

Utilizing Social Media Tiktok @Perpusbogor to Increase Library Visit Interest

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Abstract

Background: The low level of public interest in visiting libraries has encouraged libraries to innovate their promotional strategies by utilizing social media platforms. TikTok, being one of the most popular social media platforms among the public, is now also used by libraries to promote their services, as exemplified by the Bogor Library through its TikTok account @perpusbogor.

Objective: This study aims to examine the influence of the utilization of TikTok @perpusbogor on fostering interest in visiting the library.

Methods: A quantitative research approach was applied. Data were collected through questionnaires distributed directly to visitors at the Bogor Library. The data were analyzed using SPSS version 25.

Results: The R-squared test revealed that the utilization of TikTok @perpusbogor affects 39% of library visit interest, while the other 61% is attributed to other factors not examined in this study. This positive result indicates that an increase in the utilization of TikTok @perpusbogor corresponds to a higher level of public interest in visiting the library.

Conclusion: Furthermore, the overall utilization of TikTok @perpusbogor to enhance library visit interest was categorized as high, with an average mean score of 3.82. Information seeking emerged as the most dominant aspect of social media utilization. Recommendations to further optimize TikTok usage include providing librarian training on social media optimization, developing strategies for creating engaging content, and ensuring institutional support from the library management.

Keywords: Library Visit, Social Media, TikTok

INTRODUCTION

Comfortable, safe, accessible, and free public spaces have become an increasing need in society. Libraries exist as one of the public facilities that can be utilized by the community to support these activities. However, the generally low interest of the public in visiting the libraries has become a challenge for libraries. This shift in public interest requires libraries to transform from being merely book repositories into centers of activity that are engaging and relevant to the needs of modern society.

Library visit interest is one indicator of a library's performance success in fulfilling its function as an information center in the society (Kamil et al., 2024). To address declining visitation, libraries have increasingly turned to social media as a promotional tool. Social media is considered essential for libraries to engage and interact with users (Kumar, 2015). It also

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helps libraries to advertise and keep up with the latest library developments, as well as provide reference and information services (Omeluzor et al., 2016).

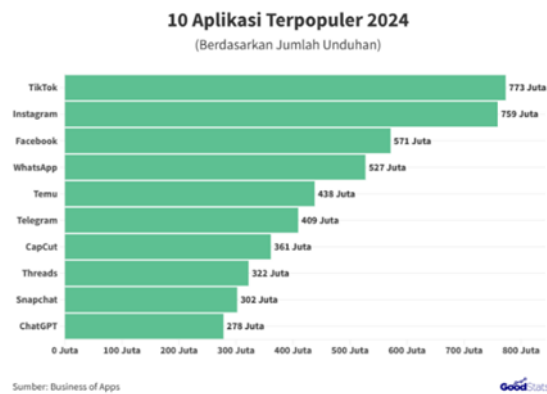


Figure 1. Goodstat social media download statistics in 2024

Among various social media platforms, TikTok has emerged as particularly promising for reaching younger audiences. As the most downloaded application worldwide in 2024 (Goodstats), TikTok offers opportunities to create dynamic and interactive content (Yurialvita et al., 2024). Indonesia currently ranks as the country with the largest number of TikTok users, totaling 194.37 million as of July 2025 (Tekno.kompas.com), with users spending an average of 44 hours and 54 minutes per month on the platform.

The Bogor Library has actively embraced TikTok through its account @perpusbogor to reach younger audiences through creative and interactive video formats (Akbar et al., 2024). Analysis of engagement metrics reveals that @perpusbogor achieves significantly higher user interaction (16.20% engagement rate) compared to similar public libraries such as DIY Library (2.87%) and Gresik Library (0.94%), indicating effective content strategy and organic growth.

TABLE 1
Phlanx 2025 Tiktok Social Media Engagement Matrix

Library account	Followers	Engagement rate	Avg likes/post	Avg comments/post	Status
Bogor Library (@perpusbogor)	1,698	16.20%	160.4	6.9	High
D.I.Yogyakarta Library (@balai_yanpus)	1.752	2.87%	130.8	2.9	Good
Gresik Library (@perpussip_gresik)	1.632	0.94%	14.7	0.4	Low

Previous studies have demonstrated that social media promotion can effectively increase library visitation (Alley & Hanshew, 2022; Anindyaputri et al., 2020; Yurialvita et al., 2024). However, research specifically examining TikTok's influence on public library visitation in the Indonesian context remains limited. This study addresses this gap by examining the relationship between TikTok use and library visit interest among followers of @perpusbogor.

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Therefore, this study aims to examine the utilization of TikTok (@perpusbogor) in fostering public interest in visiting the library. The findings contribute theoretical insights into social media's role in shaping library user behavior while offering practical recommendations for optimizing TikTok as a promotional tool for public libraries.

LITERATURE REVIEW

Social Media Utilization in Library

Instagram, Facebook, Twitter, and TikTok are some of the social media platforms libraries utilize to reach their users. This is beneficial for maintaining relationships between libraries and their users and facilitating libraries in providing information to users (Zuniananta, 2021). Content created by users can attract attention, thus generating public interest in visiting the library (Umbara, 2021). Furthermore, many factors contribute to content being appealing to the public. To gain user engagement, there are two types of content: content with emotional influence (emotional type) and content with rational influence (general information, specifications, features, prices, and benefits) (Dolan et al., 2019).

In choosing to use social media, there is a theory that explains consumer behavior when selecting media. This theory is Uses and Gratifications (U&G), which states that individuals use certain media among the many available options based on their ability to satisfy specific needs (Katz et al., 1973). The chosen media are those perceived to provide the greatest satisfaction (Whiting & Williams, 2013). Media use divided into five groups (Katz et al., 1973) and their corresponding dimensions (Whiting & Williams, 2013) as follows:

- a. Cognitive needs
The need to obtain information knowledge and understanding. This includes information seeking, sharing information, and monitoring/observing others;
- b. Affective needs
Emotional or aesthetic needs such as entertainment, pleasure, and visual beauty. This includes entertainment, relaxation, and spending time;
- c. Personal integrative needs
The need to enhance self-confidence, status, and personal credibility. This include expressing opinions;
- d. Social integrative needs
The need to interact with others and be part of a social community. This includes social interaction, communication utility, and convenience utility;
- e. Tension release/escape
The need to divert oneself from stress or daily routines (light entertainment). This includes convenience utility.

Library visit interest

Interest is a person's tendency to visit a place based on feelings of pleasure or fondness, without any external coercion (Sutarno NS, 2020). Visiting interest can be defined as the desire that motivates an individual to visit and gain benefits. Library visit interest is often associated

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with reading interest. Developing a reading culture in society can begin at an early age and be continuously nurtured and supported by a conducive environment—such as encouragement from family and the involvement of public libraries within communities and school libraries within educational settings (Sutarno NS, 2006).

A person's high interest in reading is accompanied by an increasing interest in visiting the library. When visiting a library, users hope to gain new knowledge and insights that will be useful to them (Khairullah et al., 2021). Providing reading materials that align with interests, needs, and demands can enhance their frequency of library visits (Prastowo, 2022). Hence, library visits have specific purposes, such as reading and borrowing books, seeking information, entertainment, or even seeking tranquility (Sandy & Mulyantomo, 2021).

The Covid-19 pandemic has forced libraries to develop virtual services since in-person services and consultations were unavailable. Moreover, technological advancements also offer ease of implementation in everyday life. Virtual-based services such as email, chat, video conferencing, and digital libraries assist users in the information-seeking process and convey various librarian instructions (Tsang & Chiu, 2022). Digital libraries facilitate mobility and equitable access to information, making it available anytime and anywhere, unhindered by conditions such as the Covid-19 pandemic (Syahrezi et al., 2022). Therefore, library visits are not limited to conventional methods but can also be accessed digitally through online services and digital libraries.

There are several factors that influence library visit interest (Sutarno NS, 2020):

1. A strong curiosity about facts, theories, principles, knowledge, and information.
2. A well-equipped physical environment, meaning the availability of high-quality and diverse reading materials.
3. A conducive social environment refers to a culture or atmosphere that fosters reading during specific periods.
4. A thirst for information and curiosity, especially about current issues.
5. The belief that reading is a spiritual or intellectual necessity.

Social Media Utilization and Library Visit Interest

Several studies have examined the use of social media to increase interest in visiting libraries:

Previous research demonstrates that library visitation is influenced by multiple interconnected factors. Physical environment quality, including comfortable facilities and adequate spaces, serves as a primary attraction factor (Kamaliyah & Rumani, 2016; Maharani, 2022). (Hastoro & Rumani, 2016) complement these findings by emphasizing that diverse physical collections, particularly fiction books, attract students seeking recreational experiences.

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Beyond physical factors, digital promotion has emerged as a critical engagement tool. Studies by Yurialvita et al. (2024), Anindyaputri et al. (2020), Xin & Yingxi (2025), Anderson (2020), and Alley & Hanshew (2022) demonstrate that social media platforms, particularly TikTok, effectively strengthen library-user interactions and build long-term relationships through strategic content sharing.

The COVID-19 pandemic significantly accelerated behavioral shifts in library usage. De Groote & Scoulas (2021) found that while physical visits declined drastically, virtual services including email references, chat, and virtual consultations experienced substantial growth, indicating a fundamental transition toward digital service preferences.

Innovative programming offers additional engagement opportunities. Hazarika (2025) identified digital storytelling as an effective strategy for engaging digital-native students. By integrating multimedia elements (text, images, audio, video) into narratives, libraries can transform students from passive consumers to active content producers, repositioning the library as a dynamic, creative space.

In conclusion, contemporary library visitation results from the convergence of physical infrastructure, innovative programming, and digital strategies responsive to evolving user behaviors. Modern libraries must balance traditional physical services with robust digital presence to maintain relevance and user engagement.

TikTok as a Library Promotion Platform

TikTok distinguishes itself from other social media platforms through several unique characteristics relevant to library promotion. Unlike Instagram, which initially focused on photo sharing, TikTok was built specifically for the creation and dissemination of dynamic video content. Its features including hashtags, music integration, live streaming, filters, stickers, video effects, and voice changers enable users to create videos creatively with minimal technical expertise (Yurialvita et al., 2024).

TikTok's algorithm has proven more effective than competitors in distributing content to interested audiences. Research by (Bishqemi & Crowley, 2022) found that TikTok posts can receive hundreds of views, far exceeding Instagram due to algorithmic differences. TikTok's algorithm focuses on user engagement metrics (watch time, likes, comments) and video information (hashtags, audio). The *For You Page* (FYP), which automatically plays videos from various creators, boosts replay value, a key signal for the algorithm to distribute content more widely. In contrast, Instagram's algorithm prioritizes social connections and content relevance, emphasizing posts from accounts users frequently interact with.

Public libraries in Indonesia have begun adopting TikTok for various purposes. The DIY Library (@balai_yanpus) shares content on visiting procedures, facility introductions, membership registration, and trivia. The Bogor Library (@perpusbogor) posts updates about Bogor City news, gallery access guides, library rules, and facility tours. The Gresik Library (@perpussip_gresik) features reading clubs, competitions, national celebrations, and mobile library documentation.

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These applications demonstrate TikTok's versatility as a library communication channel, though effectiveness varies significantly based on content strategy and engagement practices, as evidenced by the substantial engagement rate differences across libraries (Table 1).

METHODS

This study employed an explanatory quantitative approach, which analyzes factors influencing social phenomena without addressing all possible variables (Martono, 2014). This approach was selected to explain the relationship between the independent variable (use of the TikTok social media account @perpusbogor) and the dependent variable (interest in visiting the library).

The population comprised all 1,656 followers of @perpusbogor as of March 28, 2025. The Slovin formula, with a 10% margin of error, was applied to determine the minimum sample size, resulting in a target of 94 respondents. However the Slovin formula assumes population homogeneity, it was used pragmatically to estimate an adequate sample size, rather than to guarantee perfect statistical representation, as follows:

$$n = \frac{N}{1+N.e^2}$$

$$n = \frac{1656}{17,56}$$

$$n = 94,305$$

Explanation:

n: sample

N: total population

e²: margin of error squared

This study employed snowball sampling, a non-probability technique, with two criteria: (1) followers of @perpusbogor who engaged with the content (likes, comments, shares), and (2) previous visitors to Bogor Library. The study examined TikTok usage (@perpusbogor) as the independent variable (X) and library visit interest as the dependent variable (Y). Data was collected via questionnaires distributed at Bogor Library from July 8-18, 2025, using a 5-point Likert scale.

Data analysis was conducted using SPSS version 25. Prior to analysis, validity and reliability tests ensured instrument quality. Items were considered valid if $r\text{-calculated} \geq r\text{-table}$ with significance < 0.05 , while reliability was assessed using Cronbach's Alpha with a threshold of ≥ 0.6 (Taherdoost, 2016). Subsequently, the data underwent assumption tests including normality and linearity tests, followed by simple linear regression analysis, and correlation tests.

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In addition, descriptive analysis was conducted to present the collected data. To provide an overview of the research data, the results were grouped into five categories: very low, low, medium, high, and very high. The following calculations were used to divide these categories:

$$I = \frac{R}{K}$$

$$I = \frac{5 - 1}{5}$$

$$I = 0,8$$

Explanation:

I: interval width

R: range (maximum value-minimum value)

K: number of class intervals

FINDINGS

Validation test

Validity and reliability testing are used to measure the accuracy of a questionnaire or instrument. An instrument is considered valid if its statements accurately measure what they are intended to measure (Sugiyono, 2018). The decision-making basis for this test is the comparison between the calculated *r* value (*r-count*) and the table *r* value (*r-table*) at a 0.05 (5%) error rate. The significance threshold for 35 pilot test respondents is greater than 0.334, meaning all statement items for variable X (10 items) and variable Y (5 items) meet validity criteria because *r-count* exceeds *r-table*.

TABLE 2
Validity Test Results

No	Variable	Item	r-count	r-table	Description
1	Use of social media (X)	P1	0,644	0,334	Valid
		P2	0,777	0,334	Valid
		P3	0,700	0,334	Valid
		P4	0,623	0,334	Valid
		P5	0,748	0,334	Valid
		P6	0,592	0,334	Valid
		P7	0,821	0,334	Valid
		P8	0,724	0,334	Valid
		P9	0,794	0,334	Valid
		P10	0,673	0,334	Valid
2	Library visit interest (Y)	P11	0,789	0,334	Valid
		P12	0,797	0,334	Valid
		P13	0,700	0,334	Valid
		P14	0,833	0,334	Valid
		P15	0,753	0,334	Valid

(Source: Primary Data, 2025)

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Reliability test

Reliability testing is used to assess the consistency of an instrument when measurements are taken multiple times using the same phenomenon and measuring tool (Sugiyono, 2018). The decision basis for this test is a Cronbach's Alpha value greater than 0.6. The reliability test in this study produced a Cronbach's Alpha of 0.936, indicating that both variable X and variable Y are reliable.

TABLE 3
Validity Test Result

Variable	Cronbach's Alpha	Description
Use of social media	0,936	Reliable
Library visit interest	0,936	Reliable

(Source: Primary Data, 2025)

Respondent description

Respondent descriptions were obtained from questionnaires distributed to users of the Bogor City Library located at Jl. Kapten Muslihat No.21, Pabaton, Central Bogor District, Bogor City, West Java 16122. Respondent demographics were grouped by gender, age, education level, and occupation. Based on Table 1, female respondents accounted for 78%, while males made up 22%. The largest age group was 22–24 years (38%). Regarding education, senior high school (SMA/SMK) respondents were the majority (61%), and students dominated the occupation group (43%).

TABLE 4
Respondent Demographics

Demographic	Category	Frequency	%
Gender	Male	21	22%
	Female	73	78%
Age	13-15	4	4%
	16-18	21	22%
	19-21	23	24%
	22-24	36	38%
	25-27	7	7%
	28-30	3	3%
Education	Elementary school	2	2%
	Junior high school	6	6%
	Senior high school	57	61%
	Diploma (D3)	6	6%
Occupation	Bachelor/Professional	23	24%
	Student	24	26%
	College student	40	43%
	Entrepreneur	5	5%
	Teacher	5	5%
	Employee	3	3%
	Others	17	18%

(Source: Primary Data, 2025)

Analysis of social media use and visit interest variables

Descriptive analysis is a statistical method used to present data as-is, without generalization (Sugiyono, 2018). The data can be presented using mode, median, and mean calculations. The following are the mean value categories:

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- a. Very low: 1.00–1.80
- b. Low: 1.81–2.61
- c. Moderate: 2.62–3.42
- d. High: 3.43–4.23
- e. Very high: 4.24–5.04

Variable X (social media utilization)

TABLE 5
Descriptive Analysis of Social Media Use (X)

No	Item	Respondent	Total score	Mean	Category
1	Social interaction	94	354	3.8	High
2	Information seeking	94	405	4.3	Very high
3	Passing time	94	362	3.9	High
4	Entertainment	94	329	3.5	High
5	Relaxation	94	351	3.7	High
6	Expressing opinions	94	361	3.8	High
7	Communication utility	94	324	3.4	High
8	Convenience utility	94	389	4.1	High
9	Information sharing	94	370	3.9	High
10	Surveillance/knowledge about others	94	355	3.8	High
Average				3.8	High

(Source: Primary Data, 2025)

Based on the table, among the ten statements on social media utilization, the statement with the highest mean (4.3) is “The TikTok @perpusbogar account is used to find information about library programs and services.” The lowest mean (3.4) corresponds to the statement “The TikTok @perpusbogar account becomes a topic of conversation with others.”

Variable Y (visit interest)

TABLE 6
Descriptive Analysis of Visit Interest (Y)

No	Item	Respondents	Total score	Mean	Category
1	Curiosity	94	417	4.4	Very high
2	Physical environment	94	413	4.3	Very high
3	Social environment	94	394	4.1	Very high
4	Thirst for information	94	401	4.2	Very high
5	Reading as spiritual need	94	363	3.8	High
Average				4.1	Very high

(Source: Primary Data, 2025)

From the table, the statement with the highest mean (4.4) is “Bogor Library facilitates my curiosity about facts, theories, principles, knowledge, and information.” Meanwhile, the lowest mean (3.8) is “Visiting Bogor Library and reading is a spiritual need.”

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Crosstab analysis

Cross-tabulation presents rows and columns to show the relationship between two or more categorical data sets. The two categorical data sets are assumed to have an association if the Chi-square value is significant or the p-value is < 0.05 .

TABLE 7
The Relationship Between Demographics and Tiktok Utilization

Demographic variables	Dependent variables	Pearson Chi-square value	Significance	Conclusion
Gender	Information seeking (X2)	1.959	0.743	Not significance
	Convenience utility (X8)	24.140	0.236	Not significance
Age	Information seeking (X2)	44.612	0.001	Significance
	Convenience utility (X8)	24.140	0.236	Not significance
Education	Information seeking (X2)	13.946	0.603	Not significance
	Convenience utility (X8)	9.025	0.912	Not significance
Occupation	Information seeking (X2)	12.578	0.895	Not significance
	Convenience utility (X8)	24.545	0.219	Not significance

(Source: Primary Data, 2025)

Table 7 shows only the age variable has a significant relationship with the information seeking dimension ($p = 0.001$), where respondents aged 19 to 24 years are the most active in using TikTok to obtain library-related information. Meanwhile, gender, education, and occupation show no significant differences, although descriptively, female respondents and students tend to use TikTok more frequently and perceive it as easier to access. Overall, younger users and student groups are the most active TikTok users, both for informational purposes and due to the platform's convenience.

Correlation analysis

Prior to regression analysis, Pearson correlation test was conducted to examine the strength and direction of the relationship between social media use (X) and library visit interest (Y).

TABLE 7
Correlation Analysis Result

Correlations		Social media use	Library visit interest
Social media use	Pearson Correlation	1	.624**
	Sig. (2-tailed)		.000
	N	94	94
Library visit interest	Pearson Correlation	.624**	1
	Sig. (2-tailed)	.000	

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N 94 94

(Source: Primary Data, 2025)

The analysis revealed a Pearson Correlation value of 0.624 with significance of 0.000 (<0.05), demonstrating a strong positive relationship between social media utilization and library visit interest, according to Cohen's guidelines for interpreting correlation strength (Gignac & Szodorai, 2016):

Small: $r = 0.10$ to 0.29
Medium: $r = 0.30$ to 0.49
Large: $r = 0.50$ to 1.0

The obtained correlation coefficient of .624 falls into the large/strong category, indicating a robust positive relationship between the two variables. This means that respondents who demonstrate higher levels of TikTok @perpusbogar usage tend to exhibit correspondingly higher levels of library visit interest.

The coefficient of determination ($r^2 = .624^2 = .389$) indicates that approximately 38.9% of the variance in library visit interest can be explained by social media use. This substantial shared variance suggests that engagement with the @perpusbogar TikTok account is meaningfully associated with users' intentions to visit the library physically, though other factors account for the remaining 61.1% of variance.

Simple linear regression analysis

TABLE 8
Simple Linear Regression Analysis Result

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	9.342	1.560		5.988	.000
	Social media use	.308	.040	.624	7.665	.000

(Source: Primary Data, 2025)

The regression coefficient of 0.308 with significance of 0.000 (<0.05) indicates that social media usage significantly influences library visit interest. Specifically, each one-unit increase in social media usage increases visit interest by 0.308 units. The Beta value of 0.624 demonstrates a strong positive effect, yielding the regression equation: $Y = 9.342 + 0.308X$.

DISCUSSION

Women represent the largest demographic category among respondents, as they tend to be more active in library activities and exhibit higher reading interest than men (Abdul Karim

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An analysis of content published on the TikTok account @perpusbogor corroborates these findings. The uploaded content consistently demonstrates the library's efforts to provide relevant information and encourage visits, which aligns with respondents' findings that they primarily use this account to seek information (with a mean of 4.3). Several examples of informative content that directly support these findings include:

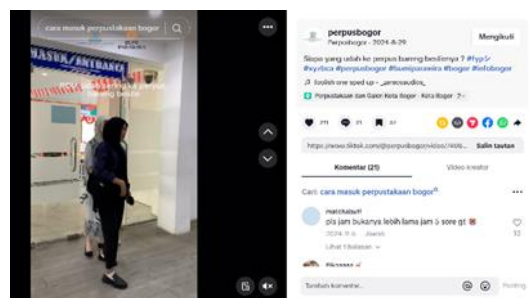


Figure 2. POV content to the Bogor Library on the TikTok account @perpusbogor

The content, uploaded on August 29, 2024, has received 16.9k views, 211 likes, 21 comments, and 37 saves. It provides a perspective on visiting the Bogor Library with friends, from signing the guest book, selecting books, reading, and borrowing.

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Figure 3. Content on how to get entry tickets to the Parawira Gallery on the TikTok account @perpusbogor

This content, uploaded on January 17, 2024, has 2,045 views, 36 likes, 2 comments, and 20 saves. It explains how to obtain tickets to the Parawira Gallery at the Bogor Library. Visitors can access the website bumiparawira.com to make reservations. Visitors are informed about filling out a form containing the type of visit, name, email address, day of visit, session, and number of tickets ordered.

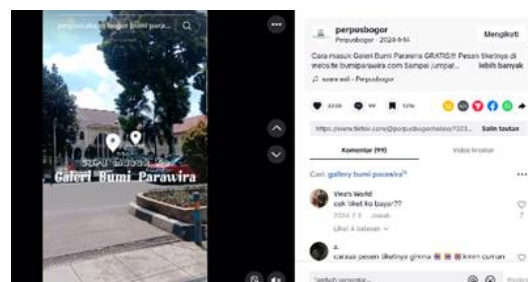


Figure 4. Content of the Bumi Parawira Gallery visiting guide

Furthermore, the content uploaded on January 14, 2024, received 92.1k views, 3,230 likes, and 99 comments and was shared 1,316 times. The video provides a complete guide for entering the Bumi Parawira Gallery, starting with signing the library guest book, following directions to the second floor, showing the ticket barcode to the staff for scanning, and adhering to the gallery's visitation rules before exploring the exhibits. It offers a clear step-by-step guide for prospective visitors.

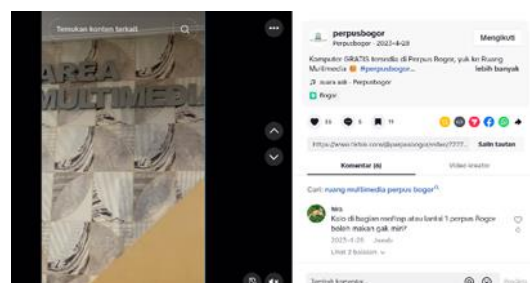


Figure 5. Recommended content of digital library e-books on the TikTok account @perpusbogor

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The content uploaded on April 28, 2023, garnered 3,760 views, 35 likes, 5 comments, and was saved 11 times. The video highlights popular spots among young visitors particularly students at the Bogor Library, namely the multimedia room. This area is equipped with free computer facilities, journal search access, audiovisual collections, and e-resources that can be utilized to complete academic assignments.

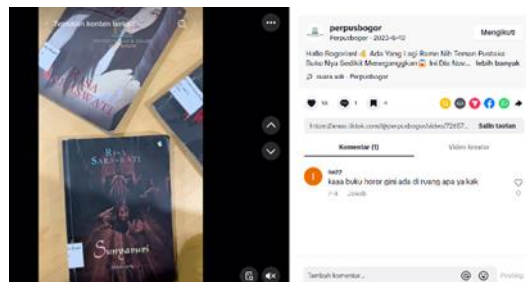


Figure 6. Recommended printed book content on the TikTok account @perpusbogar

This post, uploaded on August 10, 2023, has 1,800 views, 18 likes, 1 comment, and 4 shares. This content includes recommendations for printed books available at the library, namely the horror novel "Ashih dan Sunyaruri" by Risa Saraswati and "Sewu Dino" by SimpleMan. This content directly promotes the library's physical collections to its audience.

The types of informative content mentioned above demonstrate that libraries utilize their social media as a tool to convey relevant and practical information to users. Therefore, this finding aligns strongly with the Uses and Gratifications Theory and the opinion of Whiting & Williams (2013), who stated that individuals actively use social media for information seeking. The data also proves that social media functions not only as a means of entertainment but also as a functional channel capable of meeting users' information needs.

These findings are reinforced by research conducted by Yurialvita et al. (2024), who suggested that promotions, including using TikTok, are necessary to attract public interest in visiting libraries. The TikTok account @Perpusnas_RI meets six of the seven elements of Rayport and Jaworski's 7C Framework, although it still has shortcomings in terms of content and user engagement. Furthermore, research by Anindyaputri et al. (2020) highlighted a 52.1% correlation between social media usage and visit intention, with an emphasis on customer engagement with psychological dimensions such as absorption, dedication, vigor, and interaction. Xin & Yingxi (2025) and Anderson (2020) suggest that libraries should create engaging and useful content that is likely to attract users.

Libraries can also reshape their stereotypical image often considered serious, boring, and unapproachable by presenting their services in a more innovative, relaxed, and fun manner, such as creating TikTok challenges. Human-centered and entertaining content tends to increase user engagement with library TikTok accounts (Alley & Hanshew, 2022). Therefore, libraries should develop engaging and enjoyable content as part of their *library marketing* strategies.

The results of these studies confirm that the use of social media, both through promotional approaches and user engagement, contributes to increased library visit intention. Social media provides quick access to information, which in turn fosters curiosity and

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encourages library visits. Thus, the influence of social media use on library visit intention is cross-platform, not limited to a specific medium, but also on TikTok.

Furthermore, the targeted use of library social media can create an engaging and informative environment, thus supporting visit intention. This is based on the theory of Sutarno NS (2020), which states that visit intention is influenced by curiosity, a supportive physical and social environment, the need for information, and the need to read. Curiosity, facilitated by a diverse collection and promotional content, also supports the findings of Hastoro & Rumani (2016). Furthermore, environmental and physical factors presented through social media content create an engaging virtual library tour experience, in line with research by (Kamaliyah & Rumani, 2016; Maharani, 2022). Thus, appropriate use of social media can shape a positive perspective on libraries and significantly increase user interest.

CONCLUSIONS

The research findings demonstrate that TikTok usage by @perpusbogar positively correlates with library visit interest. Respondents predominantly perceive TikTok as a relevant information source rather than merely an entertainment platform, aligning with their primary motivation to seek information and satisfy curiosity. This perception is reinforced by the library's content strategy, which focuses on service information, visit guides, and book recommendations. These findings support the Uses and Gratifications Theory and align with previous studies demonstrating that effective digital promotion strategies can enhance library visit interest across platforms, establishing social media as an effective audience outreach tool.

There are also several limitations. This study acknowledges several potential sampling biases. Although the population consists of 1,656 TikTok followers of @perpusbogar, data collection was conducted using a non-probability snowball sampling technique among library visitors. Consequently, there may be self-selection bias (participants who are more active visitors are more likely to respond), cluster bias (respondents are concentrated within certain user groups), and overrepresentation of active library users. These factors may limit the generalizability of the findings. Nevertheless, this approach was chosen as a pragmatic trade-off to ensure data adequacy amid limited accessibility to online followers. Additionally, the types of TikTok content discussed in the Findings section are not part of the analyzed variables but serve merely as illustrative examples of content available on the @perpusbogar account. These examples aim to provide contextual understanding of how the library uses TikTok to deliver information and engage users.

Therefore, several recommendations can be proposed for the Bogor City Library. First, to enhance the entertainment dimension, the library can integrate more relaxed and engaging content such as videos using music and trending formats alongside the informative content that has already proven effective. Second, to strengthen the communication aspect, the library could create content that specifically encourages interaction, such as live Q&A sessions or discussion forums, to build a more active community and shift the audience's perception from mere consumers to participants. Lastly, the library can highlight the practical and personal benefits of its space for instance, by offering a calm place for relaxation or reflection. This strategy could attract audience segments seeking tranquility and personal growth beyond academic or informational needs.

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AUTHOR CONTRIBUTIONS

[Yunda Faniya]: Conceptualization, methodology, writing the original draft, and editing. [Gani Nur Pramudyo]: Review and supervision.

CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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