



# Makassar City Library Service Communication Strategy in Increasing Makassar City Public Interest in Reading

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**Abstract.** The problem in this research is motivated by the phenomenon regarding the reading interest of the Indonesian people which is still low. Makassar City is in the moderate category, namely 45.31% in 2021. Therefore, in an effort to increase public interest in reading carried out by the Makassar City Library Service, of course a communication strategy is needed in implementing the planned program. The purpose of this study was to determine the communication strategy used by the Makassar City Library Service in implementing programs to increase reading interest. This study uses a qualitative research method with a case study approach. Data collection techniques using observation techniques, interviews, and documentation. The results of this study conclude that the communication strategy used by the Makassar City Library Service is to know the audience/target, compose messages, determine methods, and use media. The communication strategy is then applied to library service programs and jacks *with mobile libraries*, *library touch programs*, the *library card program* can be confident, the *dongkelor program* (online fairy tales from home), and the *e-Pustaka program*.

**Keywords:** Communication strategy · Makassar City Library Service · public interest in reading

## 1 Introduction

Based on the results of a survey of international institutions engaged in education sourced from the official website of the Ministry of Communication and Information of the Republic of Indonesia, UNESCO (*United Nation Education Society and Cultural Organization*) states that Indonesia ranks second from the bottom in terms of world literacy, meaning that Indonesian people's reading interest is very low. Indonesian people's reading interest is very worrying, only 0.001%. This means that out of 1,000 Indonesians, only 1 person is an avid reader. If it is devoted to Makassar City based on data from the Makassar City Library Service, it is still moderate, namely at 45.31% in 2021, while reading interest can be said to be high if it is at 60.1%. (*Data Source: Makassar City Library Service*).

In essence, interest in reading has been owned by every individual due to the instinctive curiosity of each individual. Suwaryono Wiryodijoyo in Nuraini [1] suggests that efforts to increase interest in reading can be done through collaboration between teachers and other people old.

According to Dalman [2] there are several factors that influence reading interest, namely interest grows together with mental development, interest depends on readiness to learn, interest is derived from cultural influences, interest is influenced by emotional weight, interest is egocentric throughout childhood.

In terms of increasing interest in reading, the efforts made by the Makassar City Library Service have been very maximal in helping to increase interest in reading because they have made various efforts to improve facilities in the library and have carried out socialization related to programs that have been carried out with targets for the entire community of Makassar City.

Therefore, so that the implementation of the program can be disseminated effectively and on target, a maximum communication strategy is needed. The success of the program's socialization is strongly influenced by the communication strategy used.

According to Rogers in Cangara [3] communication strategy is a design made to change human behavior on a larger scale through the transfer of new ideas. Communication strategy is inseparable from the aspect of communication planning, because communication helps us to know and plan how a message that we carry is consistent with the target.

According to Cangara [3], to get a good and ideal plan, a minimum of 5 requirements are needed, namely factual and realistic, logical and rational, flexible, committed, and comprehensive and comprehensive. While the steps that must be considered in strategic planning to implement a successful program are program analysis, program planning, taking action, program evaluation.

A strategy is a conditional decision about the actions to be taken to achieve a goal. In order for the message conveyed to the audience to be effective, Arifin [4] formulates several formulations of communication strategies, namely knowing the audience, compiling messages, determining methods and using media.

The communication strategy is not only so that the message can be received but also forms the mindset and behavior of the community in accordance with the purpose of the message carried out. To change the mindset and behavior of the community, the Makassar City Library Service must use persuasive communication, which means that the messages conveyed must be inviting, so that people do not feel forced or ordered to create awareness in the community.

## 2 Research Method

This study used qualitative research methods. This qualitative research aims to explain the phenomenon in depth through in-depth data collection. The researcher then used a case study approach. According to Sukmadinata in Fitrah and Luthfiah [5] a case study is carried out on a unified system, it is intended that this unit can be in the form of programs, activities, events or groups, individuals who are bound by a certain place, time or bond. In this study, the object of research is the Makassar City Library Service

where the research subjects are the Head of the Makassar City Library Service, the Head of Library Service Development, and 5 librarians. Determination of informants was carried out by *purposive sampling*, namely the informants were carried out based on the objectives and needs of the researchers, with the consideration that the informants were able to provide information on problems regarding the communication strategy of the Makassar city library service in increasing the reading interest of the people of Makassar.

The data collection technique used is primary data through observation, interviews, and documentation, while secondary data uses library research. In this study, data analysis was carried out when the researcher had obtained data from informants or other data sources. The data analysis model according to Miles and Huberman is called an interactive model. This model consists of three main processes, namely data reduction, data presentation, and drawing conclusions/verification. Meanwhile, the validity of the data used in this research is triangulation and *member check*. Triangulation is checking data from various sources in various ways and times. *Member check* is the process of checking the data obtained by the researcher to the data provider. The purpose *member check* is to find out how far the data obtained is in accordance with what is provided by the data provider. Implementation *member checks* can be carried out after a period of data collection is complete, or after obtaining a finding or conclusion.

### 3 Findings and Discussion

#### 3.1 The Communication Strategy of the Makassar City Library Service in Increasing the Reading Interest of the Makassar City Community

Results showed that the communication strategy applied by the Makassar City Library Service was to use a communication strategy based on the definition of Arifin [4], namely:

##### 1. Knowing the Audience

Understanding the community or audience, especially those who are the target targets of the communication program is a very important thing and especially what a communicator must do, this is because all communication activities are directed to them. They are the ones who determine the success or failure of a program, because no matter how much money, time and energy are spent to influence them, if they are not interested in the program being offered, then the communication activities carried out will be in vain. If the target of the message is not determined beforehand then the communication delivered will not reach the public.

Therefore, it is very important for the Makassar City Library Service to find out how their audience/target is, especially how the characteristics of the people in Makassar City who are the target of the program to increase reading interest. In general, the target of the program to increase reading interest implemented by the Makassar City Library Service is the entire Makassar City community. But in particular, the Makassar City Library Service also categorizes audiences more specifically based on age and education level.

## 2. Composing Messages

The arrangement of messages depends on the program to be conveyed. In terms of increasing interest in reading for the people of Makassar City, the arrangement of messages carried out by the Makassar City Library Service is educational and persuasive where it is done to attract attention, change people's behavior and mindset. Basically, the message conveyed by the Makassar City Library Service is correct. But it's good, the message conveyed also contains information about the services provided by the Makassar City Library Service so that people are interested in visiting the library directly.

## 3. Determining the Method

Determining the method is the process of selecting the method of delivering the message so that the message can reach the public. In this case the Makassar City Library Service uses a delivery method that is educative, informative and persuasive. The educational method is that people are given understanding and knowledge about the importance of reading. Informative method, namely the messages conveyed contain information about the services they have. And the persuasive method is by implementing programs that are able to bring the audience closer to the library.

## 4. Use of Media

Selection is the process of selecting the right media to be used in socializing programs to increase reading interest to the public. In the media selection process, the Makassar City Library Service chose electronic media (television), print media (Dawn newspapers and Tribun Timur) and internet media (website, facebook, instagram, twitter, youtube). By utilizing these various media, the number of public visits each year to the library in general has increased, especially in 2021 which is fairly moderate with an index value of 45.31%.

### 3.2 Service Activities Program Makassar City Library Service

The communication strategy carried out by the Makassar City Library Service has been going well but still needs to be improved. Because based on research results, the number of visitor statistics continues to increase from year to year. This means that the communication strategy implemented has started to stimulate the public to visit the library. However, the continued increase in the number of visitors to the library does not guarantee that the level of interest in reading will also increase. So in this case, the Makassar City Library Service still needs to carry out effective socialization so that public awareness to read can be increased.

The communication strategy is then applied to the service programs run by the Makassar City Library Service, namely:

#### 1. Library and Dongkel Service Program *with Mobile Library*.

Prior to the implementation of this innovation, mobile library services were not attractive to visitors/readers, especially children. Library services look boring, less attractive to children and look deserted. After the innovation was carried out with the Dongkel *with Mobile Library*, the community was very enthusiastic about reading and listening to fairy tales in the mobile library, especially for children, and the mobile library became crowded. The collaboration between the mobile library and

the fairy tale community has the effect of increasing the number of readers/visitors who take advantage of mobile library services.

The benefit of the *Dongkel with Mobile Library* is the establishment of synergy between the mobile library team and the storyteller community to jointly cultivate a love of reading and preserve the culture of storytelling. Furthermore, the presence of *Dongkel with Mobile Library* can foster children's love for regional folklore, get to know the culture and one of the efforts to instill noble character and social sensitivity. Then on the promotion side, in the end the storytelling profession can be loved and has its own place in the hearts of the people. Some storytellers have had the opportunity to be presenters in other places and even left the area due to the impact of *Dongkel with Mobile Library activities*.

## 2. Program Touch Library.

In 2017 the Makassar City Library Service innovated data collection and fostering school libraries with a different concept with the name "Touch Pustaka - All Help Turning Libraries On". Departing from concerns about the low interest in reading in Makassar City, one of the causes identified was because the conditions were far from comfortable causing visitors to be reluctant to spend time reading in the library. The library touch team then dismantled the library to arrange it so that the children were comfortable when visiting. All systems for borrowing and returning books have been recorded using a computer.

The results of data collection, as many as 826 elementary and junior high schools were registered and had not been fostered in 2017. Of this number, with the School Library Development activities, 300 (36.32%) school libraries have been fostered and have a Library Identification Number (NPP) until 2019. Meanwhile, 15 schools (5%) have received the library touch program. Data from the National Library of Indonesia for Libraries (NPP) also experienced a rapid increase. Before 2014 only 46% of school libraries had NPPs and then in 2020 this increased to 73% of school libraries that had NPPs nationally.

Touch the library also won the top 1 Innovative Mayor Award in 2019 organized by the Makassar City government. Until then, he participated and passed the 45 Top Public Service Innovations at the National Level 2021. The impact of Touch Pustaka indirectly increased the reading culture index in Makassar City. The reading culture index in Makassar City is from 39.49% in 2016, to 45.31% in 2021. This is based on data from the Independent Tri Tunggal Sejaya survey. The number of visits to the library both online and offline in 2016 was 439,658. Then it experienced a drastic increase to 780,007 visitors in 2021. This increase was supported by various factors including the increase in library services in various types of libraries so as to encourage people's love of reading. This increase cannot be separated from the contribution and influence of Touch Pustaka activities.

## 3. Library Card Program Can Be Self-Confident.

Unlike other library membership cards, Makassar City Library membership cards have plus facilities. The plus points provided are in the form of free membership registration facilities, the card can be used to borrow books in all Reading Gardens spread across 14 sub-districts (40 Reading Gardens), an offer of up to 20% discount for Makassar City library card holders at a number of bookstores and publishers.

The media used to promote this activity are posters in public places and discount locations, newspapers, magazines, television and other online media. In addition, the Makassar City Library Service utilizes media from cooperation partner facilities.

4. Dongkelor Program (Online Mobile Stories from Home).

The Makassar City Library Service involved 30 storytellers to support and maximize the Dongkelor program or the acronym for Fairy Tale Online from home which aims to introduce fairy tale culture to millennial children. Dozens of these storytellers will take turns filling out the event which is broadcast via *live streaming*. This Dongkelor was born since COVID-19, previously the Makassar City Library Service had a Mobile Library service (Fellow Story), but due to an appeal for children to study at home, the Makassar City Library Service innovated and presented it online. On the sidelines of fairy tale activities Various educational activities have also been included, such as preventing COVID-19, inviting people to love reading and enjoying digital library services through the Makassar City ePustaka application, Makassar City Library Service.

The program's goal is to entertain children and ensure they remain intellectually active during the pandemic. Feedback sent via instagram and youtube shows that teachers also use Dongkelor videos in their online classes, meaning this program has a wide reach. Initially, the staff involved at Dongkelor must quickly learn how to make high-quality, interesting and entertaining videos, and how to use broadcasting and video recording services such as Instagram and YouTube. Luckily the team was highly motivated and was able to overcome this initial challenge. Another challenge is that not all children and families have internet access.

According to the librarian at the Makassar City Library Office, he said that "the audience is increasing. There was even one episode where the audience exceeded two thousand people. Even the audience is not only from Indonesia but also viewers from Malaysia.

5. E-Library Program.

The Makassar City Library Service through the Makassar City e-Pustaka application provides thousands of electronic books that can be read easily via smartphones. There are many choices of reading books in the e-Pustaka program, ranging from books on health, social, religion, law, reading for children and adolescents or the community.

## 4 Conclusion

Based on the description and discussion of the research results presented, the conclusions that can be drawn from the results of this study are the communication strategy used by the Makassar City Library Service in increasing the reading interest of the Makassar City community by using informative, persuasive, educative communication techniques and carrying out synergy and cooperation as well as streamline program services that have been carried out. In carrying out the communication strategy, the Makassar City Library Service uses mass media in carrying out these activities, both in the form of print, electronic and online media. The communication strategy carried out in the Makassar City Library Service program service is needed in designing, implementing, controlling and evaluating a program of activities rationally, realistically, efficiently and effectively so that the program service can run smoothly and actively.

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- Concept and Research Question: Fachri, Alimuddin Unde, and Asfah Rahman.
- Conducting Research and Report Writing: Fachri.
- Reviewer Draft: Alimuddin Unde, Asfah Rahman.

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