

OPTIMIZING THE USE OF INSTAGRAM AS A PROMOTIONAL MEDIUM FROM THE PERSPECTIVE OF ISLAMIC ETHICS IN THE MEGA REZKY HEALTH VOCATIONAL SCHOOL LIBRARY, MAKASSAR

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Abstract

This study discusses optimizing Instagram as a promotional medium for the Makassar Health Vocational School Library. The research focuses on two main aspects: the type of content promoted and the strategies employed for promotional activities. The study aims to identify effective content and optimal strategies to enhance the visibility of library services on Instagram. The study employed a qualitative research approach involving observation, interviews, and documentation techniques. Five informants were selected through purposive sampling: two librarians, a social media manager, a teacher, and two active library users. Data analysis was conducted according to the Miles and Huberman model through reduction, presentation, and conclusion drawing. The research findings show that promoted content includes service information, the latest collections, literacy education, and documentation of student literacy activities. Effective strategies include using attractive visuals, maintaining a consistent upload schedule, and actively interacting with followers. This study confirms that optimizing content and promotional strategies on Instagram increases student engagement and awareness of library services. Additionally, applying Islamic communication ethics based on *tabligh*, *amanah*, and *ihsan* ensures that promotional messages are educational, honest, and beneficial to users.

Keywords: Islamic Ethics; Library Promotion; Social Media

Abstrak

Penelitian ini membahas tentang optimalisasi Instagram sebagai media promosi di Perpustakaan SMK Kesehatan Mega Rezky Makassar. Penelitian ini berfokus pada dua aspek utama, yaitu jenis konten yang dipromosikan dan strategi yang digunakan dalam kegiatan promosi. Tujuan penelitian ini adalah mengidentifikasi konten yang efektif dan strategi yang optimal untuk meningkatkan visibilitas layanan perpustakaan di Instagram. Pendekatan penelitian menggunakan metode kualitatif dengan teknik observasi, wawancara, dan dokumentasi. Informan penelitian berjumlah lima orang, meliputi dua pustakawan, seorang pengelola media sosial, seorang guru, dan dua pengguna aktif perpustakaan, yang dipilih secara purposive sampling. Analisis data dilakukan melalui reduksi, penyajian, dan penarikan kesimpulan sesuai model Miles dan Huberman. Temuan penelitian menunjukkan bahwa konten yang dipromosikan meliputi informasi layanan, koleksi terkini, edukasi literasi, dan dokumentasi kegiatan literasi siswa. Strategi yang diterapkan meliputi penggunaan visual yang menarik, konsistensi dalam mengunggah, dan interaksi intensif dengan pengikut. Penelitian ini menegaskan bahwa optimalisasi konten dan strategi promosi melalui Instagram dapat meningkatkan engagement dan awareness siswa terhadap layanan perpustakaan. Selain itu, penerapan etika komunikasi Islam yang berlandaskan nilai-nilai tabligh, amanah, dan ihsan berperan penting dalam memastikan pesan-pesan promosi tetap bersifat edukatif, jujur, dan bermanfaat bagi pengguna.

Kata Kunci: Etika Islam; Promosi Perpustakaan; Media Sosial

A. Introduction

The rapid development of information and communication technology has brought significant changes in various aspects of life, including education and information dissemination. Social media, especially Instagram, has become a very popular platform that is widely used for various purposes, including promotion and the rapid and effective delivery of information. In the context of education, libraries have a

strategic role as learning resource centers that support the learning process and character development of students. Therefore, optimizing the use of Instagram as a promotional medium for libraries is a necessity in order to expand the reach of information and increase interest in reading among students and the community.

In Islam, the use of media and technology must always be based on ethical principles in accordance with religious values, including honesty, modesty, and responsibility. Promotion through social media should consider moral and social aspects so as not to violate Islamic norms and instead have a positive and constructive impact on the community.¹ Therefore, in the context of optimizing the use of Instagram as a promotional medium at the Mega Rezky Makassar Health Vocational School Library, it is important to examine and integrate Islamic ethics as a foundation that guides the responsible and ethical use of social media. As explained in Surah Al Hujurat/49:6.

يَا أَيُّهَا الَّذِينَ ءَامَنُوا إِن جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَن تُصِيبُوا قَوْمًا بِجَهْلَةٍ فَتُصْحَبُوا عَلَىٰ مَا
فَعَلْتُمْ نَدِمِينَ

Translation:

“O you who believe, if a wicked person comes to you with any news, ascertain the truth, lest you harm people unwittingly and afterward become full of repentance for what you have done (al-Hujurat/49:6).”²

The above verse explains that this verse is an important guideline for Muslims to always be careful in receiving and spreading information, especially in this digital age, in order to maintain brotherhood and prevent

¹Husaini, Adian. *Etika Media dalam Perspektif Islam*. Jakarta: Gema Insani, 2018, hlm. 45.

²Departemen Agama R, *Al-Qur'an Al-Karim Dan Terjemahannya Dengan Transliterasi* (Semarang: PT. Karya Toha Putra).

the spread of slander that can harm many parties. That is how a news story should be promoted, clearly and in a way that is beneficial to society.³

In Islam, digital promotion must be based on akhlaq al-karimah values spreading knowledge with sincere intentions, maintaining communication etiquette, and avoiding misleading information.⁴ With this foundation, social media such as Instagram is not just a promotional tool, but also a space for literacy advocacy that instills the values of honesty, kindness, and responsibility. This approach unites technology with Islamic ethics, making library promotion activities a form of practicing Islamic values in the digital world.⁵

The development of information and communication technology has made social media an integral part of promotional strategies in various institutions, including school libraries. Instagram, as one of the most popular platforms in Indonesia, is the platform of choice due to its ability to reach young audiences and present content visually in an engaging manner.⁶ In vocational school and university libraries, Instagram is used to introduce services, new collections, and educational activities. As a promotional medium, Instagram is able to build a positive image and engage library users with consistent and interactive visuals. Studies in various educational institutions show that the use of Instagram can increase student awareness of library services, expand the reach of information, and increase the intensity of visits.

³H. M. Tata Taufik, *Etika Komunikasi Islam* (Bandung: Pustaka Setia, 2012), hlm. 45.

⁴Azyumardi Azra, *Etika Komunikasi dalam Islam: Perspektif Kontemporer* (Jakarta: Prenadamedia Group, 2019), hlm. 112.

⁵**Nasr, Seyyed Hossein.** *Islam and the Modern World: Religion, Philosophy, and Politics*. Chicago: Kazi Publications, 2013, hlm. 122.

⁶Maretno, Serly dan Marlina, Marlina, "Pemanfaatan Media Sosial sebagai Media Promosi Perpustakaan", *Baitul 'Ulum: Jurnal Ilmu Perpustakaan dan Informasi*, 5(1) (2021), hlm. 58-71

Meanwhile, a study at the Bandung Geological Library shows that digital marketing strategies through Instagram contribute to increasing online interaction and physical visits to the library.⁷ This is in line with the main objective of promotion, which is to attract attention and build closer relationships with users. An evaluation at the Central Java Provincial Library adopted the 4C theory (Context, Communication, Collaboration, Connection) and found that the systematic use of Instagram was able to create stronger communication links between the library and its users.⁸

Libraries in vocational schools such as SMK Kesehatan Mega Rezky Makassar require a social media-based promotional approach due to the nature of their students, who are part of the digital generation. They are more responsive to visual and interactive information than to conventional media. Through platforms such as Instagram, libraries can convey information quickly, attractively, and relevantly in the field of health, which emphasizes practice and visualization. However, the use of this technology is not only intended to attract attention but also as a means of moral responsibility to disseminate information that is true, educational, and beneficial to society, in accordance with the Islamic principles of *tabligh* and *amanah*.

A general analysis of various libraries in Indonesia shows that Instagram is effective as a marketing tool for library information services when accompanied by visual literacy, consistent branding, and professional content management. Libraries need a social media team that understands

⁷Jatmiko, Sinta Ary dan Saepudin, Encang, "Efektivitas Strategi Pemasaran Digital melalui Instagram dalam Meningkatkan Engagement dan Kunjungan Perpustakaan Geologi Bandung", *Buletin Perpustakaan*, 8.1 (2025), hlm. 121-149.

⁸Yulianto, Edy, *Komunikasi Pemasaran Terintegrasi* (Yogyakarta: Deepublish, 2021), hlm. 78.

digital trends and is capable of developing relevant promotional strategies.⁹ However, several obstacles remain, including limited human resources and infrastructure for producing quality content. In addition, the lack of training for librarians in design and digital marketing poses a challenge.¹⁰

Research conducted at the National Library of Indonesia during the pandemic shows that various Instagram features, such as feeds, stories, reels, and advertisements, were used to increase user responses in the form of likes, views, and comments. This demonstrates the importance of this visual platform as an effective two-way communication medium.¹¹ A study at the Bangka Belitung University Library measured the effectiveness of promotions through engagement rate, impression, and reach metrics, concluding that visual content, such as reels and carousels, proved to be the most effective in attracting user attention.¹² Research at Ciputra University Surabaya emphasized that dynamic content variation tailored to current trends can significantly increase user engagement. Creativity in content creation is key to maintaining audience interest.¹³

At the Kolong Ciputat Community Reading Park, the Instagram account has been active since 2017 and has successfully built a community through content documenting activities and promoting events. This shows

⁹Handayani, Rina, *Manajemen Media Sosial untuk Perpustakaan: Strategi Promosi dan Literasi Digital* (Yogyakarta: Andi, 2020), hlm. 56–62.

¹⁰Nugroho, Dwi, *Pustakawan Profesional di Era Digital: Pelatihan, Kompetensi, dan Tantangan*, (Jakarta: Rajawali Press, 2019), hlm. 102–108.

¹¹Tri Rahma Kusuma Wardani, 'Representasi Perpustakaan Nasional Republik Indonesia dalam Konten Akun Instagram', *Media Informasi*, 32.1 (2023), hlm. 45-60.

¹²Arja Kusuma, Darma Darma & Suci Rhomana Sari, 'Analisis Pemanfaatan Media Sosial Instagram sebagai Media Promosi di Perpustakaan Universitas Bangka Belitung Berdasarkan Engagement Rate, Impression dan Reach', *Lentera Pustaka: Jurnal Kajian Ilmu Perpustakaan, Informasi dan Kearsipan*, 9.2 (2023), hlm. 105-116.

¹³Yehuda Abiel & Mychael Maoeretz Engel, 'Promosi Perpustakaan melalui Media Sosial: Hubungan antara Variasi Konten Instagram dan Keterlibatan Pemustaka di Perpustakaan Universitas Ciputra Surabaya', *Journal of Documentation and Information Science*, 5.2 (2021), hlm. 70-85.

that social media can also be a means of building institutional identity in a sustainable manner.¹⁴ Research at SMA Negeri 1 Salatiga found that uninteresting content led to a low number of followers. More intensive promotional strategies, such as the use of creative visual media, personal contact, and incentives, have been proven to increase student interest in the library.¹⁵

Various studies show that content strategies involving literacy education, activity documentation, and service promotion can increase user awareness and engagement. This proves that informative and educational content has added value in library social media. The application of a promotional mix that includes advertising, personal selling, and direct communication through Instagram has been proven to strengthen the relationship between libraries and users. Collaboration with students or literacy communities can also expand the reach of promotion. Consistency in visual themes and posting schedules is an important aspect in maintaining audience engagement. This regularity creates expectations from users and strengthens the library's digital identity.¹⁶

Based on these findings, this research is important to gain a deeper understanding of how SMK Kesehatan Mega Rezky Makassar can optimize Instagram as a library promotion medium. The focus of this research emphasizes the need to identify effective content types and relevant promotion strategies for the context of health vocational schools.

¹⁴Umi Roikanah dan Margareta Aulia Rachman, 'Penggunaan Instagram Sebagai Sarana Pemasaran : Studi Kasus Taman Baca Masyarakat Kolong Ciputat', *Lentera Pustaka: Jurnal Kajian Ilmu Perpustakaan, Informasi dan Kearsipan*, 7.1 (2021), hlm. 1-18

¹⁵Ranti Purnama Sari, Albertoes Pramoekti Narendra dan Anton Hermawan, 'Strategi promosi melalui Instagram di Perpustakaan SMA Negeri 1 Salatiga', *Humantech : Jurnal Ilmiah Multidisiplin Indonesia*, 3.1 (2023), hlm. 1-8

¹⁶Hanum, Atiqa Nur Latifa, *Pemasaran Digital Perpustakaan: Meningkatkan Visibilitas dan Aksesibilitas di Era Teknologi* (Jakarta: Penamuda Media, 2024), hlm. 23-26.

B. Research Method

This study uses a descriptive qualitative approach that aims to gain an in-depth understanding of the promotional strategies and types of content published on Instagram by the Mega Rezky Makassar Health Vocational School Library. This approach was chosen because it allows researchers to explore the meaning, interpretation, and context of promotional activities, as well as the perceptions of relevant parties regarding the effectiveness of social media in increasing the visibility of library services.

Data collection was carried out using three main techniques, namely: participatory observation, in-depth interviews, and documentation. Observations were made on the library's official Instagram account to analyze the types of content, frequency of posts, and follower interactions. Interviews were conducted with librarians, social media administrators, and several students as active users to obtain views on the planning, implementation, and impact of the promotions carried out. Documentation included collecting archives of posts, interaction statistics (likes, comments, shares), and supporting data from library activity reports.

Data analysis was conducted qualitatively using data reduction, data presentation, and conclusion drawing techniques. The findings were then compared with digital promotion and information literacy theories as a basis for interpretation. Data validity is strengthened through source and technique triangulation, namely by comparing the results of observations, interviews, and documentation in order to obtain a comprehensive and in-depth understanding of promotional practices on social media, especially Instagram.

C. Result and Discussion

1. Types of Content Promoted Through Instagram by the Mega Rezky Makassar Vocational Health Library

The Mega Rezky Makassar Health Vocational School library's use of Instagram has shown positive developments in terms of the variety and quality of uploaded content. The published content is informative, covering topics such as service schedules and new book collections, and it is also educational and participatory. Examples include "Student Book Reviews," documentation of literacy competitions, inspirational quotes from health professionals, and short videos offering speed-reading tips.

It appears that the library has used Instagram features, such as carousels, to sequentially display literacy information and stories for short quizzes and activity reminders. The library has also begun using reels, particularly for content such as behind-the-scenes library activities and documentation of inter-class competitions.

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a. Library Services

The account administrator (Informant 1) explained that the team maintains a digital content schedule.

"The team has developed a monthly upload schedule that covers various categories of content, including reading motivation, health education, information on popular books, and student activities."¹⁷

This approach has been effective in helping the team create consistent content that focuses on user needs. It makes the content planning

¹⁷Arsil Tahir (pustakawan), Wawancara (Makassar, 25 Juli 2025).

process more structured and focused and ensures that the content produced consistently meets audience expectations and needs. One of the most popular pieces of content is the short video "My Favorite Book Review," created by a 12th-grade student.

No.	Content Type	Schedule
1.	Library's Latest Collection Catalog	Daily
2.	Information and Education Sharing	Weekly
3.	Commemoration of Certain Days	Montly

Table 1. Digital Content Schedule

b. Literacy Education

According to Informant 2 (MT), one of the participants,

"I felt a boost in confidence after the video of my work was published on the school's official account. This publication increased the exposure of my work and sparked curiosity among my friends. Ultimately, it positively influenced their interest in borrowing and reading the books I reviewed." ¹⁸

This demonstrates that participation-based content directly encourages active user involvement in library activities, increasing their sense of ownership of the library. This engagement fosters a dynamic learning community where users can collaborate and contribute as co-creators of library services. Thus, active participation strengthens the relationship between users and librarians and enhances the library's experience and value for the entire community.

The following is a summary of library programs that support student literacy skills through literacy education.

¹⁸Marwah Tri Hafsary (siswa), Wawancara (Makassar, 25 Juli 2025).

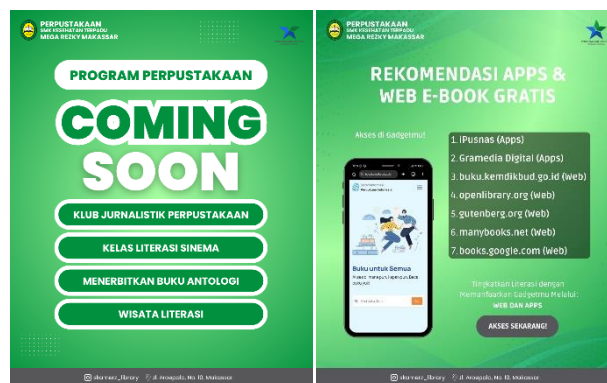


Figure 1. Literacy Education Content

c. New Book Collection

Interview with Informant 3, CA, an 11th grader:

"Before, I didn't know about the new books or writing competitions at the library. However, with the library's Instagram account, it's easier for me to access this information, and I now visit the library more often."¹⁹

This testimony shows that Instagram plays a role as both a communication medium and a strategic instrument for increasing public motivation and interest in reading. It allows libraries to disseminate information about the latest book collections, literacy activities, and reading culture development programs to their audiences in a wide and interactive way. Thus, Instagram contributes to increased user engagement and strengthens literacy culture by presenting inspiring, participatory content.

¹⁹Citra Ayyatul Husna (siswa), Wawancara (Makassar, 26 Juli 2025).

2. Promotional Strategies Implemented by the Makassar Health Vocational School Library of the Mega Rezky

a. Consistency of Uploads

In terms of its promotional strategy, the Makassar Health Vocational School Library has taken a planned and adaptive approach to social media developments.

Based on an interview with lead librarian AR (informant 1),

"We have developed a strategy based on the academic calendar and national literacy holidays. Each month has a theme, and we adjust our uploads to that theme."²¹

The strategy includes dividing content categories, a weekly upload schedule, and a small team consisting of librarians, social media administrators, and OSIS students.

Admin AR, informant 1, added,

"We don't work alone. Currently, OSIS students contribute to content creation, such as videos and poster designs. Some students are editing experts, while others help with captions, making the creative process more diverse and dynamic."²²

This collaborative strategy makes promotions more dynamic and relevant to teenagers' communication styles.

No.	Content Type	Schedule
1.	Library's Latest Collection Catalog	Daily
2.	Information and Education Sharing	Weekly
3.	Commemoration of Certain Days	Montly

Table 2. Digital Content Schedule

²¹Arsil Tahir (pustakawan), Makassar (27 Juli 2025).

²²Arsil Tahir (pustakawan), Makassar (27 Juli 2025).

b. Engaging Visuals

Instagram features are used effectively for two-way promotion. The library regularly holds "Favorite Book of the Month" polls, opens "Ask the Admin" sessions, and hosts "Mini Challenges," such as reading three books in a month.

Student NA (Informant 6), a 12th grade pharmacy student, said,

"The challenges on Instagram are really fun, especially when the prizes are attractive. I'm even more diligent about going to the library because I want to participate and have a chance to win."²³

For example, content designed with engaging visuals:

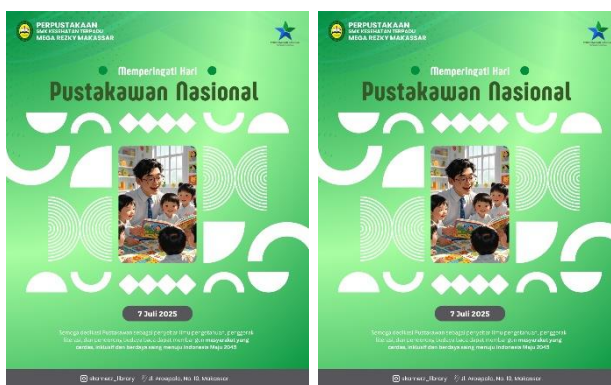


Figure 4. Content of Commemorating Certain Days

c. Active Interaction with Followers

Visual branding is also a key focus of the promotional strategy. Currently, the @skamerz_library account uses a design template featuring predominantly green and white colors and incorporating the school and library logos into every post. This makes the feed look neater and more professional, giving it a more official impression and making it more recognizable. Promotional performance is evaluated regularly.

Admin AR (Informant 1) stated,

²³Nurul Aqila (siswa), Makassar (26 Juli 2025).

"Based on the data, content featuring students has a high level of engagement, so this content needs to be further developed. The current promotional strategy doesn't rely solely on random posts, but rather, it is based on in-depth data analysis."²⁴

User engagement is also an indicator of the strategy's success.

A guidance counselor (informant 7) stated:

"I often see students checking the library's Instagram during break time. This shows that the platform successfully captures their attention and makes literacy feel more relevant to their daily lives."²⁵

Overall, the promotional strategy implemented through the Instagram platform at the Mega Rezky Makassar Health Vocational School library has been carried out with systematic planning, a collaborative approach, and a focus on increasing active user engagement.

The Mega Rezky Makassar Health Vocational School Library's use of Instagram has been quite optimal. The variety of content displayed on the official account demonstrates an awareness of the importance of fostering active communication with patrons, especially students. Posting content such as new book information, activity documentation, and student book review participation creates an image of an active, dynamic, and relevant library.

The library uses Instagram's features functionally and effectively. Consistent use of reels, stories, carousels, and feeds shows that the account managers understand the platform's features and know how to reach their target audience effectively. Students, the primary users, feel closer to the library because content is available that caters to their digital preferences. Instagram becomes not only a promotional tool but also a bridge for

²⁴Arsil Tahir (pustakawan), Wawancara (Makassar, 26 Juli 2025).

²⁵Muhammad Riszky (guru BK), Wawancara (Makassar, 27 Juli 2025).

informal communication, fostering a sense of closeness between students and the library.

The promotional strategy implemented demonstrates careful planning. The division of content categories, upload themes, and posting schedules shows that content management is carried out carefully. This step is crucial for building credibility and maintaining consistency in the promotional message conveyed to the audience. Effective social media management reflects the library's dedication to improving its services.

A key strength of the community-based promotional approach is student involvement in creating promotional content. Students act as both viewers and contributors, creating book review videos, participating in reading challenges, and serving as resources for literacy activities. This approach fosters a sense of ownership of the library and encourages students to participate more actively in literacy activities at school.

Visually, the library's Instagram account demonstrates a strong, consistent identity. Posting templates, the institution's logo, and consistent colors convey a professional and trustworthy impression. This is crucial in building a positive perception of the library as a modern, adaptive information institution. A consistent visual identity also strengthens the library's branding in the eyes of its followers.

The account manager utilizes upload performance data from the Insights feature to conduct evaluations. This allows for more responsive content management based on user needs. This strategy helps the library understand which types of content students enjoy most, the optimal posting times, and user interaction trends over time.

In conclusion, the use of Instagram as a promotional medium for the library has been implemented with a clear strategy that involves the school community and optimally utilizes digital features. This success demonstrates that, when managed effectively, social media can be a

valuable promotional tool that supports the achievement of information literacy goals in a school setting.

The Mega Rezky Makassar Health Vocational School library's use of Instagram reflects the tabligh principle of Islamic communication: conveying messages honestly, clearly, and educationally. The library strives to convey information in an engaging manner through informative content such as new book promotions, activity documentation, and student reviews without compromising its educational value. Features like Stories and Reels are presented in a lighthearted and engaging style, effectively delivering messages and reflecting honesty in communication with the audience.

Furthermore, the library's structured and consistent management of its account demonstrates its commitment to the principle of Amanah, which emphasizes the responsibility to maintain public trust in the information conveyed. Each uploaded piece of content reflects the careful selection of messages that align with the school's literacy goals. Using data insights for evaluation demonstrates a commitment to holding itself accountable for the quality of its communications. Thus, the library serves as a source of information and a role model for fostering trust and reliability through social media.

Meanwhile, student involvement in content creation, consistency in visual identity, and sincere intentions to foster emotional closeness between the library and its users reflect the principle of ihsan: doing the best possible with good intentions. These efforts show that communication is not only promotional but also devotional and an invitation to goodness: cultivating a culture of literacy and a spirit of learning in the school environment. Applying the value of ihsan makes library communication activities technically professional and spiritually valuable because they are based on the intention to benefit others.

D. Conclusion

The Mega Rezky Makassar Health Vocational School library has effectively and systematically implemented the use of the Instagram platform as a promotional medium. This approach is characterized by interesting content, a systematic upload strategy, and active student involvement in the content creation process. This approach increases the library's visibility, builds effective two-way communication, and strengthens a culture of digital literacy among students. With consistent management and optimal utilization of Instagram features, the platform has proven to be an effective promotional tool for developing library services in educational institutions. From an Islamic ethical perspective, using this social media platform reflects the tabligh value of conveying information to users honestly and beneficially. Responsible management demonstrates a trustworthy attitude and maintains public trust in the library's information. Additionally, presenting inspirational and educational content is a form of *ihsan*, or doing one's best with the intention of providing benefits and goodness to all members of the school community.

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