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Forms of Librarians' Communication and Their Impact on User Satisfaction in The IAIN Kediri Library

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Abstract

This study aims to see the extent of the librarian's form of communication and its impact on user satisfaction in the IAIN Kediri Library. The theory used is librarian communication and user satisfaction. Using a qualitative approach, this study resulted in the conclusion that the form of communication of IAIN Kediri librarians was very good and had a good impact on users. The majority of users feel that librarians are always fast and responsive in assisting students in finding information in the library, librarians prioritize the interests of students who need help, librarians are willing and patient in serving students, librarians do circulation services well, and librarians provide services according to the promised time

Keywords: *librarian communication; user satisfaction*

Introduction

Libraries are one of the keys to changing science, in the sense that libraries are a center for information about knowledge¹ Libraries have an obligation to provide the latest information about science to the public or users to find solutions to problems that exist in society. The library is a facilitator for scientific development, so it is expected to provide the information needed by users.

The needs of users of the information provided by the library can be met if it is supported by the quality of the librarians they have, especially the form of communication of the librarians. Users will feel comfortable in the library if the librarian has good and ideal communication. Communication can provide a stimulus for library users to always date and find information about science in the library.²

Some of the previous researches include research conducted by Lucky Dewi Pamungkas. The researcher has the intention to find out the impact of a competence that exists on the librarian on the achievements produced by the librarian, a competency possessed by the librarian who works in the library has several elements, namely interpersonal skills, a professional attitude and the extent of the knowledge he has, so that the results of a study provide a conclusion that a professional attitude, the knowledge and skills possessed by a librarian are closely related and influence the work achievements of a Brawijaya University library.³ Further research conducted by Sudian Hadi. Researchers concluded that librarians have implemented ways to increase interest in reading, but the services provided have not been optimally felt by users.⁴

Further research was conducted by Nur Aini Oktavia. This study concluded that the attitude of the librarian did not have an impact on the number of user visits.⁵The next research was conducted by Amin Saleh, whose results were that the credibility of librarians had an influence on the satisfaction of user users, but partially the competence of a librarian and the attitude he had did not have a direct influence. As for the purpose, dynamics and personality have a direct influence on the satisfaction of most users.⁶

¹ Yusuf Pawit M, *Pedoman Penyelenggaraan Perpustakaan Sekolah* (Jakarta : Kencana, 2000), 113

² Wahyu Supriyanto, *Teknologi Informasi Perpustakaan* (Yogyakarta : Kanisius, 2008), 201

³ Wiji Suwarno, *Dasar-dasar Ilmu Perpustakaan* (Yogyakarta : Ar-Ruzz Media, 2010), 165

⁴ Darmono, *Perpustakaan Sekolah: Pendekatan Aspek Manajemen dan Tata Kerja* (Jakarta: Gramedia, 2007), 186

⁵ Wiji Suwarno, *Perpustakaan dan Buku: Wacana Penulisan dan penerbitan* (Jogjakarta: Ar-Ruzz Media, 2011), 193.

⁶ Darmono, *Perpustakaan Sekolah.*, 113.

Further research was carried out by Caesar Vioniken Pradipta whose result was that self-concept indirectly had an impact on the satisfaction of users, and had to go through an interpersonal communication first. Further research was conducted by Novi Syania Awalliah whose results were that the results of librarian coaching had a significant impact on the quality of library services.⁷

The librarian of the IAIN Kediri library in 2018 increased to 14 people from the original only 4 people. The increasing number of librarians owned by the IAIN Kediri Library is expected to increase the satisfaction of users who use IAIN Kediri services. The background above encourages the author to research further, how the communication of IAIN Kediri librarians and their impact on the satisfaction of users who use iain Kediri Library services.

Method

This research is library research. Library research is research conducted using literature, either in the form of books, notes, or research reports from previous research. The data source of this study is a document or document study. Document studies are looking for data on things or variables in the form of notes or transcripts, books, research reports, newspapers, magazines, scientific journals, inscriptions, minutes of meetings, leggers, agendas and so on so that conclusions or research results are obtained from them to be published.

Results and Discussion

Communication is the result of the process of knowing an idea from another person. Communication in the context of research carried out by the author is a form of communication applied by the library librarian IAIN Kediri to users to produce user satisfaction with library services.⁸

Some of the functions of communication include; *Information* is a process consisting of collecting and storing information. After that, it is then continued with some good actions, the dissemination of a news story, various kinds of data, facts, pictures, and messages about opinions and a comment needed. All of these processes have the aim that the community can understand and also provide a complete understanding of the condition of the existing environment so that a group of people can decide something quickly and precisely. Socialization (sociability), A component of knowledge provided to make individuals as part of society take action

⁷ Wahyu Supriyanto, *Teknologi Informasi.*, 180.

⁸M. Yusuf Pawit, *Pedoman Penyelenggaraan.*, 124.

and take an efficient and effective attitude. With this process, the individual realizes his social functioning and plays an active role in society. *Motivation* : communication serves to explain to each society in the short and long term, that society is encouraged to make choices and desires according to its conscience. Individuals and communities are also encouraged to carry out activities based on the goals to be achieved. Debate and discussion, communication has the function of providing information that individuals and the community need where the information can be used to provide solutions to different things in society, especially when it comes to public problems. In addition, communication also requires the provision of relevant evidence that the community needs related to the public interest so that the community can be involved in problems related to common interests at the national and local levels. Education, communication plays a role in transferring knowledge from one individual to another. With this process, intellectual development is pushed in a better direction. In addition, the disposition of the community can be formed and the community will get an education, skills and abilities in all existing fields.⁹

A message that has not been sent, then it must be designed optimally by using a simple format so that the recipient of the message can receive and understand it. This modified message is called encoding. The meaning of encoding is to enter a certain code, using a set of encodings the communicator message is changed and replaced by a code or lambing in the form of a certain word or code, for example, an image of a body, face or a gesture.

If a message is conveyed to the communicant, there will be feedback, that is, the recipient will become a communicator, by entering a certain code or so-called decoding so that the message reaches the communicator.¹⁰

There are two models of communication, firstly linear and secondly circular. Linear, is a type of communication characterized by two models of straight lines, which begin with a communication from the communicator and will be conveyed to the communicant as the final stage. Circular, effective communication has two directions as its hallmark. Effective communication is seen by the presence of a flow from one side to a certain party, through feedback.¹¹

Satisfaction is the expectation of users because the expectations of users tend to be in line with the increase in their experience. While a user is a person who uses an item about a library, a user is a person who uses and utilizes library facilities. User

⁹ Darmono, *Perpustakaan Sekolah*, 157.

¹⁰ Lasa HS, *Kamus Kepustakawanan Indonesia* (Yogyakarta: Pustaka Book Publisher, 2019), 155.

¹¹ Andi Ibrahim, *Pengantar Ilmu Perpustakaan dan Kearsipan* (Jakarta: Gunadarma Ilmu, 2014), 95.

satisfaction is defined as a state in a person or group of people who have managed to get something needed and desired. User satisfaction can be fulfilled through the provision of services and the availability of information and comfort by user expectations. Realizing user satisfaction is not an easy thing to do because user satisfaction is difficult to measure and requires special attention.

User satisfaction is the level of a person's feelings after comparing the performance/results felt with their expectations. User satisfaction is influenced by service performance, response to user wishes, officer competence, access, easy, cheap, fast and precise, quality of the collection, availability of retrieval tools and service time.¹² User satisfaction is the perceived result of the use of products and services, equal to or exceeding the desired expectations. Satisfaction can also be interpreted as a state in a person or group of people who have managed to get something needed and desired. Information user satisfaction is the level of harmony between the needs to be met with the reality received.¹³

In the level of user satisfaction, there are three categories, namely: *First*, the services provided exceed expectations, then users will feel very satisfied. *Secondly*, the services provided are the same or as expected, they will feel satisfied. *Third*, if the services provided are not in accordance with the expectations of users, then users will feel dissatisfied and even disappointed with the service.¹⁴

User satisfaction or dissatisfaction is the user's response to the evaluation of the perceived discrepancy between previous expectations (or other performance norms) and the performance felt after its use. Customer satisfaction is the level of a person's feelings after comparing the performance (or results) he feels compared to his expectations.¹⁵

Many benefits are obtained if user satisfaction is achieved with the library services offered, including:

1. Services, collections, and facilities can be utilized to the fullest: Investment in all libraries is very expensive. Because the library includes buildings, equipment, facilities, collections, human resources and others. If all of that is not utilized to its full potential, then this expensive investment will not be profitable. Libraries are not useful and serve as educational places, sources of information, research centers, mutual funds, publications and deposits.

¹² Lasa HS, *Kamus Kepustakawanan.*, 170.

¹³ Yulinda, *Perpustakaan, Jurnal Ekonomi USU*, Vol. 16. No. 1. (2013).

¹⁴ Andi Ibrahim, *Pengantar Ilmu.*, 105.

¹⁵ Fandi Tjiptono, *Prinsip-Prinsip Total Quality Service* (Yogyakarta: Andi, 2004), 125.

2. Users can be proof of the quality of library services: If users feel satisfied and happy with the quality of library services, they can be useful evidence for the development of libraries in the future. They will talk about the quality of library services to other users. So that more and more users will come to the library. The increase in the number of users will have a positive impact on leadership policies. The number of users who come to the library is still an important indicator in the internet era and the global era. With the increasing number of users, collection services and library facilities can be utilized. If the library is utilized optimally, it means that the data, information and knowledge contained in it can have a positive impact on users.
3. The improvement of the condition of the library becomes a positive magnet : The laws of the universe are always balanced, if the library is getting better in quality : services, collections, facilities and human resources, it will become a positive magnet in this life. Usually, many other parties pay attention to the development of the library. They are open in their hearts and views so that they are available to take part in educating the life of the nation. They have the willingness to be able to give a portion of the owner as well as the benefits to advance and develop the library.
4. Improving the image of libraries and library staff: With the improvement of library conditions, the increase in the positive mental nature of library personnel, the increase in the number of users visiting the library, the better the image. Improving the image requires process and time, but with the improvement of library resources, the image of libraries and library staff is also getting better. Self-confidence, library staff are increasing and the services provided are also getting better in quality.

Measurement of user satisfaction levels

The level of user satisfaction can be measured indirectly from whether or not users often visit the library, this is the most important element in providing facilities and layouts for stuffs that suit the needs of users.¹⁶

Various methods in measuring library user satisfaction are:

1. Complaints and suggestions system: The library can create a suggestion box and place it where the user is most often passed. To be able to provide input, responses, complaints on all activities and services provided by the library. Or by

¹⁶ Wirya Dahlan, *Kemasan Perpustakaan yang Menjual* (Jakarta: Gramedia Pustaka Utama, 2006), 117

giving a kind of comment card filled out by the user can be given directly to the library staff or by post.

2. Ghost shopping : One way to get an idea of user satisfaction is by hiring several people to act as potential users. This method is usually relatively inexpensive and the execution time is flexible. The results of the recording of ghost shopping were collected and discussions were held.
3. Lost customer analysis: Library leaders and librarians must be observant of user developments. From daily activities and statistics, you will see the level of library utilization. If these visitors are rare or no longer to the library for unnatural reasons then the reasons why they no longer use the library should be sought.
4. User satisfaction survey: This is done to find out how the reaction or direct response of users to the facilities and infrastructure provided by the library. This can be done by survey or by post, telephone or direct interview. To achieve a high level of consumer satisfaction requires an understanding of what consumers want and developing the commitment of each different person in the organization to meet consumer needs. User satisfaction or dissatisfaction is the customer's response to the evaluation of the discrepancy/discount felt between previous expectations (or the performance of other norms) and the actual performance of the product perceived by the user.¹⁷

User satisfaction indicators

In providing a strategy for satisfaction with library users, there are three main keys, namely, as follows:

1. Ability to understand the wishes of users and understand the types of library users.
2. Development of a more accurate database, including data on the needs and desires of each user and changes in conditions.
3. Utilization of information obtained from market research in a strategic framework.¹⁸

The indicators in user satisfaction are as follows:

1. Conformity with the needs of users: In an effort to achieve user satisfaction. There are things that need to be considered starting from routine things because user satisfaction starts from the heart, namely the awareness of closeness to users.

¹⁷ Fandi Tjiptono, *Prinsip-Prinsip Total Quality Service (TQS)* (Yogyakarta: Andi, 2004), 125

¹⁸ Qalyudi, *Pemanfaatan Informasi Dalam Suatu Kerangka Strategi* (ttp:tnp, 2003), 204.

2. Totality of providing services: In providing services, it should be in totality meaning that it is always sought until its needs are met. For example, users are looking for the book "Ayat-Ayat Cinta", it should not only be told to make the request immediately and continue to be informed of its development. They feel that there is certainty and do not wait without clear information.
3. Pleasure and comfort: Always smile in serving users. The face of the library personnel should have been stained with a smile. For with a sincere smile from the bottom of the heart that can:
 - a. Establish a pleasant situation.
 - b. Familiarize the relationship between users and library personnel.
 - c. Dilute the unfavorable atmosphere.
 - d. Make it easier to find information.
 - e. Make it easier to gain support.¹⁹

Librarian Communication in Serving Users at the IAIN Kediri Library.

In this study, questionnaires were distributed to users as many as 132 students. Of the 132 students, all of them filled out the questionnaire. The data can be seen in the table below

Table 1
Number of questionnaires distributed

Information	Sum	%
Distributed questionnaires	132	100
Questionnaire filled out	132	100
Unfilled questionnaires	0	0

From the data above, it can be concluded that all respondents filled out the questionnaire distributed by the researcher, and none of them did not fill in. Of the 132 respondents, 40% or 53 respondents were male. The rest, namely 60% or 79 people are female.

¹⁹ Soeatminah, *Perpustakaan, Kepustakaawanan, dan Pustakawan* (Yogyakarta: Kanisius, 1992), 167

Table 2
Gender of the respondent

Gender	Sum	Percentage
Man	53	40 %
Woman	79	60 %
Total	132	100 %

From the level aspect, the 132 users are divided into four categories, the second level (III), the third level (V), the fourth level (VII), the fifth level and above (IX and above).

Table 3.
Student level/batch data

Tiers/ batches	Sum	Percentage
Level II/2020	12	18 %
Level III/2019	20	26 %
Level IV/ 2018	29	32 %
Level V and above/ 2017 and above	71	24 %
Total	132	100 %

Researchers gave several questions in the questionnaire to see the extent of respondents' satisfaction with librarian communication in the IAIN Kediri Library with 132 respondents.

From the questionnaires and interviews conducted by researchers, there are findings that the majority of users are satisfied with the form of communication of librarians. User satisfaction with librarian communication in the dominant was quite high, reaching 131 respondents (a combination of choice of very agree (SS) and agreeing (S). users felt that the librarian's response was very quickly exposed to user/user complaints. If there is something that users complain about, for example, about collection services, then librarians will quickly is the librarian's aspect of hospitality. All 132 respondents thought that librarians always provide friendly services to users. Meanwhile, the aspect of the attentive attitude of the librarian is not as great as the friendly attitude he has. In this aspect, there are 9 users who are not satisfied with the attentive attitude of the librarian. This indicates that librarians are always friendly, but do not always motivate users to take advantage of the information in the library

In the indicators of body language and debate, the number of dissatisfied users is the same, which is 4 people. This indicates that sometimes the literature still shows an attitude that is not calm and an attitude that provokes users to argue. Respondents stated that these attitudes arise when librarians are in rather tiring hours, thus triggering the librarian's psychology.

In the indicators of the image of the communicator, and the impression of the librarian, there are only 6 people out of 132 users who think that the librarian does not give a good image and impression. When this is asked more deeply to the respondent, the answer that appears is the same as the attitude that the indicators of body language and debate, that is, the attitude appears usually at a time when the librarian is already feeling tired or tired.

Meanwhile, in the indicators of quick response (librarians are always fast and responsive in assisting students in finding information in libraries and librarians provide good performance in servicing information needs to students), indicators of librarian guarantees (prioritizing the interests of students who need help, as well as providing information that students want clearly, quickly and reliably), indicators of direct evidence (librarians dress neatly and attractively), indicators of empathy (librarians are willing and patient in serving students, and librarians are always polite and friendly in serving students), indicators of reliability (librarians provide services according to the promised time, and librarians perform reverse circulation services well), the majority of users are satisfied. There are only 1 to 4 respondents who are dissatisfied with these indicators. This shows that the majority of users are already satisfied with the central communication in these aspects.

User satisfaction can be seen from the indicators of communicating, providing services, directing where the collections needed are located, hospitality, speech, sincerity in guiding, and consultation. Based on the results of research obtained at the IAIN Kediri Library, the assessment shows that users provide good scores because they have been able to provide services that are in accordance with the expectations of users included in the good category. This means that librarians have been able to implement good communication in providing services to respondents. However, an improvement in the indicators of providing services is required. This means that users have not been able to provide the best service to respondents in providing circulation and reference services.²⁰

Providing the best service can increase the level of user satisfaction with the services received from librarians. The provision of this service consists of 2 points

²⁰ Wiji Suwarno, *Dasar-dasar Ilmu.*, 65.

of statement including the statement "librarians provide opportunities for users to explain the needs needed" has an interval score of 3.19 from the scale range of 2.61-3.40 and the statement "librarians help users get the collections needed" has an interval score of 3.17 from the scale range of 2.61-3.40. This means that librarians have not been able to provide the best service to users when users ask for help in finding the collections needed so that users consider the services provided to be "not good" to the services received. According to Fatmawati, user satisfaction is the spearhead in a service.²¹

Service improvement can be done by providing direction to provide the best service and trying to listen to the needs of users and assist users in finding the collections needed. Library collections exist in various forms both printed and non-printed, librarians must be painstaking in providing solutions to users if users need collections that are not contained in printed form. The use of non-printed collections can be obtained through national and international journals that have been subscribed to the IAIN Kediri Library.

The communication of librarians in serving can be seen from indicators of facial expressions, hand expressions, position expressions, voice expressions, and appearance position expressions which are divided into 16 points of statement. Based on the results of research obtained at the IAIN Kediri Library, the assessment shows that the communication dimension of librarian users is 3.80 and is included in the good category. This means that according to respondents, librarians have been able to show expressions of communication delivered without words in a positive way that can increase user satisfaction with communication.

Based on the results of the calculation of the librarian's communication sub-indicators in serving users of librarian communication, it shows the results of 4 statement indicators having the first highest value on the voice expression indicator which consists of the statement "librarians communicate by using appropriate and friendly voice intonation", "librarians communicate well and are not in a hurry", "librarians respond to questions quickly and well, have a value of 40.5 in the scale range of scales intervals of 3.41- 4.20 in the good category. This means that the librarian has been able to show positive expressions in communicating with no rush, good voice intonation and enjoying the course of communication. Voice expression will support good communication because when communicating with users, librarians are not just talking. Voice intonation plays an important role in

²¹ Ibid.

determining the meaning of speech intonation loud sounds are usually interpreted as a sign of anger, meekness is interpreted as friendly or kind.

The second highest value on the hand expression indicator consisting of the statements "librarians give explanations by utilizing hand gestures" and "librarians explain well through hand gestures to describe the message conveyed" has a value of 3.87 in the range of the interval scale of 3.41- 4.20 in the good category. This means that users have been able to use hand expressions well to help users in finding collections and providing direction to users.

According to Caputo the way our hands move and send signals can support or block messages. The conformity of the hand movement with the message conveyed will affect the content of the message the user will feel that what is being conveyed is by the actual situation and help to give direction to the user in finding the collection needed.²²

The third highest score on the appearance expression indicator consisting of the statement "librarians dress neatly and modestly in providing services and "librarians using simple and beautiful makeup" had a value of 3.78 in the interval scale range of 3.41- 4.20 in the good category. This means that users have been able to show good appearance expressions to create the best library services to increase user satisfaction as service users.

User Satisfaction Level of Librarian Communication

The satisfaction of users in the library is certainly inseparable from the communication between librarians and users. Communication is the most important thing in creating the best service that is by the expectations of users. This also applies to college libraries as a source of information in universities where they are sheltered and have the same goals as universities. Based on research it is known that the average score for communication is 3.77 and belongs to the category of good. This means that according to respondents, the overall communication of librarians is considered to be to the expectations of users and users are satisfied with the services provided by librarians. The highest value is found in the "speech" sub-indicator indicator with a value of 4.05 in the good category. User Satisfaction Level of Librarian Communication

The satisfaction of users in the library is certainly inseparable from the communication between librarians and users. Communication is the most important thing in creating the best service that is following the expectations of users. This also

²² Wiryah Dahlan, *Kemasan Perpustakaan.*, 70.

applies to college libraries as a source of information in universities where they are sheltered and have the same goals as universities. Based on research it is known that the average score for communication is 3.77 and belongs to the category of good. This means that according to respondents, the overall communication of librarians is considered to be under the expectations of users and users are satisfied with the services provided by librarians. The highest value is found in the "speech" sub-indicator indicator with a value of 4.05 in the good category.

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It takes an increase in library services to create the best service and by the expectations of users, even exceeding the expectations of users. Ministry is the spearhead of the library. Without the services provided, no matter how much collection a librarian has, it cannot be utilized and is of scientific value to users

Conclusion

Based on the results of research on the use of user satisfaction with librarian communication at the IAIN Kediri Library, conclusions can be drawn that the form of communication of IAIN Kediri librarians is very good and has a good impact on users. The majority of users feel that librarians are always fast and responsive in assisting students in finding information in the library, librarians prioritize the interests of students who need help, librarians are willing and patient in serving students, librarians do circulation services well, and librarians provide services by the promised time

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