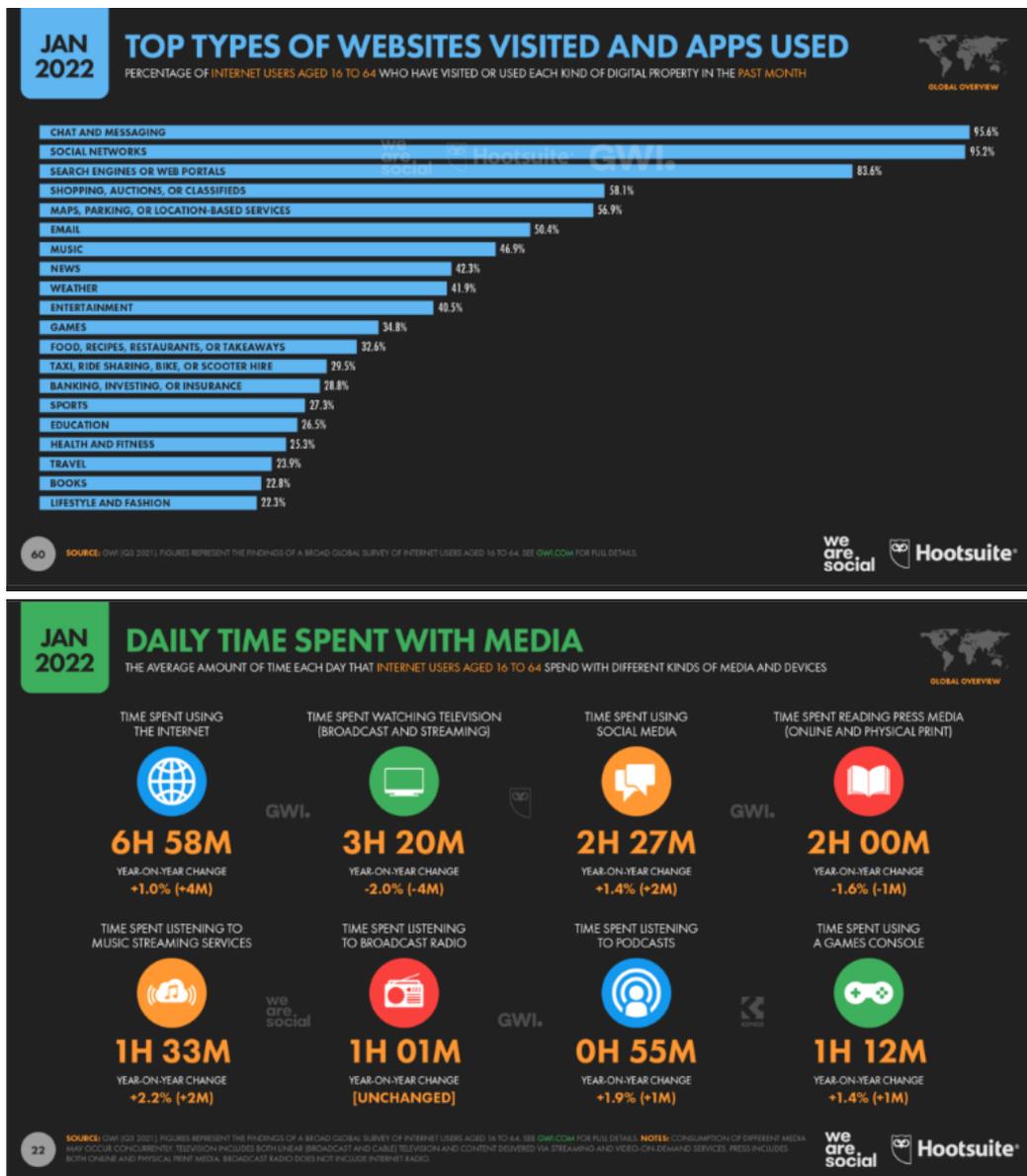

Figure 2. Top Types of websites and daily time spent with media global
Source: datareportal, 2022

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Generation C, constantly connected to digital media, helps them form friendships and even create online groups and organizations. Contextualization: Generation C sometimes ignores fake news or hoaxes because they can easily get trusted sources of information through social networks. Decision-making by Generation C often refers to the opinions and experiences of people in digital media, as they are a generation that trusts each other to share information and views through digital spaces. Kusá & Piatrov (2020) stated that Gen-C are consumers who understand how to create and use digital web content and actively utilize digital content based on their experience and knowledge. Gen-C actively utilizes social media and other digital platforms to establish user groups for effective communication and collaboration. Therefore, this study aimed to determine the strategy of the South Sulawesi Provincial Library and Archives Service in increasing the visiting interest of Generation C through digital media.

RESEARCH METHODS

This research employed a qualitative approach with a case study method. Qualitative research methods emphasize an in-depth understanding of a problem, rather than viewing it as something that can be generalized (Creswell, 2019). A case study is a scientific activity carried out intensively, in detail, and comprehensively on a program, event, or activity at the individual group, institutional, or organizational level to gain in-depth knowledge about the event (Creswell, 2019).

This research was conducted from November 2022 to February 2023, involving librarians and users of the South Sulawesi Provincial Library and Archives Service as participants in the study. Participants were selected using a purposive sampling technique, resulting in the selection of two volunteers based on specific criteria. Purposive sampling is a non-random selection method in which participants are deliberately selected according to particular characteristics without requiring a fundamental theory or a predetermined number of subjects (Sugiyono, 2019).

The researcher conducted direct observations of library service activities and facility utilization by Generation C users. Informants were selected using purposive sampling based on the following criteria: they were classified as Generation C (active digital users), regularly visited the library in person, and utilized digital services such as the library's social media, the iSulsel application, and high-speed Wi-Fi.

Table 1

Informant profile

No	Informant	Role/position	Identity (in the article)
1	A	Library manager, responsible for library services and digital program development	Informant 1
2	R	Librarian in charge of programs to increase library visit interest	Informant 2
3	S	Uses the library directly (physical & digital services)	Informant 3
4	Z	Utilizes library social media and participates in activities	Informant 4

Source: Research data, 2023

Data were collected through in-depth interviews with two librarians responsible for service management and digital development, as well as two Generation C students who actively used the library, both as a study space and as a collaboration area. These students were also identified as active digital users who engaged with the library's online presence by liking, commenting, sharing, or tagging the library's official social media accounts. Interviews were conducted face-to-face in the library's service area and online via WhatsApp/Google Meet, depending on the informant's availability. To strengthen the findings, supporting documents such as visit reports, social media insight analysis, and the library's annual report were used as secondary data sources.

The data collection techniques used in this study were observation, documentation, and interviews. Data analysis techniques include data collection, reduction, presentation, and concluding (Huberman, 2019). Data reduction involved identifying and focusing on essential themes to provide clarity and simplify further analysis. Data were presented through concise descriptions and thematic narratives to illustrate key relationships. The final stage of analysis involved interpreting the data to draw conclusions that aligned with the research objectives.

RESULTS AND DISCUSSION

Generation C emerged alongside rapid technological advancements, shaping their behavior and interactions in ways distinct from those of previous generations, including Baby Boomers, Generation X, Generation Y, Generation Z, and Generation Alpha. Unlike their predecessors, Generation C is not characterized by a specific birth year but rather by their deep daily integration with digital media and technology. This generation is defined by their tendency to create content (content), curate information (curate), build communities through social media (connected), remain passively engaged online (calm), and continuously innovate (creative). Their reliance on the Internet has transformed various aspects of life, particularly in the consumption of audiovisual content, such as films, videos, and television. Recent data from Hootsuite highlights the increasing dominance of Internet use among active users, influencing decision-makers across various scientific and professional fields. This widespread digital adoption has led to greater sensitivity to emerging opportunities facilitated by technology. The Internet has evolved into a global communication network, primarily through Web 2.0 platforms, encompassing social media, digital applications, and online services.

Three key aspects shape the personality and behavior of Generation C. First, they maintain constant connectivity with digital media, ensuring uninterrupted access to information and social interaction. Second, they contextualize information through social networks, where digital platforms play a critical role in shaping perceptions and acquiring knowledge. Third, their decision-making process is heavily influenced by shared experiences, opinions, and recommendations from peers, reinforcing the impact of digital communities on their choices and preferences (Kusa & Piatrov, 2020). Given these behavioral tendencies, libraries must adopt adaptive strategies to align with the digital expectations of Generation C.

Enhancing digital infrastructure, integrating interactive technologies, and leveraging social media for engagement are crucial steps to maintain relevance in the digital era.

The rise of new media, driven by internet development, has made the Internet the backbone of online information and markets (Chalaby & Plunkett, 2021; Khanom, 2023). New media facilitate long-distance communication through voice, images, videos, and data exchange, including big data and metadata. Generation C is crucial in this digital landscape as they consistently share meaningful content and contribute significantly to platform growth and social media engagement. This behavior has become a key marketing strategy for platform and social media owners, as engaging content encourages Generation C to interact and disseminate information within their networks.

The Library and Archives Service of South Sulawesi Province plays a crucial role in fulfilling users' information needs. As a public facility, the library actively adapts to the era of information transparency by ensuring easy access to information. To attract visitors, the library implements strategic initiatives aimed at enhancing user engagement and optimizing its services.

One key strategy involves optimizing library space. The library's size and layout are designed to accommodate user needs and serve multiple functions, including storing library collections, supporting teaching and learning activities, providing reading space, facilitating research, serving as a recreational hub, and providing essential library services. A well-structured library environment has a significant impact on visitor engagement and satisfaction. Another crucial component is the provision of diverse and relevant reading materials. Library collections must be curated to align with users' educational and information needs, ensuring access to a wide range of print and digital resources, including books, manuscripts, magazines, newspapers, brochures, photographs, films, and recorded media. University students, in particular, require specialized materials tailored to their academic pursuits, making well-maintained collections crucial for user retention.

Furthermore, adequate library equipment enhances service delivery and user comfort. Essential library equipment includes bookshelves, newspaper and magazine racks, circulation desks, catalog cabinets, book carts, reading tables, and comfortable seating areas. Efficient procurement and uniform design contribute to a more organized and visually appealing library space, enhancing the overall user experience. By integrating these strategies, the South Sulawesi Provincial Library ensures its facilities, collections, and services align with contemporary user expectations. These efforts reinforce the library's role as a dynamic knowledge center, fostering engagement and ensuring continued relevance in the digital era.

Developing an effective library strategy requires optimizing human resources, infrastructure, and budget allocation to maximize efficiency and effectiveness. Librarians play a crucial role in maximizing library functionality by engaging the community to increase public interest in visiting the library. Infrastructure improvements, including modern facilities, enhance the user experience and attract more visitors. An

adequate budget is also essential for maintaining service quality, acquiring print and digital collections, and upgrading facilities. As a government-affiliated institution, the South Sulawesi Provincial Library and Archives Service relies on local government funding to support its development. The library can better serve users in South Sulawesi and the surrounding area by addressing these three key aspects.

> "To meet our information needs as Generation C users, we only need a smooth internet connection, inside and outside the library. This is because all our daily activities are conducted via the Internet. When we are in the library, we not only need an internet connection but also a comfortable and spacious space, such as a sofa or a wide table without partitions, because we want to chat with friends, access e-books, and be able to eat while reading digitally. If we always carry a laptop, we do not need a computer in the library, but other friends need the computers provided by the library." (Informant 3, interviewed, February 25, 2023).

Figure 3. Several facilities and infrastructure of the Library and Archives Service of the South Sulawesi Province
Source: Informant's documentation, 2023

Providing adequate facilities and infrastructure is essential for every library, as modern amenities play a crucial role in attracting and retaining users. In addition to providing a well-equipped space with wide tables, ergonomic chairs, computers, and comfortable discussion areas, libraries must also ensure access to diverse collections, both print and digital, to meet the evolving needs of users.

> "We intend to outsource the collection in digital form, but our facilities and infrastructure are inadequate. We only have one machine for scanning books. While we have a large collection of about

500,000 physical books, digitizing them is challenging due to copyright issues. Regarding purchasing digital collections, we are still in discussions and have purchased 250 digital collections over the past year." (Informant 1, interviewed, February 26, 2023).

The Library and Archives Service of South Sulawesi Province consistently provides annual print and digital collections. The purpose of providing these collections is to improve the quality of education for the people of South Sulawesi. It is evident in the collection's annual growth, which has reached approximately 250 titles.

The South Sulawesi Provincial Library and Archives Service's strategy to increase interest in visiting the library among Generation C included providing ICT-based facilities and modern spaces, offering digital collections through the Elfan application, and utilizing social media platforms to provide the latest information, including Facebook, YouTube, websites, and Instagram. Strategic policies were needed to encourage each library to improve its services immediately. This not only addressed the growing Generation C population but also prepared for technological developments currently focused on the 4.0 era.

Five crucial elements that must be embedded to encourage the growth of the nation's competitiveness in the era of the Industrial Revolution 4.0 era (Zubaidah, 2018), namely: 1) preparation of innovative and interactive systems such as equal distribution of references according to user interests and increasing audience capabilities in terms of information

technology, Internet of things (IoT) and big data analytics, 2) reconstruction of policies in institutions that are adaptive and responsive to the industrial revolution 4.0 in developing scientific disciplines, 3) preparation of human resources (HR) in facing the industrial revolution 4.0, 4) continue to develop new research-based breakthroughs and research ecosystems and strive to improve research quality and quantity, 5) innovation breakthroughs and strengthening the innovation system to increase industrial productivity and increase technology-based startups. The five elements above can enhance the quality of an institution and library, as well as the experience of users who utilize the facilities.

The media is always perceived as a tool for mediation or intermediation. Deuze & McQuail (2020) suggest several analogies for media, namely that media serve as a window through which we can view the world, as a platform for conveying information and messages, and as a bridge between the public and information. The Library and Archives Service of South Sulawesi Province is one of the government agencies collaborating with libraries and archives. These two institutions were formerly non-departmental government institutions under the direct supervision of the State Secretariat, but have now been merged into a single entity.

The Public Library and Archives Service of South Sulawesi Province, located on Jalan Sultan Alauddin Km.7, provides several types of services to users, including Circulation Services; Reference Services; Public Collection Services; Storytelling Services; Curriculum Collection Services; Rare Collection Services; Newspaper/Tabloid Services;

Magazine/Journal Services; Children's Services; Disability Services; User Information Services; Reference Guidance Services; Information Source Search Service; OPAC Services; Elfan Bookless Library Service, and BI Corner Service Website and social media accounts of the Library and Archives Service of South Sulawesi Province.

Functions and uses of social media in Kumbar Library (2019), 1) as a place for discussion, interaction and collaboration without having to meet face to face because it can be performed through online discussion platforms and social media networks, 2) as a medium to promote library activities and development, 3) can follow the updated information posted by the library, 4) searching collections without using catalog cards because they are already in the library's online catalog.

Yenianti (2019) said that the purpose of social media for library to establish a connection between librarians and users through the internet, enabling them to inform each other, share information, and collaborate. As promotional media, for example, people far from the library environment can finally become aware of the library's existence and learn a little about its profile, as it can be seen through social media. In this case, someone has a significant role in bridging the realization of these activities, namely librarians who need to master technological developments.

Undeniably, Generation C has made its presence felt in the library world. Libraries, a wealth of information resources, are also utilized by Generation C to access the necessary information through technology networks. The decrease in user visits occurred during the COVID-19 pandemic, when people and users were required to stay at home (Leung et al., 2022). However, the number of user visits through technological media actually increased as many users relied on digital literature and library materials to meet their information needs.

User-generated content is also increasing. One of the social media used by library services is Instagram, which serves as a platform for integration and connection. Instagram is a photo- and video-based social media (Jimola, 2023). Instagram is also one of the most widely used social media platforms worldwide. As one of the most popular social media platforms, Instagram offers a variety of highly useful features that can be used by anyone, regardless of age. Instagram is also very popular among Generation C, with its Reels feature, the most actively used feature worldwide. On the Instagram account of the Library and Archives Service of South Sulawesi Province, several accounts created content about library information and tagged the South Sulawesi Provincial Library and Archives Service's Instagram account.

In 2020, there were 60 tags, in 2021, 186 tags, and in 2022, as many as 297 tags. A total of 543 photo, video, and reel uploads have been tagged on the South Sulawesi Provincial Library Service's Instagram account since 2020, representing a conducive, curated, connected, calm, and creative generation.

The Instagram account of the Library and Archives Service of South Sulawesi Province was also actively providing information about library services. Since February 3, 2020, the Library and Archives Service's Instagram account has recorded 426 posts, with a total of 1,496 followers. Over the past 90 days, from October 10,

2022, to January 11, 2023, the number increased to 9,629. This means 8,483 accounts were interacting on Instagram that did not follow the Library and Archives Service of South Sulawesi Province account. The average age range of Generation C users who interacted most frequently with the Instagram account of the Library and Archives Service of South Sulawesi Province was 18-24 years old, and predominantly domiciled in Makassar.

"When seeking information about the activities of the Library and Archives Service of the South Sulawesi Province, we always check through the Instagram account to see if our website is updated because we primarily use Instagram for information. Instagram is not just for information; it also allows you to save photos, videos, and reels. You can also earn money on Instagram through our content, so it is not bad for meeting your daily needs" (Informant 4, interviewed, February 26, 2023).
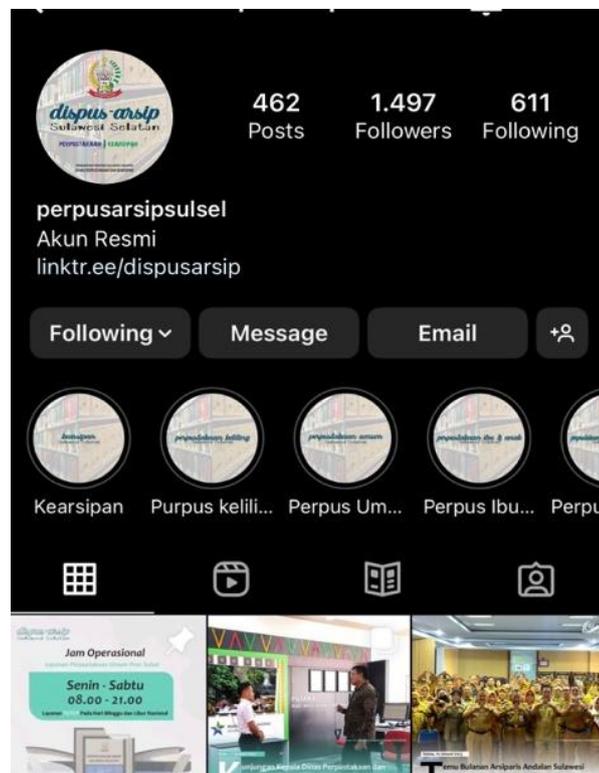

Figure 4. The Instagram account of the Library and Archives Service of South Sulawesi Province
Source. Instagram, 2023

Instagram is used to obtain information about the Library and Archives Service of the South Sulawesi Province. Generation C primarily uses Instagram as a social media platform due to its attractive features and tools. Hootsuite data shows that Instagram has the second-highest number of users compared to other social media platforms. Based on library insights data from @dispusarsipsulsel, 9,629 Generation C Instagram accounts were reached in the last 90 days, and 31% were from Makassar.

Furthermore, to utilize Instagram as a social media platform for interaction, the Library and Archives Service of South

Sulawesi Province also maintains an active Facebook page, posting 2-5 times per day. Social media networking services are currently the most popular internet-based services. In 2010, Facebook was one of the most popular social media platforms (Jeri-Yabar et al., 2019; Obermayer et al., 2022). The Baby Boomer generation, as well as X, Y, Z, Alpha, and Generation C, widely accessed this social media platform. Social media networks, such as Instagram, are online platforms that allow each member and user to interact, share, collaborate, and create easily. In addition to these two social media, the South Sulawesi Provincial Library and Archives Service also has a website that provides essential information regarding library services and activities.
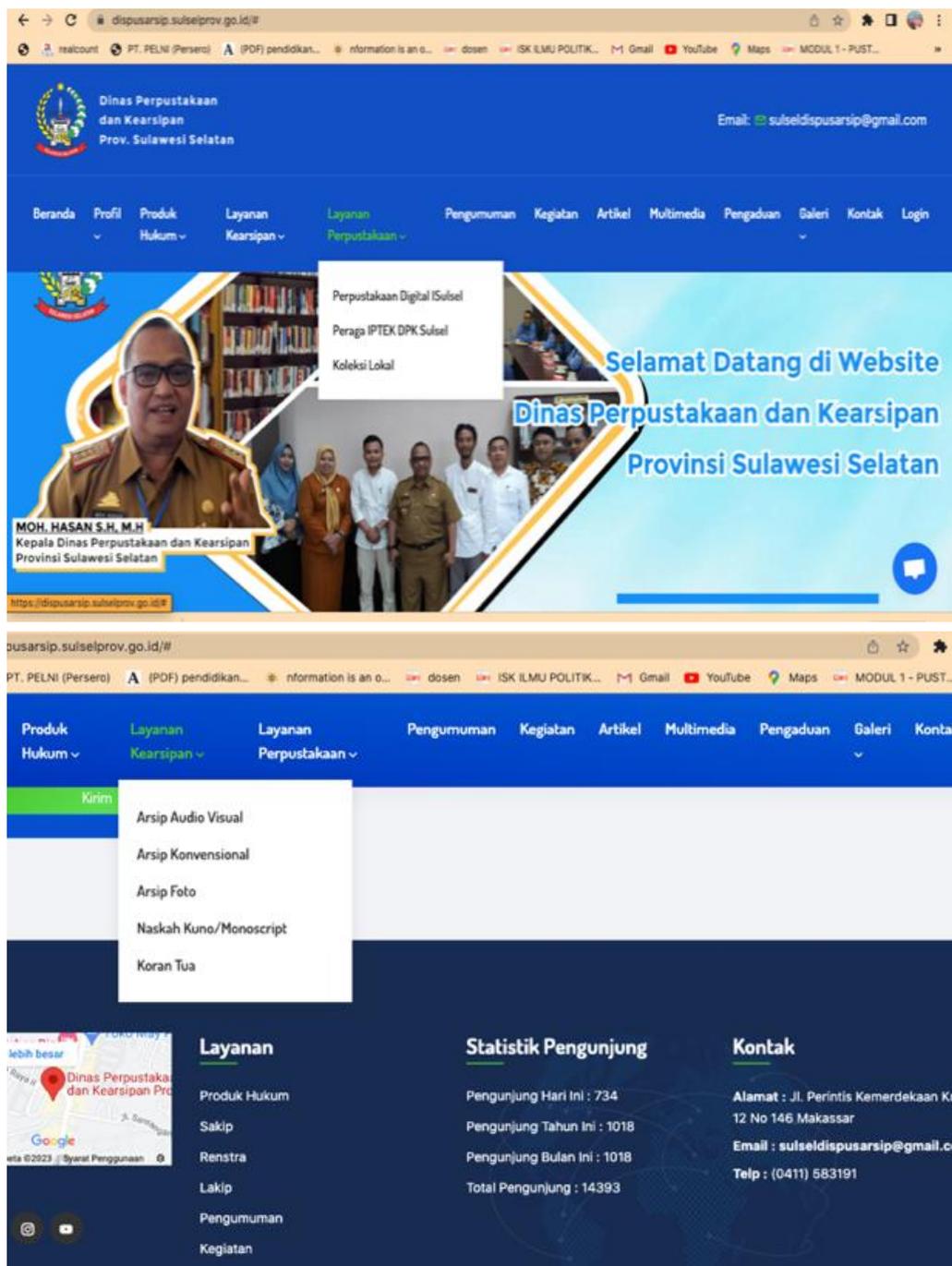

Figure 5. Website of the Library and Archives Service of South Sulawesi Province
Source: Dispusarsip, 2023

The library provides excellent service to users through its archival and library services. Archival services consist of Audio Visual Archives, Conventional Archives, Photo Archives, Ancient Manuscripts/Monographs, and Old Newspapers. Library services consist of the iSulsel Digital Library, Paraga Science and Technology DPK South Sulawesi, and Local Collections. Of the various services offered by the South Sulawesi Provincial Library and Archives Service, users often access the iSulsel Digital Library. Users are highly attracted to the iSulsel Digital Library due to its extensive digital collection; however, before accessing these digital collections, users must first download the iSulsel application from the Play Store. The Library and Archives Service of the South Sulawesi Province did not only focus on providing collections in digital form, considering that there were still many other generations who needed printed collections, as conveyed by a librarian at the Library and Archives Service,

> "We intend to outsource the digital collection, but our facilities and infrastructure do not yet support it. We have only one tool for scanning books, despite having a large collection of approximately 500,000 physical books. Digitizing them is not easy due to copyright issues. Regarding purchasing digital collections, we are still in discussions and have purchased 250 digital collections over the past year" (Informant 2, interviewed, February 26, 2023).

The South Sulawesi Provincial Library and Archives Service owns 500,000 items, acquired through purchases, grants/gifts, or other means. In addition to focusing on providing collections, the South Sulawesi Provincial Library and Archives Service also provided comfortable facilities and infrastructure by renovating the library space for user comfort.

> "We are not only reinforcing change through digital services but also physical means, namely the existing library building, which we are currently renovating to give it a new look. Apart from that, the library's opening and closing hours have been extended from 08.00 a.m. to 10.00 p.m. Many users still want to linger until late at night, so staff are forced to warn them that the library will soon close. This is because today's students have changed their learning patterns from studying in the morning to studying at night" (Informant 1, February 26, 2023).

Providing comfortable spaces, facilities, and infrastructure is one of the library's responsibilities to ensure users do not feel bored (Arrieta, 2020). Currently, users are known to prefer studying at night rather than in the morning. Providing facilities and infrastructure was one of the strategies used by the Library and Archives Service of the Province of South Sulawesi to attract visitors. However, Generation C, known for spending a significant amount of time online, also requires a comfortable environment (Infomentum, 2023).

This encouraged many users, especially students who spent their time in the library, to utilize the internet facilities provided by the Office of the Library and Archives of South Sulawesi Province.

Based on data from the 2022 Annual Frequency Report, 20,104 users visited the Library and Archives Service of South Sulawesi Province, who were Generation C. To identify user complaints and needs regarding book titles, the Library and Archives Service of South Sulawesi Province provided a suggestion box as a forum for users to submit suggestions and criticisms for the library.

> "The library uses a suggestion box to help us gather information regarding the titles users currently need. The suggestion box not only lists the titles users want, but also includes several suggestions and criticisms from visitors, particularly regarding facilities and infrastructure. This is done to accommodate our facilities and infrastructure according to user needs, although power outlets are available at every table, considering that the current generation uses technology a lot for work, especially Generation C" (Informant 2, interviewed, February 26, 2023).

The importance of internet networks and electrical plugs is one of the most vital things users look for when visiting a library, as most users visiting the Library and Archives Service of South Sulawesi Province are Generation C, who always want to be connected to the Internet. In this regard, the Library and Archives Service of South Sulawesi Province has another strategy to ensure the integrity of user information by strengthening photo-based content through Instagram and videos on the Dispus Arsip Sulsel YouTube channel.

The Library and Archives Service of the Province of South Sulawesi also provided video-based content through its YouTube account called the Dispus Arsip Sulsel. Generally, YouTube is a website that allows users to save, watch, and distribute videos. YouTube has become a leading platform for sharing videos worldwide, featuring a diverse range of content, including short videos, tutorials, vlogs, short films, movie trailers, music, education, animation, entertainment, news, TV shows, and other interesting information. According to the Hootsuite data above, Indonesians spend 8 hours and 36 minutes connected to the Internet and their smartphones. This is the basis for the South Sulawesi Province Library and Archives Service to create a YouTube channel to share the activities carried out by the Provincial Library and Archives Service of South Sulawesi. Figure 8 showed that the South Sulawesi Archives Service YouTube channel had shared 20 videos; if seen from the length of time watching owned by the South Sulawesi Archives Service of 106 hours over the last 365 days, then on average, the public or Generation C watched videos owned by the South Sulawesi Archives Service for 3 minutes per day.

Creating interactive content and consistency in video production were the tasks that librarians at the Library and Archives Service of South Sulawesi Province needed to improve, considering the number of broadcast hours was still minimal and also the 255 subscribers who created the channel to the Library and Archives Service of South Sulawesi Province were still unknown to the community and users. Therefore, a specific strategy was required to attract users to the YouTube channel and encourage them to subscribe to the Dispus Archives South Sulawesi. In addition to providing various

social media services, the Library and Archives Service of the Province of South Sulawesi also offers a comfortable space and rooms for users to study and rest within the library.

Library space planning is highly recommended to optimize all activities within the library. Therefore, the room layout can be arranged in a way that meets the current user's needs. If necessary, a library can implement zones within each room, such as a quiet zone, a calm zone, and a social zone (Hidayatullah et al., 2022). The implementation of these three zones can provide comfort for each user,

depending on the needs of those visiting the library, whether they want to discuss, focus on studying or simply relax. However, Generation C certainly did not have a significant problem with location, as they primarily used laptops and smartphones for their activities. However, to provide comfort when Generation C visited in person, the library needed to provide a comfortable space for them. Eighty-six per cent of Generation C used social media sites to interact with family and friends, and their closest circle was not the only one influencing their behavior.
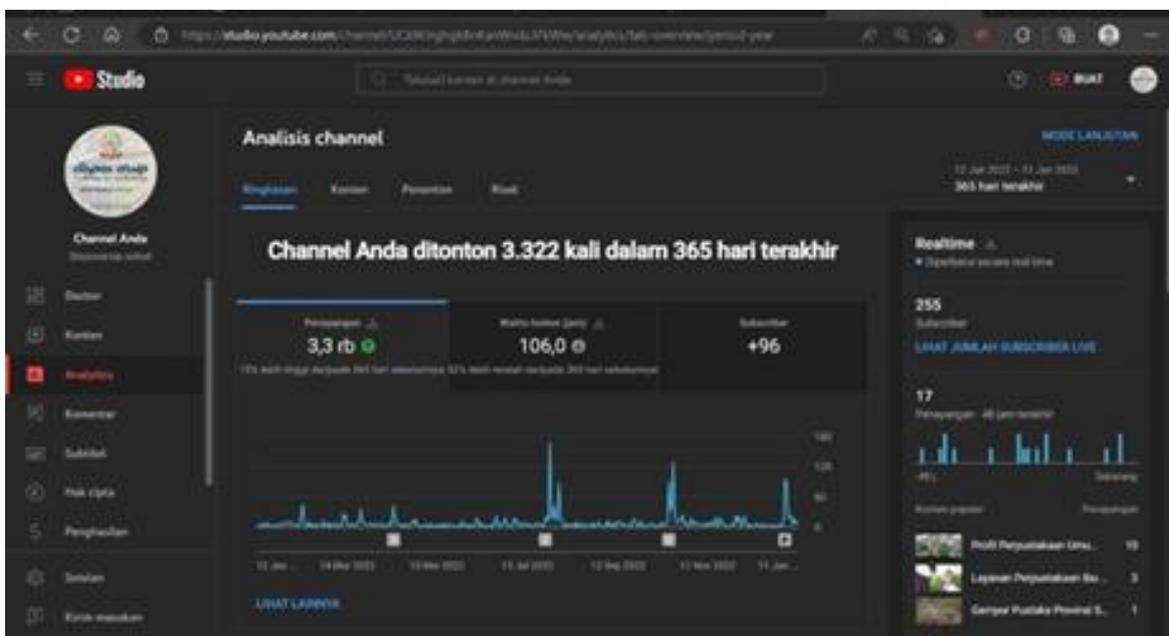

Figure 6. Analysis Youtube
Source: YouTube, 2023

Due to their desire to collaborate, Gen C consumers were also most likely to reach out to their peers worldwide through forums and social sites, where they could communicate with other Gen C consumers outside their immediate circle. Over 75% of Gen C survey respondents stated that 'the ability to contact companies through multiple channels quickly' is important to them (Infomentum, 2023). Generation Z, a group characterized by

digital fluency, innovative mindsets, and an entrepreneurial spirit, also falls into the Generation C category and utilizes social media to interact with one another (Hidayat, 2024). The need for social connection, which is reported at 70% in the study, suggests that Generation Z in Ukraine perceives collaborative consumption not only as a means of achieving economic efficiency but also as a form of meaningful social interaction in the

digital era (Gajdzik et al., 2025). This phenomenon reflects the characteristics of a highly "connected" generation, where interpersonal relationships and a sense of community are the primary motivations for participating in sharing platforms.

CONCLUSION

This study concludes that the South Sulawesi Provincial Library and Archives Office has implemented various innovative strategies to increase the engagement and frequency of visits among Generation C. These efforts are realized through the provision of ICT-based facilities, the use of digital applications such as Elfan and iSulsel, and the use of social media as an interactive communication and service promotion tool. In addition, the library has redesigned its physical space to be more collaborative, creative, and comfortable, aligning with the characteristics of Generation C, who prioritize flexibility and connectivity. These strategies not only increase visitor numbers but also enhance the library's position as an inclusive and relevant learning center in the digital era, demonstrating its ability to adapt to changing user behavior and technological advancements. This study is limited by its location in a provincial-level library, so its findings cannot be generalized to other types of libraries that may have different service characteristics. Future research is recommended to involve libraries at multiple levels and employ a mixed-methods approach to obtain more comprehensive and robust findings. In addition, comprehensive research should be conducted by comparing various topic modelling algorithms such as LDA or Biterm. Moreover, larger datasets from sources such as Lens or Google Scholar, as well as documents in many languages, should be considered.

AUTHORS' CONTRIBUTIONS

FH: writing-original draft, writing-review & editing, formal analysis, conceptualization, methodology, visualization, data curation, and formal analysis. RAR: writing-original draft, writing-review & editing, formal analysis, and conceptualization.

CONFLICT OF INTEREST

All authors have no conflict of interest related to this study.

DATA AVAILABILITY

Data associated with this study can be accessed on doi.org/10.5281/zenodo.10086961.

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