

Abstract

The university library is a reading facility that provides various sources of information that have a function as a vehicle for education, research, preservation, information, and recreation to increase the intelligence and empowerment of the nation. Maranatha Christian University (UKM) library in fulfilling these six functions already has several services, programs and facilities to support the functions of interpretation, publication, education, research and information. However, it is not optimal in fulfilling its recreational function. One of the reasons is the monotonous interior atmosphere. This also causes a lack of interest in student visits to the library. In addition, the Maranatha Christian University library has several problems related to the organization of space, layout, and facilities so that it is necessary to develop the condition of the interior of the library. In the process of redesigning the Maranatha Christian University library, we will apply a behavioral approach by carrying out the SMART library concept (Sociable, Motivating, Adaptable, Refreshing, Technology) which is in accordance with the characteristics of gene Z as the dominant population in the Maranatha Christian University campus area which aims to ensure that the library can meet the needs of the community. function more optimally, library visitors can carry out their activities more effectively, and can increase the attractiveness of the Maranatha Christian University library among students.

Keyword : College library, Gen Z, Maranatha Christian University, Behavior