

## Transformation of Taman Bacaan Masyarakat (TBM) as a Container Learning Society

Herlina Siregar<sup>1</sup>, Ahmad Fauzi<sup>2</sup>, Yustika Irfani Lindawati<sup>3</sup>

<sup>1,2</sup>Department of Non-Formal Education, Faculty of Teacher Training and Education,  
Banten-Indonesia

<sup>3</sup>Department of Social Education, Faculty of Teacher Training and Education, Banten-Indonesia

email correspondence: herlina.siregar@untirta.ac.id

### ABSTRAK

TBM is a forum or facility for the community to improve literacy by providing reading material services. Based on the 2020 Reading Proficiency Index (RPI), Banten Province is in 9th place nationally with a low reading interest category. Based on this, the purpose of this study is to reveal the transformation of the TBM as a community forum t learners. With a qualitative research approach and descriptive method. Information and data were obtained through interviews with TBM managers and the surrounding community, observation and documentation. Data analysis techniques used are data reduction, data presentation and conclusion drawing. The results showed that the manager innovated by developing a program that not only organizes reading material services but also conducts social activities.

**Keywords:** *Taman Bacaan Masyarakat, Literacy*

### INTRODUCTION

Although Indonesia has a high literacy rate, it cannot be denied that the rapid advancement of technology has caused Indonesia's current literacy culture to be very concerning. In Indonesia, several topics are hot topics of discussion among parents, literacy activists and education observers. This indicates a high level of literacy. According to UNESCO data from January 2020, only 0.0001% of Indonesians are literate which is the lowest literacy rate in the world. This means that only one in 1,000 Indonesians likes to read. Information from the Central Statistics Agency (CSA) found that Banten Province residents with more than 5 years of age who were able to read when accessing the internet in 2019 reached 99.68%. However, in 2020 literacy dropped to 99.44% and dropped again to 99.00% in 2021.

In addition, Serang City ranks 7th out of all cities/regencies in Banten Province in terms of the number of illiterates. The illiteracy rate for those aged 15-59 years was 0.71% or 3,121 people out of a total of 439,053 people, and the illiteracy rate for those aged more than 15 years was 1.53% or 7,244 people, out of a total of 474,161 people. On the Reading Proficiency Index (RPI) Banten Province ranks 9th in the whole country with a value of 58.77, placing it in the low reading interest category. As a result, literacy culture in Indonesia, especially in Serang City, Banten Province.

The development of literacy as understood is not limited to the ability to read and write, it also entails understanding information in a creative, analytical and reflective way. Literacy clearly has an important role in providing people with an understanding of how the community paradigm can be applied to create community welfare (Nafiyah et al., 2022)

The main priority for illiteracy is the poor, especially children and students. In this rapidly evolving situation, various efforts must be made to create community quality and welfare. A culture of literacy is needed throughout the education system, including family, school and community. Therefore, as part of the implementation of the Minister of Education and Culture Regulation No. 23/2015 on the cultivation of character, the Ministry of Education started gerakan literasi nasional (GLN). The Ministry

of Education and Culture designed gerakan literasi masyarakat (GLM), one of its programs, to ensure that the activities of building knowledge and learning together in the community are ongoing and sustainable.

The Ministry of Education and Culture encourages six literacies in GLM, namely: literacy, numeracy, science literacy, digital literacy, financial literacy and cultural and civic literacy. In addition, the Ministry of Education stated in the 2015 World Economic Forum report entitled "A New Vision for Education: Fostering Social and Emotional Lessons through Technology" that having good basic literacy skills, or the ability to use basic skills in everyday life, is one of the enduring skills needed this century. This basic literacy consists of six elements: literacy and numeracy, science, information and communication technology (ICT), finance, culture and citizenship.

However, when young people are in the midst of society regardless of their age, they are less interested in learning. Therefore, special efforts are needed to make them interested in learning basic languages according to their needs. If they get direct benefits from learning activities, they will be more interested in learning. To realize a culture of literacy in society, educational institutions and information managers continue to provide various types of services, one of which is Taman Bacaan Masyarakat (TBM).

TBMs are the right forum or place for people regardless of age to continue learning basic characters. Diman TBM is one part of the Nonformal Education Unit which is believed to be able to help the community to grow and develop a culture of literacy. As expressed by Damayani et al., 2017 that TBMs are established and managed by the government and the community to provide the community with access to reading material services, and the main means to realize the concept of lifelong learning and support the improvement of the quality of life of the surrounding community.

In addition, according to Sutarno in Muhsin, 2019 in general, the role that can be carried out by Taman Bacaan Masyarakat (TBM) is a source of information, education, research, preservation and preservation of the nation's cultural heritage, as well as a place for healthy, affordable and useful entertainment. This means that currently TBM does not only function as a service in providing reading materials. Along with the development of technology and the progress of the times, many TBM programs have been established in rural districts and cities that allow them to function as centers of local creation and encourage a culture of literacy in the community.

Lopang Gede Village in Serang City also accommodates the community's low interest in reading. This is due to the lack of supporting literacy facilities, the amount of time wasted on useless entertainment, such as playing games and watching TV, which can distract people from books, and the lack of parental assistance and attention to the importance of children's reading interest and community-focused activities. By building a TBM at the same time the youth caretakers of the lopang gede neighborhood offered alternatives to various free education programs. These actions can help improve the literacy culture of the community, especially for vulnerable youth and children.

Researchers observed that the establishment of the TBM was an effort to realize the ideas conveyed by the manager. TBM PPLG managers who continue to mobilize a culture of literacy. With time, the TBM is increasingly open to people who want to learn and join the community. Having a strong determination that TBM PPLG must be felt by the community and the results must also be felt by the community, starting with small things to attract public attention to the presence of TBM PPLG to the big days. The work of TBM PPLG has resulted in achievements, for example they won first place in TBM management in Serang City in 2019, second place in the documentary film competition in Banten Province in 2019. And the Minister of Education and Culture Mr. Nadiem Anwar Makarim, B.A., M.B.A gave the Creative TBM award in 2020. In addition, TBM PPLG was selected as one of the grantees of the national TBM Forum to introduce TBMs to the community.

In the Directorate of Community Education in Nurohayati et al. 2023 suggests that a Taman Bacaan Masyarakat (TBM) must have a leader who has the expertise and commitment and has the technical skills to manage and implement library services to the community. In fact, the implementation of the TBM program itself is also motivated by the existence of several phenomena that occur including; the existence of a culture of excessive dependence on high performers, as well as limited material resources, this will affect the expected goals.

Seeing the problems that occur, how are the program innovations carried out by TBM PPLG managers and volunteers for the Lopang Gede Village community. Further research is needed on these

innovations, so that the management and results in implementing a culture of literacy can be known. Based on the above background, researchers are interested in discussing the issue of community reading park program innovation in improving literacy culture, with the title "Transformation of Community Reading Gardens as a Container for Community Learners at TBM Paguyuban Pemuda Literasi Global (TBM PPLG) Serang City.

## RESEARCH METHODS

This research uses a qualitative approach combined with a descriptive approach. As explained by Moleong, 2017 Qualitative research aims to understand the phenomena experienced by research subjects, such as behavior, perceptions, motivations, actions, etc., thoroughly and in a descriptive way using words and language, in a natural context and using various scientific methods. According to Sugiyono, 2018 descriptive method is research conducted to describe independent variables, both only on one variable with other variables. The reason for using this approach is to provide an overview of the transformation of TBMs as a forum for learning communities. The research location is TBM Paguyuban Pemuda Global (PPLG) in Lopang Gede, Lopang Village, Serang District, Serang City which was carried out from March to July 2023.

In this study using data collection techniques 1) interviews, 2) observation, and 3) documentation. Data processing and analysis techniques, namely, 1) data reduction, 2) data presentation, and 3) data verification. Data validity techniques in this study are extension, observation, increased persistence in research, and triangulation. Researchers used the source triangulation method by comparing direct observation results with interviews and comparing interview results with other interviews.

## RESULTS AND DISCUSSION

### Result

The following is a description of the research data obtained from the results of interviews and observations, as well as field documentation, which has been carried out by researchers. However, in the concept of delivering research data, researchers use initials as a source of information, this is because it aims to maintain the privacy of respondents. The results can be explained in accordance with the research focus as follows:

#### 1. Incremental innovation

TBM transformation is seen from the incremental aspect, namely by improving the quality of existing service programs by seeking activities or activities that are varied and creative so that community members feel enthusiastic and enthusiastic about participating in activities at TBMs. TBM also has an open attitude to receive suggestions and input from volunteers and the community which will be taken into consideration in developing the TBM program. Educational services organized at PPLG TBM are divided into weekly, annual and planned programs. Regular programs include the cheerful Sunday program which is carried out on Sunday morning by holding books, educational activities while playing with children and volunteer teachers. Furthermore, there is an annual program, namely educational activities celebrating momentum when commemorating major holidays such as: PPLG Milad, commemorating the Republic of Indonesia Anniversary, and the Literacy Volunteer Consolidation (KORELASI).

Weekly Program or also known as cheerful week, this program is a routine program provided by TBM PPLG every Sunday at 08.00 WIB until completion. The activities of this program are book events, educational activities while playing with children around Lopang Gede as TBM PPLG learning citizens and the teachers are TBM PPLG volunteers.

TBM PPLG also provides an annual program, this program is carried out once a year because of a momentum or commemorating certain holidays. The activities of this program are: Commemorating PPLG Anniversary, Commemorating Indonesian Independence Day, KORELASI which is a series of open recruitment activities for literacy volunteers, debriefing, as well as inauguration as part of TBM PPLG volunteers, and is carried out annually..

This program provided by TBM PPLG has been planned and adjusted to the creativity of their volunteers. Program development is usually mutually agreed upon, even though the owner of the idea is only one person, the managers and volunteers remain compact in carrying out the activities. The

activities that were successfully carried out in this program were: Literacy seminars, si Peci (Si Petualang Cilik is a learning activity while getting to know nature), TBM visits, Si Bolang Literasi (this activity is an activity), writing and media classes, field trips and TBM PPLG care.

Based on the explanation above, it can be concluded that TBM PPLG has improved the quality of program services by being open to feedback from the community, learning citizens (children) around Lopang Gede who often study here, or visitors who come here, even from volunteers / managers themselves and have creative programs that were successfully carried out in 2016 and 2019 in developing a community literacy culture in Lopang Gede, that are: weekly program (cheerful week), annual program (program to commemorate big days), and annual program.

## 2. Modular innovation

Based on the results of interviews in the field in making changes to components with the same system, TBM managers and volunteers see opportunities and opportunities to implement Creative TBM programs organized by the ministry of education and culture. From these results, the Cakra Literacy program was developed which consists of 9 programs, including:

- a. The literacy pavilion, one that has been established since 2016, is currently used as a place / setting for various kinds of programs and activities to be carried out, whether weekly, annual or planned programs. The location is in a building, which is located right opposite a large mosque where people gather to worship. This strategic location makes "Pendopo Literasi" successful in getting the attention and participation of many people.
- b. Rumah Baja (baca dan jajanan), is the 2nd unit owned by TBM PPLG, located in the private home of Masrur Alawi as the founder of PPLG. This house is a gathering place or can be said to be the basecamp of volunteers. As for the type of financial literacy, and also digital literacy, therefore this unit was established as a place provided to build relationships and networks in the form of selling small food, snacks for children who are interesting to come to Rumah Baja. In this place, children can also read and access the internet / wifi after they finish reading. Until now, the work system of Rumah Baja is still the same as when it was first established, active in implementing various programs, routine in the Weekly program (Minggu Ceria), as well as being an alternative when the literacy pavilion cannot be used due to a need and other things or it can also be said as a gap so that the learning community is not bored in one place.
- c. Ruqo (Rumah Iqro), the 3rd program organized by TBM PPLG, namely Ruqo, aims to eradicate Qur'an illiteracy. In its implementation, TBM PPLG applies reading and writing literacy, numeracy literacy, and also civic literacy or cultural literacy because it slips customary and cultural values in the city of Serang Banten, namely the Gemar Al-Qur'an program (Al-Qur'an Literacy Movement) and its own implementation is often held on Saturday nights, or more commonly called Sunday nights with "Maghrib Mengaji" activities. In learning, learning citizens are taught to be able to read and recognize hijaiyah letters, learning citizens are guided to be able to write hijaiyah letters as a strategy to strengthen memory, learning citizens are also often trained in the development of psikomotor, affective, and knowledge. By combining learning activities with various kinds of inspirational stories such as prophet stories. This unit is a new component that was initiated directly by the head of PPLG, Marto Sujiro, located at his private residence. It is also one of the strategic locations because it is very close to residential areas and in harmony with the customs and culture of the surrounding community.
- d. Kobong Literasi is the 4th program owned by TBM PPLG, this unit has indeed been used to support previous learning activities. In accordance with its name, "Kobong", which is indeed identical to the name of a place that is closely related to the gathering place for people to study religious knowledge. So this program was formed indeed for this purpose, in this place the study of religious knowledge or activities related to it are all carried out. Such as lecture recitation activities, or book studies. It is called kobong because the learning residents or the community around this place are santri or people who are engaged in pursuing the religious field in more depth with the applicable procedures and conditions. This place is also where congregational prayers are usually held, because it coincides with



the "Pondok Pesantren Raudhotl Al-Muta'allimin" building which is a facilitator in the implementation of PPLG TBM activities.

- e. Ladang Pena was created to provide learners and volunteers to face the world. The ability to write either poetry, essays, short stories or news is an ability that is still very important. In addition, this class is a medium for art and storytelling. This program is also the secretariat of TBM PPLG for outdoor activities and finding inspiration for volunteer work. The location of ladang pen with rice fields that allows residents to study and volunteers to feel the tranquility and beautiful atmosphere around them..
- f. Dedolan Travel is a unit that combines financial literacy, cultural literacy, and science literacy actions. Implementation of the program, the participants are given facilities and education related to history.
- g. Serang *Calakan*. *Calakan* comes from the *Jaseng language* (Javanese Serang) which means smart is an information media that has access for anyone who wants to know the latest news or more knowledge about the Serang City area can be easily accessed and known by many people such as the most updated news. In this program, TBM PPLG tries to implement digital literacy through the platform created, namely Serang Calakan. This platform was formed with the hope of disseminating education specific to the City of Serang, especially regarding the Serang Language or commonly known as *Jaseng*.
- h. Genau Private (Genau Unggul Private), this unit TBM PPLG forms a unit related to educational programs in privacy or better known as private tutoring. The majority in formal schools, there are still many who have to follow additional learning with private tutoring. Private tutors who are very competent in their respective fields accept and open to anyone who wants to learn more privately to visit their homes or schools.
- i. Bank Sampah Digital, is a program that was established during the pandemic because many sources of income were reduced or even lost, with the hope that the environment will be cleaner and the family economy can continue to run even if only modestly. From this, PPLG formed "Bank Sampah" as a program to manage waste around Lopang Gede. Where at first it had a digital concept but because there was still a lot that needed to be prepared for a while using local or not virtual methods. In addition, we are also trying to implement financial literacy and digital literacy which will only run next.

### 3. Architectural innovation

Based on the results of the field obtained information that system changes in a new way and increasing components in program services owned by TBM PPLGs by conducting activities online, cooperation and conducting new programs. System changes in a new way and increasing components can be carried out by this TBM PPLG in any condition or can adjust to existing conditions so that this TBM continues to remain active in carrying out activities including by conducting activities online, collaborating, and conducting new programs. The programs that are intended include: Halaqoh literacy, Si cantic Leat's Read, and Saung Pa'de, not only to carry out new programs, TBM PPLG is able to produce which can be a potential income for TBM PPLG, that are margot as animal feed which can be sold in the form of Fresh margot, dry margot and egg margot.

Sooner or later innovations can be accepted by paying attention to the characteristics that exist in the innovations made. In this case, TBM PPLG also pays attention to the characteristics of innovation in improving the quality of existing service programs by looking at the relative benefits and advantages obtained, having a fit with community needs, complexity, trials, and making observations.

TBM PPLG pays attention to every characteristic of innovation that exists in making system changes in a new way and improving components can be done by TBM PPLG so that innovations made are quickly accepted by the community or institutions, including the benefits and advantages provided by providing literacy literacy programs and other literacy education to the community, especially children or to TBM PPLG volunteers, for example science literacy TBM PPLG provides solutions to the community and children in processing and recycling household waste that can be useful for life, Then it has been adapted to the needs of the surrounding community, and the existence of limited human resources for the contribution of TBM PPLG volunteers who are considered complicated in carrying

out the system in a new way and improving the components in the form of learning through other literacy activists who have already tried this innovation slowly TBM PPLG began to conduct its own trials, as well as observations from both the chairman and volunteers through needs and habits as a potential environment in making innovations developed by TBM PPLG.

## Discussion

Transformation of TBM PPLG as a forum for community learners in Lopang Gede, Lopang Village, Serang District, Serang City. In kamus besar Bahasa Indonesia (KBBI) "innovation is said to be due to the introduction or introduction of new things, or renewal. According to Lizardo & Samsudin, 2021 innovation is a continuation of (*invention*) and innovation activities are a (*creation of value*) that involves technological improvements. In its development, there are four types of innovations that can be implemented by organizations in providing benefits and being accepted by the wider community, according to Henderson & Clark, 1990 Four types of innovation are: incremental innovation, radical innovation, modular innovation and architectural innovation.

In this study, the innovation of the community reading park program of the global literacy youth association (TBM PPLG) in improving community literacy culture applies three of the four forms of innovation, namely incremental innovation, modular innovation, and architectural innovation. Based on the results of interviews that researchers have conducted with respondents about program innovations carried out, the following results are obtained:

### a. Incremental innovation

According to Luecke and Katz in Nugroho & Abdurrohman, 2021 Incremental innovation or gradual innovation is innovation that is carried out by developing either from the previous form or previous technology towards a better one. As explained by Kristian et al., 2022 Incremental innovation utilizes the potential of the design that has been set, and often strengthens the dominance of an organization's capabilities, this innovation improves the quality of existing services by making small-scale improvements to existing services.

Based on the results of field research at TBM PPLG, it is known that there is a true improvement in the quality of service programs owned during the ups and downs of the development of this TBM, at the beginning of its establishment TBM PPLG tried to make improvements on a small scale, namely by being open to input both from the community, learning citizens (children) around Lopang Gede who often study here, or visitors who come here, even from volunteers / managers themselves, this is in line with the view According to ... reveals one way to find out the quality of service is to be open to the input that comes.

With an open attitude, TBM PPLG has creative programs that were successfully carried out in 2016 and 2019 in developing a community literacy culture in Lopang Gede in the following table;

Table 1. TBM PPLG Creative Program

No	Type of program	Types of activities carried out	Activity time
1.	Open donation program "1 house 1 book"	Getting book donations	Beginning of the year
2.	Weekly program (Cheerful Sunday)	Providing learning guidance while playing to children around lopang gede as TBM PPLG learning citizens, and the teachers are TBM PPLG volunteers.	Every Sunday at 08.00 WIB until completion
3.	Annual program	Commemorating PPLG milad, commemorating Indonesian independence day, KORELASI (Literacy Volunteer Consolidation is a series of activities for <i>open recruitment of literacy volunteers</i> , debriefing, as	Once every year

		well as inauguration as part of TBM PPLG volunteers, and is carried out annually)	
4.	Planned program	Literacy seminars, Si PeCi (Si Petualang Cilik is a learning activity while getting to know nature), TBM visits, Si Bolang Literasi (this activity is an activity), writing and media classes, field trips and TBM PPLG care.	Occasionally or every time there is an event

Based on table 1, it shows that the development or improvement of the quality of the TBM PPLG service program is carried out continuously. New products, services or developments are the findings of an innovation, and these findings can be recognized by the community through their distinctive characteristics. What is meant by innovation characteristics is the nature or form of innovation that characterizes it so that it can be heard, seen and observed, or felt by a person or group of people, this is according to the view of (kristiawan in Astuti & Ismail, 2021).

The relative advantages of the TBM PPLG can be seen in the many visitors who come to learn or play, have a large collection of books, have the competence of volunteers who are ready to teach, while the benefits provide learning services to learning citizens by providing reading materials according to the needs of the local community, especially for children as a free, safe and comfortable learning place solution.

Then the level of suitability of the creative programs owned is in accordance with community values and has been adjusted to the needs of the community regarding the literacy culture of the surrounding community, such as; the need for reading materials, both books in general, Islamic, and children's books in particular, and also the need for activities for volunteers to develop their competence.

Then the level of complexity experienced by TBM PPLG is procurement such as budget, such as finding book donors, and volunteer time availability. There are no trials conducted by TBM PPLG in improving the quality of existing service programs. And shows that improving the quality of service programs owned by TBM PPLG has the ease of being observed by the founder, chairman, and volunteers towards learning citizens and the community when the activities of the program take place which results in such as the coverage of literacy culture, so that it can improve the literacy culture of the community, especially children by ensuring the benefits and advantages gained from improving the quality of this program.

This is in line with Syafaruddin, Asrul in Astuti & Ismail, 2021 revealed that 5 characters possessed in innovation can affect the speed of innovation in acceptance, namely; the existence of relative advantages, the existence of suitability which includes (in accordance with existing values, experience, and is needed to fulfill needs), the existence of complexity based on the level of difficulty used (difficult or easy to understand), trialability (easy to test) and observability (the benefits of innovation can be seen by the community and the public).

#### b. Modular innovation

According to Henderson & Clark in Dan et al., 2022 stated that modular innovation is innovation by making changes to components, but the system used remains. Modular innovation is also defined as an improvement and refinement process that focuses on developing existing components in a system rather than starting from scratch every time an update is needed.

Based on the results of field research, changes in the components of the same system in the TBM PPLG are marked by a new action from one of the volunteers who has been approved by the TBM PPLG management to take part in the creative-recreative TBM

appreciation competition organized by the Ministry of Education and Culture in 2020. This new action was carried out with the initiative of volunteers through the merger of existing units and programs as an effort to improve the development of TBM PPLGs, with one name, that is "Cakra Literasi". Cakra Literasi consists of 9 units or places in carrying out various programs and activities owned by TBM PPLG. This action he took succeeded in getting an award from the Minister of Education and Culture Mr. Nadiem Anwar Makarim, B.A., M.B.A. in 2020 as a creative-recreative TBM.

TBM PPLG develops services by looking at the opportunities and opportunities that exist by adjusting the activities organized by the ministry of education and culture. Reinforced by the opinion of De Jong & Den Hartog in Fadilla Helmi, 2009 that one aspect of carrying out the innovation process is to see opportunities that originate from inequality and discontinuity that occur due to a mismatch with expected patterns such as problems with ongoing work patterns, inability to meet consumer needs, or indications of changing trends.

In introducing creative innovations at TBM PPLG, it is not only up to participating in competitions, to be able to introduce these 9 units to the Lopang Gede community, TBM PPLG published it in the banten news newspaper, which was published on September 11, 2020. Since that year until now TBM PPLG has been actively organizing programs in the 9 units. The nine units owned by TBM PPLG can be seen based on the table of TBM PPLG service program units from the following research;

Table 2. TBM PPLG Service Program Units

No	Unit name	Type of program	Unit function	Activities
1.	Pendopo literasi	Programs and activities that will be carried out either weekly, annual or planned programs	Education and entertainment	Conduct program and activities that will be carried out either weekly, annual, or planned programs. In learning that is interesting and entertaining for the learners
2.	Rumah Baja (Baca dan Jajanan)	Various programs, routinely on a weekly program (cheerful Sunday)	Reading and writing literacy, financial literacy, and also digital literacy	We do this every day, on Sundays, and build relationships and network by selling small meals and snacks for children who are interested in coming to rumah baja. In this place, children can also read while accessing the internet/wifi.
3.	Ruqo (Rumah Iqro)	GEMAR AL-QUR'AN program (Gerakan Melek Aksara Al-Qur'an)	Reading and writing literacy, numeracy literacy, and also civic literacy or cultural literacy because it incorporates	Learning to read and recognize hijaiyah letters, writing hijaiyah letters as a strategy to strengthen memory, learning citizens are also often given advice that is directly related to religious teachings and recommendations, beside learning with various kinds of inspirational stories



			traditional and cultural values in the city of Serang Banten.	such as prophet stories, which are carried out every Saturday night, or more often called Sunday night with “magrib mengaji activities”
4.	Kobong Literasi	Study programs on religious knowledge, weekly, annual or planned programs		Conduct recitation activities, lectures, or book studies for students.
5.	Ladang pena	Volunteer skills development program, and as a kind of TBM PPLG secretariat for outdoor activities.	Education, deaf literacy, and also civic literacy or cultural literacy.	As a place for a kind of TBM PPLG secretariat for outdoor activities, as well as looking for inspiration for volunteers in creating work whether writing poetry, essays, short stories, or news, more than that, it is also intended as a location for implementing other classes as well, such as media classes, art classes, and storytelling classes.
6.	Dedolan Travel	Tourism program.	Education, financial literacy, cultural literacy, and also science literacy	The first trip was to Bandung where we were given facilities and instructions on its history and uniqueness.
7.	Serang Calakan	Information dissemination program related to Jawa Serang.	Education, digital literacy.	Conducting education that focuses on Serang city, especially related to the Serang language or also known as Jaseng (Jawa Serang)
8.	Genau Private (Generasi Unggul Private)	Private education program or better known as private tutoring	Literacy in reading and writing, numeracy literacy, and also civic literacy or cultural literacy.	Conduct additional learning.

9.	Bank Sampah digital	Waste management program around lopang gede.	Science and financial literacy education.	Conducting garbage collection services from each house in lopang gede "TBM PPLG coordinates the garbage", then invites local residents to become customers whose garbage will become an economic value that becomes the savings of the community through the cooperation of friends from @banksampahdigital.
----	---------------------	--	---	--

Based on the research data and table 2, it shows that it is true that TBM PPLG make changes to components in the same system..

TBM PPLG can reach the community, TBM PPLG pays attention to every characteristic of innovation in making changes to this component so that the innovations made are quickly accepted by the community or institution, the characteristics contained in the changes to the TBM PPLG components include the following; beneficial and beneficial to both learning citizens, the community or volunteers, then have been adapted to the needs of the surrounding community, and there is no hassle experienced "minimal", in making changes to this component, no testing of the changes made to the recipient, and the observation of both the founder, chairman and volunteers when preparing component changes with the same system.

#### c. Architectural innovation

According to R.M. Henderson and K.B. Clark in Dan et al. stated that architectural innovation is innovation by using new methods or ways to change existing systems and improve their components without having to change them.

Based on the results of field research, the changes in the system in a new way carried out by TBM PPLG are conducting activities online, collaborating, and conducting new programs, the programs referred to include;

- 1) Halaqoh literacy, this program exists during the 2021 pandemic, in the activities carried out, sharing (discussion) with volunteers, where the volunteers themselves become the audience and some become presenters, which aims to explore the potential of the volunteers themselves and other volunteers as well.
- 2) Si cantik leat's read, this program is a leat's read grant from the Asian foundation comes in 2022, where TBM PPLG acts as a promotional medium in introducing the let's read application to the community
- 3) Saung Pa'de, this program has been moving since 2021 and is pinned as a new program owned by TBM PPLG in 2022 which is engaged in science literacy, the science literacy used in this program is different from the previous program which applied science literacy. through processing organic waste with the BSF / Magot bioconversion method, apart from processing in this program produces products that are potential income for TBM PPLG as for the products produced, namely magot as animal feed with several types that can be sold, that are ; magotfresh, dry magot, and egg magot, even the fufanya.

It can be seen that in changing the system in a new way, the TBM PPLG is not necessarily entirely related to technology, this is in line with the view of the TBM PPLG. Budiardjo, 2017that many companies and organizations in Indonesia carry out

organizational learning and knowledge management in producing a product or service, one of the innovations in the form of a system can be done with technology or not.

Based on the results of the research, changing the system in a new way and improving the components carried out by TBM PPLG is also inseparable from the characteristics of innovation, so that innovations made are quickly accepted by the community or institutions, including the following; the benefits and advantages provided by providing literacy reading and writing programs and other literacy education to the community or to TBM PPLG volunteers, especially children, for example science literacy TBM PPLG provides solutions to the community and children in processing and recycling household waste that can be useful for life, then has been adapted to the needs of the surrounding community, and the limited human resources contribution of TBM PPLG volunteers which is considered a hassle in carrying out the system in a new way and improving this component, There was a trial conducted by the founder in making changes to the system in a new way and increasing components in the form of learning through other literacy activists who had already tried this innovation, so from there TBM PPLG began to slowly conduct its own trials, as well as observations from both the chairman, volunteers and founder through needs and habits as environmental potential in making innovations created by TBM PPLG.

It can be seen that the characteristics of innovation contained in these component changes are in accordance with the views of the government. Priyanda et al. that innovation has certain characteristics so that it is accepted and used by the wider community, the speed of acceptance of innovation acceptance by the wider community is influenced by the characteristics themselves. Characteristics of innovation according to Rogers in Fauzy Harahap et al., 2023 there are several characteristics of innovation that must exist so that the innovation gets a positive response from the surrounding community which includes: (1) *relative advantage*, (2) *compatibility*, (3) *complexity*, (4) *access to try*, and (5) *observability*.

## CONCLUSIONS

The transformation carried out by TBM PPLG is by carrying out various service innovations to meet the learning needs of the community, especially children through incremental, modular and architectural innovations. For incremental innovation can be seen by improving the quality of existing services by making improvements on a small scale such as being open to input, and organizing regular programs such as the "1 House 1 Book" open donation program, weekly programs (minggu Ceria), annual programs, and planned programs. For modular innovation based on improvements in the development of the PPLG TBM program through one name, that is "Cakra Literasi" consisting of 9 programs. While architectural innovations are in the form of Halaqoh Literasi, Si Cantik Leat's Read, and Saung Pa'De programs.

## REFERENCES

- Astuti, M., & Ismail, H. F. (Eds.). (2021). *Studi Inovasi dan Globalisasi Pendidikan Suatu Pendekatan Teoritis dan Riset Dilengkapi Contoh Hasil R & D Bahan Ajar*. CV Budi Utama.
- Budihardjo, A. (Ed.). (2017). *Knowledge Management: Efektif Beinovasi Meraih Sukses*. Prasetya Mulya Publishing.
- Damayani, N. A., Silvana, T., Saepudin, E., & Budiono, A. (2017). PENGEMBANGAN TAMAN BACAAN MASYARAKAT DI DESA SINDANGKERTA KECAMATAN CIPATUJAH KABUPATEN TASIKMALAYA. *Dharmakarya: Jurnal Aplikasi Ipteks Untuk Masyarakat*, 6(1), 57–61.
- Dan, K., Yuliani, M., Ramli, A., & Rakib, M. (2022). *Konsep Inovasi Usaha Untuk Meningkatkan Kinerja Usaha Mikro*. 4(1).
- Fadilla Helmi, A. (2009). KEWIRAUSAHAAN DI PERGURUAN TINGGI DALAM PERSPEKTIF PSIKOLOGI. *Buletin Psikologi*, 17(2), 57–65.
- Fauzy Harahap, F., Lubis, F., Fitria, M., & Khairani, N. (2023). Jenis dan Karakteristik Inovasi Pembelajaran. *AMI: Jurnal Pendidikan Dan Riset*, 1(2), 82–90. <http://jurnaltarbiyah.uinsu.ac.id/index.php/ami>
- Henderson, R. M., & Clark, K. B. (1990). Architectural Innovation: The Reconfiguration of Existing Product Technologies and the Failure of Established Firms. *Administrative Science Quarterly*, 35(1), 9. <https://doi.org/10.2307/2393549>
- Kristian, I., Alpianti Wulandari, R., Prihaningsih, R., Al-ghifari, U., & Sunan Gunung Djati Bandung, U. (2022). INOVASI PELAYANAN PUBLIK DALAM MENINGKATKAN INVESTASI DI DAERAH. *IJOP: International Journal of Panengen*, 1(1), 32–41.
- Lizardo, J., & Samsudin, A. (Eds.). (2021). *Inovasi: Konsep, Manajemen dan Strategi*. Scopindo Media Pustaka.
- Moleong, L. (2017). *Metode Penelitian Kualitatif Edisi Revisi*. Remaja Rosda Karya.
- Muhsin. (2019). PROSIDING SEMINAR NASIONAL TAMAN BACAAN MASYARAKAT (TBM) SEBAGAI BAGIAN TRIPUSAT PENDIDIKAN KI HADJAR DEWANTARA. *Penguatan Karakter Berbasis Literasi Ajaran Tamansiswa Menghadapi Revolusi Industri 4.0*, 751–760.
- Nafiyah, I., Yulianti, M., Sulistiya, A. E., Adinugraha, H. H., & Pekalongan, I. (2022). Pendampingan Gerakan Literasi Pada Taman Bacaan Masyarakat (TBM) Griyo Moco Kecamatan Watukumpul. *Pendidikan: Jurnal Pengabdian Masyarakat*, 3(2), 111–117.
- Nugroho, S. B. M., & Abdurrohman, A. (Eds.). (2021). *Bab 12 Inovasi dan Kreativitas Ekonomi pada Masa New Normal. Menakar Ekonomi di Era Pandemi Covid-19 & New Normal*. Insania.
- Nurohayati, S., Fauzi, A., & Siregar, H. (2023). Pengelolaan Program Taman Bacaan Masyarakat Paguyuban Pemuda Literasi Global (TBM PPLG) dalam Meningkatkan Budaya Literasi Masyarakat di Lopang Gede Kelurahan Lopang Kecamatan Serang Kota Serang. *Journal on Education*, 6(1), 6351–6362.
- Priyanda, R., Rangkuti, A. A., Mustafa, Aslindar, D. A., Maranting, H. S., Santosa, R. B., Ali, M., Rahmadi, & Wardani, K. D. K. A. (Eds.). (2023). *Difusi Inovasi Pendidikan*. Pradina Pustaka.
- Sugiyono. (2018). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D*. Alfabeta.