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Sharing Magic Tricks among Librarians as a Process of Knowledge Preservation in Children Library services, Perpustakaan Nasional RI

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ABSTRACT

Magic show is performed to support Library Services in Perpustakaan Nasional RI. By using magic tricks combined with love reading values, children are invited and motivated to know the benefit of reading while encouraging to love reading. Unfortunately, magic tricks skill only be owned by one person. This condition make the services in library depend on one person. Realizing that conditions, the librarian named Abdul Rahim do something in order to make his magic tricks skill can be mastered by the other librarian namely being assistant, giving long and short mentoring, making video, writing article, and giving magic tools. This research uses qualitative method and literature study. It is committed to know how magic tricks skill are transmitted and taught to the other librarian by using SECI Model point of view namely Socialization, Internalization, Externalization and Combination. Based on the research the process which is conducted by Mr. Abdul Rahim in sharing the magic tricks can be categorized into SECI Model. This research as an encouragement to Perpustakaan Nasional to indicate, facilitate, respect and appreciate each tacit knowledge which is owned by librarian so that it can give benefit to the institution.

Keywords: Magic Trick, librarian, knowledge, knowledge preservation, SECI model

1. Introduction

Perpustakaan Nasional announce officially a new services building that has twenty four floor in Jalan Merdeka Selatan No 11 Jakarta Pusat. This building which is announced officially by President Joko Widodo has various services such as children libray, Lansia Services, Disabilitas services, Abroad Collection services, Manuscript collection services and Serial services, open access services and many others. These services are provided can accommodate all society needs so that the services are able to point to user needs. New building appear new spirit to serve as well. It needs creative ways in order to library services can satisfy society and as daya Tarik to visit library. Talking new building is not only talking about new building and facility because library is not only seen from its physical form but also new building reflects new attitude, ways and services.

Libraries provide services to the community in various ways so that people want to visit the community. In addition to providing adequate facilities to meet the needs of public

information. People have different backgrounds from the level of education, age, economic situation, etc. Libraries should be able to accommodate these background differences. With diverse backgrounds of different communities also types of services and collections in the library to accommodate various information needs in the community. Different backgrounds also different information needs. For example, the information needs of children is different from the information needs of adults. Just like reading materials in the library, reading materials for children are different from reading material for adults. It is precisely this that makes child services and public services available in libraries. Children's library service is aimed at children where library collections are related to children's collections. In the interior and decor of the room was made more interesting tailored to the preferences of children. The services provided in the children's library are different from the services provided in the public service. For example, public services have user guidance and display book. In the child service there is a storytelling service, and magic.

Magic is a hand-gripping performance aimed at entertaining the audience. Magic is one of the performances shown in the children's service of National Library of Indonesia. Magic and reading are two different activities, many ways to increase reading interest or invite children to read like storytelling, seminars, competitions etc. But there is a new way that can be used that is funner and easier to instill to the child the will to read the book. Magic that has been used for the sake of entertainment and entertainment can only be used to encourage children to want to read. Pak Abdul Rahim is a librarian who served in the National Library of Indonesia who began using magic as a medium for reading motivation. He was the first to use a magic to invite children to read. He understands very well that as a librarian is also an ambassador for his community. That is why he is looking for a way for children to be invited to know the book and the benefits of reading. Then he found an easy and fun way to invite children to love reading through the tricks and media used in his magic attraction emphasize the benefits of reading. With the magic of children get entertainment other than reading the book contained in the library. Magic performances in combination with motivation and invitation to children to love to read. Magic show is not only within the service but also included in activities outside the library such as mobile libraries, social activities and socialization of reading interest. With such a dense activity, magic shows get significant demand by society. Unfortunately, the demand for magic services is not proportional to the availability of sufficient human resources. There is only one librarian who can be magic in the national library if the librarian is absent then the

event cannot be represented. It takes time if it has to hire outsiders and become an additional cost for every activity. Mr. Abdul Rahim is a librarian assigned to Library membership Services. A day he served to facilitate the user who would make a membership card. In addition to the services of members he is also seconded in the services of Children and Pusteling Services.

It is also realized by Mr. Abdul Rahim, librarian who has the ability to conjure, he did various ways so that his magic ability can also be mastered by his colleagues in child service. This research is intended to see how the magic skills possessed by individuals can be transferred to other librarians so that all librarians in the children's service can master magic techniques so as to make children's services more diverse and interesting.

2. Literature Review

Desouza (2011) says that Knowledge is what people believed based on meaningful and organized accumulation of information; it can be combined with other information, interpreted, and acted upon. It can be assumed that knowledge is accumulation of meaningful and organized information which is understood by the people and can be combined, interpreted and acted with other information. Knowledge is divided into two types namely explicit knowledge and tacit knowledge. Explicit knowledge based on Desouza (2011) “is formal and systematic. It can be articulated, expressed in words or numbers, and shared formally, as people are aware of it. Usually it is transmitted in the form of items such as documents, manuals, technical specifications, blueprints, scientific formulas or organizational designs. As it can be processed, transmitted, and stored relatively easily, it is not difficult for organizations to capture this knowledge in repositories, systems, or operating technologies and share it throughout organization.” Meanwhile, Tacit Knowledge has both cognitive and technical elements. The cognitive element consists of mental models such as paradigms, schemata, beliefs, perspective and intuitions. The technical elements are personal know-how, crafts, and skills that apply to a specific context, developed over the years. Desouza (2011) stated that tacit knowledge is highly personal, and it is difficult to articulate and transfer to others. It assumes that tacit knowledge is within personal because of it is in personal so that it is difficult to articulate and transfer. IAEA (2011) gave explanation about the following basic processes of focus Knowledge management activities should be considered from a knowledge preservation perspective in the organizational context namely Identification, Capture, Generation or

creation, Processing and transformation, Storage and retention, Search and retrieval, Representation, Transfer and exchange, Maintenance and updating. These processes may occur in different sequences. A brief definition of each of the basic knowledge processes follows:

Identification: The process of distinguishing which knowledge should be or has been captured, processed, maintained and preserved. It considers how such knowledge will be identified, and how changes over time will be identified. Bibliometric tools (such as citation analysis) are often useful for such analysis.

Capture: The process that brings data, information, or knowledge into the organizational knowledge base. Knowledge capture may be either internal or external knowledge in any form (for example, tacit know-how or explicit technical information). Capture processes should consider the life cycle and may need to address factors such as media, format, speed, costs, volume and intellectual property issues. Capture may also need to include alternatives for source capture and guidelines for hard copy publication (to enable subsequent imaging), preservation of historical documents, as well as standards and quality control procedures.

Generation or creation: The process of deriving new knowledge. This may take place through processes of analysis, interpretation or incremental learning, or be based on entirely new ideas or innovations.

Processing and transformation: Any sorting, filtering, structuring, organizing, simplifying, compiling, interpreting, correlating, or manipulation that alters data, information, or knowledge into a form that adds value, utility, or additional meaning.

Storage or retention: Any process which allows data, information, or knowledge to be kept in the organizational knowledge base. This may be in any form (for example, tacit or explicit). Alternatives in media technology should consider longevity, robustness, cost, conversion, volume, standards, existing formats, historical data and other factors. This process is often related to the capture function in the KP life cycle.

Search and retrieval: Any process that facilitates the location of and access to data, information, or knowledge in the organizational knowledge base. This is primarily seen as a process pertaining to explicit knowledge but maybe interpreted to apply to the search and

retrieval of tacit knowledge as well. Explicit knowledge may pertain, for example, to the retrieval of relevant 'documents' (including text, data, drawing, videos, 3-D models, etc.) regardless of their location, format and language. Important factors to consider here include ensuring the ability to use advanced retrieval software, interoperability across heterogeneous databases and systems, multilingualism, etc.

Representation: Any process that improves understanding, comprehension or conceptual presentation of data, information, or knowledge through audio and visual means.

Transfer and exchange: Any process that facilitates the sharing of data, information, or knowledge. This may apply to knowledge in any form (for example, tacit or explicit). Explicit knowledge may involve, for example, data exchanged between databases. Tacit knowledge is any knowledge sharing between individuals or groups of people, whether direct or indirect.

Maintenance and updating: Any process that helps to sustain the organizational knowledge base. As knowledge is contextual, its correctness or completeness may change over time. There are also many factors that may deteriorate or diminish the quantity, value, or quality of data, information, and knowledge over time. This process may be human centric in the case of tacit knowledge, or include methods and tools for tracing and managing the currency of data, documents, drawings, software codes, procedures, etc., or updating and recording changes as appropriate in the instance of explicit knowledge.

The Library is the institution managing the collection of written works, printed works, and / or professional record work with a standard system to meet the educational, research, preservation, information, and recreation needs of the users Librarians are persons who provide and carry out library activities in service delivery efforts to the community in accordance with the mission carried by the parent body based on library knowledge, documentation, and information obtained through education Librarian according to Undang-Undang No 43 2007 about library, Librarian is a person who has competence obtained through education and/or training librarianship and has the duty and responsibility to carry out the management and service library.

Desouza (2011) stated that every transfer knowledge has five essential components that create the environment for knowledge sharing such as source, recipient, channel, actual knowledge, and context. SECI model try to describe of processing knowledge such as

socialization, externalization, combination and internalization. Dalkir (2011) define each type of models as follows:

Socialization means process of transmitting tacit knowledge into tacit knowledge. It consist of the sharing of knowledge in face to face, natural and typically social interaction. Externalization is process transmitting tacit knowledge into explicit knowledge. This process gives a visible from to tacit knowledge and converts it to explicit knowledge.

Combination defines of transmitting explicit knowledge into explicit knowledge. it can be said that combination is the process of recombining discrete places of explicit knowledge into a new form.

Internalization means that the process of transmitting explicit knowledge into tacit knowledge. Internalization occurs through the diffusion and embedding of newly acquired behavior and newly understood or revised mental models. Internalization is very strongly linked to learning by doing.

Knowledge can also be viewed as either informational or procedural. This distinction separates knowledge from being just a fact (know-what), to knowledge as being something that represents knowing how to do something (know-how). Whereas, Procedural knowledge is equivalent to knowing how to go about accomplishing a task. This form of knowledge outlines the processes or means that should be used to perform the desired tasks.

Child Services: library service intended for children in the age range of 10 and under or sixth grade below. Maxi (2009) defined that Magic is the performing arts of doing things by using hand speed for entertainment. Magic can be divided into two major groups according to the number of spectators and the performance venue, as follows close up magic: a magic that can be watched from close range. This close-up form of magic looks the most vivid and can be practiced anywhere. Magicians who play it as if there is no limit or visibility with the audience. The magic played here is a magic technique with simple tools, such as handkerchiefs, paper money, coins, pencils, cigarettes, cards, books, or paper. Stage / parlor is magic for stage consumption. This magic is commonly played during certain occasions and performed on stage or in a special room. Magic like this has a larger number of viewers. The resulting effect is greater than close up magic. This type of magic generally uses tools that are large enough to be clearly visible to the audience. The art of

magic can be subdivided into several sub categories such as Sleight of hand, Mentalism Hypnotism, Escapology, Cardicians, Balloon twisting. Maxi also defined each type magic tricks as follows:

Sleight of hand is a game that relies on the speed of a magician's hand to eliminate and bring up an object, manipulating the amount of even the size of the object. For example remove the coin, then bring it back. The magicians who popularized these streams were Rhomedal, Rizuki and Ken.

Illusion is the skill of using magic equipment to make the improbable effect of being true, for example cutting off the human body, removing, moving, generating, or changing a large object, for example a plane, tank, or bus. The famous magician in this country who plays illusion is Aditya Demian.

Mentalism is a person's ability to use the power of the mind so that it can make predictions appropriately, read other people's thoughts, or discover and move an object without touching. Examples of magicians are Deddy Courbuzier, Joe Sandy and Denny Darko.

Hypnotism is the ability to influence others by using regular, repeated words (suggestions) so that the person will follow the hypnotist's will. In magic, hypnosis is used to entertain not for evil. The example of a popular magician with a hypnotic stream is Romy Rafael.

Escapology is the finesse of freeing itself from various bonds and fetters in various circumstances for a certain time. Example of the most famous escape expert Harry Houdini.

Cardicians are playing cards to find cards that other people choose, manipulate cards, change cards and other card tricks. Bizarre is the skill of using stories and words to deeply touch the feelings of the audience. Often use equipment related to mystical things, the spirit realm, and the unseen nature. Pickpocket is the skill to move or take goods owned or used by others.

Balloon twisting is the skill of blowing and bending the balloon to be formed into various objects such as animals, flowers and hats. Ventriloquism is better known as a magic sound or abdominal sound that gives the impression of inanimate objects can live and talk. As an intermediary is usually used doll media.

3. Research Method

This research uses qualitative method and literature study with data collected through interview and observation. Interview conducted to obtain accurate data directly from informant which is object of this research. Observation is done to see how the process of knowledge transfer done by the resource person directly in the field and what kinds of preservation process of knowledge appear. This is done to observe how Abdul Rahim distributed tacit knowledge in the form of magic tricks with reading interest value to the librarian in library service. The result of the observation is seen from the perspective of SECI model to find out how the magic ability is transferred to other colleagues.

4. Result and Discussion

To preserve the knowledge, it focuses one of process of knowledge preservation with *Transfer and exchange*. As mentioned above Transfer and exchange is any process that facilitates the sharing of data, information, or knowledge. This may apply to knowledge in any form (for example, tacit or explicit). Explicit knowledge may involve, for example, data exchanged between databases. Tacit knowledge is any knowledge sharing between individuals or groups of people, whether direct or indirect. It clearly said that this process facilitate of sharing two form knowledge namely tacit and explicit knowledge. It is relevant with the statement of IAEA that Transfer and exchange is one of the way to preserve the knowledge. Process transfer between tacit and explicit knowledge can be viewed in SECI model namely Socialization, Externalization, combination and externalization.

From the observations, it can be explained that Mr. Abdul Rahim do transfer and exchange process of knowledge. The knowledge that his transfer is magic tricks with reading values. Reading values means motivation and knowledge about love reading. He does effort various ways to transfer the ability of magic to colleagues. Magic performed by Mr. Abdul Rahim entered into the category of hand speed using simple equipment. Magic is displayed in light of magic and stage of parlor depending on field conditions and number of viewers. One of the usual magic tricks shown is the trick of using a book. Before the trick begins he ask about parts of the book such as cover, title page and author. After that pak aim to invite children to follow his speech like:

- *Buka Buku Baca Bisa*;
- *Aku Suka Membaca*; and

- *Membaca Cara Pintar Buat Pintar*



Figure 1. The picture shows the book that Mr Abdul Rahim read to learn magic tricks



Figure 2. This picture shows the magic tools related to reading literacy

The word is used as a magic spell. Every time a magic trick is done the children are told to chant the mantra together. His magic trick was simple enough when the children uttered the

first mantra of the pack aimed at removing the contents of the colorful book when chanting the second spell of the book was empty. The second magic trick is to pour water into a newspaper. Two glasses of water are poured into the newspaper but it does not the paper to be wet and can be poured back into the glasses as usual. Before the trick begins pak aim ask:

- *Apa saja koleksi yang ada di dalam perpustakaan?*
- *Nama – nama Koran yang terkenal?*
- *Dirumah berlangganan Koran apa?*
- *Siapa saja yang suka membaca Koran, majalah, novel?*

In interacting with the audience is also given a gift of reading books and stationery for anyone who is able to answer questions correctly. The third magic trick is He studied magic autodidact from the collection of magic books contained in the Library. From the book developed and combined with the values of reading interest. This is closely related to the profession of librarians that bear. Over time his magic ability developed and used for events both inside and outside. And the demand for magic services has increased, so Pak aim cannot accommodate all invitations due to his duty as a librarian. Therefore he wanted his colleagues who mastered the ability of magic so that it can become a sharing partner and accommodate the demand for magic services. The ways that he did:

Long Mentoring: He teaches his fellow tricks his magic tricks and provides an opportunity to try the magic tricks using his magic equipment. This is done before the event takes place and interrupted during the spare time. Long mentoring is one form of knowledge sharing and creating the so-called socialization means process tacit knowledge to tacit knowledge.

Short mentoring: every new trick he always shows to his friends and then his friends are interested to try. Why called short mentoring because the process is shorter. The difference between long mentoring and short mentoring is long time. On short mentoring also teaches only one trick while on long mentoring teaches many tricks. Both of these processes transfer knowledge from one person to another. Socialization is synonymous with the transfer of tacit knowledge in the form of experience and magic techniques owned by Mr. Abdul Rahim to others.

Sharing Tools: This process occurs when he also distributes his magic equipment to his colleagues for study at home for free. He ordered to always practice because by practicing all magic tricks can be mastered. There are also ordering magic tool from him for home study. Colleagues are encouraged to practice starting from showing the magic tricks to their children or other friends. After trying it at home then another colleague tried again tricks magic to show to him and other colleagues. This process is one example of an internalization process where the explicit knowledge of magic equipment is used as a learning tool and media transfer that makes tacit knowledge for others. By learning the magic tricks provided a person begins to understand how to use the tool in his magic tricks. the picture below show the example og magic tools which is shared to another librarian.



Figure 3. Magic Tools

Being assistant: before appearing, he always invites his colleagues in the child service to become his assistant. His job is to help him when performing in front of an audience. This is done so that the assistant can feel the atmosphere when standing in front of the public moreover train mental to appear and speak in front. In addition, magic assistants can see

closely how he performs his magic tricks and interacts with the audience. The process of socialization is tacit knowledge transmitted into tacit knowledge, very visible in this activity where assistant see firsthand.

Making videos: he always requested his appearance recorded through the camera phone and distributed it to colleagues - colleagues to be made learning materials by colleagues in child service. From the videotape the other colleagues can learn how he reacts directly to the audience. In addition he is also active in social media especially facebook and always share the video appearance of his show on facebook and Youtube. The process of externalization occurs in this process where tacit knowledge is stored in the media and transforms into explicit knowledge.



Figure 4. Abdul Rahim always invited his partner to be an assistant to help his show and the assistant learn how he perform the magic tricks

Writing Articles about magic: He also actively writes his experiences when he performs his magic show in both social media and writing articles in magazines. With the hope of others will be motivated and inspired to perform and benefit the community. This process is also an example of externalization where tacit knowledge possessed by Mr. Abdul Rahim about the experience and mastery of his magic technique poured in the form of writing.

5. Conclusion

It can be concluded that His style of magic tricks is sleight of hand and this style is shared with others as well because it is very simple to apply and practice. Close up magic and stage of parlor is attempting in displaying the magic tricks, it also insert the values of reading and the benefits of reading in affecting, inspiring and motivating children to love reading. Inspiring people to love reading is the responsibility of librarian as well.

Preserving of knowledge can be done with various ways. Transfer and exchange is one of the attempt of Abdul Rahim as a librarian to preserve the knowledge. The process sharing of his knowledge to others can be viewed with SECI Model such as Socialization, Internalization, Externalization, and combination. The tacit knowledge of the individual needs to be preserved by transferring knowledge to others. There are many ways in which to transfer one's knowledge to others. SECI model with socialization, externalization, combination and internalization approach describes in more detail how the process of transferring knowledge from one person to another so that the transfer of knowledge can be seen according to the form of knowledge. The process can be concluded through the chart below:

Name of Process	Knowledge Type	Example
<i>Socialization</i>	<i>Tacit to Tacit</i>	<i>Long and Short Mentoring, being assistant</i>
<i>Internalization</i>	<i>Explicit to Tacit</i>	<i>Giving the magic tools</i>
<i>Externalization</i>	<i>Tacit to Explicit</i>	<i>Making Video, writing articles in magazines</i>
<i>Combination</i>	<i>Explicit to Explicit</i>	<i>Sharing Video on Youtube, upload photo on facebook</i>

6. Recommendation

The recommendation based on this research can be assumed namely:

1. Abdul Rahim as a librarian who are capable to perform magic tricks should learn and improve new technique because he still used one style tricks named sleight of hand.
2. In preserving knowledge he could use another ways instead of using one method name transfer and exchange because there are plenty of ways in preserving knowledge beside transfer and exchange.

3. Librarians must develop themselves with other capabilities that can support the duties and obligations of librarians in serving the community.
4. National Library should be aware of the existence of personal knowledge in each employee who can provide benefits for the development of National Library Services so that can be facilitated and supported so that knowledge that provides benefits to the institution is not lost and can be developed back into the new knowledge.
5. The library should appreciate the knowledge and capabilities of its employees by providing facilities and awards to individuals who have the services to develop knowledge and provide benefits for the progress of the National Library.

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