

LIBRARY SERVICE STRATEGIES IN INCREASING STUDENT READING INTEREST

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ABSTRAK

Membaca penting bagi siswa karena akan mempengaruhi keterampilan dan pengetahuan. Tujuan penelitian untuk menjelaskan dan mendeskripsikan strategi layanan perpustakaan dalam meningkatkan minat baca siswa di Sekolah Menengah Pertama Budi Cendekia Islamic School dan Sekolah Menengah Atas Al – Hasra. Metode penelitian dengan kualitatif pendekatan studi kasus. Teknik pengumpulan data dengan dokumentasi, observasi dan wawancara. Pengolahan data dengan reduksi, penyajian data dan penarikan kesimpulan. Keabsahan data dengan kredibilitas dan konfirmabilitas. Hasil penelitian: (1) analisis minat baca: siswa memiliki minat yang tinggi untuk membaca ketika istirahat, jam kosong dan buku yang sesuai dengan kebutuhan siswa. (2) strategi layanan: penyediaan buku fiksi, pemilihan duta baca, pengadaan buku yang relevan dengan pembelajaran, survey penyediaan buku, membuat pojok baca, layanan elektronik perpustakaan dan lomba literasi. (3) dampak: meningkatkan antusiasme siswa untuk membaca di dalam atau di luar perpustakaan. Kesimpulan: layanan perpustakaan sudah berjalan dengan maksimal untuk meningkatkan antusiasme siswa untuk membaca.

Kata Kunci: Strategi, Layanan, Perpustakaan, Baca, Siswa

ABSTRACT

Reading is important for students as it will influence their skills and knowledge. The research aims to explain and describe library service strategies in enhancing students' reading interest at Budi Cendekia Islamic School Junior High School and Al-Hasra Senior High School. The research method employed a qualitative case study approach. Data collection techniques included documentation, observation, and interviews. Data processing involved reduction, data presentation, and drawing conclusions. Data validity was ensured through credibility and confirmability. Research findings: (1) Reading interest analysis: students have a high interest in reading during breaks, free periods, and books that meet their needs. (2) Service strategies: provision of fiction books, selection of reading ambassadors, procurement of relevant learning materials, book provision surveys, creating reading corners, library electronic services, and literacy competitions. (3) Impact: increasing students' enthusiasm for reading inside or outside the library. Conclusion: library services have been operating at their maximum capacity to enhance students' enthusiasm for reading.

Keywords: Strategy, Service, Library, Reading, Students

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A. INTRODUCTION

Reading has an important role for students because through this activity they can find the main ideas contained in the text, can hone comprehension skills, increase vocabulary, and broaden their horizons on various topics (Purba et al., 2023). Reading must be instilled as a culture to every student because it helps students understand, utilize, analyze, and transform information correctly so that students can develop the critical and literacy skills needed for future academic and professional success (Romadhon, 2020). Internal factors that cause low student interest in reading are limited reading ability and lack of reading habits, while external factors include a less supportive school environment, the role of the library that has not been maximized, and the limited books and reading materials available (Sari, 2018).

The school library is an important learning resource that arouses students' interest in reading, therefore, its management must be optimized to provide maximum benefits (Fhadillah, 2020). The school library plays an important role in increasing student learning motivation, reflected in the high interest in student visits every week, this can be seen from the initiative of students who actively borrow textbooks to broaden students' horizons and references (Prasetya, 2013). The library is not only a source of learning, but also a place to develop students' interest in reading as well as a place of entertainment as seen from the collection of children's storybooks and other entertainment materials provided, which helps create a pleasant environment and stimulate imagination for students (Gusti & Bakhtaruddin, 2014). Research shows that library services also significantly affect student learning achievement at school (Oktariani et al., 2023). In addition, the results of the study also show that school library management has a significant influence on student reading interest, whose influence reaches 29% (Sulistianti et al., 2022).

The results show that effective and attractive library management strategies, which have been implemented by librarians, have a positive impact on increasing reading interest through a comfortable layout, informative reference services, and an efficient circulation system contribute to strengthening this influence (Haris et al., 2022). Then another strategy carried out by the head of the library in an effort to increase student reading interest with teacher collaboration to provide motivation, reading-related assignments, and training on visitor services and library facilities to ensure an optimal learning experience (Maulidiyah & Roesminingsih, 2020). The research equation is to examine library services in increasing students' interest in reading. While the difference with the research and also as a novelty in this study is that the research focuses on analyzing students' reading interest in two library service strategy schools, and the impact of services on students' reading interest.

Specifically, this study aims to describe and explain the analysis of students' interest in reading at Budi Cendekia Islamic Junior High School and Al-Hasra Senior High School. In addition, the research focus also includes library service strategies implemented to increase students' reading interest. Through the use of surveys, observations, and data evaluation, the research will evaluate the impact of library services on students' reading interest. It is hoped that the results of this study can provide valuable insights for the development of literacy education in both schools, as well as serve as guidelines for the development of more effective library service strategies in the future.

B. RESEARCH METHODS

The study was conducted in two different locations, namely at Budi Cendekia Islamic Junior High School on Jalan Boulevard Grand Depok City, Kalimulya, Cilodong District, Depok City, West Java 16413, and Al-Hasra Senior High School, on Jalan Raya Parung - Ciputat Km 24, Bojongsari Baru, Bojongsari District, Depok City, West Java 16516. The method used is a qualitative approach through case studies. The purpose of this study is to investigate in depth the reading interest of students in the two schools, the types of library services provided to increase students' reading interest, and the impact on students' reading interest.

Library service strategies in increasing students' interest in reading at Budi Cendekia Islamic Junior High School and Al-Hasra Senior High School were studied through interviews, observations, and documentation. Through interviews with librarians, principals, teachers, and students were able to provide a direct explanation of student reading interest in both schools, the types of library services provided to increase student reading interest, and the impact on student reading interest. Observation was conducted to directly monitor the interaction between students and library facilities, as well as to see how students use the available resources. Documentation was used to collect written data such as library policies, programs that have been implemented, and reports related to efforts to increase students' reading interest.

Data on library service strategies to increase students' interest in reading at Budi Cendekia Islamic Junior High School and Al-Hasra Senior High School were processed through three main stages: reduction, data presentation, and conclusion drawing. Reduction: data obtained from interviews, observations, and documentation were reduced to a more grouped and organized form. This involved grouping information based on the subject matter, namely reading interest analysis, types of library services and the impact of library services. Then data presentation: the data that has been reduced is presented in a form that is easy to understand and analyzed narratives that describe the findings and patterns that emerge from the data. While drawing conclusions: Based on the data that has been processed and presented, conclusions are drawn regarding the effectiveness of library service strategies in increasing students' interest in reading in both schools.

To ensure the validity of data on library service strategies in increasing students' interest in reading at Budi Cendekia Islamic Junior High School and Al-Hasra Senior High School, important validity techniques are credibility and confirmability. First, credibility with a source triangulation approach, where data is collected from various sources, such as interviews with teachers, students, and library staff, direct observation in the library, and analysis of related documents. While triangulating techniques by collecting data through interviews, observations, and documentation, so that researchers can better verify and confirm findings. Secondly, confirmability is where the findings and interpretation of data can be checked by internal school parties (librarians of both schools) to ensure that the conclusions produced are in accordance with the evidence that has been explored by researchers.

The research design on library service strategies in increasing students' interest in reading at Budi Cendekia Islamic Junior High School and Al-Hasra Senior High School is explained as follows:

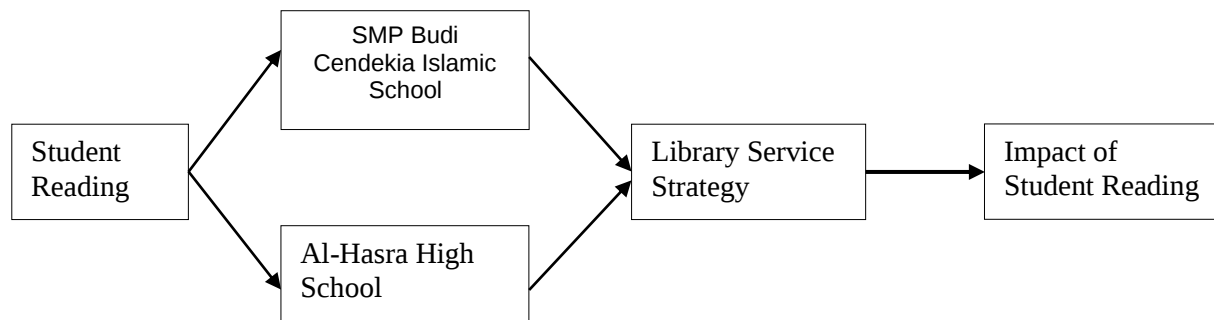


Figure 1. Research design

C. RESULTS AND DISCUSSION

1. Analysis of Student Reading Interest

Al-Hasra students' interest in reading has increased from year to year, but sometimes decreases as school exams approach because they are not allowed to borrow books during exams. This is a concern because reading enthusiasm is very important to improve student literacy and progress in student learning. Meanwhile, the reading interest of students at SMP Budi Cendekia Islamic School is very high due to sufficient free time and the implementation of dhuha prayer before entering class, which makes students have sufficient time to read during breaks. The cool atmosphere of the library also provides comfort to students so that they enjoy reading. The peak of students' reading interest occurs during breaks and when teachers are in meetings or unable to teach. Reading interest requires guidance and encouragement from students, teachers, and parents in order to grow and develop, with interest in reading that each individual is interested in as the key to satisfying students' curiosity (Elendiana, 2020).

It is important to analyze students' reading interests in the library of SMP Budi Cendekia Islamic School so that book procurement can be tailored to students' preferences. Al-Hasra Library pays attention to the school's learning schedule, so book procurement is not done when students are taking exams. Thus, the library can provide new books that match student interests and support the student learning process. To increase students' interest in reading, the use of serialized picture media can be one of the effective strategies. Steps such as observing serial images, listening and reading related paragraphs, interacting through questions and answers, and directing students' attention directly to learning can provide a significant boost in building their interest in reading (Pangestu, 2019).

Analyzing the level of interest in reading of Al-Hasra students is done by making a graph of book visits and borrowing every day. The graph helps in evaluating the level of student interest in reading. From the graph, the library can identify obstacles that may be faced by the library and find solutions to attract students back. For example, if there is a decrease in the number of visits or book borrowing on certain days, the library can evaluate whether there are certain factors that affect students' interest, such as a lack of variety of interesting books or activity schedules that compete with library time. Internal factors include aspects such as intelligence, interest, attention, motivation, perseverance, attitude, reading habits, and physical and health conditions, while external factors consist of conditions such as library availability, inadequate reading materials, lack of encouragement

from teachers, lack of support from parents, economic limitations that prevent parents from facilitating, and lack of parental attention to students' reading interest (Hapsari et al., 2019).

2. Strategies to Increase Student Reading Interest by the Library

The strategy of increasing students' interest in reading by the library is a series of steps in the form of services carried out by the library to increase students' interest in reading. The purpose of this service is to inspire and encourage students to read more actively, thus helping in the development of students' literacy and knowledge. Evaluation methods carried out by Al-Hasra library to determine the types of services that will be used to increase students' interest in reading. The steps include: measuring performance indicators of student reading interest and the availability of reading materials in the library. Data collection is done through tests, questionnaire surveys, observations, and interviews with students. After data collection, the library department compiles an evaluation report which is then discussed with teachers and school administrators. The aim is to formulate an action plan from the evaluation, such as increasing the book collection, adjusting the service model, or developing a more effective literacy program.

Collaboration between librarians, teachers and school administrators is crucial in ensuring that the measures taken have a positive impact on students' reading interest and the overall effectiveness of library services. Collaboration between librarians, teachers and students ensures that library services run well. Given that the current generation has a weakness in literacy, the development and implementation of a new service model is expected to improve the quality of library services and generate student interest and enthusiasm in visiting and borrowing books. By involving all these aspects, library service models can be designed and customized to be effective in meeting the needs and interests of student readers. The service strategies used by school libraries to increase students' interest in reading include:

a. Provision of Fiction Books

Al-Hasra Library not only offers books that support learning, but also presents a collection of the latest fiction books that are popular among teenagers today. Thus, students can enjoy a variety of reading options that cover not only subject matter, but also interesting stories that can entertain and inspire them. This aims to stimulate students' reading interest and broaden their literacy scope by capitalizing on current trends and interests in the world of adolescent literature. Research results show that fiction books show that fiction stories have a significant impact on the development of literacy culture (Ihsania, 2020).

Genre fiction books can be strong evidence of the influence of fiction on literacy culture. Through fiction, readers are not only entertained, but also engaged in creative, imaginative and critical thinking processes. Fiction has the power to arouse curiosity, broaden horizons and inspire readers to explore new concepts. In addition, fiction often presents moral values and life lessons that can enrich readers' understanding and experience. Efendi mentions the characteristics of fiction collections include having a story idea, plot or plot that displays the sequence of events, characterization that describes the character, setting that explains space, time, and atmosphere, and writing point of view that can come from the character or narrator (Mestika & Marlini, 2013).

b. Reading Ambassador Selection

Al-Hasra Library holds a "reading ambassador" election every year, where students are selected to be ambassadors who encourage reading among their peers. In addition, the library also organizes article writing activities using books from the library collection. This is a collaboration between the library and Indonesian language teachers to inspire new ideas that can improve students' literacy. The program is effective because learners are engaged through socialization and peer and school support. Aiming to increase literacy participation in schools, the program promises a big impact if implemented (Widayani, 2022).

At the end of each semester, during the distribution of report cards, the library publicly announces to educators, staff, parents, and library reading ambassador committee members, with the hope of encouraging other students' motivation and involving parents in providing support in the family environment (SYahidin, 2020). The task of reading ambassadors as information exchange is to actively organize reading activities, promote literacy through various events, and discuss with generation Z, then as *modeling*, they diligently visit the library, becoming role models for others in an effort to increase interest in reading and literacy (Nurfadillah et al., 2023).

c. Procurement of Books Relevant to Learning

Al-Hasra Library collaborates with other teachers to enrich students' learning experience by lending books relevant to the subject matter or homework. This collaboration aims to optimally utilize library resources to support cross-curricular learning and expand students' literacy coverage in various areas. The characteristics of books that are suitable for learning are good material, interesting presentation and the language used is easy to understand (Rahmawati, 2015). The library currently has a quality and adequate collection of illustrated textbooks, both in terms of physical and information content. The existence of this collection has succeeded in encouraging users, especially students, to be more active in using these books as additional learning resources that support the learning process at school (Saputra et al., 2016).

d. Book Supply Survey

The way Al-Hasra library procures new books is by distributing questionnaires to students to collect a list of books that students want or need. After that, the library tries to acquire the books according to the students' requests. By involving students in this process, the library can better understand students' reading preferences and needs, so that the book collection can be tailored to their interests and concerns more effectively. It can also increase student engagement in library use and strengthen the relationship between the library and the student community. In the learning process, students must actively use the library as an additional resource, where the library has provided a collection that is in accordance with the school curriculum, so that it can meet the information needs of users and play a role in supporting the effective learning process at school (Syahdan et al., 2021).

The School Library of SMP Budi Cendekia Islamic School analyzes students' preferences in reading books and students' literacy needs. The library must analyze the collection of books that students want, consisting of at least 20% textbooks and the rest are reading books. This is done in order to meet the needs of students appropriately, in

line with school targets such as accreditation and participation in library competitions, and keep up with the times by adjusting the types of books that are most in demand according to the age of the students. The identification process carried out is by conducting a survey to find out the opinions of students regarding the types of reading that are in demand in the Al-Hasra library.

e. Creating a Reading Corner

The initiative at Al-Hasra to create a "reading corner" in each classroom is a very positive step. There, reading books donated by students are placed and each student is expected to read for at least 15 minutes before entering class. In addition, the "literacy tree" in some corners of the schoolyard is also an interesting idea. There, books donated by students are available for reading. The aim of this initiative is to create a varied atmosphere throughout the school environment, not just in the library. This allows students to have easy access to interesting reading even outside of formal learning time. In addition, by involving students in donating books for the "reading corner" and "literacy tree", it also strengthens their sense of ownership of the school literacy program.

The reading corner is a form of school commitment by providing a mini library in the classroom to support the 15-minute Compulsory Reading Movement recommended by the Government, according to Permendikbud Number 23 of 2015 (Aswat & Nurmaya G, 2019). The implementation of reading corners succeeded in increasing students' literacy culture by 90% and had a positive impact on students' cognitive and effective development (Putra et al., 2022). The reading corner in each classroom provides equal opportunities for all students to focus on developing literacy skills equipped with bookshelves and various types of reading such as knowledge books, stories, comics, and others, the reading corner is an easily accessible source of inspiration to increase reading interest and develop students' literacy skills in the school environment (Indriani et al., 2022).

f. Library Electronic Services

Al-Hasra Library is developing e-services through the Slims application, an application for digital libraries that allows the creation of a list of books available in the school library. Besides students, media is also an important resource in the development of library e-services. By utilizing and increasing the use of media, library services can develop more effectively. The communication strategy used by Al-Hasra library is to utilize social media, particularly Instagram. Through this platform, students can easily get information about the latest news and books available in the school library. By using social media as a communication channel, the library can reach its audience quickly and efficiently, and provide easier access for students to connect with library collections and related information.

IT-based library services have a positive impact on users and librarians, because the service process becomes faster and more accurate, which ultimately increases user satisfaction (Widodo, 2018). In implementing information technology (IT) in libraries, it is necessary to pay attention to several things such as support from management / parent institutions, operational continuity, system care and maintenance, skilled human resources, and other infrastructure such as electricity, space, furniture, interior design,

and computer networks, library user factors such as needs, comfort, education level, conditions, and others are also important to consider (Malik, 2019). Information technology-based libraries have various forms, such as selection of library materials through electronic versions of publisher catalogs, online procurement of library materials, computer-assisted processing of library materials, publishing electronic catalogs and bibliographies, and user services such as online catalogs, circulation services, reference services, and even full-text services in digital format (Saleh, 2015).

g. Literacy Competition

Literacy competitions at SMP Budi Cendekia Islamic School can include various activities, such as "reading corner" competitions and the selection of "reading ambassadors". Indicators of the success of this competition could include: the number of student visits to the library can be used as an indicator, with the winners of the competition being students who consistently visit the library to read and borrow books; students actively borrow more books from the library, so the number of books borrowed can be used as an indicator; students become active in literacy activities such as book discussions, article writing, or shared reading activities; and students actively follow and participate in competitions held by the library. The School Literacy Movement (GLS) has a significant influence on students' reading interest and learning outcomes. This is able to encourage students to actively read and engage in literacy activities, which ultimately increases their interest in reading and improves student learning outcomes (Rusniasa et al., 2021).

In addition, Al-Hasra High School Library holds article writing activities that utilize books from the library, collaborates with Indonesian language teachers to provide new ideas in improving student literacy, and collaborates with other teachers to empower the library in borrowing books for learning or for student assignments at home. The development of literacy programs is adjusted to the stage of student development to enable the selection of appropriate strategies in carrying out literacy activities, starting from the habituation, development, to learning stages that suit individual needs (Rohim & Rahmawati, 2020).

3. The Impact of Strategies to Increase Student Reading Interest

The right library service model by SMP Budi Cendekia Islamic School & SMA Al-Hasra plays a crucial role in increasing students' enthusiasm and participation in reading activities. One indicator of the success of the service model is seen from the increase in students' interest in reading when there is an addition of a new book collection. This confirms that enriching the book collection with relevant quality can provide a significant boost to students' reading interest. This positive impact shows the importance of regularly monitoring the effectiveness of the library service model. Through such monitoring, librarians can identify trends in student reading interest and evaluate the success of the service model implemented. In addition, careful monitoring also makes it possible to determine the next developmental steps that need to be taken to improve the quality of library services and meet the needs of readers. There is a significant relationship between library services and interest in library visits, which can be categorized as a strong relationship (Habir, 2015).

Through continuous evaluation of the library service model, librarians can identify

areas for improvement or enhancement. This includes adjusting the book collection, providing additional services that suit students' needs, and developing promotion and encouragement strategies to increase students' participation in reading activities. Thus, librarians can ensure that library services continue to be relevant and effective in supporting students' literacy development. Library services have a significant influence on student satisfaction, with its ability to identify students' information needs and help them learn to search and find appropriate information sources indicated by students feeling effectively served, increasing their satisfaction with the experience of using the library (Amalia, 2023). The better the quality of library services and activities carried out by librarians, the more likely it is that users' information needs are met as expected, which ultimately leads to the realization of optimal library user satisfaction (Rispanyanto, 2022).

D. CONCLUSIONS

Overall, library services have played a crucial role in increasing students' reading interest. By conducting an in-depth analysis of students' reading interests during breaks and free time, and providing book collections that match their preferences, the library has been able to design effective service strategies. Measures such as the provision of interesting fiction books, selection of reading ambassadors, and procurement of books according to the curriculum have helped create an environment that significantly boosts students' reading interest. In addition, initiatives such as surveying students' reading preferences, creating friendly reading corners, e-library services that make access easier and literacy competitions have made a real impact. As a result, students' enthusiasm for reading, both inside and outside the library, has consistently increased. The collaboration of the various service strategies implemented has successfully created a supportive environment for more active and in-depth literacy exploration for students. This not only strengthens the library's role as a knowledge center but also helps to enrich students' overall learning experience.

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