

ABSTRAK

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Judul : Perpustakaan Digital Layanan Pendukung Penelitian: Model Bisnis, Prototipe, dan Strategi Implementasi pada Perpustakaan Akademik Di Indonesia

Peran perpustakaan akademik dalam layanan pendukung penelitian (*Research Support Services*) telah menjadi isu global. Namun, peran tersebut belum dilakukan dengan baik oleh perpustakaan akademik di Indonesia; adopsinya masih rendah dibandingkan negara lain. Sistem informasi dapat mengatasi permasalahan tersebut melalui pengembangan model bisnis; menghasilkan perubahan proses bisnis yang diimplementasikan dalam prototipe perpustakaan digital layanan pendukung penelitian. Strategi implementasi yang tepat juga dibutuhkan untuk kesuksesan adopsi perubahan proses bisnis. Penelitian ini bertujuan untuk membuat model bisnis perpustakaan digital layanan pendukung penelitian dan implementasinya berupa sebuah prototipe. Tujuan lainnya adalah mengembangkan strategi implementasi untuk perubahan proses bisnis yang diusulkan.

Penelitian ini menggunakan metode campuran (*mixed-methods*). Studi kualitatif melalui *focus group discussion* (FGD) digunakan dalam membangun model bisnis yang diadopsi dari Business Model Canvas. Pengembangan prototipe menggunakan pendekatan *object oriented* dengan metode *Rapid Application Development*. Analisis *usability* secara kuantitatif dengan kuesioner *system usability scale* (SUS) digunakan untuk pengujian prototipe. Pengembangan strategi implementasi diperoleh dari wawancara dengan pakar dengan metode *grounded theory method* (GTM). Analisis data kualitatif menggunakan analisis konten dan analisis tematik.

Penelitian menghasilkan model bisnis dengan sembilan faktor kunci yang unik sesuai karakteristik perpustakaan akademik di Indonesia. Model bisnis tersebut telah dilakukan pemodelan proses bisnisnya menggunakan *Unified Modelling Language* (UML) dan diimplementasikan dalam prototipe; dimana hal ini belum dilakukan pada penelitian sebelumnya. Strategi implementasi juga telah dirancang untuk kesuksesan adopsi perubahan proses bisnis yang diusulkan. Dibandingkan dengan penelitian terdahulu, pada penelitian ini muncul isu terkait kesadaran staf dan kerjasama antar unit. Hal ini berkaitan dengan karakteristik organisasi nonprofit perpustakaan akademik; dimana pada penelitian sebelumnya strategi dirancang berdasarkan studi kasus organisasi profit. Secara praktikal, hasil penelitian ini dapat digunakan untuk mengatasi keterbatasan pengembangan teknologi dan meningkatkan adopsi perubahan proses bisnis di perpustakaan akademik menuju layanan pendukung penelitian. Beberapa proses bisnis yang belum diimplementasikan karena berbagai keterbatasan penelitian berpeluang sebagai penelitian lanjutan untuk memperkuat penelitian ini.

Kata Kunci: *academic digital library, research support services, business model canvas, unified modeling language, implementation strategy.*

ABSTRACT

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The role of academic libraries in Research Support Services has become a global issue. However, this role has not been carried out well by academic libraries in Indonesia; the adoption is low compared to other countries. Information systems can overcome these problems through the development of business models; produce business process changes that are implemented in a prototype digital library of research support services. The appropriate implementation strategy is also needed for the successful adoption of business process reengineering. This study aims to create a digital library business model for research support services and its implementation in the form of a prototype. Another objective is to develop an implementation strategy for the adoption of the proposed business process.

This study uses a mixed method. Qualitative studies through focus group discussions (FGD) are used to build a business model adapted from the Business Model Canvas. The prototype development uses an object-oriented approach with the Rapid Application Development method. Quantitative usability analysis using a system usability scale (SUS) questionnaire was used for prototype testing. The development of the implementation strategy was obtained from interviews with experts using the grounded theory method (GTM). Qualitative data analysis used content analysis and thematic analysis.

The research resulted in a business model with nine unique key factors according to the characteristics of academic libraries in Indonesia. The business model has been modeling its business processes using the Unified Modeling Language (UML) and implemented in a prototype; which has not been done in previous studies. The implementation strategy has also been designed for the successful adoption of the business process reengineering. Compared to previous research, this study raises issues related to staff awareness and collaboration between units. This relates to the characteristics of the non-profit organization of academic libraries; where in the previous study the strategy was designed based on a case study of profit organizations. Practically, the results of this research can be used to overcome the limitations of technology development and increase the adoption of business process reengineering in academic libraries towards research support services. Several business processes that have not been implemented due to various research limitations have the opportunity as further research to strengthen this research.

Keyword: *academic digital library, research support services, business model canvas, unified modeling language, implementation strategy.*