ABSTRAK

Rendahnya literasi digital Praja IPDN sebelum Pandemi Covid-19 menuntut Perpustakaan IPDN berinovasi menghadirkan pelayanan perpustakaan digital melalui Media Baru Digilib Praja. Tujuan penelitian adalah untuk mengetahui pengalaman dan motif Praja dalam memanfaatkan Aplikasi Digilib Praja ditengah pandemi Covid-19 dalam mendukung literasi digital. Metode penelitian adalah kualitatif dan menggunakan konsep fenomenologi Alfred Schutz. Objek penelitian adalah media baru Digilib Praja. Teknik pengumpulan data menggunakan wawancara, observasi dan dokumentasi. Hasil Penelitian menunjukkan pengalaman sesudah Praja memanfaatkan Digilib Praja adalah memperoleh berbagai manfaat baru seperti mudah menemukan buku yang dibutuhkan, memperoleh berbagai informasi dan terbiasa membaca buku elektronik. Adapun motif sebab (*Because Motive*) paling banyak yang menjadi alasan Praja memanfaatkan aplikasi Digilib Praja adalah karena kemudahan menemukan koleksi bahan perpustakaan dan kesulitan menyelesaikan tugas kuliah. Kesimpulan penelitian ini adalah Terdapat 5 (lima) motif sebab (*Because Motive*) yaitu faktor kemudahan mencari koleksi bahan perpustakaan, faktor kesulitan menyelesaikan tugas kuliah, kesulitan mencari referensi/sumber informasi, fasilitas kurang memadai di Kampus IPDN daerah, dan kesulitan mencari buku di rak perpustakaan. Terdapat 3 (tiga) motif tujuan (*in order motive*) yaitu untuk mendukung literasi digital, untuk memperoleh mendukung perkembangan teknologi dan untuk mencari koleksi hiburan. Praja memaknai Digilib Praja sebagai wadah yang memudahkan Praja mengembangkan kemampuan berliterasi secara digital.

Kata Kunci: Digilib Praja, Fenomenologi, Literasi Digital, Media Baru.

ABSTRACT

Before the Covid-19 pandemic, the digital literacy of Praja IPDN is considered low and it caused a demand to libraries in IPDN to innovate digital library services through New Media on Digilib Praja. The purpose of this study is to determine Praja's experiences and motives in utilizing the Digilib Praja application during Covid-19 pandemic in order to support digital literacy. The research method used is qualitative method and the study uses the concept of phenomenology by Alfred Schutz. The object of this study was the New Media Digilib Praja. Data collection techniques are interviews, observation and documentation. The results show that the experience after using Digilib Praja is to obtain a variety of new benefits such as easy to find the required books, to obtain various information and accustomed to read electronic books. The "Because Motive" Praja is the ease of finding library material collections and it is difficult to complete college assignments. The conclusion of this study is that there are five because motives which are the reasons for Praja to use the Digilib Praja application. The five because motives are the ease of finding library material collections, the difficulty of completing coursework, the difficulty of finding references/sources of information, the inadequate facilities on the regional IPDN campus, and the difficulty of finding books on library shelves. There are three purpose motives Praja utilizes the Digilib Praja application, which are to support digital literacy, to obtain support for technological developments and to find entertainment collections. Praja defines Digilib Praja as a place that makes it easier for Praja to develop digital literacy skills.

Keywords: *Digilib Praja, Digital Literacy, New Media, Phenomenology.*