

# Virtual Visibility of University Libraries Still Less Noticed

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Up to now, physical visibility is still top priority for most libraries in Indonesia. In fact, on the other hand virtual visibility has the same importance as physical visibility. Although not realistic, virtual visibility is important to improve the image of libraries and universities.

"Most libraries in Indonesia are still prioritizing the physical visibility and less considering/ noticing physical visibility that could encourage improvement in the image of a library," said Aditya Nugraha, ST., MS, Library Head of Petra Christian University on Thursday (10/3) at the University Club (UC) UGM.

In a seminar entitled "Information, Behaviors, and Trends in Library Development" held by the Library of UGM, Aditya mentioned the real form of virtual visibility is not only in terms of being online or connected to the Internet, but also always updating local contents, connecting with social networks and creating new media for on-line interaction between libraries, librarians, and library visitors/users.

"The real form of virtual visibility can also enrich the collections of local digital content to improve Webometrics, facilitate interaction between the library and academic community and always up-date the library web site," he added.

Meanwhile, Dr. Neila Ramdhani, lecturer of Faculty of Psychology Universitas Gadjah Mada, said that Indonesia is known as a democratic country that gives freedom to select and sort the information needed to meet their needs. Therefore, it becomes important for the library as an information institution to recognize the habits of library visitors/ users as the basis for development of public information of a library that serves a democratic society.

Drs. Ida Fajar Priyanto, MA, Head of Library Gadjah Mada University, said that in eight years there has been some progress in many Southeast Asian and American libraries. There are nine general trends of library development in Southeast Asia and America, namely developing more convenient information services, mobile digital libraries, providing social network of long-distance library services, virtual library management systems and services focusing on return on investment. Next are service of reference and information literacy, and home-like library.

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