



# Application of Awareness Methods to Increase Reading Interest to Support Community Reading Garden Program Services

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## ABSTRACT

The focus of this research problem is related to the reading interest of the people in the area around TBM Cahaya, Karawang Regency. In this reading interest problem, two factors influence it, namely internal and external. For internal ones, there are lazy tendencies in reading, then busyness in activities, for externals there is no adequate facilities or infrastructure, then the influence of the environment and the tendency of people to depend on multimedia. Based on the objectives of the study, among others, to obtain an overview of the empirical conditions on reading interest, the steps of applying the awareness method, and the advantages and disadvantages of applying the awareness method. In this study, one of the qualitative approaches was used and the research method used was descriptive. Then the data collection techniques used are interview, observation, literature study, and documentation study. The expected results, 1) To obtain data about the empirical conditions of people's reading interest, 2) To obtain data about the description of the steps in the application of the awareness method to increase reading interest, 3) To obtain data about the advantages and disadvantages of the application of the awareness method.

**Keywords:** Awareness method, reading interest, community reading garden program.

## Introduction:

Education is the most important and integral part of national development which has strategic value and strength in the development of human resources, either through formal education or school education, or extra-curricular education (PLS). In the current era of globalization, the role of non-formal education is needed by anyone to survive and improve life in a safe and peaceful environment. The Declaration on Education for All (Education for All). The fundamental issue regarding poverty and the powerlessness of society in various aspects of life, is a major concern, especially it is believed that one of the problems that trigger it is the untouchability of education (uneducated). The most difficult problems in education to overcome, especially regarding unlitery or illiteracy and interest in reading. One of the efforts made in overcoming this problem is the holding of a community reading garden program. TBM (Community Reading Park) will be considered strategic and must become a national one that must be thoroughly socialized. Learning objectives, learning materials, teachers, learning residents, learning facilities, and learning time are components of the implementation of literacy education programs in learning. TBM has a role in fostering public interest in reading. (Review et al., 2017), "interest in reading is a strong and deep concern accompanied by feelings of pleasure in reading activities so that it can direct someone to read on their own accord or encouragement from outside". Sensitization or awareness is awareness of the oppressive education system. Education will deconstruct social, economic, and political reality and reconstruct it to resolve the community crisis. In this situation, schooling should be used to solve the dilemma rather than contribute to it.

In achieving the goal to increase interest in reading, education can organize community empowerment which of course requires empowerment, guidance, and educational services, especially in skills education services to support their lives. Then in dealing with the phenomenon of the lack of public interest in reading, it is necessary to empower the community in the TBM Cahaya area, through awareness and provision of training programs, or socialization movements to be able to strengthen and organize to be able to increase interest in reading.

Based on the results of research studies that can show that if the interest in reading books is high, people are expected to increase the productivity of the higher learning programs. This can achieve an achievement of success. On the other hand, the results of this study can conclude that related to one of the learning activity programs aimed at an adult audience, it will be successful if the program initiated can accommodate people's interest in reading to be able to read books so that they can provide a sense of wanting to read, and independence to read books increases the learning needs of the community. Based on the findings and studies of the background of this research is to be able to provide a stimulus to the community and provide understanding related to reading interest through the awareness method, meanwhile this research was initiated to be able to help people who were previously constrained and did not have an interest in reading to be able to read. have an interest in reading, then in this research study discusses related to the awareness method applied in the implementation of research which can be expected to answer problems for learning residents and especially people in the area around TBM Cahaya who previously did not have an interest in reading. Thus, it is necessary to have an awareness program that is carried out to the community. The awareness method has developed into a teaching concept that focuses on increasing interest in reading, which can be achieved mainly by awareness and active individual development. The Awareness method has evolved from an approach made to form an interest in the learner or community.

Based on the results of the background study above, to be able to answer and reach an understanding of research based on the relevance of research problems, the formulation of the problem in this study is the number of people who have high reading interest, the absence of facilities that support the community in reading, program management what was done by the TBM Cahaya institution was not very effective. As for research on the application of awareness methods, namely 1) Describe the empirical condition of public interest in reading in the Light Community Reading Park Program (TBM) of Karawang Regency, 2) Describe the steps in the awareness-raising method to Support Community Reading Park Program Services (TBM), 3) Describe the advantages and disadvantages of the awareness-raising method in the Light Community Reading Park (TBM) program in Karawang Regency.

## **Literature Review:**

### ***The Concept of Non-Formal Education***

Non-formal education is a learning effort in a general sense where individuals or communities obtain information about skills, teaching, and advice according to age and life needs through frequent and guided contact outside of school. (Sudjana, 2004) . Meanwhile, in this non-formal education, namely: The goal of non-formal learning is to encourage learner-centered, socioculturally relevant pedagogical opportunities for successful learning that fit learners' desires and aspirations (Sichula & Genis, 2019). The National Education System Law number 20 of 2003 article 1 paragraph 12 states that non-formal education, also known as education outside of school, is a standard and tiered education program outside of formal education. This non-formal education, also greatly influences and empowers people who previously did not experience education in formal schools and provides a form of participation in empowering other communities. NFE participation and farmer mobilization are key elements of the current policy (Moayedi & Azizi, 2011).

As for other opinions related to non-formal education are: For, NFE (non-formal education) is a confusing topic with no clear description of what constitutes informal science teaching and learning (Varanda Marques & de Freitas, 2016), then another opinion is according to (Krupar et al., 2017) NFE is described as organized and coordinated learning that takes place outside of formal education and is customized to the needs of specific groups. However, their research was limited by rural programming discourses in low-income countries that had not been examined in high-income countries like Canada. Furthermore, the thing that distinguishes non-formal education from other education is considering that non-formal education is a form of volunteerism or willingness, Voluntarism, or the ability to choose whether or not to engage in an activity, is an important feature of non-formal education. Attendance in school is mandatory in most modern countries, but involvement in non-formal activities is dependent on personal preferences. Participants' basic psychological demand for autonomy is met by this relationship function, which also allows them to express themselves. Furthermore, this attribute is compatible with the idea of "leisure time activities," which are themed-focused-organized activities in which participants have the decision to engage and whose primary objective is enjoyment. (Madjar & Cohen-Malayev, 2013). As for learning non-formal education, it can be in the field of community empowerment, this is closely related to increasing public interest in reading so that they can better understand the importance of reading and animate literacy in Indonesia Empowerment is the mechanism by which people who have previously been deprived of the capacity to make strategic life decisions gain that ability (Ambler et al., 2021). Then the other meanings of empowerment are Empowerment Empowerment is the act of achieving personal, interpersonal, or political power in order to

transform one's life. (Han et al., 2020), also the opinion from (Naidoo, 2015) Empowerment theory argues that empowering a person will help them achieve greater success. The goal is to build a sensitive community by increasing personal and interpersonal control, then Customers would feel more empowered if their content receives more supportive feedback from suppliers during the interaction, according to this theory (Shin et al., 2020).

### ***The Concept of a Community Reading Park (TBM)***

The definition of a Community Reading Garden (TBM) as described in the Technical Instructions for Improvement of Community Reading Park Facilities TBM is a cultural planning institution that organizes the development of reading culture and community involvement in reading by offering reading content facilities to the community, as well as a storehouse of knowledge for the community around TBM. In line with the technical guidelines, in the Guidebook for the Implementation of TBM Community Reading Parks, there is a location/platform created and operated by both the community and the government to provide access to sources of reading material for the surrounding community as a means of lifelong learning to improve the quality of life of the community in the TBM area. (Azmi et al., 2018) Public Reading Gardens are suggested as a means of reading in the heart of the community (community centered library) which is run simply, separately, independently, and independently by the community concerned. In this case, it is necessary to develop a sense of belonging (sense of belonging), to take responsibility (meluhangrukebi). Meanwhile, for the development of the procurement of a Community Reading Garden, this is done based on the opinion of (Stranger-Johannessen, 2014) provides a thorough overview of the qualifications for neighborhood libraries: The community library should be built at the community's request, with complete cooperation and participation in participatory management.

### **Methodology:**

This research applies a qualitative approach using descriptive methods to make it easier to find problems in the research. The descriptive method here can be done by describing. Then for the study of documentation is the collection of qualitative data by analyzing documents made based on the object itself or other people.

### ***Participants and Research Sites***

As for the subject of research in the research of awareness methods in increasing public interest in reading, 1 person from the Tutor/TBM program educator, 1 person from the Manager, and 30 people from students or learning residents. Data collection tools include field observations/observations, structured interviews, and documentation studies in order to explore the TBM program data. Based on the analysis applied to this research is to analyze descriptively, in the sense that the implementation of the analysis can be in the form of description results accompanied by in-depth analysis of the data obtained. Then, from some of these groups can be analyzed comprehensively so as to be able to answer the research objectives. Then in this descriptive analysis is a form of simple analysis that has the aim of being able to facilitate understanding related to the description of the program implemented at the TBM Cahaya Karawang Regency.

### ***Data collection***

Data collection was carried out during November 2020 to January 2021. Interviews were based on filling in through the Google Form media in a structured manner to facilitate data collection considering that there was still the Covid-19 pandemic which resulted in not being able to directly collect data in the field. In relation to the research question, the condition of the community's reading interest, then the question of the implementation of the awareness method and the supporting and inhibiting factors.

### ***Data Analysis***

All data collected were analyzed using data coding according to (Strauss & Corbin, 1990) including the coding process, rereading, and grouping the data findings so that groups of data were obtained according to categories. The researchers transcribed the interview recordings, followed by reading slowly to gain a full understanding from the informant's point of view. This stage according to (Fraenkel, J.R., & Wallen, 2016) is intended to explore the meaning of the text that has been compiled. Based on data analysis using triangulation, several categories were arranged, from which emerging themes were identified, coded inductively (data-driven) from qualitative raw data and deductively (driven by theory) from previous research results (Chu, PH. and Chang, 2017).

The analysis and discussion of the results of this study relates to the results of the field which is a series of the implementation of the results of the interviews and is poured into the form of a theoretical study that has been prepared previously. Then on the results of the study, here are some findings through the results of a descriptive qualitative study.

### **Results and Discussion:**

The field findings which are the result of observations and interviews during the research process are as follows:

### ***Empirical description of people's reading interest***

In relation to the empirical conditions of the community prior to the existence of the reading interest awareness program, based on the findings obtained in the findings in the field, it is that the actual or empirical situation related to the condition of the community's reading interest can be described as being very enthusiastic, especially in increasing interest in reading, as for the things that I want to explore related to the knowledge of the people who have not received prior knowledge, meanwhile the community, especially in the area around TBM Cahaya is very enthusiastic to read, then the emergence of public interest in reading on these provisions is the participation carried out by TBM Cahaya in seeking to assist the community in obtaining information by print media, while there are several things from the indicators that are the subject of study at this time are the condition of the community before the program, the desire to read, the influence of others, socialization.

Based on the findings that have been made, it can be explained that for the empirical situation of the community around the TBM Cahaya area, they have a good desire to read and want to further deepen their knowledge for their needs. Therefore, the presence of TBM Cahaya is very helpful for people who want to read and can also increase the reading interest of people who previously were not too interested in reading, then from the explanation of reading interest it can be explained according to language (etymology) interpreting interest as desire, liking, and willingness to learn (learn) and look for something, while vocabulary defines interest as a desire, liking, and willingness to know. According to the Big Indonesian Dictionary (2008), the tendency of the heart to something; passion; Lust is an important example. Furthermore, according to the view related to reading interest, there are: Interest is closely related to the concepts of intrinsic motivation and task value. (Walgermo et al., 2018). Then in the reading interest there is an approach taken The attitude approach incorporates affective, cognitive, and behavioral components; a positive attitude toward reading indicates that a child considers reading to be a pleasurable experience in which he or she can participate willingly.) (Pezoa et al., 2019). Then another opinion is Interest is closely related to the concepts of intrinsic motivation and task value. (Walgermo et al., 2018). Then for reading interest itself, there are things that can affect the learning process, suggested that in order to develop a hypothesis of situational interest in relation to reading a long book, interest should be viewed as a dynamic perceptual process influenced by a variety of text and reader characteristics (Hidi, 2001). Thus reading can provide knowledge to the wider community, who said that reading helps one learn to read and improves one's reading skills. People who read a lot will improve their reading skills when they are used to new vocabulary. As a result, they will enjoy reading and achieve popularity as a result. (Khairuddin, 2013), then in this case it is necessary to increase literacy to the community to be able to foster a sense of love for reading. Based on the interpretation above, the concept of reading interest is a creative mechanism that occurs by combining all established abilities to direct someone to certain thoughts through reading. Literacy and fundamental education, according to the professor, are the cornerstones of lifelong learning (Aderinoye, 2008). Based on this, people's interest in reading will grow if there is encouragement and stimulation carried out by those around and the care of someone will also help to be able to make reading interest as one of the habits of the community to be able to get knowledge when reading.

### ***Description of the steps for implementing the awareness method***

In connection with the application of this awareness method, it is carried out to provide a stimulus to the community and input to be able to increase reading interest by applying the awareness method, then for this awareness it is carried out to provide awareness related to people's reading interest, this is explained by Paulo Freire (1973), conscientization or awareness is an effort to increase awareness about the patriarchal educational environment and dehumanization of society. Education will deconstruct social, economic, and political, which is expected. Therefore, there are several designs or steps in implementing the learning method, including:

#### ***Planning***

Based on the findings, regarding the steps taken by the manager or agency of TBM Cahaya in increasing awareness of public interest in reading, there is a plan that has been determined by the TBM institution and the presenters so that the program can be directed towards its goals and benefits. This is in line with According to (Sudjana, 2004) that related to planning is a series of processes that are systematic in nature where in making a decision related to actions to be carried out in the next period. Planning is a conscious, organized effort to achieve a program that will be executed. Then for planning is a data processing facts and situation situations.

At this stage of problem identification in the planning process it is related to the analysis of the needs of the community. According to (Edi Suharto, 2005), the problem identification process can be done by using techniques and indicators. Based on the results of the field findings obtained regarding the identification of needs that the TBM agency identified needs for the community, the steps taken by the TBM were based on the plan determined at the beginning of the program and then derived as a program plan which was then formulated in village deliberation so that it could determine the program to be determined in the future. The need identification process is carried out based on regional conditions and then a regional feasibility survey is carried out, after it is deemed sufficient for the identification process, the TBM institution conducts

socialization related to the implementation of the reading interest awareness program to the community and sees the potential of the community.

Then in determining program objectives, of course all programs have a purpose and are beneficial for the inmates and other communities. This is in line with what was expressed by (Edi Suharto, 2005) that the goal is a description of the desire to be achieved. Goals can be used as a benchmark for a program target to achieve success. This literacy awareness program aims to empower the community, empower them to read literacy, education so that the community's needs can be met properly and increase the relationship between the community.

The community's interest in reading awareness program empowers people to develop their interest in reading, therefore, if they join this program, they will get many benefits after participating in this program. This reading interest awareness program is a program initiated by the Cahaya TBM institution and in accordance with the duties and functions of the TBM which aims to empower rural communities so that people can be independent in carrying out their lives and can increase their knowledge by reading.

### *Program Implementation*

In the implementation of the reading interest awareness program, the enthusiasm of the community in this program can be said to be good. Considering the attendance range that reaches 90% of the people who attend the activity which is held on Saturday every once a week, the inmates will feel the many benefits that can be obtained such as information development knowledge services, about entrepreneurship, financial services and coaching services. The location of the activity is carried out according to the agreement of the community and the TBM manager, the activity is carried out at TBM Cahaya because it can be easy access for the community and very useful. This is because in addition to providing knowledge to the community, the village can help the community by collaborating with the TBM institution. This program is designed and funded by a non-governmental organization from the TBM Cahaya foundation as a program for community empowerment, so that this interest-reading awareness program is entirely to help and provide access for the public to always be able to read in order to gain broader insights.

In the implementation of this mentoring activity, it is highly recommended to be able to provide facilities and infrastructure, then those provided by the TBM institution include stationery, books. All the needs needed for program implementation are supported and provided by the TBM agency and assistance from the village. In the implementation of this reading interest awareness program, it has technical implementation, namely administrative activities and the provision of materials tailored to the needs of the community as well as providing motivation, enthusiasm for people who want to continue to be able to read. Giving motivation and enthusiasm to the community by the management of TBM aims to have a passion for reading and make reading a hobby in the community.

### *Evaluation*

Evaluation is carried out after the planning aspects and implementation aspects have been completed to see the results that have been achieved and find out the obstacles found in the program. This is done to improve the next program. According to (Edi Suharto, 2005) Based on the stages in the evaluation is an analysis in a process of planning to be able to choose the goals that have been previously set and want to be achieved. Then the evaluation becomes a plan as part of a continuous process. However, good planning must be based on the evaluation process to be carried out. This is in line with the results of research in the field in the form of evaluation given to the community in the form of a questionnaire to find out the lack of participants in receiving the material, satisfaction with facilities and infrastructure provided by the TBM institution which aims to be able to measure participants can master the material provided and community satisfaction with the facilities and infrastructure provided. The parties involved in the evaluation activities are the TBM managers, while those being evaluated are the people of the reading interest awareness program itself, because if everyone knows what is lacking, they can directly evaluate it to be even better in the future. The evaluated aspects were seen from various aspects including understanding of the material, community satisfaction related to facilities and increasing interest in reading and active community presence.

### ***Overview of the Advantages and Disadvantages of Implementing Awareness of Reading Interests***

In the aspect of applying awareness of reading interest, it can be described from the strengths, weaknesses, opportunities, and threats including:

#### *Power*

Participants and facilitators can adapt to their experiences, intelligence in understanding experiences is very good and useful, readiness to learn based on community conditions provides a good stimulus, high interest in learning because it comes from the experience of each participant and provides benefits to the knowledge gained from experience of other participants, great potential to develop interest in reading that participants have by learning directly in reality/practice, have high motivation *Weakness* Adjustment that takes a long time because previously did not like reading, intelligence is not good in understanding the material given, less readiness to learn causes participants and facilitators to feel bored, weak interest in learning affects the

final outcome of learning, difficult to explore the potential of participants with limitations of the facilitator, lack of participant cooperation, the emergence of boredom, and lack of confidence in the experience they have.

#### *Opportunity*

A supportive environment for implementing awareness-raising on reading interest, learning methods provide many benefits to participants' reading interest obtained in program activities, facilitators have good teaching methods, are able to manage situations, explain materials, understand participants' experiences and guide participants, very supportive infrastructure, learning resources are adapted to the learning conditions of participants based on the needs of participants

#### *Threat*

Lack of experience and ability of the facilitator in making a material, the experience of participants who liked reading first made other participants not confident, participants felt bored during the learning process so that the learning methods applied had to be varied, facilitators found difficulties to deal with participants who were not active in learning processes and to ask participants to apply interest in reading, damaged and unmaintained learning support tools and lack of supporting facilities, learning resources are not adapted to learning needs.

Based on these findings, it can be explained that it can be concluded that the application of the awareness method is not only a program that is implemented but is to provide an understanding and help the community in terms of increasing interest in reading, especially being able to implement what is read in their lives. From this it can be shown that this awareness method can be developed and greatly assists the community in gaining and deepening their experience and knowledge.

Then the steps in implementing the awareness method are also inseparable from the role and contribution of the community to the implementation of the program. Like adults who want to learn, interest in reading can also be developed to be able to increase learning that cannot be obtained in school and create a society that understands the importance of literacy. Based on the studies carried out and the analysis developed, the awareness method model is a strategy in behavior change which in particular is an effort to increase participation and motivation in learning by applying an andragogy approach and then an integrative as a form of systematic learning program. The implementation of the awareness method aims to provide an understanding and provision to the community to be able to increase interest in reading in an effort to support the services provided by LBM Cahaya to be able to help the community and revive the life of the literacy community. Then, the application of this awareness method can provide perceptions from the public which can have a more positive impact on reading life among the community, especially in the area around TBM Cahaya.

Furthermore, the impact of the awareness method is that it can increase interest in reading from the community and help people who previously had no interest in reading. And to be able to get used to reading life into habits that need to be applied in society. Lie and Parasite in (Maulidiyah, 2005) explain that independence is the ability to carry out daily activities alone or with little guidance as a stage of development and capacity. This independence is realized because the participatory learning process and andragogy are in accordance with the characteristics of the community and prioritize the self-satisfaction of the learning community towards the learning objectives themselves. So that students are able to show initiative and achievements during the process, explore their potential, and be more confident in making decisions. This is because the awareness-raising method applied is cooperative, starting from the planning stage to the evaluation stage and the reflection process.

Based on the results of the data obtained by involving 3 respondent subjects, it can be concluded that for the application of the awareness method to increase reading interest, learning residents have a high reading interest and remember that many learning residents seek information by reading, both it is from printed media and social media, then citizens learn, then for the application of this awareness method it is also very helpful for learning citizens in finding information or knowledge by being able to sort out information that is clearly sourced, because society today is also very vulnerable to information that is not responsible, then from the informants of the residents themselves, many of them are very enthusiastic and can accept the program or method that is carried out for the learning community. Therefore, the implementation of this awareness method is very helpful for the community or learning residents in improving reading and helping to gain knowledge by reading.

## **CONCLUSION**

In relation to the empirical condition of the community before the existence of the reading interest awareness program, in the continuation of this community reading interest awareness program by implementing the steps of a program carried out by the TBM institution basically has a process of steps used for program implementation, namely by planning, where for this stage in the form of identifying problems that are carried out before carrying out the program to find out a problem and the program to be implemented, then the basic goal is to be more focused in implementing the program and more focused on implementing the program

itself, then from that it creates a benefit. to determine a goal to carry out a program. Next is the implementation stage, in this stage it is done by determining the time for program implementation, then technical implementation and facilities for the implementation of the mentoring program, especially regarding funds for the procurement of facilities using allocated funds from non-governmental organizations, TBM institutions and assistance from the local village government. In line with that, the method of Paulo Freire (1973) deals with conscientization extensively which can be applied because it provides a clear relationship to philosophical principles and to the implementation of education. Then for the use of this method, it is useful considering the method in Freire's opinion where there is an implication of various education as well as on education in reading and writing skills, then raising awareness, as well as social action programs. Thus, this method can be used by the managers of Cahaya TBM to increase people's reading interest. During the implementation of awareness of reading interest, of course, there are supporting and inhibiting factors during the implementation of the facilitator organizers, as well as internal and external participants. In the aspect of implementing awareness of reading interest, the facilitator has implemented it very well so that the community can learn and can be used as new knowledge in increasing reading interest as evidenced by the participants being able to read every day through print media or knowledge books. However, in practice, the facilitator has limitations in exploring the potential of each participant so that the facilitator really needs a longer time to understand the participants during program implementation and the learning process.

### Recommendation

#### *TBM Institute*

In the future, the institution can make more programs that can be expected and can be applied to the community in an effort to increase interest in reading, with this the community will get various benefits and make reading a necessity in the community, especially in the TBM Cahaya area.

#### *Public*

It is hoped that the community will always follow and encourage the programs planned by institutions and villages, considering that the program aims to help and provide access to the assisted residents to empower, considering that there are many assistances from the government which are intended to help and empower the community, because this is to further increase the sense of concern and sympathy for participating in programs organized by the institution.

#### *Village Government Officials or Village Apparatus*

So far, the important role of the village government has been said to be quite good, considering the amount of assistance used for village community development and empowering the community, so that in the future it will be more proactive and even more intensified to carry out programs which are to empower village communities, considering the purpose of the existence of this program is to empower the community so that the village government can be said to be successful if the village community is able to be independent in carrying out a job and fulfill the needs of the community, especially in increasing interest in reading.

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