ABSTRACT

ANALYSIS OF INTEREST USE OF DIGITAL LIBRARY APPLICATIONS FOR MILLENNALS USING K-MEANS ALGORITHM (CASE STUDY: E-PUSTAKA APPLICATION)

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Public service systems improve digital transformation. One of the ways the Bandung City government develops Bandung Smart City is by providing a digital library of the E-Library App. Bandung's E-Library is a service of the Bandung City Library and Archives Service to facilitate library users accessing books in the library. By developing a conceptual model that discusses with the public to use digital library applications, this research uses the UTAUT (Theory of Unification of Acceptance and Use of Technology) consisting of 3 variables and processed. The implementation of E-Library that helps with the needs of the sector in government and community activities requires help from leaders who can provide examples and shared commitment. Using a grouping method with data mining techniques using the K-Means algorithm, which consists of 6 variables and processed with the RapidMiner application for calculation methods. The output of this research is the level of use of E-Library services at the Bandung City Library and Archives Service in millennials. Data was collected through a survey of 141 users of the E-Library application using the simple random sampling method. Based on the results of research using the K-means algorithm has an analysis rate that reaches 40%.

Keywords: Dinas Perpustakaan dan Kearsipan, Digital library, E-Pustaka, K-Means, Clustering, Rapid Miner