

## INCREASING THE COMMUNITY'S INTEREST IN READING BY CREATING A COMMUNITY READING PARK IN PIPITAN VILLAGE THAT IS BASED ON INFORMATION TECHNOLOGY

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### ABSTRACT

The aim of this research is to increase the reading interest of the community in the TBM area of Pipitan village, so this research will examine the reading interest of the community in the Community Reading Park area of Pipitan village, the implementation of IT-based Community Reading Park activities, and the impact of the park. IT-based Reading Community Management (TBM). The descriptive method with a qualitative approach is the research methodology used. There were five research subjects, namely one manager, three activity participants, and one TBM facilitator in Pipitan village. Based on research findings, there are internal and external variables that contribute to local people's interest in reading TBM (external aspects have a greater influence because people generally need invitations, persuasion and encouragement from other people). The impact of TBM-based activities on information technology starts from affective (people have a positive attitude towards movement and reading books for at least ten minutes through "games") and cognitive (people have new knowledge which is then internalized and applied in life). The study concluded that TBM has improved people's reading skills, which is useful for carrying out daily tasks.

**Keywords:** *Community reading parks, technology and information, education, libraries.*

### INTRODUCTION

The first step to enlightenment is reading. Reading this can also foster creativity, productivity, innovation, and a young generation that is ready to face and overcome development challenges in the future. It is hoped that a strong education system will produce future generations who are qualified and able to adapt to life in society, nation and state. The main achievement and arguably the foundation for the development of a state or country is the creation of an intellectual society and nation.

Education is a means of developing individual potential through education or other means that are accepted and accepted by society as a whole. This can contribute to a happy, healthy general society, free from violence and corruption. Therefore, in accordance with Article 31 paragraph (2), Article 32, and Article 28 of the 1945 Constitution of the Republic of Indonesia, the government must implement the use of hearings as the most democratic means of educating the public while limiting people's freedom. . the ability to obtain information through hearing services in order to advance the life of the nation (as stated in Law No. 43 of 2007).

The library is the center of educational institutions because it collects various kinds of books and periodicals from various fields of science which are important for the learning environment. Not just one although non-formal institutions also have special programs to provide learning resource services for various local community groups, only formal institutions are able to offer these services. In this case, one of the educational resources that the community can utilize to foster and improve a reading culture is the Community Reading Garden (TBM).

No one has the authority to prevent someone from learning and developing a broader perspective. Research from industrialized countries shows that reading is ingrained in the lives and culture of the citizens of these countries. Reading has many benefits for a person, such as increasing knowledge, learning about the world around him, satisfying intellectual desires, and helping shape a person's personality. This means that the level of illiteracy in a country will also be influenced by low interest and ability to read.

Sutarno (2008:127) states that the Reading Community Park does not function primarily as a library and does not meet national library standards in terms of collections, infrastructure and facilities, personnel, services, implementation and management. TBM is a facility that provides reading materials needed by the community in order to train and learn reading skills. Apart from lending and reading books, TBM will be a place to carry out useful tasks.

Guidelines for Management of Community Reading Parks (2006:2) outlines the objectives of TBM as follows: (1) a means of independent learning for the community; (2) sources of information come from various books and other reading materials that meet the needs of students and the local community; (3) research sources (library study) using books and other available reading materials; (4) reference sources that provide reference materials for learning and other academic activities; and (5) recreational entertainment sources, which provide recreational reading materials to use free time to gain new knowledge/information.

## RESEARCH METHODS

The technique used by researchers is a qualitative descriptive research method based on verbal explanations of data analysis, which explains the planning, implementation and results of TBM-based information technology programs. By collecting data, this research aims to fully explain the symptoms related to this situation. These problems are revealed through data collected using qualitative methods, which include opinions, answers, facts and concepts as well as internal data.

There were five research subjects, namely one manager, three activity participants, and one TBM facilitator in Pipitan village. Informants were chosen by researchers not randomly, but by considering the position of the informant and the urgency of the information. TBM Pipitan Village, Walantaka District, Serang City was the research location. The research was conducted from 19 to 20 June 2024.

## RESULTS AND DISCUSSION

Based on the research findings, the community's interest in reading among TBMs in Pipitan Village includes:

- 1) First, readers' desire to visit TBM in Pipitan Village is more likely to be influenced by other people to convince and persuade them to do so. The internal drive is still not very strong.
- 2) Second, because TBM only offers a collection of reading materials with a small variety, the public's need for TBM is still minimal.
- 3) Third, by fostering a TBM environment that makes guests feel at home, the management agency helps provide service and comfort. It's up to the visitor to decide what to read and take it with them. Apart from that, there is a reading room with chairs and tables for reading as well as rugs and pillows for people who prefer to read while lying down. Apart from that, the management of TBM Pipitan Village always welcomes guests with a smile.
- 4) Fourth, even though the TBM facilities are very good, various issues are still raised by the public regarding the collection of reading materials, many of the editions of which are out of date. This is common in any TBM, because the main prerequisite for its establishment is the availability of books; providing reading materials in the latest version is not necessary.

Training is provided to community members on how to use computers and internet systems so that they can access data sources and meet their information needs according to their wishes. In addition, TBM also offers printers to community members so they can use them to print the information they download with the help of TBM officers. The community's learning process runs smoothly with this service. This shows that the role of digital libraries in society's information technology learning process is very important. ICT is used in public information libraries for two purposes, according to Rivalina and Anwas (2013:228): (1) as a management system (SIM) and (2) as a way to store, access and distribute scientific materials in digital form.

People's interest in reading increases along with activities taking part in information technology-based TBM programs. Researchers studied the outcomes in the cognitive and affective domains of information technology-based TBM program activities in this field. General public awareness of the use of information technology has grown in the cognitive realm. They can also understand the benefits and impacts of internet use. Apart from that, every member of the community has also shared their expertise through the activities they carry out so that the results of their efforts can be implemented both in daily life and the surrounding environment. One of them, graphic design assignments, requires original and inventive thinking in utilizing TBM online reading resources.

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## CONCLUSION

From the results and discussion above, it can be concluded that the public is usually asked, encouraged and persuaded to visit and read at TBM before information technology-based TBM operations. Then, after participating in information technology-based TBM activities, local people became more motivated to read.

The information technology-based Community Reading Park organizes events to encourage interest in reading among the community. The first activity is the use of online games to increase people's interest in reading which ultimately improves people's standard of living. The stages of organizing, mobilizing and coaching are in accordance with the implementation function in the idea of managing TBM activities using computer facilities and online platforms, namely implementing information technology-based TBM activities.

New knowledge about various topics emerges in society as a result of post-implementation activities of information technology-based TBM in the cognitive domain, and this knowledge is then utilized in everyday life. In the emotional realm, community members are able to embrace and be involved in all activities planned by TBM managers to create new habits. One of these habits is using the internet to obtain information, which begins with "game" activities, such as reading a book for ten minutes or more.

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