Literary review of public relations in libraries in a global perspective

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Abstract

The era of globalization is increasingly developing, and the role of public relations is crucial to build a positive image and increase the relevance of libraries in the public point of view. This study aimed to determine how public relations programs in libraries in a global perspective through an analysis of optimizing library public relations strategies, maximizing projects to build optimal public relations strategies, and implementing effective library public relations strategies. The study used a literature review, highlighting the primary functions of public relations in promoting services, fostering relationships with the community, and increasing user participation. The results of the study indicated that the right public relations strategy maintained a positive impact on libraries amidst global competition and cultural diversity of users. Decision making based on user analysis, adaptation to trends, opening information as openly as possible and adopting technology, developing advanced programs as a library identity, and creating segmented programs were ways to optimize public relations projects. Libraries that were able to execute public relations programs optimally showed an increase in visits and were able to sustain their existence and relevance in this global era. The concludes that public relations is a program that libraries need to emphasize and improve, and librarians are the key factor in maximizing public relations programs so that the library's role in the community can be more effective and impactful.

Keywords: Public relations; Public relations in library; Era of globalization; Promotion strategy libraries

Tinjauan pustaka hubungan masyarakat di perpustakaan dalam perspektif global

Abstrak

Era globalisasi semakin berkembang, peran public relations menjadi krusial untuk membangun citra positif dan meningkatkan relevansi perpustakaan di mata masyarakat. Perpustakaan membutuhkan program public relations yang strategis agar kegiatan promosi dapat optimal dan terselenggara sesuai tujuan yang ingin dicapai. Penelitian ini bertujuan untuk mengetahui bagaimana public relations di perpustakaan dalam perspektif global melalui analisis optimalisasi strategi PR, pemaksimalan projek untuk membangun strategi PR yang optimal, dan eksekusi strategi PR yang efektif di perpustakaan. Penelitian ini menggunakan literature review penelitian dalam menyoroti fungsi utama public relations dalam promosi layanan, pembinaan hubungan dengan komunitas, dan peningkatan partisipasi pengguna. Hasil penelitian menunjukan strategi public relations yang tepat menghasilkan dampak positif bagi perpustakaan di tengah-tengah persaingan global dan keberagaman budaya pengguna. Pengambilan keputusan berdasarkan analisis user, adaptasi terhadap tren, membuka informasi seterbuka mungkin dan mengadopsi teknologi, mengembangkan program unggulan sebagai identitas perpustakaan, dan membuat program yang tersegmentasi adalah cara untuk mengoptimalisasi projek public relations. Perpustakaan yang mampu mengeksekusi program public relations yang optimal menunjukan peningkatan kunjungan dan mampu mempertahankan eksistensi dan relevansinya di era global ini. Simpulan dari penelitian ini yaitu public relation adalah program yang perlu diunggulkan dan dikembangkan oleh perpustakaan serta pustakawan adalah faktor utama untuk memaksimalkan program public relations agar peran perpustakaan di komunitas lebih efektif dan berdampak.

Kata kunci: Humas; Humas di perpustakaan, Era globalisasi; Strategi promosi perpustakaan

INTRODUCTION

Public relations (PR) is often considered as the art and science of communication intended to build positive relationships between an organization and its public. According to Febianti (2020) public relations is defined as an active communication process that develops interactions between an institution and its public. We found that there are two key points in PR, which is communication and relationships. On the other hand, Seitel (2017) describes public relations as the management of communication between an organization and its audience. In this context, PR has the task of ensuring that the organization and its audience have a harmonious perception so that it can create a positive image and mutual trust between both. Then, what is the PR's relevance for libraries? According to Velasquez & Campbell-Meier (2018), library promotion or library marketing is the ability of a library to promote its collections, programs, and services to their users. Library promotion can be said to be a form of marketing information about the library, starting from activities, programs, services, and facilities owned by the library. The goal is to introduce the existence of the library to the surrounding community. The expectation is that the community will become familiar and interested in visiting and utilizing the resources provided. Libraries, as institutions providing information and knowledge have a crucial role in society. However, in today's digital era, the library's challenge is the existence of new forms that change the way people search for information. With the numerous sources of online information, libraries must be capable of demonstrating their superiority as a place to provide credible, complete, and structured information.

Therefore, PR is one of the crucial instruments for libraries. In addition, libraries do not only function as a place to store books or sources of information for others. Libraries also have social functions, such as a place for people to gather, a place for discussion, and to exchange knowledge. Thus, building a positive image and promoting library activities and services to the community will be one of the indicators of the success of libraries in the modern era. The relevance of PR for libraries can be seen from several aspects. First, to promote services and collections. Through effective PR strategies, libraries can promote services and collections to the public, so that more people are aware of their existence and benefit from the library. Second, building relationships with the community. Research and librarians assisting students with relevant sources of information for their assignments help libraries build close relationships with the community, including students, researchers, and the general public. Third, facing information competition: In the digital era with abundant sources of information, PR ensures that libraries remain the main choice for the public in seeking credible and accurate information. Eventually, creating a positive image: Through PR activities, libraries can create a positive image from the public's perspective, so that libraries are seen as modern, and innovative institutions that are relevant to the needs of the times. In a global context, the libraries that can implement PR strategies will have greater competitiveness and become the main choice for people in seeking information. Therefore, understanding the meaning and relevance of PR to libraries is very important for practitioners and parties involved in library management. In a world that is constantly changing, creating and

maintaining a positive image is a must for many organizations, including libraries. Image is the perception that the public has of an organization or institution. According to Rhood (2020), a good image can influence a decision when someone interacts with an organization, including a library. In this case, public relations (PR) plays a vital role in forming, maintaining, and enhancing this positive image.

Libraries as centers of information and knowledge have undergone significant developments in recent decades. Challenges from technological advances, changes in people's information-seeking behavior, and competition with digital platforms force libraries to continue to advance and adapt. Therefore, efforts to build a positive image in the eyes of the public are crucial so that libraries can remain relevant and become the main choice in information searches.

There are several roles of public relations in improving the positive image of the library. First, communication strategy: According to Ejike, (2019); Mustofa et al., (2021), public relations plays a role in conveying correct information at the right time and relevant to the public. In this context, library communication functions to convey information about collections, services, programs, and activities held.

Second, building relationships. Public relations aims to build good relationships with stakeholders. Libraries as institutions that serve the community need to be connected with their users, the surrounding community, academics, government, and other sectors. Harmonious relationships will improve the image and trust of the community towards the library. Third, crisis management. Every organization, including libraries, faces the potential for crises that can damage its image. With effective public relations, libraries can respond to crises quickly and appropriately, minimize negative impacts, and regain public trust.

Fourth, programs and activities promotion. PR also plays a role in designing and implementing attractive promotional programs to gain public attention. Activities such as exhibitions, seminars, workshops, and others not only increase public awareness of the library but also foster a positive image of the library as a center for knowledge and community activities. Fifth, feedback and evaluation. Through Public Relations, the library can obtain input from the public, which can be used to improve services and image.

Public Relations (PR) has many definitions, but the most accepted is strategic management communication. All public relations activities are designed to foster mutually beneficial relationships between an organization and its constituents. According to Vladimirović (2023), PR is the process of building two-way connections based on effective communication and mutual understanding.

Public relations also serves as a two-way communication tool. The role of PR in an organization is to ensure effective communication between the organization and its stakeholders. As a communication tool, PR has the potential to create a positive image, promote services, handle crises, and much more. Ferguson (2018) argues that one of the main tasks of PR is to identify potential problems or issues that arise and prepare the organization to deal with them.

In the information age, libraries are not only places to save books, libraries also have projects to run. As information centers, libraries play an essential role in spreading knowledge. L'Etang et al. (2016)

state that, while still relevant, libraries must actively promote themselves and the services they offer. Building a PR project is an important tool to reach goals. With effective PR, libraries can build a positive image in the community and attract new visitors. To maximize the impact of PR, the library must choose the right strategy based on its needs. The two most common PR strategies used by libraries are media relations and community relations. Boglovskaya et al. (2020) explain that media relations involve cooperation with the media to ensure positive coverage, while community relations focus on development connections with the community.

Like all initiatives, PR activities must be assessed to ensure their effectiveness. According to Jiang (2021), PR measurement can help organizations determine what they are communicating objectively. In this context, libraries comprehend how the public views the library, what they think about the services offered, and how PR influences their perceptions of the services. In today's global era, any library that wishes to survive and thrive must employ public relations as a strategy to increase positive public perception of the library. Not only will the number of visitors increase but also the relevance and value of the library in the community. The significance of library public relations has been a topic of study for years. Saptaastuti (2018) highlighted the role of reference librarians in promoting academic libraries to their users. The role of librarians is crucial in attracting users because reference librarians can meet their information needs. Velasquez & Campbell-Meier (2018) examined library promotion from a marketing perspective by providing methods that libraries can use to promote the library such as SMART Criteria,

Outcomes Based Marketing, and the use of social media to maintain libraries relevant. Acharya & Tippanna (2023) reviewed the literature and explored library outcomes from library public relations activities, namely improving reading and literacy skills, increasing user potential, community well-being, and a place for the user cultural and creative development. Previous studies have examined library promotion from various perspectives using qualitative methods and literature reviews that examine the role of promotion and public relations for libraries. However, they have not yet described how public relations is from a global perspective and have not yet presented examples of libraries that have successfully implemented and executed public relations. There is a need to study more deeply the role of public relations and how to execute public relations from the world's top libraries. The results of the study will describe what strategies can be used and how to implement them to maximize library PR, as well as describe PR projects to increase community participation in library programs and activities. Through effective PR, libraries can build strong relationships with society, promote services, address challenges, and ensure relevance in the information age. Thus, the role of PR in enhancing a positive library image has become an essential topic to be comprehended and applied by practitioners and parties involved in library management in the modern era. This study aims to determine how public relations programs in libraries are in a global perspective through an analysis of how to optimize PR strategies for libraries. How to maximize projects to build optimal PR strategies and how to execute effective library PR strategies.

RESEARCH METHODS

Aiming to explore how to maximize projects to build optimal PR strategies for libraries, the study used a literature review method by following six steps of literature review (Machi & McEvoy, 2022). These steps are selecting and determining a topic, developing argumentative tools, searching for literature, surveying literature, criticizing literature, and writing reviews. Data were collected from journal articles collected through observation and in-depth searches of materials related to the research objectives. Other data collected were in the form of documents, photos, or other recorded materials that could support the research. Data collected from articles selected as samples by coding them according to the topic of the PR project, building PR strategies, social media and PR, and PR in libraries. From the coding, 21 articles were found and limited to the last 10 years. The collected data were then processed and analyzed by organizing information, analyzing argument patterns, and critiquing the literature (Machi & McEvoy, 2022). All reference sources considered relevant and reviewed by researchers must be criticized and the results of this study must be written. With this method, this study can provide a deep understanding of how to maximize optimal public relations strategy development projects for libraries. Additionally, the findings of this study can be used as a consideration in designing library PR strategies in the future.

RESULTS AND DISCUSSION

The history of Public Relations (PR) in the context of libraries began when the library realized the significance of communicating with the public to enhance visits and utilization of their services. In the 1950s and 1960s, various libraries began to hire PR professionals and adopt marketing techniques to promote their collections and services to the public. In the next decades, libraries increasingly recognized the need to continuously adapt to social and cultural changes, so that their PR strategies become more diverse and innovative (Ojohwoh, 2015).

With the advancement of technology and information at the end of the 20th century, libraries faced new challenges and opportunities simultaneously. User expectations have changed. Internet and digitized information sources are more accessible. Libraries must adapt faster and not only provide digital collections but also engaged in in-depth communication with users through new media such as social media and interactive websites (Ejike, 2019)). The impact has not only affected the library's serving method to their collections and the way they serve them but also the way how they promote themselves and interact with the community. The digital era brings challenges in terms of maintaining library relevance. However, through effective PR strategies, many libraries have succeeded to overcome these challenges and build closer relationships with their users (Rhood, 2020). Maximizing projects to build optimal PR strategies. The functions and goals of the library PR is to promote services, facilities, programs, collections, and other resources (Saptaastuti, 2018). The community frequently not optimally utilized the library's diverse sources of information and services. Through effective PR projects, libraries can highlight their uniqueness and collect them, as well as provide possible additions that are not yet known by many visitors (Acharya & Tippanna, 2023).

Successful marketing will not only enhance awareness in the community but also attract new visitors. Marketing can build connections with the local community; PR plays a vital role in establishing and maintaining positive relationships with communities both local and global. By communicating actively and openly, libraries can comprehend the needs, hopes, and concerns of the community. Additionally, with an intertwined partnership with organizations or institutions, the library can increase its reach and impact its services (Peacemaker et al., 2016). Enhancing participation among users and the community. Active participation from users and the community is critical to the success of the library. Facilitating a two-way dialogue between the library and its community is a challenging project. Through activities such as workshops, exhibitions, and community programs, PR encourages the community to not only use the library's services but also contribute to the development and innovation of its services.

Optimizing PR strategies for libraries. Effective PR Strategies for libraries that have proven effective in attracting public attention is by organizing events and exhibitions. Through events such as book launches, panel discussions, or special exhibitions, libraries can directly display their collections and services to the public. Aside from that, such events frequently attract media attention, thereby increasing the library's visibility in the eyes of the general public (Acharya & Tippanna, 2023).

Collaboration with local and international media has a wide exposure and can help libraries reach a larger audience. Collaboration with the media is a good strategy because through press, releases, interviews, or promotion, it can raise public awareness of services and collections in the library. International media, in particular, can help libraries introduce themselves to a global audience (Bera, 2016). Utilization of social media and other digital platforms. The digital era has changed the way libraries communicate with society. Social media, such as Facebook, Twitter, and Instagram, allow libraries to interact with users in real time. These platforms allow libraries to share news, information, and interesting content fast and easily. Additionally, with the analytics available, libraries can better understand their users' preferences and behaviors (Bera, 2016). With the right strategies and techniques, PR can play a vital role in enhancing the library's image and strengthening its relationships with society. Maximizing the function of Library PR. The challenge of the Library PR Library in a global context is competition in the current digital era, information can be accessed easily and quickly from various sources. Libraries are no longer the only primary source of information for many people. Search engines, online news platforms, and social media often become the first places people seek information (Rhood, 2020). In this context, libraries should create a PR project to encounter their challenges. This PR project must create a strategy that differentiates and stands out from the ones offered by other libraries. Adapting to the diversity, culture, and needs of users from various backgrounds. On a global scale, libraries are faced with diverse cultures and need of diverse users. This requires an inclusive and adaptive PR approach that can convey messages in a relevant and respectful way.

Another challenge is overcoming language and communication barriers. Language and communication major

challenges in global PR. Different languages, communication styles, and interpretations of messages can lead to misunderstandings. Therefore, it is crucial for library projects to have cross-cultural communicate skills and leverage the latest technology to support translation and content adaptation (Febianti, 2020). With expanding globalization and digitalization, PR in libraries must adapt quickly to remain relevant and effective in conveying messages to the global audience. Implementing effective library PR strategies. Before this study recommends how to implement effective library public relations, a case study of the success of world-class library public relations will be discussed first. As an institution of various information and knowledge, the library has an important role in society (Unyil & Masruri, 2023). However, in order to remain relevant and widely known, the

library must be able to execute an effective PR strategy. In this part, we will discuss two world-class libraries that have successfully implemented their PR strategies: The British Library in the United Kingdom and the New York Public Library (NYPL) in the United States. The British Library in England is one of Britain's most iconic culture institutions and is recognized as one of the largest libraries in the world. Dating back to the mid-18th century, the library's initial collection came from the book collection of Sir Hans Sloane, an Irish physician and scientist. When Sloane died in 1753, he left more than 40,000 volumes of books, manuscripts, and artifacts, which were then purchased by the British Parliament. In the same year, Parliament also purchased two other major collections, those of Robert Harley and Edward and Robert Cotton (Bruyninckx, 2019).
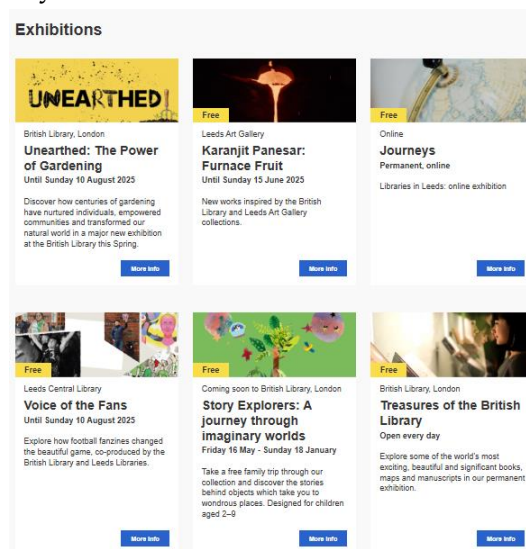

Figure 1. Exhibitions event from British Library
Source: www.bl.uk, 2025

In 1759, the collection was housed in a building in Bloomsbury, known as the British Museum. For more than two centuries, the collection of literature and artifacts continued to grow, making the British Museum one of the most important institutions in the world. Over time, in 1973,

the British authority decided to separate the collections and documents of the British Museum. The separated library was called the British Library. The process of moving the collection took until 1997, the new building of the British Library was in St. Pancras, London when it was officially

opened to the public. With a collection of more than 150 million items, including books, manuscripts, maps, and recordings, the British Library is not only a valuable research and reference center for researchers from all over the world but also witnesses the silent development of world knowledge and culture (Bruyninckx, 2019).

The British Library, as one of largest libraries in the world, has applied several innovative PR strategies. One of them is holding major exhibitions featuring rare and valuable special collections. The exhibitions not only display the collections but also tell the stories and history behind them. In addition, the British Library also actively collaborates with other institutions, such as universities, museums and art galleries to organize various events and workshops.

These collaborations enhance the visibility and reputation of the library in the public's eyes. They also provide opportunities for the British Library to expand its services range, such as facilitating joint studies or exchanges of collections (Clark et al., 2020). The positive impact of these exhibitions is that they often attract thousands of visitors domestically and from abroad. Not only does it increase the number of visitors but also raises public awareness of the importance of preserving documents and literature history (Chen et al., 2015). The New York Public Library (NYPL) is the world's largest and most famous public library. Located in the heart of New York City, the library was founded in 1895 through the merger of a number of private libraries with impressive book collections. With the objective of providing free education to all New Yorkers, the NYPL has grown rapidly and become a

center of knowledge in the public realm (Lascarides & Vershbow, 2014). NYPL's principal building, known as the Stephen A. Schwarzman Building, is located at Fifth Avenue and 42nd Street. Opened in 1911, the building's Beaux-Arts architecture has become a symbol of the library's presence in New York City. Inside, the NYPL's collection includes more than 50 million items, including books, manuscripts, photographs, and multimedia recordings. For more than a century, the NYPL has been a center of learning, research, and inspiration for millions of visitors. With branches and libraries throughout Manhattan, the Bronx, and Staten Island, the NYPL continues to be committed to serving and educating society. NYPL has been a pioneer in leveraging digital technology to improve services. One notable initiative is the launch of a mobile application that makes it easier for users to access the catalog, order books, and attend events at the library (Acacia, 2021). In addition, NYPL is also active on social media. They utilize platforms such as Twitter, Instagram, and Facebook to communicate with visitors, share news and information, and promote events and services (Zou et al., 2020). The impact of the launch of the NYPL's mobile app, users responded positively. This not only facilitates access to library services but also shows NYPL's commitment to innovate and fulfill users' needs in the digital era (Acacia, 2021). The NYPL is also active on social media, thus increasing interaction with the community. This is a library that facilitates direct user input and reaches a wider audience of young and tech-savvy people (Zou et al., 2020).

Figure 2. Introductions of SimplyE and program for kids
Source: www.nypl.org, 2025

Both world-class libraries, the British Library and the New York Public Library (NYPL), have demonstrated that the careful implementation of public relations (PR) strategies can have a major impact on improving visibility and reputation in the eyes of the world. Despite being on two different continents, both acknowledge the significance of interacting and communicating with the community.

The British Library, for example, regularly hosts special exhibitions specifically featuring rare collections that attract researchers, academics, and book lovers from all over the world. Through social media and collaborations with educational institutions, they promote events and exhibitions that attract large numbers of visitors. Meanwhile, the NYPL, with its innovation, often organizes interactive events and classes for the public,

including book discussions, digital literacy training, and children's programs. By leveraging digital technology, NYPL has also succeeded in expanding its reach through digital platforms, allowing for data collection from more people.

With a different approach but always user-focused, this second library shows how effective PR can strengthen their position as the center of knowledge and culture in the world. The British Library and NYPL have their own strength. The British Library has millions of historical collections that are a resource for the community for research and learning purposes. The British Library has 170 million collection items consisting of various types of collections that are open to the public. The programs that are held also support the collection to be better known to the public through regular exhibition

events. Through its collections and programs, the British Library highlights its uniqueness as a center of culture and history through collections and exhibitions.

The New York Public Library has several branches in various places providing wider access for the public to use the library as a place to learn. The programs developed are very diverse and can be accessed for free by the public. NYPL is also developing in digital transformation by developing the SimplyE Apps application and becoming one of NYPL's advantages.

Both libraries have similarities in developing libraries by maximizing their resources. Another similarity is how both have PR strategies to maximize the dissemination of information to the public. The British Library organizes exhibitions and collaborates with various institutions, organizes events and workshops for people from various circles, utilizes social media and collaboration for promotion, and focuses on utilizing the advantages of rare

collections and historical recordings to organize events. NYPL itself is active digitally through smartphone applications and social media, organizes interactive classes and literacy training for children, adolescents, and targeted ages, and focuses on digital innovation through applications that are developed.

If we review further the PR strategies developed by both libraries, we can group these strategies into several categories. Both libraries have programs that highlight the uniqueness of each library that we can categorize as unique programs. Both libraries also organize programs that are specifically implemented for groups with a specific age range or for certain groups. These programs can be categorized as targeted programs. Then, NYPL, which has clearly built a smartphone application in digital transformation, the British Library also uses social media in its PR activities. Both websites use an information base, this can be grouped into an information system.

Table 1
PR programs from world-class library

PR Program	British Library	New York Public Library
Unique Program	Exhibitions of rare collection	Free classes for adult and Art and Culture event
Targeted Program	Business Workshop for entrepreneur and Learning event for kids and teenager	Free event for kids and teenagers.
Information System	Library Website and British Library Online Shop Website	Library website and SimplyE Apps

Source: Data processing result, 2024

Table 1 shows three groups of PR programs held in both libraries. Each has a superior program and is different from each other. Starting from exhibitions, organizing free classes, and maximizing the use of technology. Both institutions understand the significance of the role of libraries as dynamic and responsive public spaces. Each program is held with clear

reasons, goals, and achievements; however, still in accordance with the needs of the community.

Unique programs from each library can attract people to visit the library and increase the benefits of the library's resources. Programs for people of certain ages and groups are implemented specifically to meet the needs of the

community in line with their respective needs according to the age or goals of the community. For example, business classes are held for those who want to learn about business, while free events are held for children to attract children's interest and get them used to visiting the library. The use of social media and information systems in the dissemination of information is a form of library response to changes in community behavior.

The growing and organized PR programs cannot be separated from the maturity of the analysis of community needs, which are then poured into programs and events. The British Library and NYPL also encourage the public to be more involved in the programs through free classes and training, as well as adapt to technological developments. In addition to thorough preparation, good implementation is one of the things that makes the implementation of a PR program effective and successful. Optimizing library PR projects. In the digital and globalized era, the success of library public relations (PR) can be critical to increasing relevance and engagement in the community. Optimizing library PR projects is a must. To maximize the impact of PR, libraries must respond to the changing environment with innovative strategies.

Apply a data-driven approach to target audiences. The following are recommendations for optimizing PR projects in libraries. Apply a data-driven approach to target audiences. A data-driven approach enables libraries to understand the needs, preferences, and behavior of visitors. Data-driven libraries conducted on the "Data-Driven Libraries" project at the Alan Turing Institute and the British Library demonstrate the importance of data-driven libraries in better understanding current

users, and in driving future planning and development (Roumpani et al., 2021). By analyzing collected data, such as demographics, visitors, search behavior, and social media interactions, libraries can design more focused and effective PR campaigns (Fischer et al., 2023). To implement this method, start by using digital analytics to track online visitor behavior. Then conduct surveys periodically to understand user needs and expectations. Lastly, adjust communication messages and strategies based on data analysis.

Push community engagement in library activities. Building strong relationships with the local community can increase the library's visibility and positive impact (Young & Rossmann, 2015). Community involvement allows libraries to understand and respond to public needs more effectively. Libraries should pay attention to users' discomfort and emotional situations, and then adjust the program being developed to ensure more appropriate user engagement (Hou et al., 2024; Li et al., 2024). Try to organize community events, such as workshops, book discussions, and literacy programs. Then form a committee involving the community to get input on services and programs. Also, create spaces for the community to express their creativity, such as art galleries or stage performances. Adapt to global and local trends to engage readers. In a global context, libraries must be sensitive to influencing trends and changing industry information. Recognize and adapt to trends. As social media continues to grow each year, libraries must become familiar with social media and use it (Smith, 2025). This is a possible library that is still relevant and interesting for visitors. Libraries should follow the publishing industry, conferences and seminars to stay updated with global trends.

Adapting to the latest technology to enhance the visitor's experience, such as virtual reality or AI. And then customize collections and services to local needs and interests, while maintaining a global perspective. Optimizing PR projects in libraries need a dynamic and responsive approach to changing environments. By focusing on data, engaging the community, and adapting to trends, libraries can ensure that their PR strategies are effective and impactful.

Build an information system as open as possible. Technological developments require libraries to have an information system that is open to the public, easy to access and complete. Brunskill and Gilbert (2023) suggest that academic libraries need to integrate new types of literacy and emerging challenges such as open data to deal with technological developments. The New York Library built a mobile-based application to facilitate services and make them easily accessible. The PR team must have skills in managing information systems to build an easily accessible information system. Websites are a tool that is now starting to be recognized in libraries. However, information about libraries is not always exposed. A PR project is needed that can manage library information that is accessible to the public. The goal is to provide information to the community about the services available, what programs are held, and what facilities can be utilized. The expectation is that public interest will increase, which will ultimately encourage the community to visit the library.

Create a unique program as the library's identity. The next PR project is to create a unique program that becomes the library's identity. The exhibition organized by the British Library becomes the identity of the library. Similarly, a unique brand program will stick in the public's memory and make the library continue to be remembered. Building an impressive program must be based on user needs so that the program can be relevant and enjoyable. The function of data in PR is as data for decision making. In this case, it is to form a useful, quality, and impressive program.

Hosting targeted events to make them more relevant to their target market. The library should be able to see who its biggest users are and organize events according to their needs. Based on age, generations are sub-targets that needs to be considered. The library should understand what programs are appropriate for children, teenagers, adults, and the elderly. In addition, an event also requires knowledge of what the community likes. People who like art will be very happy with an art event or drama performance. People who like sports will really appreciate a sport event (Apuke, 2016). Enhancing library public relations (PR) strategies is increasingly essential in the digital and globalized era to maintain relevance and foster stronger engagement with the public. By adopting a data-driven approach, engaging the community, and adapting to local and global trends, libraries can develop more targeted, impactful, and meaningful programs. Additionally, building open and accessible information systems, creating unique programs as a library identity, and organizing events that align with user interests and demographics can significantly enhance public visibility and engagement.

CONCLUSION

Public relations from a global perspective keeps libraries relevant, visible, and connected to people from different backgrounds and communities.

Maximizing projects to build optimal PR strategies creates increased participation among users and communities that are critical to library success, facilitating a two-way dialogue between libraries and their communities is a challenging project. Executing an effective library PR strategy is essential for the future of library public relations, namely by creating more innovative and adaptive communication strategies, utilizing the latest technology to increase user engagement, strengthening the bridge between libraries and the global community, and making the library a center of information and culture. Public relations is a program that needs to be emphasized and developed by libraries, and librarians are the main factor in maximizing public relations programs so that the role of libraries in the community is more effective and impactful. Suggestions for future research include exploring how library public relations can be adapted to different cultural contexts in developing countries, where digital access and media use may vary significantly. Further research could also investigate the measurable impact of unique PR programs on user engagement and long-term library sustainability.

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