

Socialization and Training of the Community Literation Movement at the Regional Library and Archives Service Kubu Raya

Sri Maryuni, Pardi^{a)}, Deni Darmawan, Eka Apriyani

Department of Public Administration Tanjungpura University, Pontianak, Indonesia

Corresponding author: pardi@fisip.untan.ac.id

Abstract

This community service activity is motivated by the low level of digital literacy among the people of Kubu Raya Regency. Digital literacy activities aim to eliminate illiteracy and increase interest in reading and writing among people in the area. The ultimate goal is to create a society that is technologically literate and has strong reading and writing skills for the future. This activity was carried out with the concept of socialization and discussion. The material presented is related to forms of literacy movements that can be implemented in society. The socialization participants in this activity were around 20 participants at the Library Service Office. The results of this community service are in the form of a level of understanding for employees who act as the spearhead of the digital literacy drive in Kubu Raya Regency. With this service activity, the impact can be felt by participants regarding the understanding of digital literacy for the community.

Keywords: Literacy, Reading and Writing, Community Literacy Movement

INTRODUCTION

Literacy is a person's ability to process and understand information when carrying out the process of reading and writing. In its development, the notion of literacy always evolves according to the challenges of the times. In the past, literacy was the ability to read and write. Currently, literacy has begun to be used in a broader sense and has penetrated cultural practices related to social and political issues. Literacy is based on society's movement in the human development effort. (Destryana et al., 2021; Dewi & Saeful Rohman, 2019; Lusiana, 2017);

Attention to the problems of community literacy, community response to the literacy movement, and how the role of related parties such as government, regional libraries, and others in supporting the literacy movement developed. (Lusiana, 2017). (Johan et al. 2020; Suparjan, Zulkifli, and Irawan 2022).

The inclusion of community empowerment in the literacy movement transformed from previously only being general to becoming a movement based on more specific issues, such as food and nutrition, politics, gender, and culture. (Destryana et al., 2021);

Information and communication technology advancement has made information dissemination rapid and massive. In addition, technology facilitates the large spread of hoax news which has sparked various kinds of riots in society. (Moh Faidol Juddi, Nugroho Catur, and Haqqu Rizca 2023)

This counseling is carried out to encourage financial literacy programs that are beneficial for improving the economy and community welfare. In addition, good literacy can prevent people from fake investment fraud (Supeni Mapuasari & Vita Elisa Fitriana, 2022).

Literacy does not only cover issues of reading and writing but also coupled with other aspects, such as economics, politics, law, education, history, technology, and lifestyle. Originally literacy was defined as literacy (Gol A Gong & Agus M., 2012). (Bledsoe and de Castell 1988; Sharma et al. 2016)

Reading according to Marksheffel is a complex and intentional activity, in this case, it is a thought process that consists of various actions of the mind that work in an integrated manner towards one goal, namely understanding the meaning of the written exposition as a whole. The actions when reading are in the form of gaining knowledge from the symbols of letters or images that are observed, solving problems that arise by interpreting symbols of letters or pictures, and so on. Meanwhile, according to Bard and Wanger, reading is a process of the concepts intended by the author, interpreting, evaluating the author's concepts, and reflecting or acting as intended by those concepts. Thus, it can be said that the ability to read does not only operate various skills to understand words and sentences, but also the ability to interpret, and evaluate, to obtain a comprehensive understanding (Ibrahim, 2009). (Moh Faidol Juddi et al. 2023; Nuryadi and Widiatmaka 2023; Sá et al. 2021)

There are also several opinions of experts in interpreting the meaning of literacy. According to Alberta, literacy is the ability to read and write, increase knowledge and skills, think critically in solving problems, as well as the ability to communicate effectively which can develop potential and participate in community life. Besides that, the National Institute for Literacy defines literacy as "the ability of an individual to read, write, speak, calculate and solve problems at a level of expertise required in work, family, and society." In other words, from a more contextual literacy perspective, it depends on the skills required in a particular environment. (Sanusi and Prasetyo 2019; Sukiyanto et al. 2021)

The government through Permendikbud Number 23 of 2015 has realized the importance of developing students' character through a policy of reading for 15 minutes before class begins. However, to grow and improve literacy culture (reading and writing) is not easy or can be done instantly, it requires continuous effort and habituation so that this literacy culture can grow and improve. All elements must help each other, both in the family, school, community, and government. It also requires consistency.

One of the government's efforts, in this case the Ministry of Education and Culture (Kemendikbud) to improve the quality of life of the community is through a program known as the National Literacy Movement. These movements include the School Literacy Movement, the Family Literacy Movement, the National Literacy Movement, and the Community Literacy Movement. For the Community Literacy Movement, authority is delegated to the Directorate General of Early Childhood Education and Community Education (Ditjen PAUD and Dikmas) of the Ministry of Education and Culture.

Currently, an increase in the quality of education and better resources can be realized if the community has the enthusiasm to read and write well. To increase this interest and

enthusiasm, one way that can be done is to optimize the duties and roles of the office or the Regional Library and Archives Service.

In this case, the Kubu Raya Regional Library and Archives Service are currently promoting the "Community Literacy Movement". This literacy movement is carried out to increase people's interest in reading and writing, as well as to eliminate illiteracy in Kubu Raya because from the data currently available there are still many of our older people who cannot read and write.

The community literacy movement is a social movement with collaborative support from various elements of society. This movement is one of the efforts to improve reading and writing skills and instill a love of reading in the community to make the community lifelong learners (Budiman 2017).

Therefore, with this community literacy movement, it is hoped that future generations will be able to read and write, and even know and understand current technological developments. In other words, the people, especially in Kubu Raya, are technology literate”.

METHOD

In general, the activities carried out carry the concept of socialization and discussion. The material that will be presented is related to forms of literacy movement that can be implemented in society. Socialization participants in this activity were around 20 people. During the activity, it was also documented by the community service team. The results of the report from this activity are planned to be published in a national community service journal accredited by Sinta.

In addition, this activity also provides an opportunity for participants to express opinions after hearing and receiving explanations, as well as education from the PPM team. The participatory approach in this activity is to explain roles and functions, and provide opportunities for group discussions, hearings, and closing remarks. In full, the stages or methods in this community service activity can be described in the following flowchart.



Figure 1. Flowchart of Community Service Activities

RESULTS AND DISCUSSION

Community service activities (PKM), outreach, and training for the community literacy movement at the Kubu Raya Regional Library and Archives Service have an important role in communicating the importance of literacy to the community. This includes an understanding of the broad benefits of reading, such as increased imagination, critical thinking skills, as well as strong communication skills through writing skills. In addition, by introducing various types of interesting and relevant reading material and holding interactive literacy activities such as book discussion groups or writing classes, we can stimulate public interest and involvement in the world of literacy. It is also important to provide information about reading sources that are easily accessible and to share success stories of individuals or groups who have experienced real benefits from increased interest in reading and writing, especially within the Kubu Raya Regional Library and Archives Service. This is done to form a strong foundation in encouraging active participation and building positive literacy habits, both at work and in everyday life.

The types of Community Service activities (PKM) that are carried out include outreach and training in the community literacy movement, which are carried out in two sessions. The first session involved discussions regarding concepts, strategies, solutions, and results of literacy activities. The concept of the urgency of literacy explains the importance of literacy in producing innovative and competitive individuals because, without literacy, resources will not be produced.

innovative and competitive. About this concept, the problem of functional illiteracy and illiteracy, especially in the Kubu Raya area, was recorded by 30,000 illiterate individuals in 2016, 25,000 in 2017, and 14,000 in 2018. The resulting impacts include decreased productivity, increased poverty and crime, susceptibility to fake news, and setbacks in various fields. Therefore, through this socialization activity, it is hoped that the community will be able to understand the importance of literacy.



Figure 2. Material in the First Session

Success in reducing the level of illiteracy is faced with the next challenge, which involves implementing strategies to cultivate a culture of reading among the public. Fostering a reading culture is very important considering that reading skills form the basis for acquiring knowledge, skills, and forming attitudes. Becoming a literate generation means stepping towards a critical and caring society. This means being critical of all information received, reacting non-emotionally, and showing concern for the environment.

Providing solutions through socialization regarding forms of movement, culture, and community literacy training programs aims to target the community as the final result, with the hope of increasing awareness, understanding cultural aspects, and understanding contributions to efforts to rebuild and improve literacy culture.

These aspects were conveyed in the first session of socialization of the community literacy movement at the Kubu Raya Regional Library and Archives Service.

In the second session of this socialization activity, the material presented was related to technology literacy and information and communication. This involved the introduction of Google Sites as a digital literacy support application, the introduction of Paper-pile as a web-based reference management software, and the design of a literacy platform prototype on Google Sites by capturing data from the Google Suites cloud application (Docs, Sheets, Slides, Calendar, Drawing, etc.) -other) integrated into the literacy platform.



Figure 3. Material in the Second Session

The results of this community service are in line with those carried out by (Veronika et al. 2022). The literacy that can be developed in society: 1) School digital literacy, where this literacy school must be able to provide computer facilities and Internet access, 2) Family digital literacy, where this literacy starts from parents because parents must be role models in creating a communicative social environment in family, 3) Digital literacy in society where people can take advantage of communication tools and technology which are currently very fast to be able to create the most creative and innovative new ideas. The other results of the community service activities concluded that there was an increase in literacy skills in reading, writing, and arithmetic. Setyo et al., 2023).

CONCLUSIONS AND RECOMMENDATIONS

The implementation of Community Service Activities (PKM) which focuses on Socialization and Training of the Community Literacy Movement at the Kubu Raya Regional Library and Archives Service aims to support the government's efforts to improve the quality of Education

and resources through a passion for reading and writing. Through the various methods, concepts, strategies, and solutions presented, it is hoped that the community literacy movement in the agency can create an environment that supports and stimulates interest in reading and writing in the form of traditional and digital literacy.

From this socialization activity, the community has expectations of the results that can be achieved. This hope is conveyed through hearings and discussions conducted, where they hope to develop new skills and increase their insights. In addition, the community hopes that this activity will provide easier and more affordable access to varied and relevant reading sources, create an environment that supports interest in reading and writing among children and the younger generation, and become a starting point for community building. stronger and more sustainable literacy. By involving all community members in the literacy movement, they will be able to support and motivate one another, so that they can bring real positive changes in literacy culture, especially in the Kubu Raya Regional Library and Archives Service.

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