



Strategy For Empowering Literature Community Of Dolok Still Through Street Library During The Covid-19 Pandemic

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Article Info

Article history:

Received : 06 September 2019

Revised : 19 November 2019

Accepted : 29 Desember 2019

Keywords:

Communication strategy, street library, literacy.

ABSTRACT

This research discusses the empowerment of literacy in the community through street library containers during the Covid-19 pandemic in Dolok Masihul District. The purpose of this research is to build reading interest for all people considering the condition of the Indonesian society's level of literacy is still relatively low. The method in this research is using descriptive qualitative method. The results showed that the level of literacy and reading interest in Dolok Masihul was still low, and the public was not very enthusiastic about the existence of this street library.

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1. INTRODUCTION

The culture of reading and writing in Indonesia is still very low. This is evidenced by UNESCO data, which states that Indonesia ranks second from the bottom in terms of world literacy, meaning reading interest is very low. According to UNESCO data, the reading interest of the Indonesian people is very concerning, only 0.001%. This means that out of 1,000 Indonesians, only 1 person is avid reader.

60 million people in Indonesia have gadgets, or the fifth largest in the world for gadget ownership. The digital marketing research institute Emarketer estimates that in 2018 the number of active smartphone users in Indonesia is more than 100 million people. With such a large number, Indonesia will become the country with the fourth largest active smartphone users in the world after China, India and America. (Kominfo, 2017)

The lack of literacy culture is also experienced by the younger generation who are still in the educational process, even one study shows that Indonesian children only read 17 pages of books for one year or 1 (one) page every 2 (two) weeks (Wandasari, 2017).). This is certainly a concern that the younger generation who is expected to be a superior generation practically does

not have a good literacy culture and does not consider literacy to be able to bring improvements to the individual concerned and to society in the future.

Empowerment in turn does not only focus on addressing the problem of poverty alone, but also other problems that often occur in society such as economic, social, and environmental problems. However, as an approach, empowerment faces several challenges which include the delay in responding to the development of science and technology, reluctance to accept new things, to the lack of desire from many individuals to continue the process of becoming better.

The library is an information center, the existence of a library has an important function in the community as a source of information. The library is an information system in which there are activities of collecting, processing, preserving, preserving and presenting and disseminating information.

2. RESEARCH METHODE

The type of research used is descriptive method with a qualitative approach. The definition of descriptive research is research that only describes situations or events. Descriptive method aims to systematically describe the facts or characteristics of a particular population in a factual and accurate manner. With this descriptive research, the researcher wants to explain in detail about how the communication strategy carried out by the founder can make the surrounding community come to the street library.

The data collection technique was through in-depth interviews with the founder of the Dolok Masihul Street Library, and several visitors who came to visit the Street Library. The location of this research is in Dolok Masihul

Strategy of Communication

Ahmad S. Adnan Putra said that strategy is part of a plan, while a plan is a product of planning, which in the end planning is a basic function of the management function. So the strategy is essentially a planning and management to achieve certain goals in operational practice. (Rosady:2000)

Strategy is a way that has been well planned by individuals or groups to achieve the goals of what has been determined. With a strategy, the plan will run in a systematic and well-organized manner. In addition, by having a strategy, both other possibilities can be detected earlier.

In determining the strategy required what is called Communication. Colin Chery defines communication as the formation of social units consisting of individuals through the use of language and signs. Have togetherness in the rules, to achieve goal-achieving activities. In addition, communication is the engine driving social processes that allow interaction between humans and make humans as social beings.

Street Library

Street libraries are libraries that serve the needs of library materials for groups, families, or individuals who inhabit an area, by holding collections that will be loaned to users, and generally located close to the highway. Street libraries, usually formed because the founders have the same vision and mission.

According to Sutarno (2006: 91), the first task of the library is to play an active role in carrying out the duties and functions of organizing the library by:

1. Collect, provide, prepare, process, package, and maintain a collection of ready-to-use library materials, as well as other information facilities in accordance with the needs of the library and the user community.

2. Utilizing collections, in the form of providing service systems, preparing human resources, providing facilities and infrastructure, as well as informing/promoting collections and services to the public.
3. Carry out services to the user community, including providing information about the concept of the library, guidance to users who have difficulty accessing information sources.

The existence of libraries in empowerment is to make efforts that aim to train the community to be able to educate and help themselves and the surrounding community. One way to empower the community is to improve and improve the quality of education. One effort that can be done is through the library. The library here acts as an institution that provides and plays a direct role in providing information for the community. Empowerment through the library is related to the field of education. Through the library, the public can not only gain knowledge from the library materials served, but also develop their talents and potentials by utilizing the facilities and services provided by the library.

Literacy of Society

In simple terms, literacy can be defined as the ability to read and write. We know it by literacy or literacy. But now literacy has a broad meaning, so literacy is no longer a single meaning but contains multiple meanings (multi literacies). There are various kinds of literacy or literacy, for example computer literacy, media literacy, technological literacy, economic literacy, information literacy, and even moral literacy. . So, literacy or literacy can be interpreted as technology literacy, information literacy, critical thinking, sensitive to the environment, and even sensitive to politics.

Romdhoni (2013: 90) states that literacy is a social event that involves certain skills, which are needed to convey and obtain information in written form. Then in line with that, Iriantara (2009: 5) explains that now literacy is not only related to the ability to read and write texts, because now "text" has expanded its meaning to include "text" in the form of visual, audiovisual and computerized dimensions. so that in the "text" together appear cognitive, affective, and intuitive elements. In the era of technology as it is today, the context of the intellectual tradition of a society can be said to be literate when the community has taken advantage of the information they get for social and scientific communication.

3. RESULT AND ANALYSIS

Based on the results of the research in the field, the researcher will present the findings in the field in accordance with the research questions, namely 1. What is the process of strengthening the reading culture in the Dolok Masihul environment? 2. What is the strategy for preserving literacy in the Dolok Masihul community? 3. Were there any obstacles experienced when establishing a Street Library, or when holding a Street Library in various places? And 4. how is the public response regarding the establishment of this Dolok Masihul street library?

The first discussion on how the process of strengthening reading culture in the Dolok Masihuldan environment, according to observations in the field and through interviews with informants, showed that the establishment of the Street Library was founded by a teenager who was initiated by Fiqri Fadia where he is a student who likes reading books. , because of his love for books and in his house there are many books, so he thought about how not to waste his books after reading and he took the initiative to establish this street library.

With a mattress, his books and a makeshift banner, he began to venture to introduce his street library to the public, especially Dolok Masihul, and promote his activities on social media Facebook.

He was assisted by his friends from college, close friends to school friends when he was in high school to establish a library, promote his street library to various social media platforms, word of mouth and open donations for anyone who wants to donate books.

In terms of strengthening the reading culture in the Dolok Masihul environment, he started by opening his library stall in a place where people were busy passing by, because the Dolok Masihul area itself does not have a garden, so he tried to peddle his library in front of one of the most popular courses. from school children to adults. He peddles everything from school books, novels, and even general reading books.

Then in terms of strategies in preserving literacy in the Dolok Masihul community, apart from opening his street library, he also promotes his activities on social media such as his personal Facebook and Instagram. He posted several invitations or quotes about the importance of reading books and also activities when people visit the street library, in order to attract the curiosity of people who see it and come to visit the street library.

Regarding the obstacles experienced when establishing a Street Library, or when holding a Street Library in various places, according to Fiqri, these are things that he often experiences in holding his street library in the period before the pandemic or after the Covid-19 pandemic. One of the obstacles he experienced before the pandemic was starting from the absence of visitors, some people passing by thought he was selling books, then people who came did not read books and only met their instastory needs on their social media.

Then there is also the difficulty of finding a place that is not adequate, because he does not have a permanent stall to sell his books. And he is also confused because in the Dolok Masihul area there is no park that can be used as a place for his street library, because we know that reading books requires concentration and serenity, but due to location limitations, he tried to arrange it on the side of the road in the Dolok Masihul weekend center.

And when after the pandemic he once held his street library but not many visitors came and he was afraid that it would cause a crowd in his street library, therefore he had held it several times but after that he closed it for some time. And how the public's response to the establishment of the Dolok Masihul street library was quite enthusiastic, as the researcher explained earlier, starting from some people who were not interested to think the library was selling books.

For one of the visitors that the researcher met and interviewed, he had visited and borrowed books from the street library several times. He is one of the students who are still in elementary school and one of the students in the usual courses held by the street library. He usually reads story books in the library, and has borrowed up to 3 books. According to him this library is very interesting, because he became more like reading books. He usually comes to visit before going to class and after finishing the course, he takes the time to read any books that are in the street library. For borrowing books, he usually spends 3-5 days for one book.

The hope of the founder of this street library, especially for the people of Dolok Masihul, is that the existence of this street library can increase people's interest in reading and can increase literacy rates, considering that the reading interest rate in Indonesia is very low and he regrets it very much.

4. CONCLUSION

The culture of reading and writing in Indonesia is still very low. This is evidenced by UNESCO data, which states that Indonesia ranks second from the bottom in terms of world literacy, meaning reading interest is very low. 60 million people in Indonesia have gadgets, or the fifth largest in the world for gadget ownership.

The digital marketing research institute Emarketer estimates that in 2018 the number of active smartphone users in Indonesia is more than 100 million people. With such a large number, Indonesia will become the country with the fourth largest active smartphone users in the world after China, India and America.

This is of course a concern that the younger generation who is expected to be a superior generation practically does not have a good literacy culture and does not think that literacy will be able to bring improvements to the individual concerned and to society in the future. Empowerment in turn does not only focus on addressing the problem of poverty, but also other problems that often occur in the community such as economic, social, and environmental problems.

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