

# **Library Strategy in Adaptation of Library Services Muhammadiyah University Yogyakarta (UMY) in the Covid-19 Pandemic**

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## **Abstract**

The pandemic caused the education and learning system in Indonesia to change. The Yogyakarta Muhammadiyah Library also made efforts to continue learning, especially in a pandemic situation. This situation certainly makes the library have a strategy for the continuity of meeting users' information needs. This thesis examines what strategies the UMY library implements and the alternatives for planning a combination of library strategies using SWOT analysis. The research method used is descriptive qualitative using a purposive sampling technique with interviews. The case was chosen because it is contemporary and a unique research location where the campus library has opened regular services even in a pandemic situation. This study also uses observation and uses several supporting documents. The results showed that the University of Muhammadiyah Yogyakarta library has three strategies, including information aspects, aspects of organizational resources, namely HR, and aspects of library services. From the results of the SWOT analysis, it was found that from internal factors in the form of strength/strength (S) dimensions, the library already had a good strategy in terms of the quality of human resources, the availability of collections, and also the accessibility of services while from the dimension of weakness/weakness (W) the library had not fulfilled the wishes of users from terms of place and space facilities. The external factor, namely the dimension of opportunity/opportunities (O), shows that libraries must take full advantage of opportunities either by promoting facilities, collaborating with internal and external parties, and also making access to electronic libraries easier for users from the dimension of threats/threats (T) where the lack of promotion of facilities and information about libraries and also standardization of regulations for human resources owned by libraries need to be more emphasized. For alternative library strategy combination planning where the S-O strategy uses strengths to take advantage of opportunities, W-O procedures minimize weaknesses by taking advantage of opportunities, S-T strategies use powers to overcome threats, and W-T techniques minimize liabilities and avoid hazards.

**Keywords:** *library strategy, service adaptation, Covid-19 pandemic*