



Analysis of Literacy Programs in Increasing Students' Reading Interest in Schools

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Abstract: *School libraries play a crucial role in supporting the learning process and developing students' literacy. As information centers, they provide a diverse range of reading materials and enhance understanding and critical thinking skills. Literacy encompasses reading, writing, and comprehension abilities that are essential in education. Well-implemented literacy programs strengthen students' skills in accessing, analyzing, and utilizing information across various contexts. Students' reading interest is a key factor in the success of these programs and can be fostered through engaging literacy activities with support from families and schools. The involvement of stakeholders such as government bodies, educational institutions, and communities is vital for creating an environment that encourages reading habits. With effective library management and collaboration among all parties involved, literacy programs can positively impact educational quality and prepare students to face global challenges.*

Keyword: *School Libraries, Literacy, Reading Interest, Library Management, Literacy Programs, Education Quality*

INTRODUCTION

The background of this study focuses on the analysis of the success of digital marketing of MSMEs in Indonesia using a pluralistic approach proposed by Paul Feyerabend. MSMEs are an important pillar in the Indonesian economy, contributing more than 60% to GDP and absorbing more than 97% of the workforce (Maszudi, 2023). However, amidst the rapid development of digital technology, many MSMEs still face challenges in adopting effective digital marketing strategies. This study aims to explore how MSMEs can utilize digital marketing to increase their competitiveness in an increasingly competitive market.

People in Indonesia have different characters, including the reading interests of students in schools. Reading and writing (literacy) is one of the important activities in life. School libraries have a very crucial role in supporting the learning process and developing student

literacy. As a center of information and learning resources, libraries provide access to various types of literature that enable students to broaden their knowledge, deepen their understanding, and develop critical thinking skills. Literacy skills can be interpreted as basic skills that every student must have to master various subjects. Literacy is also very essential so that it must be developed and mastered by students with their skills in order to be able to understand the difficulties that will be faced in the community environment in the current era. If students are blind to knowledge because they rarely read books, then the nation will be easily fooled by the existing situation and circumstances without considering solutions. Literacy is one of the keys to the success of civilization, because science and technology develop through strong reading, and not just continuing to hear. With this, all groups should be aware of how important it is to increase literacy in advancing a country and try to support each other, even though this seems difficult to do. The library is a place to store library materials. The library does not just refer to a place, but has complex functions such as storing, maintaining, and utilizing everything important in it. The facilities and infrastructure used to facilitate teaching and learning activities, one of which is the company in the school to encourage good education for all. Actually, this goal is in accordance with the Opening of the 1945 Constitution in the Fourth Paragraph "...To Enlighten the Life of the Nation...". The role of school libraries is to support student learning activities, as well as to help students and educators in achieving the success of educational goals in schools. For this reason, the government will continue to strive to improve the quality of education in Indonesia, especially by providing adequate facilities in schools to support learning activities. Libraries are not limited to collecting books and lending services, but will strive to optimize the role of libraries as they should be. Libraries also play a role in responding to the demands for information from the school community which must be realized through knowledge and information effectively and efficiently so that libraries must properly implement and realize their policies and missions. A good and proper library is a library that realizes things in improving the quality of the library itself, such as collections, services, management, and sources that are library facilities and infrastructure. In fact, not all services are available in libraries and not all of them run effectively (Sa'diyah, Noorjanah, and Prasetyo 2022).

The impact of the COVID-19 pandemic has accelerated digital transformation in various sectors, including MSMEs. Many MSMEs have been forced to adapt to new ways of doing business, such as utilizing social media and e-commerce platforms to reach consumers (Munthe, 2022). The use of social media as a marketing tool has been shown to increase sales and customer engagement. However, many MSMEs still use traditional marketing methods that are less effective (Safitri et al., 2024). Therefore, it is important to understand the factors that influence the success of digital marketing among MSMEs. Previous research shows that although many MSMEs have started to adopt digital marketing, there is still a gap in understanding and implementing the right strategies (Jones et al, 2015). Several studies highlight the importance of training and increasing the capacity of human resources in implementing digital marketing strategies (Dharma & Sudarmiatin, 2024). However, existing research often does not consider the local context and unique characteristics of MSMEs in Indonesia. Therefore, this study will provide new insights by exploring a pluralistic approach that can be tailored to the specific needs of MSMEs in Indonesia.

In this context, Paul Feyerabend's pluralistic approach that emphasizes the diversity of methods and perspectives in research will be used to analyze the success of MSME digital marketing. This approach is relevant because it can accommodate various different strategies and practices that MSMEs may implement, depending on the context and resources available (Bagheri Anilu et al., 2023).

METHOD

The research method used in this study is a literature study research method. Literature study is a research conducted by reviewing various literature studies needed in research. The

purpose of using the literature study method in this study is as an initial step in planning research by utilizing literature to obtain data in the field without having to go directly. The data sources that are references in this study are relevant library sources as primary data sources (research data, research reports, scientific journals, and so on), and secondary data sources (basic government legal regulations, books, and others). After obtaining data sources as references, it is continued with the analysis of literature study data which is carried out using content analysis. Content analysis is where researchers examine a text objectively to get a picture of the contents as they are, without researcher intervention. In this case, researchers will conduct an in-depth discussion of the contents of information in data sources that require time management to read and review the data so that there is a result. These results are then expected to answer the problem and be used as a consideration in the scope of education.

RESULTS AND DISCUSSION

Literacy Program

Literacy programs are one of the important efforts to improve the quality of human resources by strengthening the ability to read, write, and understand information. Literacy does not only include basic reading and writing skills, but also the ability to understand, analyze, and use information in various life contexts. According to Rahmawati (2021), an effective literacy program must involve various approaches, such as providing relevant reading materials, community-based literacy training, and utilizing digital technology to expand public access to information. In addition, Haryanto (2020) emphasized that good literacy can increase an individual's capacity to adapt to social and economic changes, especially in the era of globalization and the industrial revolution 4.0. Furthermore, literacy programs have a significant impact on community development, both individually and collectively. The success of literacy programs can improve critical thinking skills, strengthen a reading culture, and encourage active community participation in social development. Support from various parties, such as the government, educational institutions, libraries, and community organizations, is a key factor in the successful implementation of this program. The government can play a role through funding policies, developing literacy infrastructure such as public libraries, and training for educators and literacy facilitators. Meanwhile, educational institutions can design a curriculum that integrates literacy reinforcement, as well as creating a learning environment that supports a culture of literacy.

The main challenges in implementing literacy programs include limited access to quality reading materials, low interest in reading among the community, and lack of synergy between various stakeholders. In this case, the development of inclusive and adaptive literacy programs is very important. An inclusive approach ensures that all levels of society, including marginalized groups, can be involved and benefit from this program. On the other hand, an adaptive approach allows literacy programs to adapt to the dynamics of technology and community needs. Thus, literacy programs are not only an initiative to improve basic skills, but also a foundation for developing competent, independent, and productive human resources. Synergy between the government, educational institutions, communities, and individuals is needed to ensure the sustainability and effectiveness of this program in building a literate and highly competitive society.

Therefore, literacy programs in libraries such as the 15-Minute Reading Literacy Program, Little Librarians, Story Telling and Scrapbook can improve the quality of human resources and build a strong culture of literacy. Literacy Programs In a library, there must be programs designed to improve students' literacy culture. There are various literacy programs that have been implemented in various schools, some of which are effective and proven to be able to increase students' interest in reading in schools (Haidar 2021).

Improving Students' Reading Interest

Interest is a feeling of preference and attraction to an activity or activity that is indicated by a desire or tendency to pay attention to the activity without being told and is done

consciously and followed by a sense of pleasure. Interest will arise when individuals feel attracted to or to something that they consider enjoyable or a need that they want. According to Slameto, (2010) stated that "Interest is an individual's tendency to always pay attention and give special attention to several things or activities". The interest in reading in question is the interest of students in activities. Reading is characterized by students often reading their favorite books or textbooks. Reading is an activity that will indirectly increase knowledge, science and provide very broad insights for students. According to Dalman, (2014) reading is an activity that aims to find new information obtained from reading books or reading. Interest in reading is attention or liking (a tendency of the heart to read), where interest in reading needs to be fostered, fostered, directed, and developed from an early age, adolescence, to adulthood involving the role of parents, society, and schools. The main challenges in implementing literacy programs, according to Santoso, include minimal access to quality reading materials, low interest in reading among the community, and lack of synergy between various stakeholders. In this case, the development of inclusive and adaptive literacy programs is very important. An inclusive approach ensures that all levels of society, including marginalized groups, can be involved and benefit from this program.

On the other hand, an adaptive approach allows literacy programs to adapt to the dynamics of technology and community needs. Thus, literacy programs are not only an initiative to improve basic skills, but also a foundation for developing competent, independent, and productive human resources. Synergy between the government, educational institutions, communities, and individuals is needed to ensure the sustainability and effectiveness of this program in building a literate and highly competitive society. Good reading interest will help individuals develop literacy skills, which are the basis for academic success and self-development. In the context of education, students' reading interest does not only depend on internal factors such as motivation and needs, but is also influenced by external factors, such as the availability of reading materials, a conducive learning environment, and support from educators and families. Slameto (2010) also emphasized that the formation of reading interest can be increased through the introduction of interesting books, organizing joint reading activities, and creating an environment that encourages reading habits (Hikmawati and Munastiwi 2019). Reading not only provides information, but also enriches imagination, improves critical thinking skills, and hones language skills. Therefore, it is important for various parties, including families, schools, and communities, to work together to create a literacy ecosystem that supports the development of reading interest. For example, schools can provide libraries equipped with interesting book collections and hold regular reading programs, while families can get children used to reading at home. Thus, an interest in reading that develops from an early age will form individuals who are knowledgeable, creative, and ready to face future challenges (Dalman 2014).

School Library

A library can be defined as a work unit managed by an institution or agency responsible for managing library materials, both books and non-book materials (such as multimedia or other materials). This management is carried out in an effective and systematic manner, following established rules, to facilitate access to information for each user. The library must be able to provide convenience for users in accessing various information needed, both for academic and non-academic purposes. In this case, good management is the key so that the library can function optimally as a source of information that can be relied on by students, teachers, and all school residents (Bafadal 2019). In addition, Sugesti Hadi explained that a library is not just a place to store books, but is a work unit consisting of several divisions that support each other, such as the collection development division, collection processing division, service division, and maintenance division of facilities and infrastructure. Each of these divisions has a very important role in supporting the success of library operations. The collection development division plays a role in adding and updating book collections that are

relevant to the information needs of users. The collection processing division is tasked with classifying and recording existing collections so that they are easily accessible. The service division is responsible for providing services to users, such as lending books, organizing literacy activities, and information consultations. Finally, the maintenance division of facilities and infrastructure has a role in ensuring that library facilities continue to function properly and are comfortable to use. (Sugesti Hadi and Aulia Kumala 2018)

According to Yusuf (2023), a school library is a place that contains books that have been collected and used as learning media that can be accessed by students. In the context of education, the school library not only functions as a place to store books, but also as an important means of supporting the learning process. The library provides various reading materials that can support students in expanding their horizons and knowledge. Thus, the school library must be managed professionally and well in order to provide maximum benefits for students, especially in supporting the achievement of learning goals in schools. (Yusuf 2023)

From the opinions expressed by the experts above, it can be concluded that a library is a place that stores a collection of books and other library materials managed by a library institution or unit in an organized manner. The library is not only a place of storage, but also an organization with a clear structure, with well-defined tasks and responsibilities in each division. With good management, the school library has a very important role in supporting the achievement of educational goals in schools, both as a source of literature for students, a means of supporting the teaching and learning process by teachers, and as a promoter in improving literacy culture among students and the school community.

Some important roles of school libraries that can be identified based on the discussion above include:

- a. As a source of literature for students: The library provides various types of reading materials that are very important in enriching students' knowledge and skills. These reading materials include textbooks, reference books, and other reading materials that are relevant to students' educational needs.
- b. As a means of supporting the teaching and learning process by teachers: Teachers can utilize the library to support classroom learning, both in the form of teaching materials and other literacy activities that can develop students' skills.
- c. As a promoter to improve school literacy culture: The library plays a role in promoting reading habits and creating a culture of literacy in the school environment through various programs and activities, such as reading competitions, joint reading programs, or literacy counseling for students and teachers.

Through these roles, the school library becomes an important component in supporting the success of the learning process and the development of a culture of literacy among students. A well-managed library can enrich students' learning experiences and help them access broader and deeper information, thereby contributing to the achievement of overall educational goals.

CONCLUSION

This study has revealed that digital marketing strategies have a significant positive impact on increasing engagement rates on social media for MSMEs in Indonesia. The main findings of the data analysis show that after implementing digital marketing strategies, engagement rates have increased significantly, supporting the research hypothesis. This shows that digital marketing is not only more cost-efficient compared to traditional marketing, but also more effective in reaching and interacting with audiences.

School libraries have a very important role in supporting the learning process and literacy development of students. As an information center, the library not only provides a variety of reading materials, but also functions to improve understanding and critical thinking skills. Literacy, which includes the ability to read, write, and understand information, is a basic

competency needed in education. A well-implemented literacy program can strengthen students' abilities to access, analyze, and use information in various life contexts. Students' interest in reading is one of the key factors in the success of this literacy program, which can be built through interesting literacy activities and support from families and schools. The involvement of various parties such as the government, educational institutions, and the community is also very important to create an environment that supports reading habits among students.

Challenges faced in increasing reading interest include lack of access to quality reading materials and low community participation. Therefore, it is important to develop inclusive and adaptive literacy programs to reach all levels of society. Literacy programs not only function to improve basic reading and writing skills, but also as a foundation for the development of competent and productive human resources. Synergy between the government, educational institutions, communities, and individuals is needed to ensure the sustainability of this program in building a literate society that is able to compete globally. Thus, efforts to increase literacy will contribute to the development of individuals who are knowledgeable and ready to face future challenges.

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