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Promotion of Video Research Results : Documentation Study at the Regional Resource Research Center LIPI

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Research Center for Regional Resources (P2SDR) is a research center of the Deputy Social Science s and Humanities in Indonesian Institute of Sciences (IPSK), established in 2001, which was originally an Southeast Asian studies research program. The duties and functions of the LIPI P2SDR are researching the area of regional studies from various aspects such as Ethnicity, Diaspora, Tourism, Agriculture and Social Economy covering Southeast Asia, Asia Pacific, Europe, and Africa. With the rapid development of science and technology today, so that the user needs for information and science are increasing in quantity and quality, coupled with the many *e-books* that are easily found on the internet, allowing users to prefer searching for information on the internet on compare it in the library. Therefore, a new strategy or breakthrough is needed to attract users to come to the library or at least access the PSDR LIPI Library Website page. Based on the explanation, we need media or tools that can support Information Dissemination activities of the LIPI PSDR library, namely by carrying out documentation of field research activities, which are made as a video documentary for the promotion of research results. Documentation This research has been carried out for two years, which takes a week of data collection in each region. When conducting the Research Documentation, the Documentation Team departs together with the Research group. This Documentation Activity is part of the LIPI PSDR Library is works in the context of Disseminating information on the results of research to the wider community. Planning for making documentary videos, Taking data in the field, and processing Audio Visual data to become a Video Documentary. In making this paper using several research methods, namely: Observation, Documentation, and Interview. It is hoped that this study can enhance the creativity of Research documentary video makers that are more informative, and play a role in promoting Regional Research Research that has been carried out by P2SDR LIPI.

Keywords: Promotion; Video; Research results; Librarian roles; Researcher activities;
Research institution

INTRODUCTION

Center for Research Resources Power Regional (P2SDR) is one of the units of work units in the Institute of Indonesian Science (LIPI) which has the task to conduct research and study area in Southeast Asia, Asia Pacific . and Europe . In research activities, researchers have prepared research tools thoroughly until the process of disseminating

research results to the public. Related to the preparation and dissemination of research results, researchers ask for support from supporting staff (such as librarians) to manage the publication of research results. The results of the research so far have been made in the form of book publications and printed research reports , now developing into video publications. The publication is then stored and served in a library so that it can be accessed by users.

To make it easier to disseminate information on research results, librarians promote the research activities of P2SDR researchers through video documentation. The video documentation is the result of editing the documentation during the research process in the field and reviewing the information . Promotion is a business that is conducted by the seller to persuade the others to wear the product , service or idea being promoted . Promotional activities aimed at influencing the attitudes , knowledge or behavior of recipients and persuading them to accept the concept of service or goods . Promotion aims to introduce service products or ideas with distribution (Mustafa , 2010). Promotion not only done in the sale of a product, but can also be done by libraries in research institutions to introduce or disseminate the results of research that has been done. Promotion of research results can be through brochures, leaflets, social media, and audiovisuals. This paper further discusses: (1) the involvement of librarians in research; (2) documentor 's video research; and (3) promotion of research results at P2SDR LIPI .

DISCUSSION

Librarian Involvement in Research

In 2015, P2SDR LIPI Researchers asked librarians to help document research activities while in the field . Documentation of this research can be in the form of video (audio-visual) and other information packaging products. According to Dongardive (2013) , repackaging of information is the process for selecting, analyzing, and consolidate information in a more precise so that it can be used by library users. Repackaging information can be made in digital form or on electronic media, such as CDs and DVDs . The documentation is a means for sharing and disseminating research results to the public . The purpose of this documentation is to facilitate people's understanding of the results of research that have been produced by researchers.

One manifestation of the involvement of librarians in video documentation is when librarians joined research in the Philippines in 2015. In this activity, librarians acted as collaborative researchers and documentaries . As a research collaborator, librarians are involved in planning, conducting research, making research videos, and disseminating

information on research results . As a documentalist, librarians ber sole responsibility of the p
 enyimpan and the data results of research in the field in the form of video to the
 dissemination of her to the public . Tupan (2015) says that a piece of information will be
 beneficial for a person when given the value of new knowledge for the wearer, d ith the
 wealth of information that appears in the world of science , and technology increasingly
 difficult person to get the right information to him even to can directly be used .



Figure 1. Librarian Participated in the Research

Research Video Documentation

Video research documentation is a form of audiovisual promotion that aims to inform, influence and remind the public. Dalam the process of making video research , librarians to do checking the content of the video (editing) before publish to public, either through library exhibits and through social media agency. Promotion through audiovisuals can increase public research knowledge . The process of making video this study , using the concept of PDCA (Plan, Do, Check, Act) . Deming (1986) says that this PDCA concept can be applied to organizational management activities, including in the process of documenting research activities via video.

1. **Plan** , the librarian here has the role of making the concept, storyline , and shooting position of video documentation while researching in the field . Librarians plan manuscript in line great that describe the contents of the study are concrete ; provide a descriptive description of the theme that will be used as a video . The first stage , research planning through meetings and discussions , implementation on the day of departure until arriving in the destination country . Phase two , meet with speakers from universities , the experts and informants in the field . Phase third , taking images that became characteristic of typical or

landmark of the country that , for example; a monument , building , and life of social society , so it is reflected in the video it .

2. **Do**, how librarians do the shooting at the time of research in the field ; how the style of the language or languages of the body Researcher when interviewing informants in the field ; how to take an video image study as instructed librarians - to invite and comment on the investigator when interview how informants by way of sitting or standing , so taking pictures in accordance with the purpose of the research ; and how librarians direct researchers in the interview process with informants in the field .



Figure 2. Taking in-depth Expert interview with Small Businesses

3. **Check** , when finished making g amber and video , librarians to do selection part of the video to be taken and on the show , then compile a video sequence with the storyline. In this process , librarians are also clicking evaluation of the activities already carried out, to ensure the smooth operation of the research further.
4. **Act**, after the video making is complete , librarians carry out storage and promotion either through library services or through exhibition activities, such as video screening of research results, talk shows , and book review by P2SDR LIPI researchers . In these activities, the librarian role as facilitator, start giving right information to researchers associated with the sub 's militancy research when there are questions of investigators or informants librarian direct answers as clear as possible so as not happen error the data , to make the schedule of the annual as a speaker talk show or bring in researchers or other experts as resource persons.



Figure 3. In –depth Expert interview Shooting

Event Promotion Research

Promotion activities of the P2SDR LIPI research results through video are carried out through the following activities .

1. Exhibition Activities

In the activity is a librarian , participated as well as the activities of the exhibition which held by government areas , government centers , and universities are invited P2SDR LIPI become participants of the exhibition . In the event it P2SDR LIPI plays video documentation of the results of research through the LED TV which is available at the booth exhibition , regard is to attract the interest of visitors to the exhibition to watch the video that , while the librarian explained the contents video it to visitor exhibition . Are not directly librarian can promote the results of research it and make the institution more known by the public .

2. Event Seminar /Workshop

Dissemination of information into one of the important things in Library to support the activities of research. Dissemination of information plays an important role in introducing good research results to a government agency . Librarians need to develop information packaging to increase information literacy on regional study research, therefore librarians must design workshops /seminars that can be used as a moment to disseminate research results that have become scientific video documentation. The Documentation Video that has been played before the workshop begins, aims to introduce and disseminate the results of research that has been done, at least the participants will know one of the results of the research and what has been done.

Promotions conducted on the sidelines of the seminar/workshop can be a means of disseminating scientific information in research institutions.

3. Uploading in media social

The presence of technology in the library is very instrumental in improving the quality of services in the library . It affects also on how to search for information users in the library , which switch to use Media Center to access social media owned by the library, compared with catalog manuals that exist in the library . Information dissemination through social online or Social Media is developing now very effective, According to (Guille et.al, 2013) in an article entitled "Information Diffusion in Online Social Networks: A Survey" , says that online social networks play a major role in the biggest information dissemination. Service users of the library can use Social Media to provide services to users , update the information on the Website, video documentation uploaded on Library Website, Facebook or YouTube. With the library's social media, Video Documentation can be shared to be known and witnessed by the wider community, so that the dissemination of information is more effective and efficient, which allows coverage nationally or internationally. This can have a positive impact on institutions which can be better known and known to the public at large. For this reason, it is necessary to have a library link on the research institute's website in order to be able to promote all the institution's research results.

The availability of digital library links at a research institution is also an indicator of the institution's output. According to (Simpson, 2016) states that there is a correlation between research output with the availability of library links on the parent institution's website. Placement of library links on the institution's main information website plays an important role in improving the performance of research institutions .

How promotional Dissemination of information via Video Documentation can provide benefits to users and Library P2SDR LIPI as a provider of information research area studies can shortly reach out to the community area with easy and quick . Then repackaging the information via Video Documentation is a promotional strategy that is appropriate to disseminate or disseminate research results were in had , so it can be conveyed easily understood information and community.

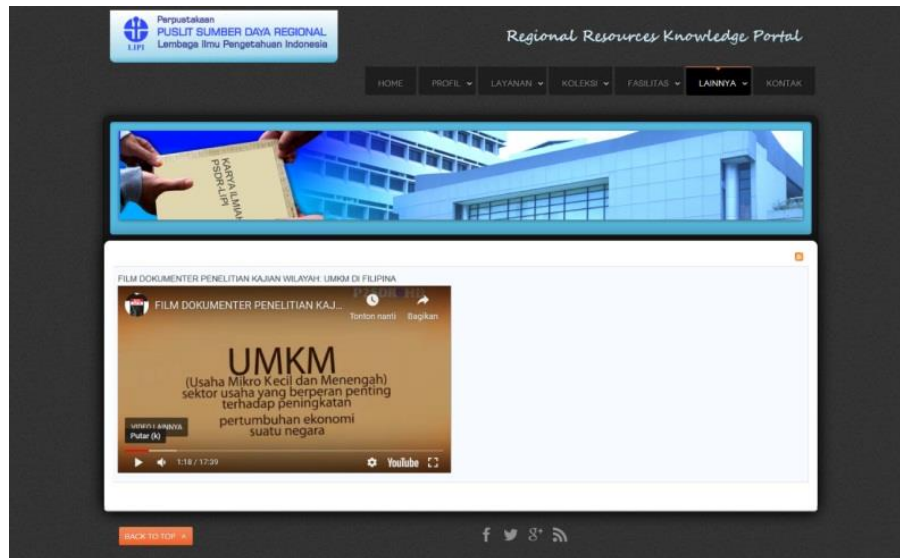


Figure 4. Video Promotion Through the Library Website

Conclusion

The development of information technology which is very rapid at this time has changed the way dissemination of information, no longer manually but also by repackaging information such as Video Documentation. The presence of a promotional way through video documentation can be easily load duty librarian in disseminating information . The role of the librarian as a research collaborator can be seen in the making of video documentary from the planning stage, taking pictures in the field, checking and selecting images, as well as editing and managing data that has been taken in the field research. The important role of librarians who are no less important is to promote in various programs followed by the library: Video documentation screening at the exhibition stand that is participated in, screening video documentation on the sidelines of workshops or Seminars, and the last is to create content on Social Media by uploading the video documentation in the Library's Social Media Account. Information dissemination carried out through repackaging this information is more effective and efficient, because the message delivered is more interactive, interesting, and easily understood by the people who see it. Libraries no longer conduct a campaign through the media leaflet or brochure but can be through Audio Visual , so images Research Institute which exist in the minds of society is no longer complicated and difficult to understand it, but little by little had changed into more a things are interesting and fun when watching it, indirectly a positive image will arise and P2SDR LIPI become more familiar and know the results of research that can benefit the wider community.

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