

## THE IMPLEMENTATION STRATEGY OF READING INTEREST THROUGH THE CREATION OF “POJOK BACA”

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**Abstract** - The results of a survey released by UNESCO in 2016 regarding reading interest shows that Indonesian people's reading interest is only 0,001%. BPS data also shows that the percentage of illiterate Indonesians is 17, 09%. Community empowerment through the establishment of “Pojok Baca” aims to provide easy access to citizens, in order to obtain reading material that is useful for improving the ability and knowledge to support community life. Strengthen “Pojok Baca” as a library and a place to learn to read are important. The results of community service activities in the form of the construction of the “Pojok Baca” is able to improve the literacy skills of the surrounding community and foster public interest in reading and ultimately have an impact on improving surrounding community’s well-being.

**Keywords:** Reading Interest, literacy skills, community well-being.

### INTRODUCTION

Based on results of the national library research in 2017, the average Indonesian only reads books 3-4 times per week, with an average reading time of 30-59 minutes per day. Meanwhile, the number of books that were completed per year on average only 5-9 books. "How is the interest in reading improved, how interesting are they to read, so it cannot be forced to read, but we do not provide facilities for these books", it was revealed, the Coordinating Minister for Human Development and Culture in the National Library building, Jakarta 26<sup>th</sup> March 2018.

The low interest in reading our society greatly affects the quality of the Indonesian people, because with low interest in reading, we cannot know and follow the development of science and information in the world, where in the end it will affect the backwardness of the Indonesian nation. How many levels of education, ability and mastery of knowledge possessed, innovation and engineering technology that we have made, what has produced the monumental works of the children of the Indonesian Nation today, all that tickles the minds of the clever people who formulate from the point where we want to start fixing our nation. It turns out that educational activists agree that the gate of mastering science is by reading a lot. Because reading can open a world window. When the world window is open, the people of Indonesia will be able to look out, what sides are behind the window. So that the way of thinking of our society will advance and exit the poverty zone towards a prosperous life. The government show seriousness in increasing reading interest, as stated in the Act. No. 20 of 2003 concerning the National Education System and the Declaration of the National Reading Movement.

Urban village of South Meruya located in District of Kembangan, West Jakarta municipality area that has an area of 360 ha with a population of 35,639 and 10,822 head of household, 11 hamlets with 84 neighborhood, this urban village included in one of the urban areas with the high technology lifestyle urban community. The densely residents’ housing with relatively limited space, it leads to many problems related to children’s activities, teenager, and parents in doing educated recreation activities, such as reading a book in the library. Almost all information is sought and obtained through gadget and social media. The problems become more complex when social media prefer to be used by interesting things, but not constructive, such as hoax and fake news that increasingly spread to the community through social media.

The culture of reading among Indonesian children is still very low, even though reading is an indispensable ability, because diligently reading we can learn many things, such as honing the skills of observation, analysis, empathy, and also creativity.

Actually there are several ways that parents can do to familiarize children to increase their interest and reading culture, such as by getting children to read together with you such as bedtime storytelling activities or 1 book a day after dinner or before going to bed, will make children familiar with culture read and also get entertainment through the story books they read; discussing with children when reading can increase children's interest in the reading process. In addition to getting exciting stories, they also hone their observation, analysis, and of course building close interactions with their parents; giving lots of storybook options for children will make them interested in books, especially in books that discuss topics they enjoy. The availability of a variety of book choices also makes them not easily bored with reading habits, because when it's finished with one book, there are many other story books that can be enjoyed; building reading interest in children by reading-a-loud or reading stories aloud using funny expressions or in accordance with the character of the book will keep the child listening to the story line and the story becomes more real; besides enriching vocabulary, this will also make them understand the whole story. Their deeper understanding of a book will foster a sense of pride and a desire to read the book again and continue to explore in every activity reading books; the most important thing in the process of increasing interest in reading the baby is to support them to continue reading books. It doesn't matter if this activity can only be done at a certain time and / or the child continues to read the same books.

Reading activity, in particular, to fill the spare time with uneducated things at the end emerges a new problem meanwhile; inactivity of several parents also spends their time with unproductive things. Therefore, it is necessary to make one activity which is capable of improving reading interest and it is expected could give a knowledge and could be applied to support the financial family with positive activity, such as cultivation in a yard, produce a craft and all positive things. Taking into account the absence of "pojok baca" in the area, therefore, many community activities, in particular, a teenager that spend their activity with non-productive activities, such as, illegal racing, aimless hang out in a crowded place, for instance in a modern retail shop.

It is necessary to establish "pojok baca" that provide high-quality books, in particular, related to the daily life of the community, from a simple cultivation technique, how to process cultivation product, handicraft to fiction books and educated literature. Interesting books are available and provided by pojok baca to read for free in a certain period of time (for instance, in one week); the community is expected would have enough opportunity to learn interesting things that can be obtained from the book they read.

The successful of pojok baca establishment will get known by measure the literacy level of the community who gets the benefit from pojok baca, i.e. those who become a customer at pojok baca, by comparing literacy level before and after they get a benefit from pojok baca. This can be measured by how much the level of community productivity in managing.

According to Nurhadi (1987), reading is a process that involved internal and external factors of the reader. According to Wiryodijoyo (1089), the reading program comprises lesson material and implementation of activities to improve happy or unhappy behavior and reading skills. Whilst according to Hasanah et al (2011), reading interests is a strong desire of the person either realized or not that is satisfied via their reading behavior. Seven levels of reading ability according to Sulisty-Basuki (1991) are a person who completely has no reading ability; a person who has high-skill in reading; a person who is learning in reading; a literate person but not read unless reading a literature in daily life; a literate person but not a book reader; a literate person but not a constant reader; a literate person and a constant book reader.

## **METHOD**

### **Preparing**

The early step that carried out is visiting South Meruya Urban Village as a partner to observe regarding cooperation activities that can be done by both sides, aim and purpose of this activity are delivered also ask for permission to partner office to embody it. Furthermore, conveyed technical activities that will be done The first meeting was held with the secretary that represents the head of South Meruya Urban Village to discuss cooperation planning both sides will be done. The results of the first meeting and after filling in a number of questionnaires conducted by villagers, where they needed Reading Corner in the South Meruya Village as a service facility for the community. Furthermore, it

was agreed that the Mercu Buana University Group was willing to help the formation of the Reading Corner as a dedication to the community in the area around the University.

### Implementation

The first step that carried out is to make a bookshelves design fit in form and size of the provided room by the partner as Pojok Baca at Urban Village of South Meruya office; furthermore is preparing all of the equipment to establish 'Pojok Baca', such as books that will be put on the shelf and carpet as a pad for sitting on a floor; banner is printed to be used when official announcement and handover of 'Pojok Baca' from the community service team of Mercu Buana University to the partner, namely, Urban Village of South Meruya; after the entire step is carried out, the next step is technical finalization for the handover and official announcement of 'Pojok Baca'; delivery of bookshelves, books, and all equipment for Pojok Baca is done and is well received by partners.

### Final

At the final step, preparation is carried out for the official announcement of 'Pojok Baca' by PPM UMB and representative of South Meruya Urban Village in order that the official ceremony can run smoothly; Last activity from the community service is the official announcement of 'Pojok Baca' establishment and book and over from PPM UMB team to the partner, namely Urban Village of South Meruya.

## RESULT & DISCUSSION

The Following are the pre-survey result that obtained from 30 respondents;

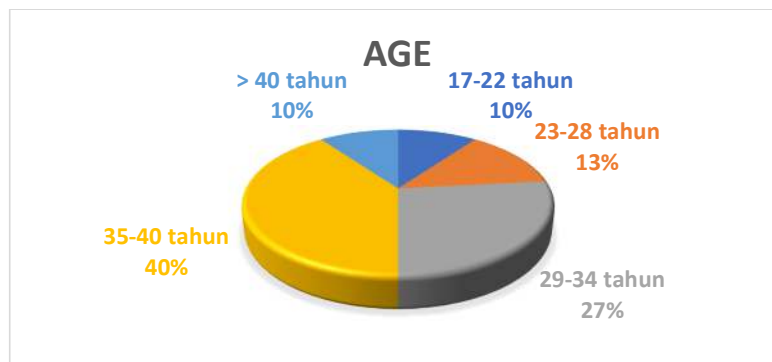


Figure 1. Age of respondents

In graphic.1, shows the age of respondents who participated in the largest survey with 40% is in the age range of 35 to 40 years, the second with 27% is in the age range between 29 to 34 years;

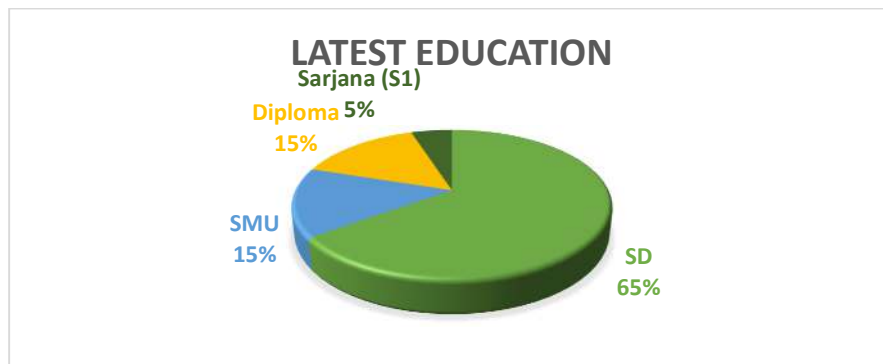


Figure 2. Latest education of respondents

In the graphic 2, shows that the latest education of respondents who participated in the largest survey with 65 %, are elementary school graduate and the second with 15 % is High school and Diploma graduate;

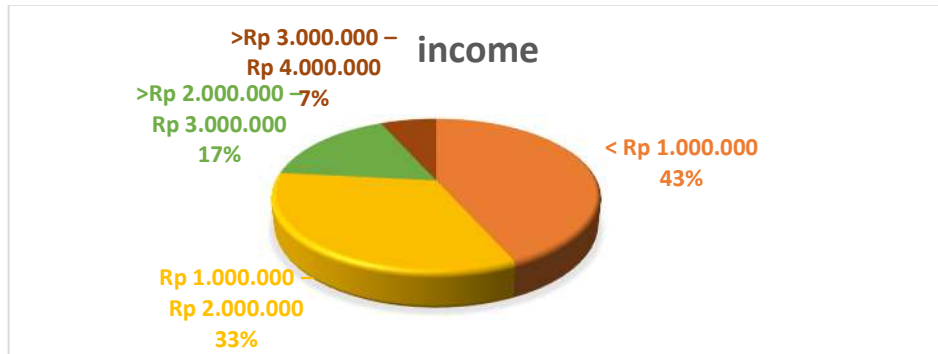


Figure 3. Income of respondents

In the graphic 3, shows that the income of respondents who participated in the survey with 43%, has an income less than 1 million IDR per month and the second with 33% has an income in the range between 1 million IDR to 2 million IDR per month;

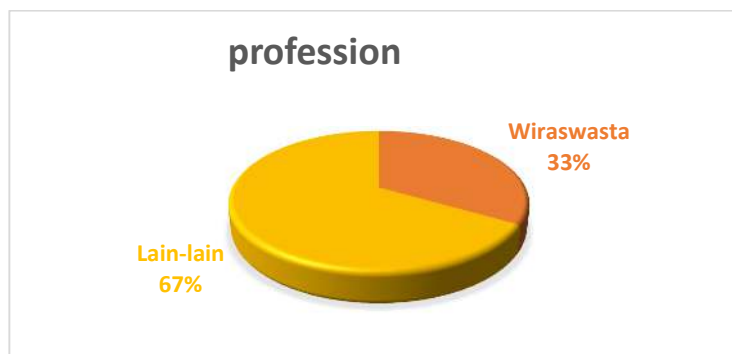


Figure 4. Respondent Profession

In the graphic 4, shows that respondents profession who participated in the survey there are only 2 types, i.e. others 67% and entrepreneur 33%. The following is the result of pre-survey;

Table.1. Pre-Survey Results of Pojok Baca

Statement	Yes	No
Reading a book, at least 1 book in one week	3,33%	96, 67%
Own a book collection at home	3,33%	96, 67%
Need to get literature resources to improve its knowledge	83,33%	16,67%
Love to read several types of books in order to improve its knowledge.	40 %	60%
Facilities are necessary (place and books) to obtain literature material	70%	0,3%

From the result of pre-survey obtained, that the respondent needed a reading material when filling the spare time with 83.33% and need facility to obtain literature source is 70%; both sides will establish 'Pojok Baca' after all of the cooperation has been carried out; the next step is, to carry out the technical preparation of procurement and equipment that consist of: bookshelves, books, book buffer, carpets and banner.

According to Darmono (2001), reading interests is a mental tendency that encourages someone to do something about reading. According to Kamah (2002), there are several strategies that must be

carried out for the development of people's reading interest, namely; Encourage and facilitate the growth of libraries and reading gardens; fostering and developing libraries and reading interest of the community carried out comprehensively, effectively and efficiently by utilizing technological developments; coaching and developing public interest in reading is carried out in a planned, gradual and continuous manner; library development and development and reading interest by utilizing available resources; library development and development and reading interest are carried out in an integrated manner / collaboration with local government and related agencies; community empowerment by strengthening infrastructure, while the government is a catalyst / driver; evaluating library empowerment as a means of developing public reading interest in a coordinated manner between the central government, provision, district / city; encourage the formation and establishment of reading interest correctional movements in provincial, district / city regional governments; encourage the development of professions in the field of books and other reading facilities. Abdurrahman (2003) mentions that there are still many students who are able to read correctly a reading material but are unable to understand the content of the reading, and there are five stages of reading development, namely readiness, preliminary reading, speed reading skills, extensive reading and real reading. The development of reading interest is continuously enhanced so that a cultured society of reading is formed. (Kartika, 2004).

While Siregar (2004), reading interests is a high desire in reading. Hardjoprakosa (2005) propose for improving reading interests by promoting reading activity as a family and school activity, book as a present gift tradition on birthdays, grade promotion, etc. According to Baderi (2005), there are at least five factors that influence a person's reading interest, namely; encouragement from within, family environment, community environment, school / education environment, and national education system. Rahim (2008) states that people who have strong reading interest will be realized in their willingness to get reading material and then read it on their own awareness. Reading material that is read includes newspapers, magazines, textbooks, knowledge books outside textbooks, and story books. Statistical data shows that the amount of time spent by Indonesian children watching TV is 300 minutes / day. Compare with children in Australia 150 minutes / day, America 100 minutes / day, and Canada 60 minutes / day. (Dharma, 2012).

One of the biggest studies of Anugra (2013) 45.83% stated that reading facilities make someone is happy to read, 43.75% is the availability of adequate lesson material can improve reading interests. Reading interests become an important key to a nation's development because mastery of science and technology can only be achieved with high reading interest. Media also play a role in expressing the result of reading interests through the writing activities and the important thing is the availability of the book that fits with readers need (Kasiyun, 2015).

## CONCLUSION

From all of the community service activity that has been carried out can be concluded that the establishment of Pojok Baca has an impact on the increasing of reading interests of the community. Readers at Pojok Baca increase accompanied by the increasing of reading interests in children, due to many attendances also take along their child to visit Pojok Baca. The conclusions of the activity are: Many communities in South Meruya Urban Village have no reading interests yet by the obtained questionnaire; Finally, South Meruya Urban Village communities have literature to improve their reading interests and knowledge; The Participants is the resident that visit the partner office; The Participants reveal that this activity is useful because heretofore, there is no good and useful reading material for improving their general knowledge.

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