

## Social Skills of Librarians in Circulation Services at the UPT Library of UIN Fatmawati Sukarno Bengkulu

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### ABSTRACT

Circulation services are the core of library services, involving direct interaction between librarians and users. The quality of communication significantly influences the effectiveness of these services. This study examines the social skills of circulation service librarians at the UIN Fatmawati Sukarno Bengkulu Library, focusing on nonverbal and verbal dimensions. A qualitative case study approach was used to understand the social skills of librarians in circulation services. Informants were selected through purposive sampling, including the head of user services, circulation librarians, and active users. Data were collected through observation, in depth interviews, and literature review, then analyzed using data reduction, data presentation, and drawing conclusions based on Cronin and Martin's social skills theory. The findings indicate that nonverbal social skills are reflected through professional appearance, body orientation, appropriate interpersonal distance, eye contact, and empathetic facial expressions. Verbal skills are demonstrated through clear information delivery, appropriate articulation and intonation, adaptive speaking pace, and responsive problem solving communication. These findings suggest that librarians' social skills contribute to enhancing user comfort, trust, and the quality of service interactions. However, maintaining consistency in these skills faces challenges due to high service demand and administrative workload. This study highlights the importance of strengthening interpersonal competencies as a strategic component in user centered library services.

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## 1. INTRODUCTION

The UPT of Library of UIN Fatmawati Sukarno Bengkulu is an academic support unit that provides information services to support educational, research, and community service activities (Uinfas, 2024). One of the core services most frequently accessed by students is circulation, which

includes borrowing, returning, renewing collections, and free library management. In this section, librarians interact directly with users, so service quality is strongly influenced by the communication patterns and interpersonal attitudes displayed during the service process.

Circulation services at the UINFAS Bengkulu Library Unit still face several challenges. Librarians tend to respond more slowly during peak visitation times. Their interactions with user focus primarily on completing administrative procedures. Some user have complained about a lack of friendliness and slow response times. In some cases, interactions are still perceived as formal and limited to technical aspects. The library has not yet fully provided emotional comfort for users. Thus, the service is not yet fully oriented toward social interaction.

Librarians' social skills in circulation services are an important area to explore. Social skills relate to the ability to convey information and demonstrate empathy. They also involve the ability to build positive relationships with user during the service process. Circulation services can be understood as both administrative activities and spaces for interaction that influence user' perceived experiences.

Cronin and Martin (1983) explain that social skills in public service practice consist of two main dimensions nonverbal skills and verbal skills. These social skills are also relevant to library services. Nonverbal skills encompass appearance, body posture, facial expressions, eye contact, and the management of physical distance. Verbal skills relate to the clarity of information delivery, intonation, articulation, and the ability to provide feedback to library users. These two dimensions form the foundation for establishing effective and humane service communication.

In general, university libraries have a strategic role as a place for providing information, educational facilities, research activities, and the development of knowledge that supports the academic activities of the university community (Undang-Undang Nomor 43 Tahun 2007). In a broader context, the library also functions as an information centre as well as an academic interaction space that brings together librarians and users in the service process (Riva et al., 2017). Among the various services available, circulation services are one of the main components because they include borrowing, returning, and extending collections (Elnadi, 2022). This service is not only administrative in nature, but also requires good interaction between librarians and users (Safitri & Erliana, 2024). Therefore, social skills are an important competency that librarians need to have in order to create a friendly, effective, and user satisfaction oriented service atmosphere.

Several studies have shown that librarians' social skills contribute to the quality of library services. (Rifauddin, 2017) emphasizes that empathy, effective communication, cooperation, and self-control are important elements in creating quality library services. Research by (Purwanto et al., 2025) shows that social skills strengthen the relationship between librarians and users despite limited resources. In addition, (Majidah & Masruri, 2025) also emphasized that in the era of information technology development, human interaction still has a role that cannot be completely replaced by automated systems. The differences in research can also be seen from the context and environment of previous research conducted in libraries with different characteristics, using various study objectives, and displaying variations in the approaches and theories used. However, studies that specifically examine the implementation of social skills in circulation service practices in university libraries are still relatively limited.

Circulation services are the library services that most frequently bring librarians and user together face to face. These interactions occur during various activities, such as borrowing, returning, renewing items, and resolving service issues. The frequency of these routine interactions makes circulation services a space where librarians' social skills are clearly demonstrated. In these situations, librarians not only carry out administrative procedures but also demonstrate how to communicate, respond to questions, and create a sense of comfort in their service.

The novelty of this study lies in its examination of librarians' social skills, analyzed through nonverbal and verbal dimensions based on Cronin and Martin's theory. Previous studies have generally addressed librarians' social skills from a conceptual perspective and their relationship to service quality. However, these studies have not extensively highlighted how social skills are actually

implemented in daily service delivery, particularly in circulation services. In contrast, this study places social skills as the primary focus in circulation service interactions. This study also contributes to the fields of library science and interpersonal communication, as social skills are understood as an individual's ability to understand and respond to behavioral cues during interactions. These signals are manifested through nonverbal and verbal aspects that emerge in the communication process. Thus, this study demonstrates that communication in service delivery is a concrete manifestation of librarians' social skills, meaning that service quality is influenced not only by administrative procedures but also by the ability to build effective and humane interactions.

Based on the description, this study aims to analyze the implementation of librarians' social skills in circulation services at the UPT Library of UIN Fatmawati Sukarno Bengkulu based on non-verbal and verbal dimensions according to (Cronin & Martin, 1983). This research is expected to provide theoretical contributions in the development of librarian soft skills studies and serve as a basis for practical evaluation in efforts to improve the quality of interaction-based services that are more responsive and humanistic.

## 2. METHODS

This research was a qualitative method with a case study approach to deeply understand the implementation of librarians' social skills in circulation services at the UPT of Library of UIN Fatmawati Sukarno Bengkulu. The case study approach was chosen because it allows researchers to comprehensively examine a phenomenon in a real world context and tied to a specific location (Creswell & Poth, 2018). The research was conducted at the UPT of Library of UIN Fatmawati Sukarno Bengkulu with a focus on social skills in circulation services as a core service involving direct interaction between librarians and users. Prior to conducting the research, the researcher first carried out a preparatory phase consisting of problem identification, determination of the research focus, development of research instruments, and preliminary observations to understand the conditions of circulation services and the patterns of interaction occurring between librarians and user. This initial phase was conducted to ensure that the data collection process could proceed in a more focused manner in accordance with the research objectives.

The research subjects were determined by using purposive sampling techniques, namely the deliberate selection of informants based on certain considerations that are relevant to the research objectives (Fiantika et al., 2022). This technique was used to ensure that the selected informants truly understood and were directly involved in the circulation service process. The research informants included the head of the user services division, the circulation services librarian, and active users who used the service as presented in Table 1. The object of the research is the social skills of librarians in the circulation service process.

**Table 1.** Research Informants

| Informants  | Position               | Job Position                   |
|-------------|------------------------|--------------------------------|
| Informant 1 | Junior Librarian       | Head of User Services Division |
| Informant 2 | First Expert Librarian | Circulation Services Division  |
| Informant 3 | First Expert Librarian | Circulation Services Division  |
| Informant 4 | Active Library User    | Circulation Service User       |

Source: UIN Fatmawati Sukarno Bengkulu Library (2026)

Data collection was conducted through observation, in depth interviews, and literature review. Observations were conducted to directly observe the interaction patterns, expressions, and behaviors of librarians in providing services. In depth interviews were used to explore the experiences, perceptions, and views of informants regarding the application of social skills. Meanwhile, literature review was conducted through a review of relevant scientific literature, regulations, and theoretical references to strengthen the conceptual foundation of the research (Creswell & Poth, 2018). The data collection process was conducted in stages, beginning with field observations to obtain an initial overview of the circulation service situation. The researcher then proceeded with in depth interviews with informants. The interviews were conducted in a semi structured manner to allow informants to

explain their experiences and perspectives more openly. During the interviews, the researcher noted key points and documented the information obtained to support the data analysis process.

The research data sources consisted of primary data that obtained directly from interviews and observations, as well as secondary data from scientific literature relevant to the research topic. The data were analyzed using the (Miles & Huberman, 1992) interactive analysis model which includes data reduction, data presentation, and continuous drawing of conclusions to obtain a comprehensive understanding of librarians' social skills in circulation services. The analysis process is directed at two dimensions of librarians' social skills according to (Cronin & Martin, 1983), namely nonverbal and verbal skills in the context of circulation services. Data analysis was conducted from the outset of data collection. Data from observations and interviews were first reviewed to identify information relevant to the research focus. Subsequently, the data were grouped based on themes related to librarians nonverbal and verbal skills in circulation services. The results of the analysis were interpreted descriptively to provide an in-depth picture of the implementation of librarians social skills at the research site.

Data validity is maintained through triangulation of sources, techniques, and time (Saadah et al., 2022). Source triangulation was conducted by comparing information from division heads, librarians, and users to determine data consistency. Technical triangulation was conducted by comparing the results of observations, interviews, and literature studies to ensure data were not dependent on a single technique. Temporal triangulation was conducted by collecting data at different points in time to ensure information stability. This step ensures that the credibility and validity of research findings can be academically justified. Additionally, the researcher also cross checks the data obtained by repeatedly comparing the results of interviews and observations. This step is taken to ensure that the data used truly reflects field conditions and to reduce the possibility of bias in the interpretation of research results.

### **3. FINDING AND DISCUSSION**

Social skills determine the quality of interactions between librarians and user in circulation services. According to theory (Cronin & Martin, 1983) service interactions are a process of exchanging signals encoded by the sender and interpreted by the receiver. Thus, their quality is influenced by complementary nonverbal (appearance, posture, eye contact, empathy) and verbal (clarity, relevance, responsiveness) skills. These two aspects shape users' perceptions of the institution's image. This framework presents the findings and discussion regarding the application of librarians' social skills in circulation services at the UIN Fatmawati Sukarno Bengkulu Library.

#### **3.1. Nonverbal Skills**

##### **3.1.1 Appearance and Body Posture**

The appearance and demeanor of circulation desk librarians play a key role in shaping the first impression of user. When user come to the service desk, the first thing they notice is the borrowing and return procedures. In addition, user also pay attention to the librarian's appearance and demeanor.

Based on observations in the field, UINFAS librarians wear the university-mandated uniform. The regulations regarding the use of clothing have been stipulated in the library regulations and decided directly by the Head of the UPT of the Library of UINFAS as part of the service standards. Clean and neat attire makes librarians easily recognizable and demonstrates the institution's identity. On Mondays and Tuesdays, UINFAS librarians wear black and white attire with the logo of the Ministry of Religious Affairs of the Republic of Indonesia on the pocket and the Garuda Pancasila symbol on the right sleeve. On Wednesdays and Thursdays, librarians wear batik uniforms with the Besurek batik motif, or Rafflesia flower, as a regional characteristic. Meanwhile, on Friday, librarians wear casual clothes that are still appropriate, neat, and polite when serving at the circulation desk.

UINFAS librarians also appear neat and tidy with their hair neatly styled. Male librarians comb their hair neatly to look clean and uncluttered, while female librarians wear hijabs modestly and don't cover their faces while serving. Neatness is evident in wrinkle free clothing, ironed skirts, and clean shoes. This appearance demonstrates the librarians' readiness to provide service. UINFAS librarians

wear formal attire in the form of a full uniform. Additionally, librarians may also wear more flexible work attire, such as neat shirts or blouses without uniform insignia. This attire remains professional in accordance with library regulations, and the appropriateness of such clothing supports their work while on duty. This demonstrates that appearance is an integral part of service standards, as it relates to the library's image.

**Figure 1.** Appearance and posture of librarians in circulation services



Source: Research Documentation (2026)

In addition to appearance, the body posture of UINFAS librarians is also an important consideration during service. For example, librarians sit upright, facing the user. When a user arrives, the librarian immediately turns to face them and gives them their full attention. In some situations, they greet the user first by asking what they need, demonstrating their readiness to serve.

Under certain circumstances, such as when processing data on a computer or coordinating with colleagues, librarians' body orientation may temporarily shift. However, when a user arrives or indicates a need for service, the librarian immediately reorients his or her body toward the user and refocuses attention. This response demonstrates that non-verbal communication serves as a form of initial readiness before verbal communication occurs. UINFAS librarians do this to appear ready to serve through open body gestures and focused attention on the user. When a user arrives, the librarian promptly greets them and asks what they need, such as "Can I help you?" or "What do you need?", so that the user feels cared for and feels free to express their needs.

Based on these findings, librarians' nonverbal communication serves as a form of initial readiness before verbal communication takes place. A neat appearance creates a professional impression, while an upright posture and body orientation toward the user demonstrates an open attitude and a willingness to help (Simanjuntak, 2020). From a social psychology perspective, clothing is understood as a fundamental component in the formation of social perception because it is a signal of identity, status, and professional attitudes that are processed before verbal interaction occurs (Hester & Hehman, 2023). This finding is in line with theory (Cronin & Martin, 1983) which states that appearance and body posture are part of the nonverbal skills that influence user perceptions of service quality. Research by (Purwanto et al., 2025) also emphasized that the professionalism of librarians is not only determined by the ability to convey information, but also by the consistency of nonverbal attitudes in building a positive image of the institution.

The appearance of service personnel is part of an organization's culture that is immediately visible to users and forms their first impression of the service. (Wardhana & Harsono, 2020) shows that uniform appearance influences employee work attitudes, particularly in enhancing professionalism, responsibility, and the institution's image. Therefore, neatness and appropriateness of work attire are part of the service standards that influence user assessments from the initial interaction. A neat appearance and appropriate uniform also influence user comfort and create a positive impression of the quality of library services (Azizah, 2025). Thus, what librarians wear has a direct relevance to the library's image because physical appearance is an initial reflection of the quality of service provided by the institution.

In addition to their appearance, librarians' physical condition while on duty also influences nonverbal communication. During busy service hours and long work shifts, librarians' body posture shows signs of fatigue. This indicates that the consistency of nonverbal communication is influenced not only by individual ability but also by workload (Wandari et al., 2022). Therefore, managing work hours and dividing tasks in a balanced manner is essential to maintaining sustainable service quality.

### **3.1.2 Physical Distance, Body Gestures, and Eye Contact**

Physical distance, body language, and eye contact of librarians in circulation services are important parts in building comfortable interactions with users, and when users come to the service desk, communication occurs not only through words, but also through body position and direction of gaze (Sjoraida et al., 2024). Therefore, spacing, body language, and eye contact play a role in demonstrating the librarian's attention and readiness to serve.

In terms of physical distance, interactions between librarians and users take place through the service desk, maintaining professional boundaries. Interviews revealed that the distance, which is neither too close nor too far, allows for clearer and more comfortable communication. This distance allows librarians and user to hear each other clearly without feeling awkward. Librarians also stated that maintaining distance during service is a form of respect for users' personal space. Physical distance, body language, and eye contact can influence how user assess a librarian's engagement. Librarians at UINFAS position themselves so that they face user directly. They maintain eye contact while listening to questions. This demonstrates the librarians' attentiveness and dedication to providing service. These attitudes make users feel cared for and appreciated throughout the service process.

Based on this statement, the physical distancing measures in circulation services at the UINFAS Library demonstrate a formal interaction boundary. The approximately 1,5 meters distance is maintained by the circulation desk, computers, and QR code scanners for library-free services, which are located above the service desk, creating a permanent barrier between librarians and users. This distance allows for clear communication, clear voice audibility, and maintains each person's personal space.

In addition, the librarian's body language is visible during service through the use of hand gestures. When a user asks about the borrowing procedure, the librarian explains verbally while pointing to the borrowing procedure banner at the UINFAS Library, thus providing clearer information and helping the user understand the steps to be taken. Direct eye contact while listening to questions and providing explanations demonstrates the librarian's full attention and active involvement in the service process

**Figure 2.** Interaction between librarians and users in circulation services



Source: Research Documentation (2026)

However, when librarians input data into computers, their visual attention is focused more on the screen, preventing sustained eye contact. This situation indicates a division of focus between administrative tasks and interpersonal communication. However, librarians shift their attention back to the user when providing explanations or conveying the results of their services. This suggests that nonverbal communication occurs situationally and adapts to the various stages of service.



These findings are consistent with various studies indicating that physical distance, body language, and eye contact are components of social skills in a service setting. The research conducted by (Wahidin et al., 2025) shows that nonverbal behaviors of service personnel, such as smiling, eye contact, and open body language, play a role in creating comfort and building perceptions of empathy in service interactions. These findings emphasize that non-verbal skills are a crucial part of shaping the quality of interactions between service personnel and users. In addition, research on nonverbal communication in public services shows that setting an appropriate physical distance and body position facing the user helps create comfortable interactions and facilitates the process of exchanging information in face to face services (Tania & Hamson, 2024). Other studies also show that open body language and maintaining eye contact are related to user satisfaction levels because users feel more cared for during the service process (Malate et al., 2023). Previous studies have shown that the social skills of public officials, including nonverbal aspects, influence public perception, trust, and satisfaction as a social evaluation of service quality (Rivai et al., 2022). This shows that physical distance, body language, and eye contact are part of social competence in public services.

These findings are in line with the theory of (Cronin & Martin, 1983) which states that eye contact, body orientation, and physical distance are indicators of social engagement in social service skills. The previous research by (Majidah & Masruri, 2025) also shows that librarians' attention and involvement in interpersonal communication impact user comfort and satisfaction. Thus, aspects of physical distance, gestures, and eye contact in circulation services have been implemented quite well and professionally. Although there is still a division of focus when using computers, in general, users still feel a sense of attention during the service process.

### **3.1.3 Facial Expressions and Empathy**

Librarians' facial expressions and empathy during circulation services are crucial in creating a comfortable interaction for users. When users come with various needs, a friendly demeanor and calm expression can reduce awkwardness and tension (Moret Tatay et al., 2022). Therefore, facial expressions and empathy play a role in demonstrating the librarian's concern and sincerity in serving.

In terms of facial expressions, UINFAS librarians strive to maintain a friendly attitude, not frown, and remain calm in various service situations. One form of expression applied at the UPT of Library of UIN Fatmawati Sukarno Bengkulu is the application of 3S (smile, greet, greeting) when a user comes to the service desk. The application of 3S is a directive from the library leadership as part of the service standards that must be carried out by UINFAS Library librarians. The application of 3S is still shown even though librarians face users who are late returning books or experiencing administrative problems. This attitude is maintained because librarians strive to maintain a conducive and professional service atmosphere. By maintaining a smile, greet, and greeting, service interactions do not begin with tension, so that the process of conveying information or explaining sanctions can take place more orderly and does not cause misunderstandings.

In addition to facial expressions, UINFAS librarians also demonstrate empathy in their service processes. Empathy is evident when librarians do not merely wait for questions but take the initiative to ask about user needs so that the service environment does not feel stiff. One example of an empathetic attitude is seen when a user has difficulty locating a collection. In this situation, the librarian assists by guiding the user to access the OPAC. The librarian explains the search steps according to the user's information needs. Next, the librarian points out the shelf location where the collection is housed. This demonstrates that empathy is conveyed not only through words but through concrete actions in helping the user until they find the information they need.

This finding aligns with various studies that confirm that facial expressions and empathy are part of social skills in the context of service. Research conducted by (Hasanah, 2024) shows that librarians' facial expressions, such as a slight smile, consistent eye contact, and a calm expression, play a role in creating an open and polite impression when serving users. These positive facial expressions make users feel more comfortable and accepted in service interactions, while flat expressions can give the impression of being less friendly and reduce user comfort. In addition, research on empathy in

public services shows that empathetic attitudes of service personnel are related to the formation of better social relationships between officers and user (Nadeak & Palar, 2025). Other research shows that librarians' empathetic behaviour, such as listening attentively and adjusting responses to user needs, influences levels of satisfaction and builds user trust in library services (Kalsum et al., 2023). This shows that empathy is part of the social competence that supports the quality of social relationships in service.

This finding is in line with theory (Cronin & Martin, 1983) which states that facial expressions and empathy are important parts of nonverbal skills because they shape the perception of warmth and attention in service. Previous research by (Purwanto et al., 2025) also showed that the empathy and friendly attitude of librarians contributed to the comfort and satisfaction of users. Thus, the facial expressions and empathy applied in circulation services have supported the creation of professional and user-oriented interactions. Although in busy service conditions the intensity of expressions may decrease, in general, users still feel the attention and care in the service process.

### **3.2 Verbal Skills**

#### **3.2.1 Clarity and Relevance of Speech Content**

The clarity and relevance of the librarian's speech content in circulation services are an important part in ensuring that the information provided can be well understood by the user, because verbal communication is directly related to the delivery of service procedures, borrowing rules, and user rights and obligations, thus affecting the smoothness of the service process (Saputri, 2025).

In terms of clarity of delivery, the UINFAS librarian explained service procedures in a coherent and easy-to-understand manner. Information was presented in stages, starting with the borrowing procedure, the number of books that can be borrowed, the return deadline, and the extension provisions and late penalties. The language used was clear and did not use difficult-to-understand terms. If there were specific terms such as OPAC (Online Public Access Catalog), free library, or late fines, the librarian immediately explained them in simpler terms so that users understood the meaning. This method of delivery allowed users to follow the service flow well without feeling confused. Clarity is also evident in the well-organized structure of the explanation. First, the librarian explains the basic rules. The explanation then moves on to cover loan periods and the consequences of late returns in a straightforward manner. This clear presentation helps user understand their rights and responsibilities.

The relevance of the UINFAS librarians' communication is evident in the service process. The information provided aligns with the user needs. The librarians focus their explanations on the borrowing steps and due dates. user also require information regarding late returns. Explanations also address the rules regarding late fees. This targeted communication demonstrates that the librarians provide information in line with the context of the ongoing service. Based on these statements, librarians do not merely convey general information but clearly explain procedures. user understand the service steps without needing to ask for clarification. Language is adapted to the user's level of understanding, and information is delivered directly to the core of their needs. Consequently, the process is faster, reduces misunderstandings, and enhances the smoothness of service.

These findings are consistent with various studies that confirm that clarity is a crucial aspect of service communication. Another study conducted by (Sari & Putra, 2026) indicates that conveying information clearly, politely, and in a manner tailored to the user needs enhances satisfaction and interpersonal relationships in circulation services. This underscores that the clarity and relevance of spoken content are integral components of verbal communication competence that support service quality and the library's image. In addition, research by (Khoirunnisa et al., 2025) explains that the relevance of message content in service communication plays a role in increasing interaction efficiency. Information delivered according to the user's needs at that moment makes the service process faster and more focused. When officers are able to focus explanations on the core issue, the quality of interactions becomes more effective and less confusing. These findings indicate that clear and precise communication not only impacts the effectiveness of information delivery but also contributes to an individual's social skills in building positive interactions and mutual understanding.



These findings are in line with theory (Cronin & Martin, 1983) which states that social skills relate to the ability to understand interpersonal dynamics and manage communication effectively. Interaction is viewed as a series of encoded and interpreted signals, so individuals with good social skills are able to produce and understand verbal and nonverbal cues appropriately. Previous research by (Purwanto et al., 2025) also shows that the librarian's ability to convey directions in a clear and structured manner contributes to increasing user satisfaction and the quality of interpersonal relationships in library services. However, during peak service hours and long lines, the delivery of information becomes more brief and procedural. This indicates that, in substance, communication remains clear and appropriate. Librarians' ability to explain matters clearly is still influenced by their workload. Therefore, effective time management and task delegation are necessary to ensure that the quality of verbal communication is maintained in various service situations

### 3.2.2 Intonation, Volume, and Speaking Speed

The intonation, volume, and speaking speed of librarians in circulation services are crucial when communicating with user. In various service situations, vocal elements such as tone of voice, clarity of pronunciation, and speaking tempo significantly influence how user receive information (Permata, 2024). Proper vocal management serves as an indicator of a librarian's professional awareness.

The intonation of UINFAS librarians consistently maintains a stable, polite tone without being overly high-pitched. Based on interview results, intonation is adjusted and maintained regardless of whether the atmosphere is calm or bustling. Intonation must be controlled to avoid sounding harsh, especially when dealing with user who are late returning books. Borrowers reported that the librarians' intonation remained clearly understandable. Librarians reported that they were able to grasp the key points of their explanations. This indicates that the control of the librarians' vocal intonation contributes to a consistently comfortable service experience.

In terms of volume, the librarian adjusts the volume of their voice to the conditions of the service area. Under normal conditions, the volume is at a reasonable and comfortable level. However, when the service area is busy, the volume is raised slightly to ensure clarity. User noted that the increase in volume is appropriate and does not sound loud or disruptive. This adjustment demonstrates that volume is used to maintain clarity of information without compromising comfort during interactions.

Meanwhile, the pace at which librarians speak is adjusted according to the number of visitors. When the service is less crowded, explanations are given at a more relaxed pace. However, when the queue increases, the pace of speech tends to be slightly faster to maintain a smooth service process. Nevertheless, the librarian emphasized that articulation is maintained clearly, and there is no reduction in information. This adjustment in pace demonstrates an awareness of the service situation and an effort to maintain effective communication.

**Figure 3.** Service Conditions During Busy Season



Source: Research Documentation (2026)

Based on this statement, it can be understood that librarians have the ability to adjust intonation, clarity, and speed of speech to suit the service situation. Adjustments in volume and speed are made

without compromising the content of the information being conveyed. This demonstrates self control and awareness of the surrounding environment in the practice of social service skills.

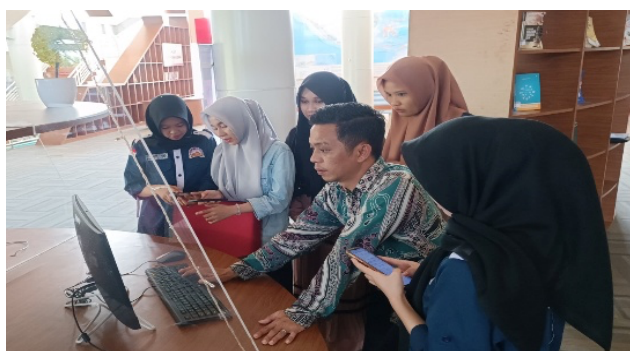
This finding is in line with various studies that confirm that intonation is an important part of service communication. Research by (Angelina et al., 2025) shows that stable, polite, and non high pitched intonation enhances perceptions of professionalism and user comfort in face to face services. Controlled intonation helps create a calm interaction atmosphere and supports the quality of communication between staff and users. This confirms that intonation management is part of verbal communication competency that supports the quality of library services. (Zaelanti et al., 2025) explains that adjusting voice volume to the conditions of the service space improves the clarity of information and the effectiveness of interactions. Adequate, but not excessive, volume ensures that messages are well received without causing discomfort. Adjusting volume, especially during busy service times, demonstrates adaptability in public service communication practices. Research by (Li & Wang, 2023) also shows that speaking speed affects the level of user comprehension of service information. A balanced tempo helps maintain service efficiency while maintaining clarity of message content. This emphasizes that managing intonation, volume, and speaking speed is part of verbal communication competency that supports professionalism and smooth service delivery.

These findings are consistent with the theory proposed by theory (Cronin & Martin, 1983), who view social skills as the ability to understand the dynamics of interpersonal relationships and to effectively manage communication signals. Interaction is understood as an exchange of signals that are encoded and interpreted. Thus, intonation, volume and speaking rate are components of verbal signals that influence interpersonal meaning. Individuals with good social skills are able to adapt vocal elements to the situation and the characteristics of the interlocutor so that the message is understood and received positively. Previous research by (Rifauddin, 2017) also shows that polite and controlled social communication skills influence the perception of the quality of library services. A friendly and stable tone of voice can increase comfort and build a positive image of the institution. However, in a very busy service, a faster speech tempo has the potential to reduce understanding, especially for new users who require detailed explanations. Although the substance of the information remains the same, certain details can be missed. Therefore, consistency in maintaining intonation and clarity of articulation is important to maintain the effectiveness of verbal communication in various service situations

### 3.2.3 Response to Questions and Obstacles

Librarians' responses to user questions and challenges are a crucial aspect of demonstrating the quality of verbal communication in circulation services. During the service process, user often encounter various issues, such as books currently checked out by other users, errors in fine records, or circulation system malfunctions. Therefore a librarian's ability to provide quick, clear, and accurate responses significantly impacts user satisfaction.

**Figure 4.** Librarian interaction in resolving circulation service constraints



Source: Research Documentation (2026)

Based on observations, UINFAS librarians typically provide brief yet clear answers. They openly explain the situation and offer feasible solutions. If an issue falls outside the librarian's scope of authority, the user is referred to a more competent party. One of the most common challenges encountered is difficulty accessing the e-book application, particularly during the account registration phase. This includes the email verification process through the library and the requirement for a photo as account identification. In such situations, the librarian explains the registration steps in detail from data entry and the verification process to the actions needed if the account remains inactive. If challenges persist, users are directed to the IT department for further technical assistance. This demonstrates that librarians not only provide information but also help users understand the service workflow comprehensively. Referral to the IT department also reflects internal coordination to ensure issues are addressed appropriately and to prevent misinformation.

Based on this statement, the librarian's response can be described as informative and empathetic toward the user. Before providing an answer, the librarian first listens to the user's needs to ensure that the response is on point. An open attitude and a non-offensive demeanor also make users feel more comfortable during interactions, including when voicing complaints or asking questions (Masion & Diaz, 2024). Additionally, the librarian is willing to refer questions to a more appropriate authority when necessary. This reflects good internal coordination in maintaining service quality. Thus, the librarian's responsiveness is evident in the speed of their response, the accuracy of the solutions provided, and their openness in communicating with the user.

These findings align with the theory proposed by (Cronin & Martin, 1983), which explains that social skills are related to an individual's ability to understand and manage interpersonal interactions. In the context of library services, a librarian's response forms part of the communication process between the service provider and the user. Librarians with strong social skills are able to understand users' needs through both verbal and nonverbal cues, and then provide responses appropriate to the situation. The ability to respond quickly and non-defensively can be considered a form of good social skills. Research by (Purwanto et al., 2025) also indicates that librarians with strong social skills tend to actively listen, understand user needs, and provide communicative responses. This contributes to increased user satisfaction. However, for certain technical issues, problem solving still requires further coordination and longer wait times. In general, users rate librarians' responses as good. Thus, improving service quality depends not only on communication skills but also on technical support within the library service system.

#### **4. CONCLUSION**

This study aims to analyze the implementation of librarians' social skills in circulation services at the UIN Fatmawati Sukarno Bengkulu Library. The study was conducted through nonverbal and verbal aspects. The results indicate that librarians are able to foster a sense of comfort and trust among users. This ability is supported by neat appearance, body orientation facing the user, proportional distance, situational eye contact, and expressions of empathy toward the user. Clear, relevant, and responsive verbal communication with polite intonation can facilitate understanding of service procedures. Social skills were proven to support service quality, but their consistency is influenced by workload. Additionally, the division of administrative focus and technical constraints require managerial support and operational systems for librarians. The limitations of this study include its focus on a single location. Furthermore, as this study employed a qualitative approach, it did not quantitatively measure user satisfaction in the same aspects. Future research is recommended to use a mixed-methods approach. A study that delves into soft skills training to ensure more consistent service quality is also important to conduct.

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