

**GOOGLE AND LIBRARY CONTESTATION IN READING CULTURE IN FACULTY OF SOCIAL
AND POLITICAL SCIENCES, UDAYANA UNIVERSITY**

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ABSTRACT

Reading is a cognitive process for obtaining information used as a response of uncertainties. Today, information can not only be obtained through printed media like books in libraries, but also through online media with search engines like Google. The presence of such information media strongly supports reading culture. This research focuses on the contestation of Google and Library in the university. The contestation will describe user perception to the existence of Google and Library as information institution. The method of the research is qualitative method. The result of the research will be then analyzed by critical theories. The results showed that 87% of informants choose Google, and 13% choose Library as tool of information retrieval. The reasons why they choose Google are all information available, open system, effective, efficient, modern, cost, and easy access. They choose Library because of relevant, accurate and selected information. The result also showed that globalization is able to make library access easier, and raise global products in the local context of the community. Besides this, the main discourse of "Google" brings up new discourses in the field of libraries such as electronic or digital library.

Keywords: Contestation, Google, Library, and Information Retrieval

INTRODUCTION

Information has an important role in all aspects of human life. It is necessary to reduce the uncertainty faced by humans. The information that people usually need is added value information such as current and relevant to the users. However, information explosion is increasingly perceived. Therefore, the users seek the right strategy to find required information. They try to find various institutions and systems that can provide accurate and reliable information. In connection with this, the presence of two institutions of information providers is need by the users. Both institutions are Library and Google. With each characteristic, Library and Google strive to find the market of its users, so here the question arises "who will win in the contestation?"

Libraries are institutions that collect printed and recorded knowledge, manage it in a special way to meet the intellectual needs of its users through a variety of ways of knowledge interaction. Google is a United States public company that has a role in searching on the internet, cloud computing, as well as online advertising technology and software. Google is a search engine in the form of an application program that serves to explore information on the internet. From the above understanding, it appears that Google can replace the library function in terms of providing information to users. In fact, in the perception of most users of information, it is said that Google has been able to replace the library functions. They prefer Google rather than Library because through Google, all the necessary information can be found quickly.

Based on the above description, then the problem in this study is how Google and Library contestation in reading culture? As a part of information technology, Google is utilized for various activities such as online shopping, airplane information searches, online sales, and the like. In other hand, the technology is also used by the library. It creates new library perception. Deconstruction of information technology can provide implications for the library. Both Google and library can support reading culture. The culture can be influenced by some factors such as tradition, income, education, media, and human resources.

The method of this research is qualitative method. The Informants are students from Library Department Faculty of Social and Political Science, Udayana University. They are used as informant because they are studying library science. They know library better than student of other departments.

DISCUSSION

Internet (inter networking) is a global computer network formed from different networks around the world. Internet consists of a group of computer users who are connected to the internet through a host computer (terminal server). Internet connection is based on the concept of client / server and organized according to global network. The Internet began to emerge in the late 1960s with its original name being ARPANET (Advanced Research Projects Agency Network). ARPANET was founded by the American research agency ARPA (America Research Project Agency) . ARPANET or the internet is built from a set of protocols known as TCP / IP. The rapid development of the Internet began in 1991 when the NSF (National Security Foundation) of America began to open network traffic for government institutions, education and other commercial networks. The internet is used by various institutions, professions, and other internet users to support its activities. Hinson (2006) states that the introduction of the internet to science and information workers such as university lecturers has the potential to improve teaching or learning process, and to transform traditional-based learning practices toward creativity-based education.

Along with the rapid development of information technology, a new population emerges of young people who always need the technology for their social activities. This new generation will gradually dominate and replace the previous generation. By the time the older generation has disappeared then the community is fully with new generation or digital community who rely on information technology. The community considers information as its primary need. They always need the information to support their life.

The use of internet is also caused by the search engines. The development of search engine technology results in easy access to information. Search engines perform keyword analysis entered by the user and provide a number of links related to the requested keyword or query. The main function of search engines in information retrieval systems is to find the documents or information quickly. Search engine itself is one of the important components in information retrieval system. Cowdhury (1999) in Halim (2013) states that there are seven main functions of information retrieval systems:

- 1) Identify relevant information
- 2) Analyze the contents of information sources (documents)
- 3) Present the content and sources of information
- 4) Analyze user demand
- 5) Customize the queries with the database
- 6) Find relevant information
- 7) Make adjustment of user needs

Each search engine has its own characteristics that distinguish one from another such as search speed, information accuracy, search site strength, search technique, search result format, and so on (Indrajit, 2006). Some search engines are often found on the internet, including Google, Yahoo, MSN Search, and Altavista. Search engines are accessible through browsing application such as the Internet Explorer and Mozilla Firefox. Google is a search engine which was founded on September 7, 1998 by Larry Page and Sergey Brin when they were students at Stanford University. They assume that web network can deliver better results by using a ranking of the number of search pages. These two people then created a web search engine called "Backrub". This is the root of Google. This machine is like a warehouse that stores millions of memories. His initial public offering commenced on August 19, 2004, raising \$ 1.67 billion, making it worth \$ 23 billion. Through a variety of new product developments, acquisitions and partners, the company has expanded its original search and advertising business to other areas, including web-based email, online mapping, enterprise productivity, and video exchange.

Google is able to use to find anything on the internet. It contains millions of information about things like books, journals, magazines, newspapers and the like. Suhartika (2017: 297-300) states that the utilization of Google's search engine in the Library of State Universities in Bali is as follows:

- 1) All users of the State University Library in Bali know Google, and 70.19% of those users take advantage of Google every day.
- 2) Tracking information through Google results in a higher level of precision than Yahoo and MSN Search.
- 3) Searching information through Google generates 81% of information relevant to the user needs

Law of the Republic of Indonesia Number 43 Year 2007 states that the library is the institution of managing the collection of papers, prints, and / or professional record work with a standard system to meet the needs of education, research, conservation, information and recreation for the users. Based on the statement, it can be said that Library standard is very required to perform the library optimally. One of important standard is library system. It is able to change traditional library into a modern one, like a digital or electronic library.

The results of this research are as follows:

- 87% of informants choose Google, and 13% choose Library as tool of information retrieval

- The reasons why they choose Google are all information available, open system, effective, efficient, modern, cost, and easy access
- They choose Library because of relevant, accurate and selected information

Based on the results above, it can be said that the respondents prefer Google to Library, but they still use library to find relevant and accurate information. The library also provides books that can be brought any places. It can also be stated that the library sustainability is still need in the future. In this case, the library should develop in modern way by using information technology and other tools.

Relating to the description above, there are some points that can be used as critical review in this research are as follows:

- In the era of globalization, the library sustainability is still needed. in this case, the traditional library switches to modern libraries such as electronic libraries, digital, and library 2.0. Library in the era of globalization means the process of library globalization. It has a positive impact in which the various layers of society around the world can access the library so that the community does not need to come directly to the library. The positive impact is that globalization can allow a major change in the pattern of human life, in which, people increasingly actively use the library as an information institution.
- Globalization raises the interpretation of global products in the local context of the community. In this case, the library should have adopted various information technologies so that the products of the library can be known by people around the world, so that the existence of the library is still considered.
- The information we can receive just a touch of the fingertips. It is the effect of blind reality. The information we receive, not necessarily verified. Truth and lies are indistinguishable because of being freedom of expression from the people. Relate to this statement, Google has not been trusted to provide accurate information. People still branded "Google is everything". On the one hand, the modern Library is very required to fulfill accurate information to the user quickly.
- "Google is everything" is considered to be the main or primary discourse which brings up new discourses in the field of libraries such as "electronic library" "digital library" and the like.

CONCLUSION

There are some point can be used as a conclusion of the research. They are as follows:

- The position of Google and Library in the future is expected to be the same, considering the library currently has utilized the information technology
- In the future, the contestation of Google and Library seizure of users does not need to happen. We hope they will use both Google and the library to improve reading culture.
- The contestation of Google and library indicates that the contestation can happens because of the rapid development of information technology.

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