

The Literacy Movement in Creating a Smart and Healthy Young Generation

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ABSTRACT

Background: Pangkalpinang City faces two major challenges in its educational environment: a high incidence of violence against children and low levels of reading literacy. Although students at SDN 15 Pangkalpinang have achieved notable academic success, their motivation to read remains low, and exposure to violence poses a serious threat to their psychological well-being and academic development. Aims: This community service project aimed to cultivate a culture of literacy and enhance students' motivation to read. Additionally, it sought to educate students, teachers, and parents on the psychological impacts of violence on children, to foster a healthier, safer, and more literate young generation. Method: The program was implemented in four phases: (1) Preparation, including needs assessment and coordination with school stakeholders; (2) Student Briefing, focusing on hygiene, health education, and literacy strategies; (3) Implementation, consisting of literacy counseling, group reading activities, health screenings, and handwashing education; and (4) Evaluation, utilizing pretest and posttest instruments to measure changes in students' reading motivation. Results: The intervention led to a significant increase in reading motivation among students. Pretest results showed 58% of students in the "weak" category. Following the program, 36% of students reached the "strong" category, and 8% achieved the "very strong" category. Health literacy activities improved students' understanding of hygiene, while counseling sessions enhanced teachers' and parents' awareness of child protection and psychological well-being. Conclusion: The literacy movement positively impacted SDN 15 Pangkalpinang by improving students' reading motivation and health literacy. It also successfully involved families and educators in creating a more supportive and protective school environment. The findings highlight the effectiveness of a collaborative, multi-stakeholder approach in addressing educational and psychological challenges among school-aged children.

ARTICLE INFO

Article History :

Submitted/Received 17 March 2025

First Revised 10 June 2025

Accepted 29 July 2025

First Available online 31 July 2025

Publication Date 31 July 2025

Keyword :

Literacy Movement

Reading Motivation

Child Protection

Health Literacy

Community Service

INTRODUCTION

Pangkalpinang City is the capital and center of government of the Bangka Belitung Islands Province, which has the highest rates of violence against children and women in the Bangka Belitung Islands (Bangka.tribunnews, 2023). Cases of violence against children and women are increasing every year. Sexual violence cases in the Bangka Belitung Islands occur across various circles. A particularly tragic development in recent times is that sexual violence has occurred in educational institutions or schools (Sujadmi, 2018). In 2021, there were 47 cases, which increased to 72 cases in 2022. By early 2023, five reported cases had been identified. There may still be unreported cases among victims. This was conveyed by Luna Febriani, a sociologist and Lecturer in Sociology at the University of Bangka Belitung, who stated that the trend of violence against children and women continues to rise each year; in other words, this trend rarely decreases (Bangka.tribunnews, 2022). Therefore, if this issue is not addressed—namely, by providing assistance or outreach to children and women it will negatively impact the psychological well-being of victimized children and women.

In addition to issues of violence against women and children, Pangkalpinang is also among the cities contributing to Indonesia's low literacy rates. Literacy refers to the ability to read and write, acquire knowledge and skills, think critically to solve problems, and communicate effectively—skills that support personal development and active participation in society (Aprida Niken Palupi & Dian Ervina Widiastuti, 2020). Therefore, promoting literacy from an early age is crucial for students, and one essential habit that must be cultivated is reading. Reading activities can help students break free from ignorance, especially the lack of knowledge. The importance of literacy significantly influences a child's ability to understand and interpret texts, which is essential for academic success (Hoerunisaa & Fajar, 2023). According to data from the Bangka Belitung Islands Province in 2021, the reading interest rate was still relatively low at 61.81%, falling short of the national target of 65.7%. In 2022, this figure declined significantly by 12.55%, resulting in a wider gap of 16.44% from the national target, compared to just a 3.89% gap the previous year (Kompasiana, 2023). This trend is a serious concern, as it may negatively impact the intellectual growth and cognitive development of the younger generation.

Based on these issues, the community service team partnered with SD Negeri 15 Pangkalpinang for this initiative. SD Negeri 15 Pangkalpinang is a public elementary school located on Jl. Usman Ambon in Pangkalpinang City. This school began its teaching and learning activities in 1961 and continues to operate today. Students at SDN 15 Pangkalpinang have achieved many accomplishments. However, despite these successes, SDN 15 Pangkalpinang faces challenges in reading literacy. This was noted by the principal of SDN 15 Pangkalpinang and the head of the library during the community service team's visit to the school.



FIGURE 1. Field observation with the Headmaster and Head of the Library

Reading activities are very crucial to introduce from an early age, as they can improve memory and comprehension, enhance thinking clarity, and increase students' knowledge (Lubis, 2020). The lack of interest in reading among students is influenced by two factors: internal and external. Internal factors are related to low motivation to read, which is often due to children being more interested in playing with gadgets than reading books. Meanwhile, external factors involve the lack of support from school facilities, such as poorly maintained libraries and unappealing school bulletin boards (Zuhria et al., 2022; Taufiq et al., 2025).

These two factors also contribute to the low reading interest among students at SDN 15 Pangkalpinang, despite the school having a library and regularly welcoming visits from the city government through mobile library programs. Nevertheless, students' reading interest remains low. This can be attributed to several issues, including inadequate reading rooms, outdated and unattractive reading materials and bulletin boards, and poorly organized bookshelves. These conditions significantly diminish students' motivation to read. Therefore, the purpose of this community service program is to provide socialization and motivation for students regarding the importance of early reading literacy to foster a reading interest at SDN 15 Pangkalpinang. In addition, the program aims to educate parents and teachers about the psychological impacts of violence on children. Based on the background above, the issues faced by partners include the low level of literacy among children and the vulnerability of children to violence at school. Thus, these problems faced by partners have become a priority for the proposing team to make a change in the environment of SDN 15 Pangkalpinang. The community service activities to be carried out have been approved by the proposing team partners, facilitating the proposing team in implementing the literacy movement program at the school.

METHOD

This community service activity goes through several stages. The following are the stages that have been carried out during this community service activity, namely:

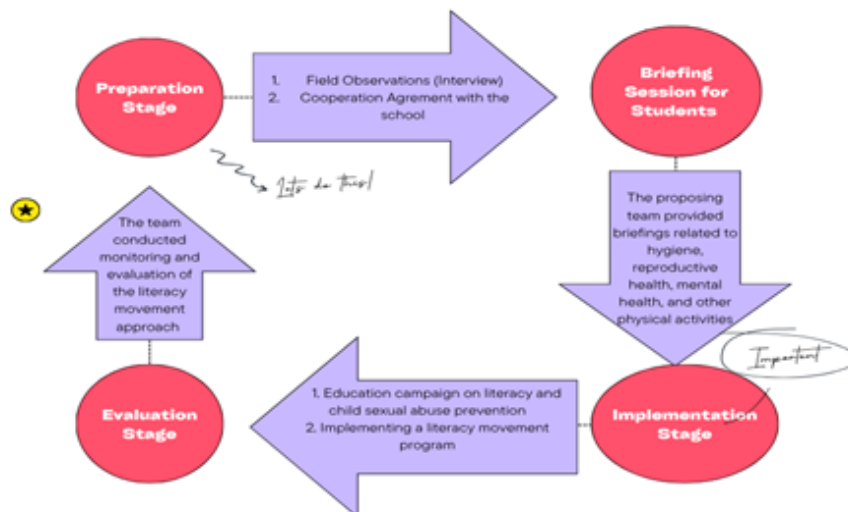


FIGURE 2. Stages of Research

1. Preparation Stage

At this stage, the community service team conducted direct observation in the field, namely at SD Negeri 15 Pangkalpinang with exploration and data collection in the planning of the work program to be carried out. Exploration and data collection began with a series of studies to explore the potential,

opportunities, and obstacles faced at the school. Data was taken by means of direct interviews with the principal, teachers, and head of the library of SD Negeri 15 Pangkalpinang.

After exploring the problems faced by partners and the need to take action to resolve the problems in schools, namely the lack of interest in reading among students and violence against children. The proposing team then made a cooperation agreement to carry out community service activities at the school. The cooperation agreement is contained in the partner's letter of willingness.

2. Briefing Session for Students

This briefing was conducted by the proposing team to prepare students at Citra International Institute before carrying out community service activities. The briefing lasted for 3 days, consisting of six sessions equivalent to six face-to-face meetings (@ 6 credits). The proposing team provided briefings related to hygiene, reproductive health, mental health, and other physical activities. This briefing was conducted so that students were able to educate every child at SDN 15 Pangkalpinang by practicing hand-washing activities and how to maintain reproductive health, maintain mental health by participating in sports activities, playing together, and doing other educational activities such as reading or telling stories together.

Furthermore, students involved prepare all the necessary administrative needs, such as a permit for community service activities approved by the rector of the Citra Internasional Institute. In addition, school residents, including teachers, students, and parents, help prepare for all the needs that will be used in socialization or counseling activities at school, namely helping to prepare chairs and working together to clean the school.

3. Implementation Stage

At this stage, the proposing team involved students, teachers, and parents of students of SD Negeri 15 Pangkalpinang. This activity also involved resource persons who have abilities in the field of education and psychology experts. The resource persons in this activity were also lecturers from the Muhammadiyah University of Bangka Belitung and the Citra Internasional Institute. The activity was divided into 2 activities, namely counseling on the importance of reading from an early age and the influence of violence on child psychology. The next day, the proposing team implemented the "School Literacy Movement Program". This program is divided into several stages. The first stage is the habituation stage. At this stage, the love of reading needs to be increased so that interest increases, which aims to foster students' interest in reading. Activities carried out at this stage are more directed at reading and listening. The second stage is development; at this stage, the activities carried out are reading, writing, telling stories, and conveying information, with the aim of maintaining interest in reading. The third stage is the learning stage, which aims to maintain students' interest in reading and reading activities, as well as improving students' literacy skills through enrichment books, story books in English and Indonesian, and other textbooks. Literacy activities at the learning stage aim to activate students' reading, writing, and speaking skills. At this stage, the students involved also play an active role in helping to motivate students to have an interest in reading. In addition, students involved can also get closer to students so that closer communication is established so that this will be able to motivate them. This can be done by inviting them to tell stories and play in the form of education. This reading activity needs to be done every day to train children's discipline in terms of literacy. Parents must get their children used to reading often. The role of parents for children is very large, including reading interest, where children usually imitate their parents' habits (Ratnasari et al., 2022). Therefore, the government and related institutions need to continue to provide support, both financially and technically, as a result this program can be sustainable and have a wider impact in

various regions (Arono et al., 2025 & Hamid, 2020). In addition, it is necessary to provide awards for students who like to read so that they can improve and encourage other students to read.

Next, the proposing team conducted counseling on preventing violence against children. This activity began with counseling conducted by a psychologist. This activity not only involved students, but teachers and parents were also required to participate so that they have knowledge or understanding related to preventing violence against children and how to maintain children's health, both physically and psychologically. Students involved in this community service also played an active role in motivating and educating every child at SD Negeri 15 Pangkalpinang on how to maintain the health of their organs and mental health and how to wash their hands properly. The purpose of this activity is to raise awareness of parents and teachers to play an active role in educating and caring for children both in the school environment and at home.

4. Evaluation Stage

The proposing team directly monitored and evaluated activities with a literacy movement approach implemented at SD Negeri 15 Pangkalpinang. This evaluation can be a parameter in assessing children's reading interest and increasing children's knowledge, and informing parents of students about violence against children and how to maintain children's physical and mental health. Furthermore, a reflection was carried out to measure the level of success of the activity, provide assessments, and also report all activities by creating interesting documentation. There are several indicators that this activity can be said to be successful, including: The literacy movement has been implemented, the literacy movement can solve problems found in partners, and the literacy movement can be applied in classroom learning by each teacher and parent of students.

RESULTS AND DISCUSSION

The literacy movement is a movement that aims to foster the spirit and culture of literacy in society. In this community activity, various educational elements such as students, teachers, principals, and parents of students are involved. This is deemed necessary to provide socialization/knowledge to them in the hope of obtaining a positive impact from the activity. The following is a series of community service activities at SDN 15 Pangkalpinang.

Counseling

At this stage, the activity began by conducting counseling/training for students, teachers, and parents of students. This activity was attended by the Secretary of the Pangkalpinang City Education Office, Mrs. Rosi Elfarida, M.Pd. and was opened directly by the Rector of the Citra Internasional Institute, Dr. dr. Hendra Kusumajaya, M.Epid. The resource persons who filled this series of activities were Lecturers at the Fkip Muhammadiyah University of Bangka Belitung and the Citra Internasional Institute.



FIGURE 3. Invited Guests in Community Service Activity

This counseling activity went smoothly and enthusiastically. This is because of the many questions from teachers and parents of students regarding the importance of literacy and the effects of violence on child psychology.

Book Reading Activity

After being given counseling regarding the importance of literacy culture. Students are divided into several groups. Each group is given a book that they will read during the activity. This activity is accompanied by the proposing team and students of the Citra Internasional Institute. The book reading activity lasts for a month. This is done to train a love of literacy culture in schools. On the following day, this reading activity is guided directly by the homeroom teacher. The sample in this literacy movement is class VI (A) students.



FIGURE 4. Book Reading Activity

This literacy movement was able to provide a positive impact on students of SDN 15 Pangkalpinang. This can be seen from the pretest and posttest scores that have been carried out by students of SDN 15 Pangkalpinang in class VI (A). These results were obtained through the distribution of questionnaires to students of class VI (A). The following is a comparison of the pretest and posttest scores of children's reading motivation.

Table 1. Comparison of Pretest & Posttest Scores of Reading Motivation

SCORE	CRITERIA	PRE-TEST		POST-TEST	
		Frequency	Percentage	Frequency	Percentage
0-50	Very Weak	0	0%	0	0%
51-71	Weak	21	58%	7	20%
72-80	Sufficient	11	31%	13	36%
81-90	Strong	3	8%	13	36%
91-100	Very Strong	1	3%	3	8%
TOTAL		36	100%	36	100%

Based on the score, there is a significant increase in students' reading motivation scores. This is reflected in the strong criteria with a percentage of 36% of 8%. While the very strong criteria have a percentage of 8% of 1%. So it can be concluded that this literacy movement can provide a positive impact on students so that they are motivated to read books.

Health Checks and Hand-Washing Practices

This community service activity also applies to health literacy. Health literacy is one method to convey health information to students so that health behavior can be applied in everyday life (Khairina et al., 2022). Health literacy skills are described as a person's ability to read, write, and understand information. Someone who has difficulty reading will also have difficulty understanding information (Mbanda et al., 2020). Health behavior includes health checks, sanitation and hygiene, and physical activities such as gymnastics. The activity begins with doing physical activities such as gymnastics together. This activity is guided directly by the community service team.

**FIGURE 5.** Exercise

The health check-up conducted by undergraduate nursing students of Institut Citra Internasional was to measure the blood pressure of students of SDN 15 Pangkalpinang. This aims to find out the blood pressure of students so that it can be followed up by providing education to students and their parents.



FIGURE 6. Measure Blood Pressure

After the physical examination was completed, the activity continued with an educational session conducted by the community service team, assisted by nursing students from the Citra Internasional Institute. The students provided education on Clean and Healthy Living Behavior (PHBS). PHBS refers to behaviors practiced by individuals or communities to maintain personal health independently to prevent disease and actively contribute to improving public health (Nurmahmudah et al., 2018).

The PHBS education specifically focused on proper handwashing practices, delivered through four stages: (1) Pre-interaction, (2) Interaction, (3) Demonstration, and (4) Post-interaction. The pre-interaction stage involved self-introduction and an explanation of the purpose and objectives of the session. During the interaction stage, the material was presented using a lecture method. The topics covered included: (1) the definition of proper handwashing, (2) the purpose of handwashing, (3) the benefits of handwashing, (4) appropriate times to wash hands, (5) equipment used for handwashing, and (6) the six steps of proper handwashing.

To provide a clearer understanding of proper handwashing with soap, a handwashing video accompanied by music was shown to engage the children and encourage them to imitate the demonstrated movements. After watching the video, the activity moved to the demonstration stage, where the children practiced proper handwashing techniques using running water. This activity not only offers theoretical knowledge, but also allows students to practice handwashing with water flows.



FIGURE 7. Measure Blood Pressure

This literacy movement was able to increase the reading motivation of students at SDN 15 Pangkalpinang. This is explained in Table 1, which shows that there is an increase in children's reading motivation. In addition, this activity also has a positive impact on parents and teachers at the school. There is an increase in the knowledge of parents of students and teachers at SDN 15 Pangkalpinang regarding the impact of violence on children's psychology. This socialization it can increase parents' awareness to guide their children when they are at home by providing education about good behavior.

CONCLUSION

The literacy movement is one of the movements that aims to foster a culture of literacy in society, both in the school environment and in the general public. The literacy movement that has been carried out by the community service team has been able to increase children's reading motivation, so that the literacy culture in the school has begun to be implemented properly. Based on the results of the data obtained, there has been an increase in student knowledge in building a culture of reading literacy in schools, namely an increase in student scores on strong criteria with a percentage of 36% from 8%. While the very strong criteria have a percentage of 8%, from 1%. So, it can be concluded that this literacy movement can have a positive impact on students so that they are motivated to read books. In addition, this activity also provides education to students about getting used to living clean by washing hands properly. This activity also involved parents and teachers at SDN 15 Pangkalpinang by providing counseling to partners about the importance of motivating children at home to implement a culture of literacy and the effects of violence on children's psychology. This activity took place smoothly and enthusiastically. With the hope that cases of violence against children will not happen again, so that SDN 15 Pangkalpinang becomes a superior school both in terms of its achievements and its environment.

ACKNOWLEDGMENTS

This activity is funded by DRTPM Kemendikbud Dikti in 2024 with contract number 065/E5/PG.02.00/PM.BATCH.2/2024. We would like to thank DRTPM Kemendikbud Dikti for supporting us in carrying out community service activities at SDN 15 Pangkalpinang.

We would like to thank the Principal of SDN 15 Pangkalpinang for the warm welcome given to us from the initial meeting when asking for permission until now. He always provides support both morally and for the facilities used at the school.

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