

Motivational Value of Generation Z Toward Interior Elements of the Library and Archives Office Building in Pamekasan Regency

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ABSTRACT

The declining number of library visitors in Indonesia, particularly at the Pamekasan Regency Library and Archives Office, highlights the need for libraries to adapt to the preferences of Generation Z. This study explores the *motivational values* of Generation Z, based on Schwartz's theory of 10 *motivational values*, and their relationship with library interior elements. The research aims to identify how libraries can redesign their spaces to align with the values of stimulation, benevolence, and achievement, thereby attracting more young visitors and enhancing their experience. Using a systematic literature review (SLR) method, the study analyzes relevant literature to understand the intersection between Generation Z's values and library design. Findings reveal that Generation Z prioritizes innovation, flexibility, and technology-integrated spaces, favoring modern, multifunctional environments that support collaboration and productivity. Examples from the University of Indonesia Library and Surabaya's Youth Center Public Library demonstrate successful implementations of such designs. The study recommends modular bookshelves, vibrant colors, optimal lighting, and digital infrastructure for the Pamekasan Library to create a more engaging and functional space. These changes can transform libraries into dynamic educational hubs, fostering creativity and increasing visitor numbers. The research underscores the importance of aligning library design with generational preferences to remain relevant in the digital era.

Keywords: *Library, Motivational Value, Z Generation, Interior Element*

INTRODUCTION

The *Alibaca* Index (reading literacy activity index) is a tool used by the government to measure the level of reading literacy activity in Indonesia (Al Azies & Rositawati, 2021; Listanto & Firmansyah, 2022). According to data released by the Research and Development Agency at the Ministry of Education and Culture (*Kemendikbud*) in 2019, the reading index in Indonesia is divided into four supporting factors, namely the proficiency index, alternative index, access index, and cultural index. These factors are assessed using several parameters, including the number and quality of public libraries, culture, types and methods of reading, number of library visitors, and the use of computers and the internet (Bae & Cha, 2015; Johnson, 2010). Based on the cultural index, data from the Ministry of Education and Culture in 2021 shows that the level of library visitors in Indonesia is relatively low at 22.05%. Overall, data from East Java Province ranks 26th out of 34 provinces, with a low figure of 33.19% (Agustina, 2021).

The Pamekasan Regency Library and Archives Office is the first library in Pamekasan Regency, established in 1986 and renovated in 2008. According to a report by the Communication and Information Service in 2023, as the only institution engaged in libraries and archives, the Pamekasan Regency Library and Archives Office experienced a decrease in visitors from 66,307 in 2022 to 39,721 in 2023.

According to the Law of the Republic of Indonesia Number 43 of 2007 concerning Libraries, Article 3 states, "Libraries function as a vehicle for education, research, preservation, information, and recreation to increase the intelligence and empowerment of the nation." This

shows that libraries are a critical medium to increase the reading index in Indonesia; therefore, it is hoped that libraries can become comfortable spaces that attract more visitors. One supporting factor is the planning of the interior design of the library in accordance with the community in its environment. A well-designed building or environment makes people feel more comfortable and safe, leading to increased productivity, whereas a less optimal design can make people feel powerless and cause stress (Noviani, 2014).

Motivational value is a theory proposed by a psychologist named Shalom Schwartz, focusing on the value system that influences human behavior. This theory identifies ten basic values that are considered universal and can be found across cultures, although their importance may vary. These values are: power, achievement, hedonism, stimulation, self-direction, universalism, benevolence, tradition, comfort, and security (Riasnugrahani, 2011). This theory provides a framework for understanding how these values influence individual decisions and social interactions, as well as how they contribute to the formation of cultural identity (Dhowi, 2019).

Karl Mannheim, who first introduced the theory of generation in his book entitled *The Problem of Generation*, as cited by Gazali, stated that every human being influences one another and forms a similar character (Hatim, 2021). This is because humans face and go through the same socio-historical experiences. Therefore, experts divide generations not only by birth year but by sociohistorical influences. Don Tapscott, in *Grown Up Digital* (cited in Youarti, 2018), shares population demographics into the following groups:

1. Pre-Baby Boom (born in 1945 and earlier)
2. The Baby Boom (born between 1946–1964)
3. The Baby Bust (born between 1965–1976) – Generation X
4. The Echo of the Baby Boom (born between 1977–1997) – Generation Y
5. Generation Net (born between 1998 and 2009) – Generation Z
6. Generation Alpha (born in 2010 and later) – Generation A

Using Schwartz's theory of the ten *motivational values* as an approach, the research subjects focus on Generation Z. Generation Z represents the largest generational group in Indonesia. The productive-age population is expected to peak between 2020 and 2035, reaching 70%. Currently, Indonesia's population aged 15 to 64 years exceeds the non-productive population, comprised of children aged 0–14 years and adults aged 65 years and above (Sutikno, 2020). Given the large number of Generation Z individuals in the community, they are valid research subject to understand public needs and perceptions toward an optimal library.

This research is important because it helps identify the assessment and perception of the motivation of Generation Z visitors based on facilities and experience, serving as a reference for visitor administrators to develop library facilities according to visitors' needs. Also, knowing the *motivational value* factors of visitors in the library environment can assist libraries in determining more appropriate strategies to increase their usefulness in the public's eyes.

METHOD

The research method used in this study was the systematic literature review (SLR). SLR is a method for identifying, evaluating, and interpreting all relevant research findings to answer specific research questions or problem formulations (Calderon, 2015; Kitchenham, 2009). The purpose of this SLR was to find specific literature that could address the problems faced and

identify findings from different perspectives related to the relationship between ventilation systems, indoor air quality, and the incidence of Sick Building Syndrome in office environments. The systematic review process included the following steps: (1) formulation of research questions; (2) conducting a systematic literature search; (3) screening and selecting relevant articles; (4) analyzing and synthesizing the findings; (5) applying quality control; and (6) compiling the final report (Francis, 2006). This method defined how data were collected, the sources of the data, and the approach to data analysis, alongside the overall research flow.

RESULTS AND DISCUSSION

The Relationship Between Motivational Value and Generation Z

Generation Z is a generation that grows and develops in the digital era. The identity of Generation Z is different from the previous generation. This generation likes to work together, is flexible, understands challenges and is motivated by achievements, and likes to explore new methods to solve problems (Fajriyanti, et al. 2023). An open, flexible, and future-oriented personality can encourage Generation Z to more easily adapt to changes and new situations. In addition, Generation Z also prioritizes teamwork and meaningful work. (Putri, 2024).

Gen-Z is known to be quite expressive in the digital world, whether through text, images, or videos; due to exposure to various digital platforms simultaneously so as to hone their multitasking skills, and get used to intense interactions on social media (Hayati. 2024). This generation is a pop culture generation that is always changing to keep up with the times. The generation born in pop culture tends to ignore tradition and choose to follow the growing trend (Ganggi, 2018).

From The Schwartz theory, there are 10 motivational values which are divided into 4, namely: self-enhancement, which represents achievement, power, and hedonism. Then there is self-transcendence, representing universalism, benevolence. There is openness to change, which represents self-direction, stimulation, hedonism. And the last is conservation, representing security, conformity, tradition (Bardi, et al. 2014). These four groups are on opposite spectrums, self-enhancement tends to be opposite to self-transcendence, then openness to change is opposite to conservation (Kurniawan, et al. 2023).

Generation Z is in a position of self-enhancement and openness to change because they have a strong drive to achieve achievements and like to find new ways to solve problems. They are flexible, open to change, and always future-oriented. Gen Z's penchant for exploring, innovating, and adapting to evolving trends shows that they prioritize personal achievement while also delighting in challenging new things.

Motivational Value of Generation Z and Library Interior Elements

Discussion Library design has now been transformed towards digital and prioritizes digital-based technology that is in accordance with the progress and level of user behavior that has changed. For this reason, this time it will be discussed what can be done by libraries today to transform into technology-based libraries (Nurdiansyah. 2022). By carrying out this concept, it is hoped that the existence of libraries by combining the character of buildings in the future can increase public interest in visiting libraries, especially visitors to the younger generations, in this concept things that need to be considered include, Shape, Color and Material in the planning of the library (Magdalena. 2019).

Access to information, libraries must be able to provide access to the information that users need, the context in generation z is fast, precise and accurate information and of course the tendency of this information is digital, because basically that is what they are facing.

Working environment, libraries must also support the work atmosphere, this is conducive to librarians, as a form of professionalism of a library in this era. Inspiring atmosphere, then finally the library must be able to create an atmosphere that can inspire users to come up with ideas in their work or as new findings that are certainly useful not only individuals (users) but other people, this can be done by providing fresh nuances in terms of design or library layout.

Physical space, is related to the transformation of the library from the aspect of providing a comfortable and fun library room for users so that they feel at home and inspiring with the main purpose of using the library space to discuss, study in groups, study independently and even relax to meet their friends.

In addition, the interior design in the generation Z library must also be considered, this is done to give a modern impression to users. for example, the concept of a Post-Modern library that emphasizes interior design that is different from usual and seems modern and futuristic. Post-Modern libraries reflect design characteristics that are different from libraries in general, such as color designs that seem modern and not monotonous (Rifauddin. 2018).

Interior Elements Recommendations of the Pamekasan Regency Library and Archives Office

Before entering into providing recommendations on how to optimally provide interior elements that can be offered by the Pamekasan Regency Library and Archives Office, here are the existing conditions of the Pamekasan Regency Library and Archives Office.



Figure 1. Existing Library

(Source: Results of Researchers' Observations, 2022)

Based on Figure 1, the condition of the library is in a less-than-optimal condition such as a bookshelf area that is not neat, making visitor activities ineffective and efficient. Then judging from the existing interior elements of the ceiling condition, wall color, floor conditions, and lighting are also less than optimal because it has been a long time since the Pamekasan Regency Library and Library Service facility building has not undergone renovation so that it can be concluded that the existing condition is not in accordance with the conditions of the community, especially generation z in Pamekasan.

Motivational Value of Generation Z Toward Interior Elements of the Library and Archives Office Building in Pamekasan Regency

To increase the attractiveness of the Pamekasan Regency Library and Archives Office, the first step that can be taken is to improve the layout of the room. Currently, the arrangement of bookshelves seems untidy, creating a messy impression and making visitors feel uncomfortable. By replacing the bookshelves with flexible modular models, the layout can be adjusted to make it more efficient and easier for visitors to explore the collection. In addition, there needs to be a clearer circulation path to create a more comfortable and organized experience, especially for Generation Z who value regularity and practicality.

Another problem is that the interior design of the library is too plain, so it seems monotonous and less attractive. As inspiration, we can emulate the design of the University of Indonesia (UI) Library in Depok and the Public Library of the Youth Center in Surabaya.

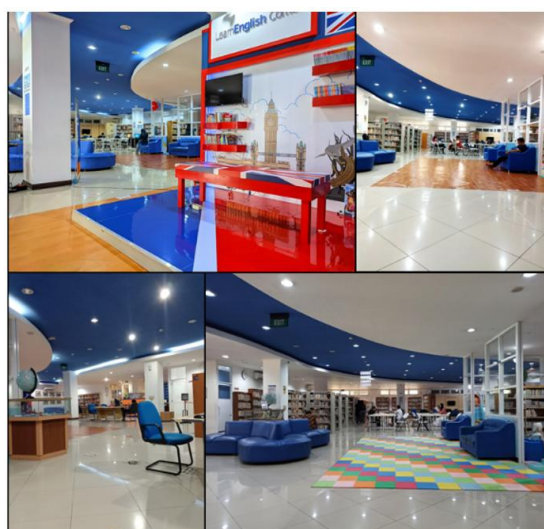


Figure 2. UI Library
(Source: Google, 2024)

The UI library, for example, is known for its modern concept that combines natural lighting, open spaces for learning or socializing, and ergonomic furniture with a touch of bright colors that provide a fresh and fun atmosphere. Another example that can be used as a reference is the Public Library of the Youth Center in Surabaya. The design features a more attractive design with a combination of bright colors, a discussion area, and a comfortable relaxation zone. These elements can be adopted to create a library that is modern, inspiring, and friendly to the younger generation.

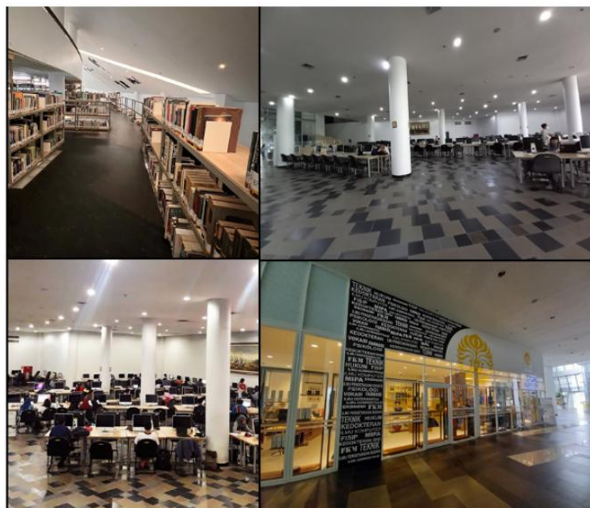


Figure 2. UI Library
(Source: Google, 2024)

CONCLUSION

The results indicate that Generation Z values innovative, flexible, and achievement-oriented library interiors that align with their motivations for self-enhancement and openness to change. Libraries should therefore design spaces that are comfortable and support their dynamic, creative lifestyles by providing quick access to information, conducive work environments, and inspiring atmospheres. Features such as attractive design, group study and discussion areas, and relaxation spaces enhance the appeal and productivity of libraries for this generation. Modern, technology-based libraries—like the University of Indonesia Library’s open-plan design and Surabaya’s Youth Center Public Library’s vibrant, comfortable spaces—serve as valuable models. By adopting similar concepts, the Pamekasan Regency Library and Archives Office can create a more engaging and relevant environment. Future research could explore the impact of specific interior design interventions on Generation Z’s library usage patterns and learning outcomes to further refine design strategies.

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