



Performa dan Kinerja Pustakawan

Kolaborasi Profesional dan Inovasi

Dr. Rangga Almahendra ST MM

Rabu, 6 November 2019

Universitas Gadjah Mada



Who am I ??

Academics

**Doctoral
(WU
Vienna)**
(2008-2011)

- **Doctor** in International Management
- **Teaching Award:** Innovative Teaching Award , WU Vienna-2009
- **CEMS Tutor:** Master in International Management Program

**Master
(MM UGM)**
(2004-2005)

- **Master** in Strategic Management (Cumlaude Honor)
- **Gadjah Mada University**, Indonesia
- **Team Leader** of Palappa—Indonesian delegation for World Final Business Strategy Competition “Trust by Danone” in Paris, France-2006
- **Marketing Award**, from Yamaha (2006), Marketing Magazine (2005), Nokia (2004)

**Bachelor
(ITB)**
(1998-2002)

- **Bachelor** in Engineering (Cumlaude Honor)
- **Bandung Institute of Technology**, Indonesia
- **Chairman**, Materials Engineering Student Union

Professionals

**UGM &
JKU Linz**
(2010-now)

- **Faculty**
- **Core Teachings:** International Business, Global Strategic Management, Cross Cultural Management, Human Resources
- **Specialization:** Firm’s International Strategy and Execution

ADi TV
(2011-Now)

- **Local TV Station**, media and broadcasting channel with coverage Yogyakarta & Solo
- **CEO**

**ABN AMRO
Bank, NV**
(2006-2008)

- **International bank**, with headquarters in Amsterdam
- **Management Associates:** Wealth Management Operations
- **WMI Certification (WMI)**

**PT Astra
Honda Motor**
(2002-2004)

- **Joint venture manufacturer** for Honda, with headquarters in Tokyo
- **Best Trainee in Astra Basic Management Program**

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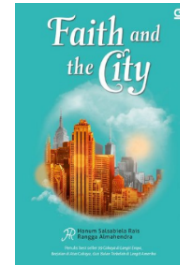
Dr Rangga Almahendra ST MM

Media Creativepreneurship Projects

TV Station



Novel



Movie



Youtube Channel



Digital Market Place

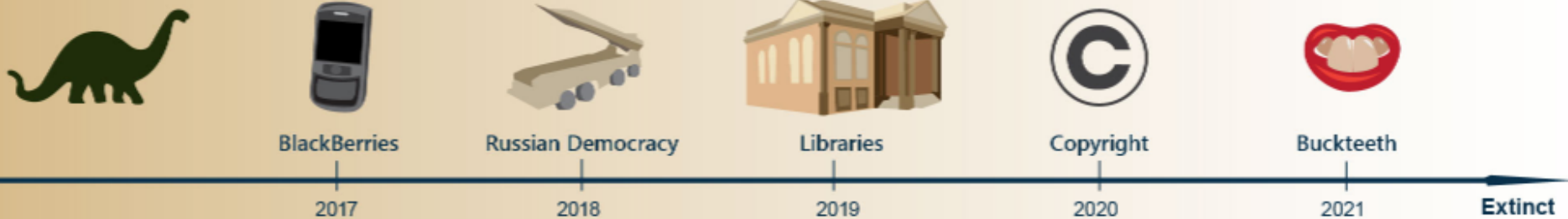


Benarkah Pustakawan akan punah?

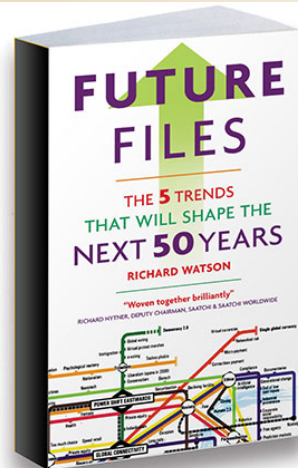


Perpustakaan diperkirakan akan punah pada tahun 2019.

The Extinction Timeline



According to Richard Watson's 'The Future Files', libraries will be extinct by 2019.
From newer technologies to rising costs and budget cuts, public and academic libraries are facing serious challenges.



Richard Watson

Tanda Tanda Kepunahan

Search Tools

83%

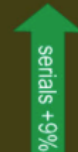
>1%



When starting a research project, 83% of students go to a search engine. Less than 1% start at their library website.

Google dan Wikipedia sebagai sumber informasi

Cost of Serials



Change in Median Library Budget Share, 1989-2009

salaries -7%

operating -2%

monographs -3%

The cost of subscriptions to academic journals is rising and leaving a smaller share for salaries and books.

Biaya berlangganan yang semakin tinggi

No Space

On average, $\frac{1}{2}$ of all physical library materials NEVER circulate. Still, most physical space is dedicated to books.



50% of the books at Indiana University's Wells Library would have to be removed to meet code.

Sirkulasi rendah

Funding Cuts

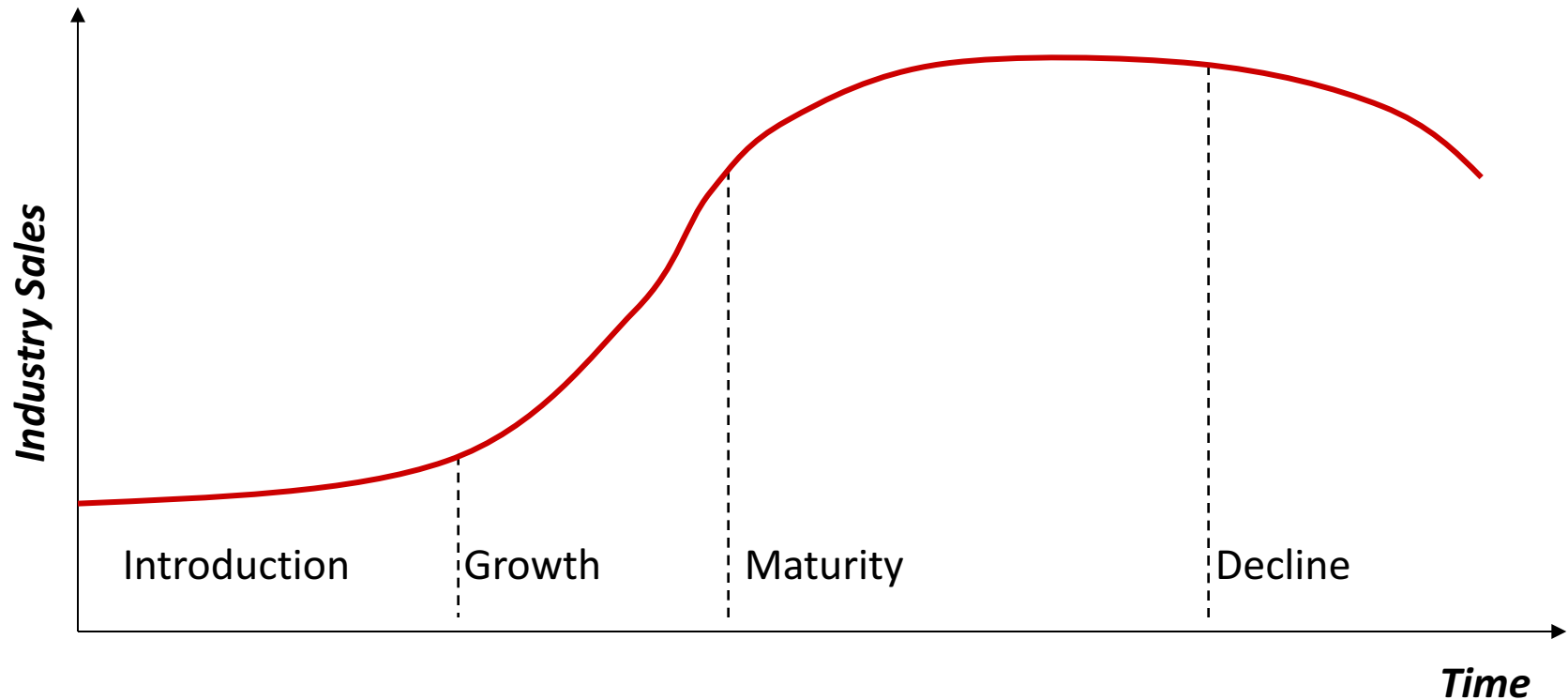
**Sorry, We're
CLOSED**

A 2011-2012 study showed that 23 states had cut funding to public libraries. Currently, 40% or more of states are cutting library funding annually.

Pemotongan Anggaran



Siklus Hidup Industri

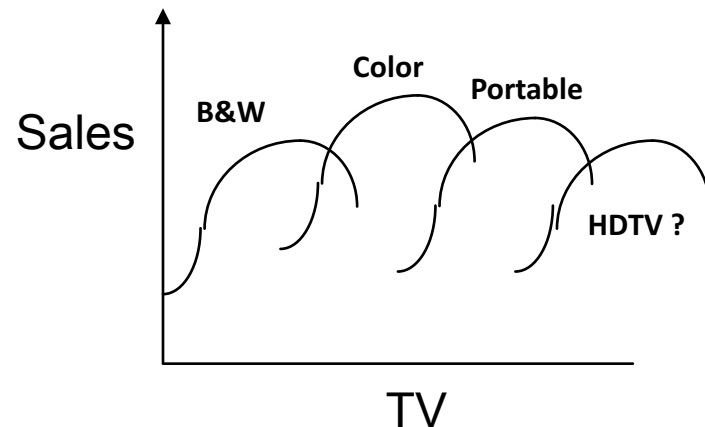
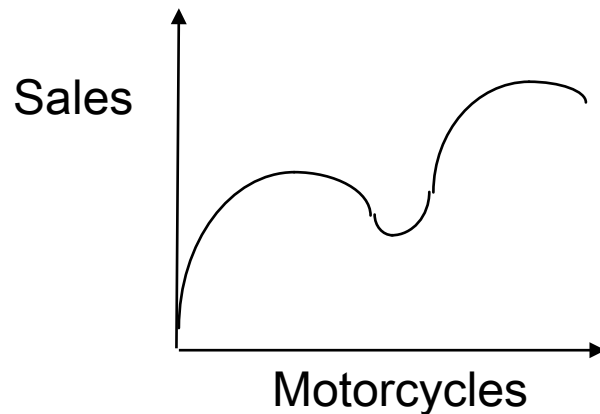


Pemicu Evolusi Industri

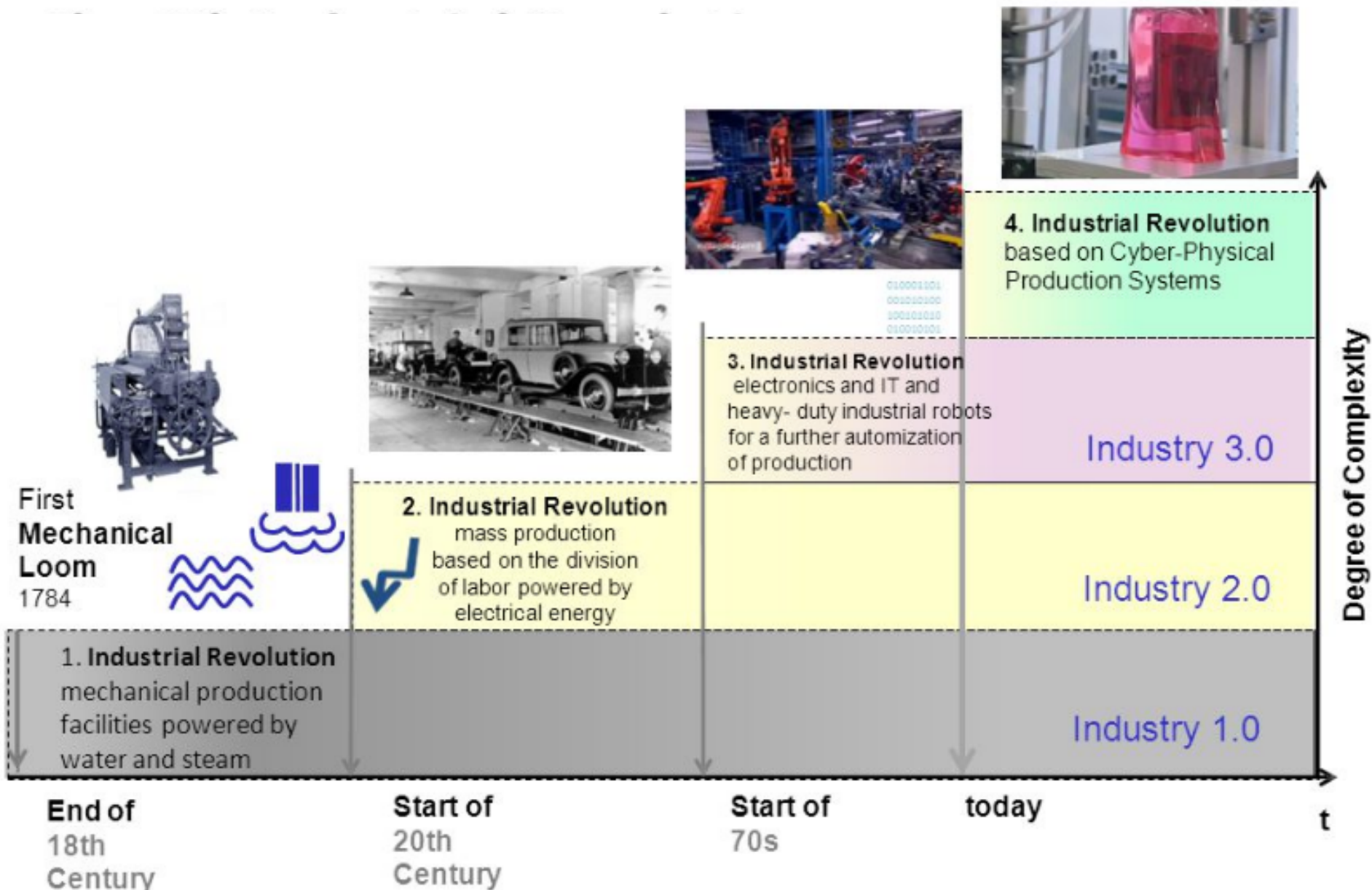
- Perubahan Perilaku
- Penemuan Teknologi dan Inovasi

Memperpanjang Siklus Hidup

- Regenerasi siklus hidup industri dapat dilakukan dengan dua cara
 - Pengembangan Produk / Inovasi
 - Pengembangan Pasar / Channel



Evolusi Industry 4.0



Perbedaan Industry 3.0 dan 4.0

Industry 3.0	Industry 4.0
Lean organization	Network Organization
Efficiency and productivity	Flexibility and creativity
Lean management	Network management
Quality and safety	Adaptive and participative
Hierarchy/motivation	Relationship/empowerment

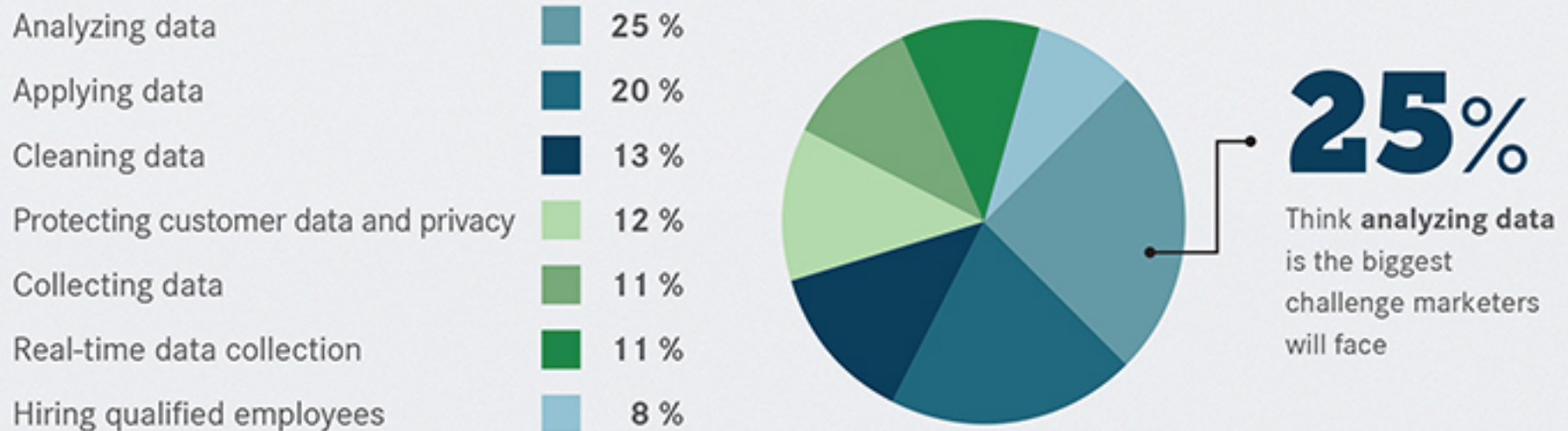
Regulating the internet giants

The world's most valuable resource is no longer oil, but data

The data economy demands a new approach to antitrust rules



Tantangan terbesar dunia usaha terkait penggunaan data



For a copy of the full survey report, visit: lp.infogroup.com/survey-report

**Forrester Research conference: Seizing Opportunity From Digital Disruption: A Forum For eBusiness & Channel Strategy Professionals, October 2012*

Tsunami Informasi sedang menyerbu kita..

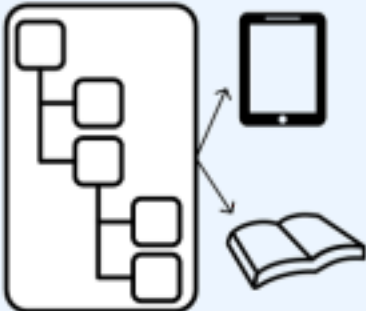
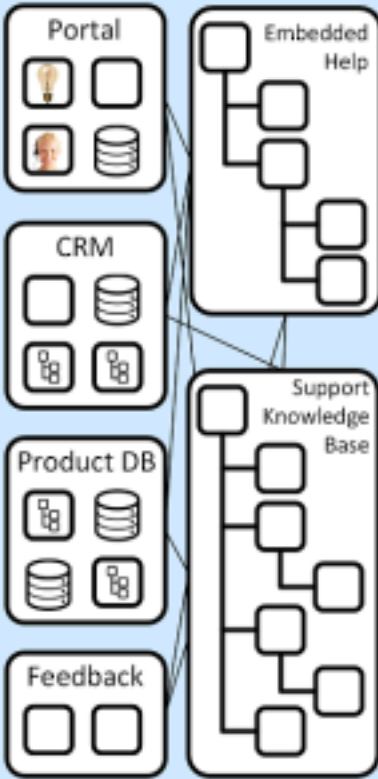
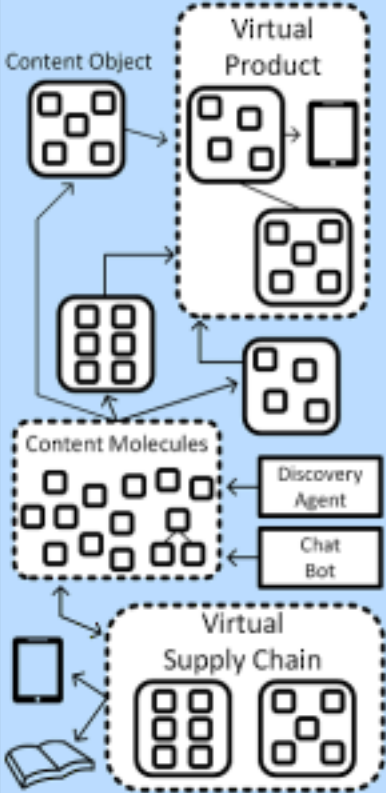


Peran Pustakawan di masa depan?

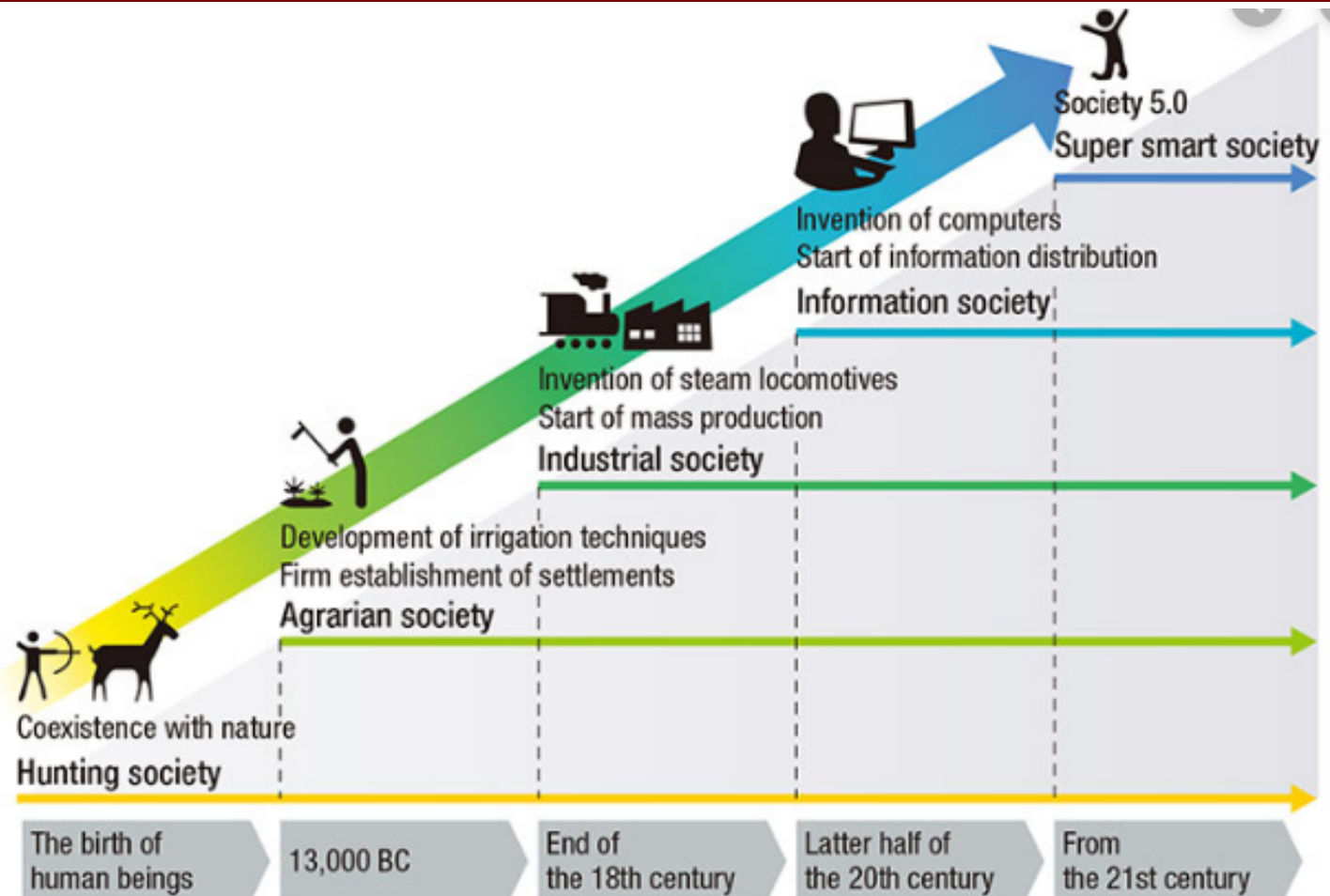
- Pustakawan di masa depan akan memiliki peran strategis untuk mengidentifikasi informasi dengan kualitas tinggi, untuk membantu pemecahan masalah yang dihadapi pencari informasi



Problem Solving Facilitator

Information 1.0	Information 2.0	Information 3.0	Information 4.0
One Format One Owner One Delivery One Publisher	Many Formats One Owner One Delivery One Publisher	Many Formats Many Owners Many Deliveries One Publisher	Many Formats Many Owners Many Deliveries Many Publishers
The Emergence of Content 4.0 for Industry 4.0			
Content 1.0 Publications	Content 2.0 Topics	Content 3.0 Components	Content 4.0 Molecules & Objects
 Illustration collaboratively produced by Marie Girard (IBM) & Joe Gollner (Gnostyx)			
Industry 1.0	Industry 2.0	Industry 3.0	Industry 4.0

Dari Industry 4.0 ke Society 5.0



Economic and
social innovation
by deepening of
Society 5.0

Source: Prepared based on materials from the Japan
Business Federation (Keidanren)

Current society

Knowledge and information are not shared and cross-sector value is difficult to create.



IoT will connect all people and things, all sorts of knowledge and information will be shared, and totally **new value will be born**.

Current society

A variety of constraints exists with respect to social problems such as the aging society and regional depopulation making a sufficient response difficult.



Social issues will be overcome and humans will be liberated from various types of constraints.

Society 5.0

AI will **free humans from the burdensome work** of analyzing huge amounts of information.



Current society

With an overflow of information, the work of finding and analyzing the information desired is difficult and burdensome.

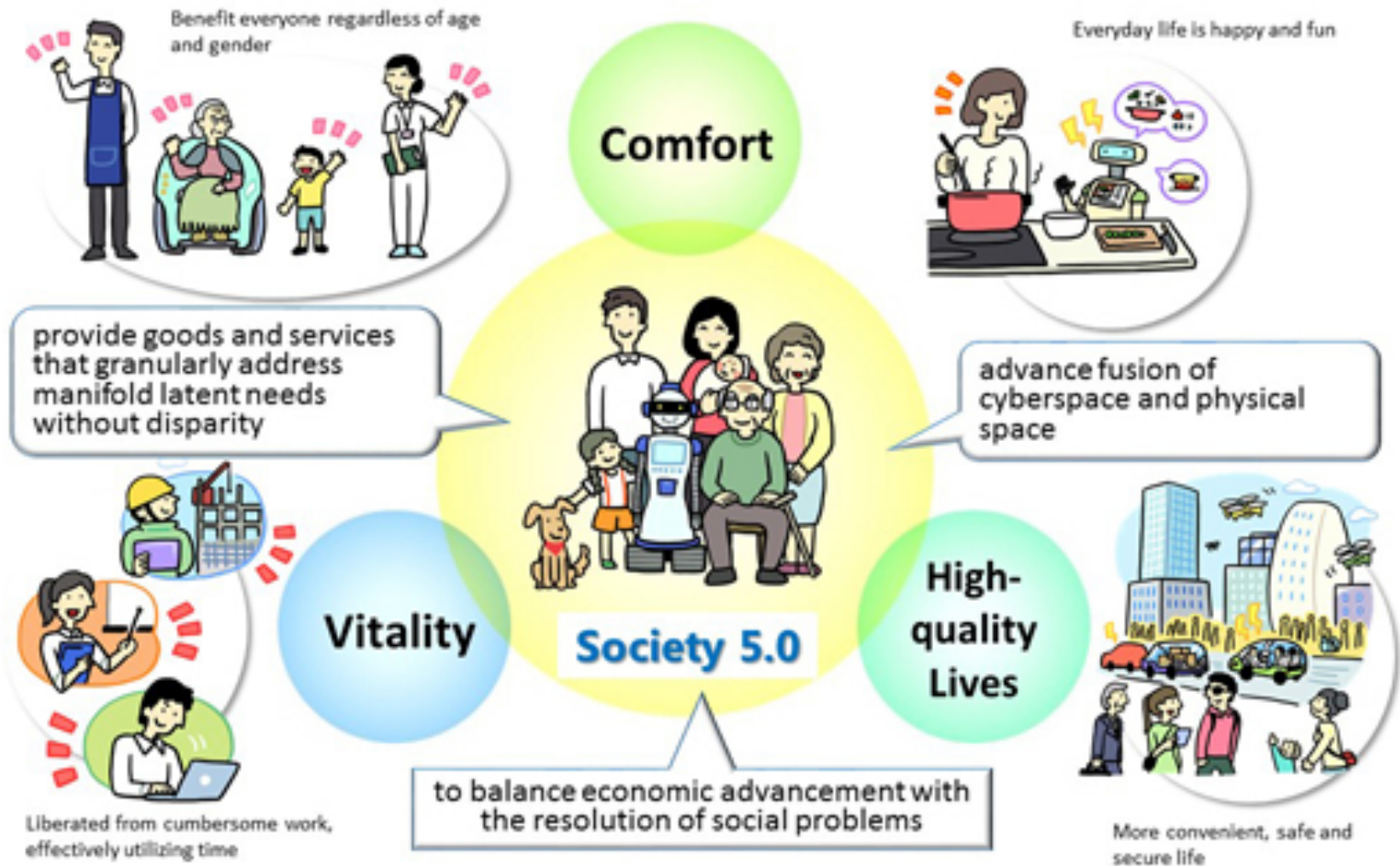
The possibilities open to humans will **expand** through the use of robots, automatic-driving cars, etc.



Current society

People do a large amount of work, their abilities had limitations, and the behavior of the physically challenged is constrained.

Society 5.0



Masalah Pendidikan Kita



APA ITU VENTURE CAPITAL: KHSB EKONOMIKA DAN BISNIS #2

KHSB Positivi

1 week ago • 1,767 views

KHSB adalah platform yang menyediakan konten kuliah berkualitas yang bisa diakses siapa saja, kapan saja, dan selalu GRATIS ...



APA ITU GAME THEORY: KHSB EKONOMIKA DAN BISNIS #1

KHSB Positivi

1 week ago • 3,510 views

KHSB adalah platform yang menyediakan konten kuliah berkualitas yang bisa diakses siapa saja, kapan saja, dan selalu GRATIS ...



APA ITU MAKRO DAN MIKRO EKONOMI : KHSB EKONOMIKA DAN BISNIS #3

KHSB Positivi

3 days ago • 892 views

KHSB adalah platform yang menyediakan konten kuliah berkualitas yang bisa diakses siapa saja, kapan saja, dan selalu GRATIS ...

NEW

Kuliah Hak Segala Bangsa

Youtube Channel



KHSB Positivi

1,743 subscribers

Pergeseran peran Perpustakaan

- Perpustakaan di masa depan akan menjadi pelabuhan bagi keilmuwanan digital, dan terminal bagi pembelajaran kolaboratif

Provide: reliable access to accurate information:¹



Google's personalization algorithms filter search results by user preferences.



Librarians are curators of credible, unbiased information required for research and study.

**LIBRARIES ARE EVOLVING INTO
HUBS FOR DIGITAL SCHOLARSHIP
AND COLLABORATIVE LEARNING.**

Menjawab Tantangan Masa Depan

Information Commons

These are multi-use facilities which emphasize community gathering spaces, computer work spaces, study rooms, etc.



This encourages use of the library facility and resources.

Fasilitas baru:
Co working
spaces,
discussions
room

Open Access

Libraries already offer internal "open access", providing free access to publications by a university's own faculty.



Libraries are working to support broader open access, which will help manage library costs and curb the crisis of serial publication pricing.

Open Access/
Menara Ilmu
Pengetahuan

Librarian Sharing



Got A Question?

Live Chat Now!

Increasingly, reference librarians are remotely 'shared' across multiple universities.

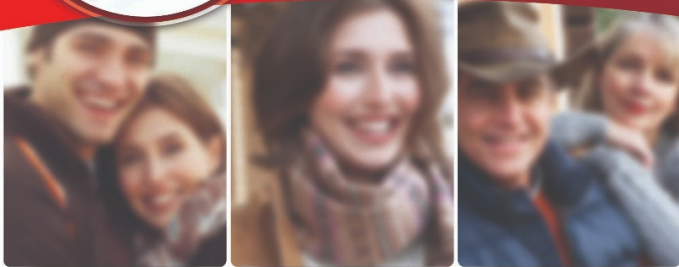
Interactive
Sharing



SEMANGAT BERBAGI SEMANGAT BANGUN SEMANGAT NEGERI



Jelajahi dunia tempat semua orang berbagi ilmu.
Karena semua orang pasti punya ilmu untuk dibagi.



Temukan segala jenis video ilmu dan produk kreasi ilmu untuk semua kebutuhan kamu.

Dapatkan penghasilan cepat dan mudah dari segala jenis ilmu yang kamu miliki.

Jadilah pakar ilmu dan profesional dibidangmu. Jadi penulis, musisi, desainer terkenal sudah bukan impian lagi.



BaGiVideo



BaGiNovel



BaGiMusik



BaGiDesain



BaGiFoto



BaGiScript

www.bagiilmu.co.id



JELAJAHI DUNIA TEMPAT
SEMUA ORANG BERBAGI ILMU

JADILAH MAESTRO

DAPATKAN PENGHASILAN TAK TERBATAS
DARI ILMU YANG KAMU MILIKI



Passive Income

Cukup sekali membuat konten ilmu, dapatkan penghasilan berkali kali sebanyak orang ingin belajar dari ilmu kamu



Royalti

Dapatkan Royalti ilmu hingga 50% dari harga jual yang kamu tentukan sendiri



Transparan

Seluruh transaksi bersifat realtime dan transparan, tidak perlu menunggu lama untuk monetizing ilmu yang kamu buat



BaGiVideo



BaGiBuku



BaGiAudio



BaGiDesain



BaGiFoto



BaGiScript

www.bagiilmu.co.id



Thank You

99rangga@gmail.com

Twitter/IG @rangga_alma

Youtube Channel : Bagi Ilmu