

THE STRATEGY OF THE LIBRARY AND ACCOUNTABILITY OF PANGANDARAN DISTRICT IN INCREASING COMMUNITY READING INTEREST

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ABSTRACT

This research is motivated by the lack of the strategy of the Pangandaran Regency Library and Archives Service in increasing people's interest in reading. The research method used is descriptive qualitative. The length of the research that the author did was 9th months. The data collection techniques through observation, interviews, documentation. The number of informants was 12 people. Data collection techniques through data reduction, data presentation, concluding, or verification. Based on the results of the study, it can be concluded that: first, the implementation of strategies in increasing people's reading interest by the Department of Library and Archives of Pangandaran Regency has been running optimally. Second, there are obstacles such as the still small budget or funds in library management, especially for the provision of library facilities so that the library development program to attract public reading interest has not been achieved properly, this is based on the lack of facilities and infrastructure to succeed the planned strategy. Previously with the condition of employees who did not have an understanding of the field of libraries, so that the service was not optimal for users. Third, efforts are made, namely asking for additional budget assistance from both the Regency and Provincial Governments to complete the procurement of complete library facilities along with the fulfillment of the budget for library development programs and for efforts to provide employee resources who understand the library sector, guidance is carried out for library staff regarding the library sector. and staff are included in basic library management training.

Keywords: Strategy, Library, Reading Interest

Introduction

The government plays a very important role in developing people's interest in reading to achieve the planned goals, both central and local governments. With the existence of regional autonomy, the role of local governments, especially district or city

governments, is more dominant than the central government. The role of the government in developing people's interest in reading is mainly seen from the extent of the government's commitment to procuring books or book collections in libraries.

Realizing a community who likes reading, the Pangandaran Regency Library and Archives Service in this case also needs to carry out a method, technique, tactic, tips, and knowledge in the planning process to achieve community goals that tend reading material according to their interests.

West Java Provincial Regulation Number 17 of 2011 concerning Libraries states that libraries are a means of providing education in the regions, as a vehicle for education, sources of information, science, technology, research, recreation, and cultural preservation, which have regional cultural characteristics.

However, in reality, the Library and Archives Office of the Pangandaran Regency has not been maximized in increasing people's interest in reading. This can be seen from the results of the assessment that the author has done there are still some deficiencies in the strategy to increase people's reading interest, which can be seen from: First, the lack of development programs carried out to attract public interest in reading. One of them is the determination of a mobile library schedule which is only done twice a week so that it has not been able to fully encourage people to do reading activities.

Second, the limited quality of human resources (HR). Like the lack of understanding that every employee has about services that must be done for library visitors so that users have

difficulty getting the desired information. Third, less representative facilities and infrastructure. For example, the library staff room, the book collection room, and the reading room for library visitors are united with the absence of a divider between the reading room for children and adults and there are no other facilities available, only books are available, so they are not able to provide comfort in reading activities.

Based on the background of the problems that have been started, the problems of this research can be formulated, namely: First, how is the strategy of the Pangandaran Regency Library and Archives Service in increasing people's interest in reading? Second, what are the obstacles in the strategy of the Pangandaran Regency Library and Archives Service in increasing people's interest in reading? Third, how are the efforts to overcome obstacles in the Strategy of the Pangandaran Regency Library and Archives Service in increasing public interest in reading?

Method

The research method used in this study the writer used a qualitative descriptive method. The data sources in this study were 12 people. Data collection techniques in research are literature study, field study (observation and interviews), and documentation study.

Data processing techniques in this study are data reduction, data

presentation, concluding, or verification.

Theoretical Framework

Strategy is an action planning process to achieve predetermined goals, by doing things that are continuous according to concurrent decisions based on the point of view of customer needs.

According to Chandler and Andrew (Solihin, 2012: 25) states that: "The determination of various goals and direction of the company's long-term business."

A strategy has a basis or scheme for achieving the intended goals. So basically strategy is a tool to achieve organizational goals about long-term goals, follow-up programs, and resource allocation priorities.

This is in line with the opinion of Nurwanda (2019: 115) arguing that strategy is: "Strategy is an overall approach related to implementing ideas, planning and executing an activity within a certain period. In a good strategy there is work team coordination, has a theme, identifies supporting factors that are following the principles of implementing ideas rationally, is efficient in funding, and has tactics to achieve goals effectively."

The notion of a library continues to develop the form and type of collection. The library changes are by changing times and technology.

Previously, the form of the library in the form of paper media has

now changed as a center for human knowledge sources that are recorded and used in various forms of communication media, both written, printed, recorded and electronic media.

It can be understood that the library is no longer a medium for getting reading material in the form of books but can also be a medium of learning that can add insight in the field of science (Yuliani, D., 2019).

The above statement is by the opinion expressed by Vestikowati (2015: 234) which states that: "Libraries are the center of information and sources of knowledge and will never end to be explored, extracted, and developed. Through libraries we can exchange information. add to enrich, test each other, and get mutual added value for the times. "

Reading interest is a tendency that causes someone to try to find or try activities in a certain field. Reading interest is not something that is born naturally in a person.

However, interest in reading must be nurtured and nurtured from an early age. Reading interest is a strong awareness to have the ability to read with a certain level of concentration to understand the core problem of what is being read.

According to Darmono (Meliyawati, 2016:31) states that: 'Reading interest is a mental tendency that encourages someone to do something about reading. Reading interest is shown by a strong desire to do reading activities. '

Result and Discussion

Based on the research results, it can be seen that the strategy of the Pangandaran Regency Library and Archives Service in increasing people's reading interest can be described and explained as follows:

For the implementation of the dimensions of the organizational strategy for the implementation of indicators of the service coverage of the library service to all levels of society, it has been implemented well, this is based on the reach that has been implemented not only placing public libraries during society but also mobile libraries that can reach the region at some point with reading material that supports the library service to users.

Furthermore, the implementation of indicators of cooperation with various related parties in increasing public interest in reading has been carried out well. This is indicated by the existence of collaborative activities that are carried out not only involving elements of the government but also from the community, namely to foster interest in reading the community at large.

The implementation of the dimensions of the program strategy for the implementation of indicators of the socialization of the reading improvement program has been carried out well, this is aimed at the existence of hobby reading activities which are often carried out to carry out socialization of programs to increase community reading interest both to

each school and to hold a mobile library to each village.

Furthermore, the implementation of indicators for the program to increase people's reading interest has not been implemented properly, this can be seen by the role of mobile libraries which are a source of development to attract public reading interest but are not yet optimal because time and place of services are still limited.

Regarding the dimensions of the resource support strategy for the implementation of indicators of the availability of employee resources in providing library services, it has not been implemented properly, this is based on the condition of employees who still do not meet in terms of knowledge and understanding possessed by library employees.

Furthermore, for indicators of the availability of facilities in library management, it has not been implemented properly, this is aimed at the condition of the room which is still not comfortable for visitors to the library.

Then for the implementation of indicators of the availability of budget or funds in library socialization has not been fulfilled properly, this can be seen with socialization activities that are often postponed due to the limited budget owned by the agency.

Whereas in the implementation of indicators of the use of technology to facilitate library services, it has been carried out properly, it can be

addressed by the availability of websites and digital libraries to support the convenience of users in obtaining reading material.

Related to the dimensions of the institutional strategy for implementing indicators of innovation programs in library development that have not been implemented properly, this is based on the lack of all existing resources.

As for the implementation of indicators for the development of school and village libraries, it has been carried out well, this is indicated by the implementation of school and village library coaching which is usually carried out once a month based on guidance that is carried out only around books.

Based on the results of research on the obstacles in the strategy of the Pangandaran Regency Library and Archives Service in increasing public interest in reading are as follows:

In the organizational strategy, there are several obstacles faced, namely the lack of complete facilities and infrastructure, insufficient employee resources to make direct outreach to the community, and the budget in supporting all forms of cooperation for library management is not sufficient, the implementation of activities that are not yet running optimally with a low public response and direct delivery of information, it can only be partially implemented not yet thoroughly.

In the program strategy, there are obstacles faced, namely the budget

source owned by the Pangandaran Regency Library and Archives Service is still limited to holding activities related to library socialization as well as in activities related to reading materials as a whole.

In the strategy of supporting resources, several obstacles are faced, namely, there are still few employees with a background in library science, so that it is still not supported by the knowledge and understanding of employees, the lack of availability of complete facilities and infrastructure. Such as the unavailability of a special room for reading activities, the Regional Expenditure Budget (APBD) for now is still small, does not have its server, so errors often occur between the data sent and the managed data, not to mention the ePusda registration process which seems complicated with the collection of books that can be borrowed is still limited.

In the institutional strategy, there are several obstacles faced, namely the lack of budget in optimizing the implementation of library development, such as a diverse collection of books, a lack of staff conditions that are insufficient in managing the library, and the availability of only 1 librarian.

Based on the results of research on efforts to overcome obstacles in the strategy of the Pangandaran Regency Library and Archives Service in increasing public reading interest, they are as follows:

In the organizational strategy, there are several efforts made, namely

providing the same service without discrimination by holding a mobile library to become a medium that can reach people in various regions, collaborating employing cross-service, and fulfilling supporting facilities in library management. optimizing social media as a socialization activity and providing direct directions to managers that the library shows for the general public.

In the program strategy, there are several efforts made, namely asking for financial assistance from the Regional and Provincial Governments and maintaining good cooperation with various parties, optimizing activities related to storytelling competitions and guidance for talent interests by establishing good cooperation in fulfilling reading material through cross-service programs.

In the resource support strategy, there are several efforts faced, namely by being included in training and coaching staff related to the library sector by continuing to provide encouragement and motivation to employees, submitting proposals to local and provincial governments for the provision of facilities in library management, holding an activity is adjusted to the budget owned and proposes assistance to both local and provincial governments, establishes good communication with server managers so that there is conformity to the data sent and carries out library improvements through the

development of existing automation in libraries.

In the institutional strategy, there are several efforts faced, namely holding a program to the Province for budget procurement in implementing library development innovation programs, library guidance is carried out in stages according to the conditions of library staff, which can be seen from not all employees understand the library sector by providing training and coaching that at least the employees will be able to do their job well.

Conclusion

The strategy of the Pangandaran Regency Library and Archives Service in increasing public interest in reading has been carried out but the results are still not suitable in implementing strategies in increasing public reading interest. This is known from some of the indicators that have been used as benchmarks in this study but they are still experiencing various obstacles.

The obstacles encountered in the strategy of the Pangandaran Regency Library and Archives Service in increasing public interest in reading are the inadequate budget availability for the provision of complete facilities for library administration and budgets in implementing library development activities or programs, then library services by library staff who are still looking not optimal, this is based on the lack of understanding and

knowledge of employees in providing services to users.

The efforts made to overcome the obstacles faced in the strategy of the Pangandaran Regency Library and Archives Service in increasing public interest in reading are efforts to provide a budget for the provision of library facilities and the implementation of library development programs. Efforts in the condition of employees in providing services are because there are still employees who do not understand in the field of libraries by guiding employees, especially in providing services to users, what they should be and are included in basic library management training so that employees have knowledge and experience in the library field.

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