The Effectiveness of Mobile Library Services Socialization in Improving Reading Interest in Kabupaten Garut

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Abstract—**Mobile library service is created in order to improve people literacy and reading interests that is still relatively low in Indonesia. The purpose of this study is to analyze the effectiveness of the mobile library services socialization in improving reading interest. This research adopted qualitative method in the level of descriptive explanation. The survey is observation and interview with several informant related with mobile library services' managerial and user or reader. Mobile library service in Kabupaten Garut was selected as research object. The result of this research showed that the socialization of mobile library services has not effectively increasing people's reading motivation. The transformation of technology was indicated people's behavior in reading. In addition, inadequate facilities and infrastructure became a consideration and should be improved by the managerial of mobile library services. The implication of this research is that this research can be used as a base of public service of mobile library service especially in increasing reading interest.**

Keywords—people literacy, library services, reading motivation

I. INTRODUCTION

In Kabupaten Garut, people literacy and reading interests is still relatively low. Mobile library service created in order to increase the motivation in reading among youth. The meaning of reading itself was adopted from Sumanth (in Tjatjuk, 2011: 196) that defined effectiveness as how well the goals can be achieved, and the achievements achieved compared to those that might be achieved, while maintaining quality. That theory became a reference in implementing an activity such as Dispusip Kabupaten Garut program in socializing the importance of reading interest through mobile libraries. It also can be one of the factors that can encourage the realization of activities so that children and the community can read. Mobile library is one of the most important types of libraries that we introduce to the public; especially students who really need them to support their education.

Unfortunately, in this modern time, we rarely find teenagers or youth who love to read. Most of them prefer to play games, go to internet cafes to play social media, or hang out with friends. But, there are still some of them who interest in reading such as reading novels. That is not a problem as long as they can still take advantage of filling free time by doing useful things, such as reading or studying. Therefore, the Dispusip Kabupaten Garut held a socialization to increase reading interest through mobile libraries services so that at least youth could be interested in mobile library activities. The following is a table of locations that Dispusip aims to carry out in order to provide services in the form of a mobile library to the following places:

TABLE I. THE LOCATION OF MOBILE LIBRARY SERVICES 2018

No	Service location	
	School/Village Name	District
1	Smpn 2 Garut	Garut Kota
2	Desa Pameungpeuk	Pameungpeuk
3	Desa Bojong Kidul	Pameungpeuk
4	Malangbong	Malangbong
5	Citeras	Malangbong
6	Desa Paas	Pameungpeuk
7	Mandalakasih	Pameungpeuk
8	Desa Lewobaru	Malangbong
9	Desa Pamengpeuk	Pameungpeuk
10	Malangbong	Malangbong
11	Desa Bojongkidul	Pameungpeuk
12	Desa Pangauban	Cisurupan
13	Mekarwangi	Cihurip
14	Tbm Alfawaid	Cibatu
15	Jayamukti	Cihurip
16	Giriwaras	Cikajang

Source: Document of Dispusipda Kabupaten Garut 2018

The table above is the data from Quarter I and II of the 2018 budget. There are 16 targeted locations. In the Quarter 1 there are stages 1 and 2. The stage 1 is carrying out the administration of activities (schedule of activities and the officers who performing the activities) needed related with the implementation of activities in January. Then stage 2 is carrying out mobile library service activities due to determined schedule. It is done by visiting and lending book collections, then taking notes in the master book at the 8

169

location of the mobile library service activities carried out from January 2018. Then for the Quarter II there are also stages 1 and 2. For stage 1 is carrying out making administrative activities (schedule of activities and the officers who carry out activities) related with the implementation of activities in January. Then stage 2 is carrying out mobile library service activities due to determined schedule. It is done by visiting and lending book collections, then taking notes in the master book at the 8 location of the mobile library service activities carried out from April 2018.

But in the implementation of the mobile library services socialization is still not effectively implemented. That is caused by several obstacles when implementing these mobile library services. In this research, the phenomenon of the problem found in Kabupaten Garut in the effectiveness of socialization in increasing reading motivation re:

1. The Socialization in increasing reading motivation is still not effectively implemented by mobile libraries services because of the limited facilities and infrastructure owned by the Dispusipda such as cars for facilities in carrying out the library program that make reading motivation in Kabupaten Garut increases.

2. Lack of people awareness of the importance of reading because knowledge is obtained not only from the internet but from reading activities. The knowledge will be more widespread because by reading people will get more new knowledge that is not obtained from the internet. Besides, we can also learn to understand the contents of the book.

3. The wide area of Kabupaten Garut has caused the Dispusipda not be able to reach out to socialize the mobile library services.

Therefore, various ways are needed to overcome this problem. This can be done through the school environment or by the students themselves. They tend to come to the library only if they need books, and also if they want to do internet wifi and just to play. The researchers are interested to find out whether the mobile library service is an effective alternative in increasing reading motivation. The researchers conducted research titled "The Effectiveness of Mobile Library Services Socialization in Improving Reading Interest in Kabupaten Garut".

II. MATERIALS AND METHODS

The method used in this research is qualitative descriptive method. In this research, the writer uses descriptive research type with qualitative data type because this research tried to find out and explain a fact or reality of certain social phenomena and provide objectively description of faced problem. The data were collected by using interview and observation. The interview was done with mobile library staff and readers as informants. The data were also collected from observing document of user data of Dispusipda (Dinas Perpustakaan dan Kearsipan Daerah) Kabupaten Garut.

III. RESULTS AND DISCUSSION

A. *Obstacle Factors in Reading Motivation*

From the research, it showed that there are several obstacle factors that obstruct people reading motivation, such as:

a. High transformation of technology is a strong competitor of people reading interests.
b. Indecisive legal action of book plagiarism indirectly affected to people reading interests.
c. Lack of appreciation and contribution to activities or creativity related to people literacy.
d. The family environment, for example the lack of parental example in spending free time through reading.

B. *The Efforts in Increasing Reading Interest*

In order to overcome those problems, the efforts that can be done to increase people reading interest are:

a. Improving the quality and professionalism of library managers. Library managers are the key of library advancement so they must be improved in quantity and quality / professionalism. With good quality of managers, it is expected that the improvement of library management will be more dynamic and aspirational. In simple terms, professional can be interpreted as skills in working according to their respective fields and levels. The results of the work carried out when it is viewed from all aspects are in accordance with the portion, objective, and are continuous in the conditions and situations and in a relatively short period of completion. So perfect the results of the work, in addition to the services and behaviors they provide, make it difficult for others to find their pants. Such personnel in the organization are called professionals. Because there are many qualifications for the professional librarian such as additional knowledge, for example regarding technology that leads to computerization and the like, skills need to also be considered mentality of its human resources, controlled mental attitude is praiseworthy. So professional is that those who really have the expertise and skills and a controlled mental attitude are commendable, can also guarantee that everything from his actions and work is in the best condition of the assessment of all part.

b. Improving library infrastructure. Library facilities and infrastructure is important role and function in supporting the quality of services needed by users although it is only a supporting factor. Nowadays library facilities and infrastructure should also include information technology-based library service infrastructure. Thus it can facilitate users in meeting the information needs needed. The facilities and infrastructure of a representative and comfortable library will make the visitors to be always interested and feel comfortable and feel that it is in the library that the needs of self-development can be achieved.

c. Enhancing book collection in the library. The library collection is a "spirit" of the library, both printed and non-print collections and digital book. Because the library collection will affect the library success and failure. A library with a collection that can achieve the users' needs

will always get a place in their users' hearts. On the other hand, libraries with a limited collection and do not keep up with the development will be left by the users. Enhancing the library collection is not only through purchasing, but also done in collaboration with various parties that make it possible to enhance and complete the library collection.

d. Conducting library promotion. Library promotion is an important thing that must be done by the library manager. With the promotion, the public can find out about the existence of the library so that it can attract and encourage the community / users. Promotion is a service to introduce all activities in the library that should be known by the public. Library promotion is basically a forum for information exchange between institutions and users with the main purpose of providing information about products or services provided by libraries while persuading users to be creative about the products or services offered. The result of promotion is the growth of awareness and actions to use it. The purpose of promotion is the activity of introducing the library in terms of facilities, collections, types of services, and benefits that can be obtained by each user. In more detail, the purpose of library promotion is to introduce the function of the library to the public, encourage reading interest in the community to use the library's collection to its fullest and increase the number of people who read, introduce library services and services. As for the method of displaying library services in the form of: names and logos, posters and pamphlets, exhibitions, lectures, advertisements, brochures, posters, library specific folders, bookmarks, and others. Other things that need to be considered in this promotion include attention, action, interest, satisfy, and desire.

e. Having cooperation between libraries. Recognizing the limitations of a library in achieving the needs of the community for information is very diverse, then building a library collaboration is the right step to implement. With the progress and development of information technology, building cooperation between libraries will be easier and more efficient. Of course, in building this collaboration, it needs to be agreed on in terms of what aspects / aspects need to be cooperated, given the possibility of differences in some libraries. In principle, this collaboration is built to facilitate the public to access the information they need.

f. Improving service variation. Library services today are not limited to reading or obtaining information services, but can be enriched with other educational activities such as synopsis competitions, storytelling competitions, communication forums of library members, including inter library loans (package loan services) , and other supporting services such as recreational services so as to make it comfortable and comfortable for visitors.

g. Supporting budget. To realize optimal service as expected certainly requires funds, although with these funds can not necessarily realize the expected dream. Thus the funding requirements for library development in an absolutely proportional manner are sought so that libraries can improve the quality of their services in order to encourage public interest in reading so that they can support efforts to improve the quality of human resources.

IV. CONCLUSIONS

Based on the results of this study the effectiveness of socialization in increasing motivation in reading interest is still not effective. This is caused by the limited facilities and infrastructure owned by the Dispusip in implementing mobile library services to all Garut areas. In addition, the large number of districts of Garut caused the Dispusip limitations in reaching out to socialize through mobile libraries. Besides the lack of facilities and infrastructure, there are youth who have no interest in reading. The lack of interest can be seen when people visit library only when they have assignments.

The obstacle factors in increasing interest in reading, such as modern times, the development of increasingly sophisticated gadgets caused youth to be more interested in their gadgets rather than reading. Then the lack of a family environment, for example the lack of parental example in the use of free time can have an impact on interest in reading since childhood.

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