LIBRARY OF BANK INDONESIA NORTH SUMATRA REPRESENTATIVE OFFICE IN CONDUCTING INFOPRENEURSHIP FOR EASY ACCESS TO USER INFORMATION

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Abstract

Library as a non profit institution does not convert the infopreneurship activities into money. Instead, it distributes information and conducts informations marketing for public services. Infopreneurship at Library of Bank Indonesia North Sumatra Representative Office is carried with the aim of disseminating information and reaching the public. Infopreneurship is done by repackaging information into new forms of information.. The repackaging information are placed at the building of the Library of Bank Indonesia North Sumatra Representative Office and also distributed on the social media page in order to ease the access of information. The method used in this research is qualitative with interview and observation as the methods for data collection. This research lists three sources that are used, they are The librarian, library volunteer and library visitor including the social media's followers of the. Based on the observation of the library and its social media page along with the interviews of the three sources, The result found that infopreneurship provides easier access towards the information for the library visitors without the must to visit the library directly. the presented information are concise, concrete and accurate but still remains exciting to see.

Keywords: Infopreneneurship, Repackaging, Information

INTRODUCTION

In the digital era, people tend to be interested in seeing information that is structured and displayed in details that have audio and visual appeal, with this innovation information users can digest well to then be able to use the information according to their needs. Learning media plays an important role in learning activities to run effectively[1], this is because humans have several different learning style characters, namely. Visual learning styles, auditive learning styles, and kinesthetic learning styles, or a combination of these.[2]

To meet the needs of information in accordance with the tendency of the community to structured and interesting information is answered by the presence of information repackaging. Information repackaging is the activity of rearranging information. Starting with the stages of selecting information based on different sources, selecting relevant information, analyzing, synthesizing and displaying information that suits user needs. Information technology can be utilized by librarians to help repackage information and disseminate information that has been repackaged into a new format.[3] The products from the repackaging are then disseminated through social media, and also distributed in the form of brochures conventionally. The activity of disseminating information is called *Infopreneurship*, which is a new name in space library scope. Infopreneurship comes from the words Information and Entrepreneur. The combination of these two words means information entrepreneurship. In the library world, Infopreneurship is carried out not with the aim of monetization, but aims to disseminate information more effectively, can reach users even if users do not go to the library directly, and aims to make it easier for users to access the information needed more quickly. Librarians as actors of infopreneurship activities collect information from different sources, then package it in a new form. Libraries take advantage of the information revolution that causes the phenomenon of information explosion, this phenomenon has an impact on the difficulty of finding and selecting information that users really need.[4] Not all users can sort and analyze the available information according to their needs, therefore information repackaging and information entrepreneurship activities are carried out in line. After the information is packaged in a new form that is more concise, dense and attractive, then the information is distributed and "sold" to the wider community by following market tastes.

Basically, infopreneurship is done with the aim of maintaining the existence of the library. The community as a party that needs information and the library as a provider of

[1] Hamsi Mansur and Rafiudin Rafiudin, "Pengembangan Media Pembelajaran Infografis Untuk Meningkatkan Minat Belajar Mahasiswa," *Jurnal Komunikasi Pendidikan* 4, no. 1 (2020): 37, https://doi.org/10.32585/jkp.v4i1.443.

[2] M. Edy Waluyo, "Revolusi Gaya Belajar Untuk Fungsi Otak," *Nadwa: Jurnal Pendidikan Islam* 8, no. 2 (2014): 209–28, https://doi.org/10.21580/nw.2014.8.2.577.

[3] M. Edy Waluyo, "Revolusi Gaya Belajar Untuk Fungsi Otak," *Nadwa: Jurnal Pendidikan Islam* 8, no. 2 (2014): 209–28, https://doi.org/10.21580/nw.2014.8.2.577.

[4] Himma Dewiyana, a. Ridwan Siregar, and Laila Hadri Nasution, "Kewirausahaan Informasi (INFOPRENEUR) Kelompok Mahasiswa Program Studi Ilmu Perpustakaan Universitas Sumatera Utara," *Jurnal Studi Perpustakaan Dan Informasi* 11 (2015): 1–15.

information need each other. Libraries will exist if the community needs them, and librarians must provide the best service to the community by keeping up with the times and utilizing technology to make it easier for the information to be accessed.[5]

The application of infopreneurship is in line with the promotion activities of library information services. The promotion of this information service is an effort to introduce services, activities and activities in the KPw library of Bank Indonesia North Sumatra.[6]

At the Library of Bank Indonesia North Sumatra Representative Office, infopreneurship is carried out in several activities in the form of information repackaging by utilizing social media such as Instagram. The first activity shared on social media is to review a short book and then share it on the Instagram page. This is useful so that followers of the Library of Bank Indonesia North Sumatra Representative Office Instagram can know practically what the contents of the book are without having to read it in full and in full, this can save time if you need the information. Infopreneurship activities carried out in the library building in the form of instructions on using computers and information about book genres and certain disciplines are placed on computer desks and bookshelves.

This is done because the tendency of today's society in receiving and filtering information is that they prefer to see information that has audio and visual because it is considered interesting rather than in the form of long text. There are several factors that cause this behavior, namely a person's psychological condition, demographics, role in society, environment, character of information sources used to search and find information.[7] In searching and choosing information to be used, users will search from one source to another using certain media to meet information needs that suit their needs. This change in behavior then causes the need for information to increase.[8]

Infopreneurship serves as an effort to overcome the information tsunami that occurs today, where information has entered the overload stage circulating on the internet. The amount of information available on the internet causes users to be confused to find the most relevant information for their needs, therefore packaging and distributing information is important and of course done by those who have the expertise to repack information, or called infopreneurs.[9]

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[5] Mempertahankan Eksistensi Perpustakaan, "E- Journal 'Acta Diurna' Volume V. No. 5. Tahun 2016" V, no. 5 (2016).

[6] Marcos Moshinsky, "Media Sosial Dan Promosi Layanan Perpustakaan," *Nucl. Phys.* 13, no. 1 (1959): 104–16.

[7] Donald o Case and Lisa M Given, *Looking For Information: A Survey of Research On Information Seeking, Needs, And Behavior*, 4th ed. (Emerald Group Publishing Limited, 2016).

[8] Muslih Fathurrahman, "Model-Model Perilaku Pencarian Informasi," *Jurnal Ilmu Perpustakaan Dan Informasi* 1, no. 1 (2016): 74–91.

[9] Mifta Olievia Wardhani and Riwayat Artikel, "Kompetensi Pustakawan Sebagai Wirausahawan Informasi (Infopreneur) Di Perpustakaan Info Artikel Abstrak," *Jiper) Fisip Ummat |* 3, no. 2 (2021): 60–71, http://journal.ummat.ac.id/index.php/JIPER/article/view/5991%0Ahttp://journal.ummat.ac.id/index.php/JIPER/article/download/5991/3641.

Previous research that is in line with the discussion of this research is research conducted by Silvia Dwi Riyanti and Tafrikhuddin in 2022 which discusses Infopreneurship Strategies at the Sunan Kalijaga UIN Library Yogyakarta. Librarians carry out Information Repackaging activities made by uploading interesting topics in the student final project collection. Repackage information presented in the form of videos, photos, and infographics. There is a specific schedule created for each content upload every month. The library makes book recommendation content so that library materials in the library can be useful for users. On April 11, 2022, a book recommendation entitled "Muqaddimah Fi Usul Al Tafsir Book Recommendation" was uploaded which was presented in infographic format. The library also has a physical pathfinder and is made online as well. This is evidenced by a meeting on May 27, 2022 with the topic "Online pathfinder training for Librarians of UIN Sunan Kalijaga Yogyakarta" with Dr. Anis Masruri, S.Ag., S.S., M.Si. The research shows that the practice of infopreneurship is carried out by promoting through social media by displaying video content, infographics and photos. In this case it is necessary The librarian's creativity in repackaging information so as to produce a new form that is easier to understand.[10]

This research focuses on information entrepreneurship strategies at the Library of Bank Indonesia North Sumatra Representative Office for easy access to information for its users, such as book review activities, sharing information related to literacy and general science, sharing important quotes in a book with the aim of making it easier for users to access information. The upload can be seen on the official Instagram account of the Bank Indonesia KPw North Sumatra Library and can be accessed at the following link: https://instagram.com/perpusbisumut?igshid=YmMyMTA2M2Y=

More specifically, this study aims to determine the infopreneurship strategy at the Library of Bank Indonesia North Sumatra Representative Office to find out that users can feel the ease of access to information even though they do not directly go to their library, so that the results of this study are expected to expand the scope of information entrepreneurial activities carried out by librarians at the Library of Bank Indonesia North Sumatra Representative Office.

RESEARCH METHODS

The research process conducted by researchers at the Library of Bank Indonesia North Sumatra Representative Office regarding Infopreneurship uses qualitative methods with the type of case study research. The data obtained consists of several techniques, namely interviews, observation, and documentation. The next stage in analyzing data uses the Miles and Huberman model with the following steps, Reduction (simplification), which is the process of simplifying data according to needs. Display data (presentation of data) data will be presented in a systematic form so as to facilitate the information to be

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[10] Jennifer Brier and lia dwi jayanti. Analisis Infopreneurship Nonprofit Pada Layanan Perpustakaan UIN Sunan Kalijaga Yogyakarta. vol. 21, 2020, http://journal.um-surabaya.ac.id/index.php/JKM/article/view/2203.

used. Conclusion drawing of the last stage is a conclusion based on data that has been simplified and has been packaged in a systematic form.[11]

The informants in this study are Library of Bank Indonesia North Sumatra Representative Office, library volunteers as well as social media followers and active visitors to the Library of Bank Indonesia North Sumatra Representative Office. Researchers made observations on library buildings and social media. Social media is becoming one of the most widely used media for distributing information. The observation that the researchers made was to observe the entire library to find information repackaging products that were displayed so that they could be read as guides and instructions while in the library, as well as on social media, researchers analyzed the posts shared and how users responded to these posts. This can be determined from several forms of response available on Instagram social media, namely the number of views (if it's a video), the number of likes, and comments.

RESULT AND DISCUSSION

Basically, infopreneurship in libraries is not something that is monetized, but rather refers to the distribution of information that has been repackaged into a new, more interesting form. In society, information like this is more in demand and considered more interesting than information in the form of long texts such as books. Therefore, along with the times, librarians also innovate and penetrate the world of infopreneurs so that the role of libraries and librarians can fulfill information and provide convenience and time efficiency to users.[12]

Infopreneurship In The Library

The ideas underlying infopreneurship are information and entrepreneurship. Hisrich, Peters and Shepherd define entrepreneurship with a wider scope of professions, namely entrepreneurship as a process to create something new, from the results of which must have value both for entrepreneurs (entrepreneurs) and for their audience.[13]

Prof. Dr. Christopher so-Guan Khoo in Masyhur (2018) said, one of the important competencies that must be possessed by librarians of the digital era is the ability to do entrepreneurship. Because it can save costs and time, reliable in terms of searching for information, and the accuracy of the information obtained.[14]

The ease of users in accessing information is the goal of infopreneurship. Libraries utilize technology that is growing day by day to run infopreneurship practices. Libraries

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[11] A. M. Miles, M. B., & Huberman, "Qualitative Data Analysis: An Expanded Sourcebook. Thousand Oaks: Sage Publication," 1994.

[12] Aries Hamidah and Isna Fistiyanti, "Kemampuan Literasi Informasi Generasi Milenial Pada Pemustaka Di Perpustakaan UIN Sunan Ampel Surabaya," *IJAL (Indonesian Journal of Academic Librarianship)* 2, no. 2 (2019): 15–27, http://journals.apptisjatim.org/index.php/ijal/article/view/44.

[13] Wijatno Serian, *Pengantar Entrepreneurship* (Jakarta: Grasindo, 2009).

[14] Yolan Priatna, "Infografis Sebagai Media Promosi Perpustakaan," *Disruptive Technology: Opportunties And Challenges for Libraries and Librarians*, 2018, 71–80, http://eprints.umpo.ac.id/3970/.

are required to contribute socially and intellectually to society. Librarians should also focus on providing diverse knowledge to library users after users have read and can be useful and use them in both printed and digital formats. Libraries must be able to establish communication and connection digitally with users. This is important because communication can make librarians better understand market needs.[15]

Weitzen in Du Toit states that in practice, infopreneurship can be identified as follows:

1. Information utilized, namely by utilizing the internet to obtain market information, and can plan, strategy, distribution, and advertising information.
2. Customized information, that is, adjusting the information to the needs of the user. In this stage the information is converted into a different format, which is easier for the general public to understand.
3. Facilitate access to information, namely to meet the information needs of the community in the midst of the phenomenon of information explosion. In an era where information is developing so fast and rapidly, it makes users feel confused in choosing which information to use.
4. Speed up the flow of information, the information needed is changing from time to time. There will always be information updates every second which causes the need for information to also increase.
5. Information repackaging, which is an activity to package information and combine information into a new format that is easier to understand and easily accepted by the public.
6. Round-the-clock delivery of information. The acceleration of the dissemination of information causes this phenomenon to occur.[16]

Infopreneurship is closely related to the ease of access to information, because this activity aims to reach more people to find out the information. The ease of access to information can be proven by the literacy of people to the information available. Repackaging is one of the main keys to running infopreneurship activities. A librarian in this digital age must have the ability to repackage information in various formats, and must have the ability to carry out activities Infopreneurship in marketing information, and information provider services such as libraries.

An infopreneur in the current era must be proficient in using social media which is used as a means of communication and dissemination of creative and innovative information so that when accessing this information users feel comfortable and can meet

[15] Wahid Nashihuddin, "Strategi Kemas Ulang Informasi Untuk Peningkatan Pelayanan Perpustakaan Di Era New Normal," *Jurnal Kajian Informasi & Perpustakaan* 9, no. 1 (2021): 59, https://doi.org/10.24198/jkip.v9i1.28767.

[16] Adeline Du Toit, "Teaching Infopreneurship: Students' Perspectives," *Aslib Proceedings* 52, no. 2 (2000): 83–90, https://doi.org/10.1108/EUM0000000007003.

their information needs.[17] There are four competencies that librarians must have in today's digital era. that is:

1. Social Machine. Ability to use social media, promote, and communicate with users.
2. Smart product. With the current technology, librarians are required to be able to produce quality information as the end result of information repackaging activities.
3. Smart service. Librarians must be able to provide good service to users and be able to meet the information needs of users.[18]

Repack Information

Repackaging is a system that coordinates and prepares a product for distribution, storage, sale and use. Repackaging is not limited to the information but also to the documentation. The quality of an information repackage is not seen from the increase in the content of the information but on its usefulness. Information repackaging starts from the stage of selecting information, recording appropriate information, analyzing, synthesizing, and presenting information according to the needs of its users.[19]

The explosion of information requires librarians to have the ability to repackage information that is available very much can be presented concisely and attractively, because it is transformed into other forms such as files, CDs, websites, flyers that can be distributed on social media, audio visual that can be accessed online by users.[20]

The research focuses on infopreneurship strategies conducted at the KPw Library of Bank Indonesia North Sumatra. The strategy designed by librarians aims to achieve the goal of introducing libraries to the wider community and helping to increase reading interest and public interest in libraries.

Before carrying out infopreneurship activities, libraries and library volunteers repackage information that aims to facilitate information retrieval so that information

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[17] Reza Mahdi and Patricia Ikaria Ratnasari, "Kemampuan Wirausaha Pustakawan Di Era Berkembangnya Teknologi," *Lentera Pustaka: Jurnal Kajian Ilmu Perpustakaan, Informasi Dan Kearsipan* 7, no. 2 (2021): 121–30, https://doi.org/10.14710/lenpust.v7i2.27931.

[18] Tiara Sugih Iga Dwi Rahmala and Dian Saiful Bakhri Putra Hartati, "Kompetensi Pustakawan Indonesia Di Era Industri 4.0.," in *Disruptive Technology: Opportunities and Challenges for Libraries and Librarians*, 2018, 25.

[19] Mulida Djamarin, "Pengemasan Informasi," *Makalah UPT Perpustakaan*, 2016, 1–11, http://repository.unp.ac.id/253/1/Makalah paket informasi.pdf

[20] Gustina Erlianti, "Kemas Ulang Informasi Pada Layanan Referensi," in *Manajemen Informasi Perpustakaan Pada Era Digital* (Padang, 2017), 60–68.

becomes interesting for users. By repackaging information also aims to reduce anxiety due to the phenomenon of information explosion as a result of information acceleration.[21]

Library of Bank Indonesia North Sumatra Representative Office uploads information repackaging products on its social media. This is part of the promotion of library services that aims to reach users of all ages and education levels to be able to utilize the information provided, as well as facilitate socialization of the activities to be carried out by the library.[22]

To encourage the research conducted, researchers had three resource persons, they were Library of Bank Indonesia North Sumatra Representative Office, Library of Bank Indonesia North Sumatra Representative Office's Volunteers, and social media followers active of Library of Bank Indonesia North Sumatra Representative Office users.

Infopreneurship strategy carried out by librarians at the Library of Bank Indonesia North Sumatra Representative Office

The findings based on interviews conducted by researchers to the Library of Bank Indonesia North Sumatra Representative Office, are as follows. Library of Bank Indonesia North Sumatra Representative Office Librarian began conducting Infopreneurship activities in 2019 where it has become the librarian to introduce the library to the public. Because although the Library of Bank Indonesia North Sumatra Representative Office is a special library, it is basically allowed to be visited by the general public. The use of social media is also an effort to make it easier for users to access information without having to visit the library directly.

The target library visitors were initially students, especially because Bank Indonesia itself has a scholarship, namely GenBI intended for students. Library visitors who regularly visit the library are GenBI scholarship recipients. They are also used as research objects, namely as library users, research conducted by librarians is useful to see what are the needs of the community, especially students and what can attract visits so that libraries can improve these aspects in order to create a library that is friendly to all groups. The main objective of conducting infopreneurship activities at the KPw Library of Bank Indonesia North Sumatra is in line with its vision and mission, namely by introducing the library to the public.

In uploading a post, there are special criteria that are owned as general guidelines and ethics in social media. The information shared is general and varied. On social media, they have a schedule to upload certain sections. In a week, they will do book review

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[21] Jody Santoso, "Kemas Ulang Informasi Koleksi Perpustakaan Sebagai Upaya Pemenuhan Kebutuhan Informasi Para Pemustaka," *ABDI PUSTAKA: Jurnal Perpustakaan Dan Kearsipan* 1, no. 2 (2021): 67–72, https://doi.org/10.24821/jap.v1i2.5955.

[22] Hary Supriyatno, "Strategi Pemanfaatan Media Sosial Sebagai Sarana Promosi Perpustakaan: Studi Analisis Persepsi Pemustaka Tentang Efektifitas Pemanfaatan Media Sosial Sebagai Sarana Promosi Layanan Perpustakaan UIN Sunan Ampel," *Indonesian Journal of Academic Librarianship* 3, no. 3 (2019): 33–45, https://techno.okezone.com.

activities, upload quotes of the day, quotes from book, book of the week, and did you know
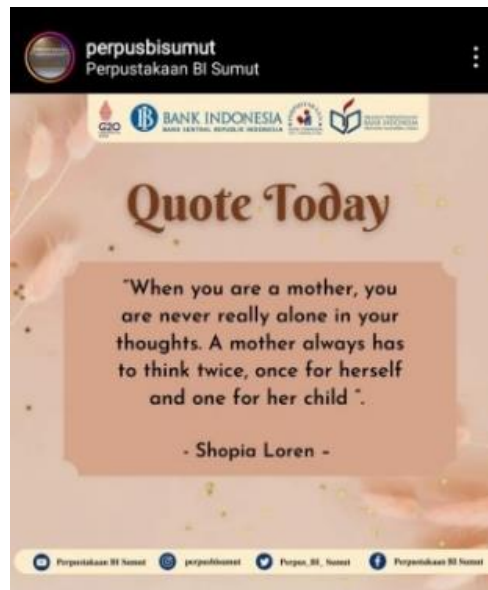

Figure 1. Book review content on the Library of Bank Indonesia North Sumatra Representative Office's Instagram page first slide.
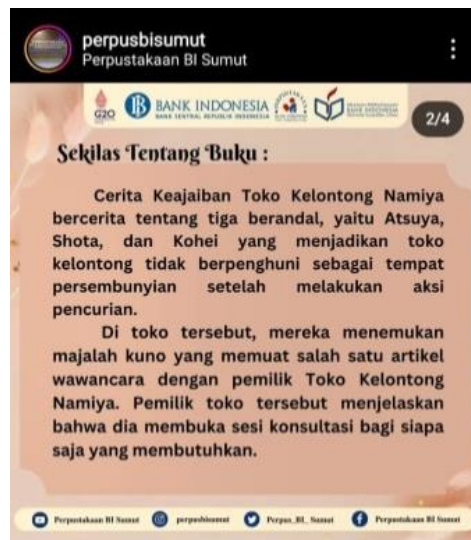
Figure 2. Fill in the book review on the second slide of the book review content on the the Library of Bank Indonesia North Sumatra Representative Office's Instagram page.

The content of reviewing books is generally done by writing the identity of the book first, then the book discussed is reviewed briefly by taking an outline of the discussion of the book. Then the results of the review will be packaged into a new design. Book review serves to review a work to be able to find out the quality, advantages and disadvantages

of the book. The results of this review can provide information to readers and can make readers feel interested in reading the book as a whole.[23]

Figure 3. Quote of Today content on the the Library of Bank Indonesia North Sumatra Representative Office's Instagram page.

Quotes of the day is content that features wise quotes from prominent people, which have deep meanings that can be used as self-reflection. The reason why librarians and library volunteers display this content is so that the social media of the Bank Indonesia North Sumatra Library continues to have content to upload as an effort to be consistent in uploading information on its social media.

[23] Eko Putra, "Pengaruh Promosi Melalui Sosial Media Dan Review Produk Pada Marketplace Shopee Terhadap Keputusan Pembelian (Studi Pada Mahasiswa STIE Pasaman)," *Jurnal Apresiasi Ekonomi* 8, no. 3 (2020): 467–74, https://doi.org/10.31846/jae.v8i3.298.

Figure 4. Quote From Book content on the the Library of Bank Indonesia North Sumatra Representative Office's Instagram page.

Quotes from book is content that displays quotes from a particular book. Quotations taken from certain books are also information repackaging activities that take the essence or sentences that describe the contents of the book and are also useful for users.

Figure 5. Did You Know content on the the Library of Bank Indonesia North Sumatra Representative Office's Instagram page.

Did you know? It is a content that contains fun facts about a matter, and this is related to Bank Indonesia, literacy and general knowledge. Section content did you know? It generally describes certain information by explaining its definition, and history.

Figure 6. Book of The Week content on the the Library of Bank Indonesia North Sumatra Representative Office's Instagram page.

As for the content of the book of the week, where the content contains recommendations for books to read. Criteria for book theme recommendations are chosen based on the nearest big day. For example, if soon there will be a Kartini anniversary, then books that will be recommended about women, and the like. And if there is no holiday commemoration in the near future, then the recommended book is based on the preferences of librarians or library volunteers who are also tasked with managing content on the the Library of Bank Indonesia North Sumatra Representative Office.

Social media brings many conveniences and benefits to libraries because they can build their professional profiles, can freely interact with users, can connect with other libraries and facilitate cooperation.[24]

The use of social media to disseminate information is included in library promotional activities. Promotion of library services is an effort to disseminate library services to the community to meet the information needs of the community / users.[25]

During the infopreneurship activities that have been running for the last 4 years, there has been an increase in visitors. With a note, librarians also count the number of visitors from the number of accesses to Bank Indonesia Sumut's digital library application, namely iBI Sumut.

Implementation of Infopreneurship Activities at Library of Bank Indonesia North Sumatra Representative Office

Based on the results of interviews conducted by researchers to Library of Bank Indonesia North Sumatra Representative Office for the 2022-2023 period as the party in charge of repackaging information into a new form and posting posts on social media are as follows. The general criteria for information disseminated are about central banking and information about services, facilities, references owned by the Library of Bank Indonesia North Sumatra Representative Office. Apart from that, as librarians have mentioned, they disseminate not only information about central banks but also general knowledge. Because the target users are the general public, students, and students. In general, the social media followers of the Library of Bank Indonesia North Sumatra Representative Office consist of students, students, and staff of Bank Indonesia employees.

According to Jenni as a library volunteer, the main purpose of conducting infopreneurship activities at the Library of Bank Indonesia North Sumatra Representative Office is as an effort to increase the level of literacy and interest in reading and provide understanding related to the central bank through available information.

In practice, infopreneurship is done by disseminating information. There is information disseminated in the library building, there is also through social media which is used as a tool to disseminate information that can reach more people to find out the

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[24] Zelda Chatten and Sarah Roughley, "Developing Social Media to Engage and Connect at the University of Liverpool Library," *New Review of Academic Librarianship* 22, no. 2–3 (2016): 249–56, https://doi.org/10.1080/13614533.2016.1152985.

[25] Wahfiuddin Rahmad Harahap, "Penerapan Strategi Promosi Perpustakaan," *JIPI (Jurnal Ilmu Perpustakaan Dan Informasi)* 6, no. 1 (2021): 103, https://doi.org/10.30829/jipi.v6i1.9314.

information. Information repackaging and infopreneurship carried out in the Library building is to put guidelines for using computers, searching for books, and rules for using computers. In addition, there is also information related to the genre of books on each shelf to provide information to users to make it easier for them to find out what book information is on the shelf and make it easier for them to get the information they need.

Figure 7. Book theme and genre information on bookshelves

Figure 8. Computer usage guide

Library volunteers repack information as one of their duties. Information products that have been packaged are in the form of leaflets on the social media of the Library of Bank Indonesia North Sumatra Representative Office. The information displayed is related to

library services, central banks, and other general information. The application used by library volunteers to edit their flyers is Canva.

In repackaging information and infopreneurship, in general, librarians together with library volunteers carry out several stages before determining the strategy for managing information repackaging and infopreneurship. The first is the stage of identifying the information needs of its users. The results of this identification are obtained from the survey conducted and when there is a procurement of new books they will make a survey containing books that are desired to be in the library by readers. From that activity, it can be known that users are more likely to like books with what genre.

The second stage is to select the information that has been collected from the results of identifying user information needs. In making selections, librarians cannot work alone because they require input from parties related to the continuity of the library.

The third stage is to repack information. This also begins with the planning, manufacturing, service and dissemination stages of information repackaging products. In planning activities, librarians must work together with library volunteers and with superiors to improve the quality of performance within a certain period of time. In information dissemination activities, libraries optimize on social media. Social media is a good choice to find out how the response of social media followers to the product repackaging information shared on social media pages. The response that arises from users will be an evaluation material for librarians to be able to improve the quality of information products that will be repackaged.

The fourth stage is to make a publication schedule of the repackaged products that have been made. As is the case on the social media page of the Library of Bank Indonesia North Sumatra Representative Office which has a schedule to post content with certain sections. In this way, users will pay more attention and even wait for the content that will appear every day.

The fifth stage is the library to build communication and digital connections with users / users on an ongoing basis. And this must be done continuously. Because in this case, in addition to communication, consistency is also the main capital.[26]

Impact of Infopreneurship Activities for Social Media Followers and Users of Library of Bank Indonesia North Sumatra Representative Office.

Researchers conducted interviews with social media followers and users of the Library of Bank Indonesia North Sumatra Representative Office, and obtained the following results.

Bagus Gigih Permana (student) has been following the Library's social media accounts since December 2021, and started visiting the library in April 2022. The resource person said that the existence of social media and its content that is consistently published is very useful because it presents a variety of interesting information and often holds

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[26] Nashihuddin, "Strategi Kemas Ulang Informasi Untuk Peningkatan Pelayanan Perpustakaan Di Era New Normal."

quizzes with prizes. The content that suits the information needs for these sources is book reviews, quotes of today, and did you know. Information about library services also helps these users when going to visit the library or when going to search for library materials but cannot go to the library. users can access the iBI Library and can borrow books for free.

When the resource person visits the Library of Bank Indonesia North Sumatra Representative Office, he can easily get the information needed, especially because there are librarians who are swift in providing services, and sometimes there are also library volunteers who are there to help serve users.

CONCLUSION

The conclusion that can be drawn from this study is that the Library of Bank Indonesia North Sumatra Representative Office implements an infopreneurship strategy through social media and directly in the library building. Before carrying out infopreneurship activities, librarians repackage information, by collecting information, selecting information and integrating the information into new packaging. Infopreneurship that is carried out has an impact on the ease of access to information so that users feel very helped by the existence of social media libraries that consistently upload content that has a schedule every week.

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