



## Library Strategies In Developing Children's Reading Interest (Case Study Of The Seberang Belawan Fisherman Village Floating Library)

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### ABSTRACT

*Interest in reading is a strong desire accompanied by one's efforts to read. The purpose of this study was to find out how the strategy for developing children's reading interest in the Floating Library of Seberang Belawan Fisherman Village. The study used a qualitative descriptive approach, using data collection techniques through observation, interviews and documentation. The results of this study indicate that the strategies used by the Floating Library in developing the reading interest of the children of the fishing village are; Learning with floaters, literacy activities, drawing, scholarship selection programs, volunteer development programs, Commemorating major holidays giving gifts in the form of snacks to children after completing activities, this is done so that children are motivated in carrying out the learning process at the Floating Libraries. Obstacles faced by volunteers at the Floating Library are that they only operate for one day a week, the service schedule is less effective to develop interest in reading for children from fishing villages, lack of facilities, isolated areas, lack of volunteer loyalty so that changes in library strategy in developing children's reading interest in The fishing village across Belawan occurred significantly, this is evidenced by the results of data analysis which stated that the increasing number of children participating in the learning program from 2014 was 20 students until now in 2020 there are 60 students in the Floating Library of the Seberang Belawan Fisherman Village.*

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## 1. INTRODUCTION

Reading is an analytical activity carried out by the reader in order to get a message or information to be conveyed by the author through written media. Success in reading is marked by someone's understanding that has been obtained through reading activities. Reading is a

human need, because with reading humans will gain an understanding of the contents of what is read, but it will also increase knowledge and insight.

Reading is not an easy learning. Many factors affect the success of children in reading. In general, these factors such as teachers, learning materials reading techniques and also environmental conditions. Environmental conditions also greatly affect reading activities. One of them, for example in the coastal environment, it is very rare for children to take the time to read because they will help their parents' activities in other words help their parents' daily work. as happened in the fishing village.

Children in fishing villages are used to spending their time helping their parents work to earn money. Parents do not prioritize children's education, especially for reading problems. They indoctrinate their children to work and make money.

To overcome the low interest in reading children, it is necessary to have a strategy made by volunteers who work in the library. Some of the strategies carried out at the floating library to increase interest in reading include; 1) making interesting activities for reading, 2) improving the education system, facilities, and characteristics of library services, 3) by making policies related to determining the percentage of the total budget for libraries. .

Many efforts to increase interest in reading have been carried out by the government and communities who care about the importance of reading, especially among children. One of the communities that is also promoting a reading interest program is the Sebrang Belawan Floating Library, Medan.

The presence of the floating library has had a positive impact on the children in the fishermen's village. In fact, the more advanced the library is, the volunteers open regular classes every Sunday. They are not only taught about reading, but the children are also taught English, writing and even environmental conservation lessons are also taught in this regular class. In fact, one of the children was chosen to represent North Sumatra in the literacy event in Sulawesi.

The success of the floating library volunteers must have gone through various stages and obstacles. The volunteers certainly have various strategies used so that the children enjoy visiting and reading in the floating library. What is the strategy of the floating library in increasing children's interest in reading, while we know that they do not get used to reading. If an unfamiliarity is required to become used to it, a sense of compulsion will arise in the children. But as far as the researchers monitored, the number of children was increasing every year to read books in the floating library because the volunteers were able to nurture the children. in this case the volunteers must use various strategies so that children are happy with reading activities so that later it will become a hobby.

From these problems, the researcher wants to conduct a study entitled "The Strategy of the Floating Library in Increasing the Reading Interest of the Children of the Seberang Belawan Fisherman Village".

## **2. RESEARCH METHODE**

The research used in this research is descriptive research with a qualitative approach. This research approach uses a descriptive qualitative analysis approach. The data collection techniques using observation, interviews and documentation. The observation in question is that the researcher directly observes a situation, condition, situation, process or behavior of a person by making notes selectively against the background with the Seberang Belawan Medan Floating Library Strategy.

Observation is a technique that can be used to determine nonverbal behavior. Observation is an activity carried out by seeing, hearing, smelling, or listening to an object of research and then concluding from what has been observed directly in the field (Yusuf, 2017, p.384). Observations are classified into participating observations, overt and covert observations, and unstructured observations. (Sugiyono, 2008). The interview in question is that researchers directly seek detailed information with librarians or volunteers who have knowledge and always take an active role in every activity at the Floating Library of Belawan Fisherman Village, Medan, in this case it is estimated that researchers will start interviewing and dig deep information from several informants named Indah Suwandy as head of the floating library, Mutia Audiva Nasution as secretary of Perapung, Nurma Yunita and Fiqri Fadia as volunteers at the floating library of Seberang Belawan Fisherman Village.

An interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a certain topic (Sugiyono in Esterberg, 2008, p.231). In this study, researchers will use semi-structured interviews. Semi-structured interviews are informal interviews, in practice, these interviews are more free and provide a wide range of respondents so that they can find problems more openly, where the parties invited to the interview are asked for their opinions and ideas.

The documentation referred to in this research is the collection of data in research to obtain data in the form of notes, transcripts, books, newspapers, magazines, documents, regulations, agendas and so on. The method of collecting data through documentation was used to obtain official data and information related to the Seberang Belawan Medan Floating Library Strategy in developing children's reading interest.

### 3. RESULT AND ANALYSIS

In this section the researcher will describe the results of the research in full regarding the floating library strategy in developing children's reading interest and the obstacles faced by volunteers in developing children's reading interest in the floating library of Seberang Belawan fishing village as follows:

#### **The Floating Library Strategy in Developing Children's Interest in Reading in the Floating Library of Seberang Belawan Fisherman Village.**

Based on the results of the research that in developing children's reading interest in the fishing village, the volunteers of the floating library in the fishing village across Belawan apply the following strategies:

a. Learning program with floats.

The floating study program is a routine activity that is held every Sunday guided by volunteers who join the floating library. Volunteers who are university students in North Sumatra. The material presented by the volunteers is material that is taught according to the needs of the children of the fishing village and the students consisting of elementary to junior high school students. Some of the activities in learning with floaters are: literacy, nationalism, reading and drawing which are carried out alternately every Sunday. In carrying out these activities, the volunteers also offer prizes in the form of snacks at the end of the lesson, this is done so that the children have motivation and enthusiasm in learning to develop children's reading interest in the fishing village across Belawan slowly. The method used by the volunteers is closely related to the theory of motivation which is an effort made by a person to encourage or move him to fulfill his needs and desires (Yorks, 2001, p.21). The motivation referred to by the researcher

here is extrinsic motivation, namely the driving force that comes from outside a person in other words is a stimulant, things that can cause external motivation are gifts, a child is encouraged to do something to be even more active.

Since the establishment of the floating library in the fishing village, the learning level of children has increased, this is evidenced by the results of the presentations which increase every year starting from 2014 to 2020.

b. **Scholarship Selection Program**

The library also routinely conducts strict selections for students from fishing villages who wish to continue their education to higher education for free. In the early stages of this program, there were many obstacles in the early stages of its implementation, and the main problem was the "social system" which had been acutely attached to the community, causing very few prospective students to be able to join this program. Parents also generally forbid their children to participate in this program because they feel there is no real benefit for their children to continue their education, and they are also very pessimistic that this program will actually run for free.

Since the beginning the Floating Library has realized that solving the problem of this social system is indeed a formidable challenge and will take quite a long time. Thanks to the support from the buoyant father, Otto Hasibuan, since the first year of implementing this program, the floating library was able to dispatch 8 (eight) floating students to marine universities throughout the archipelago.

c. **Volunteer Development Program**

The floating library does not only focus on developing the soft skills and hard skills of its students, namely the children of the fishing village, in other words the floating library of the fishing village across Belawan also holds a capacity building program for volunteers who join and serve with floaters.

d. **Celebration of the Big Days**

The Floating Library also often celebrates big days by holding activities such as celebrations, competitions, competitions and others. activities that are usually carried out such as the commemoration of Indonesian Independence Day, education days, and others which are usually held with competitions to foster a spirit of nationalism and competitiveness for the children of Belawan Fisherman Village. Then also religious events such as breaking the fast together, Eid al-Fitr gathering , and others that aim to increase synergy and social relations between volunteers, students, and the community in Belawan Fisherman Village.

From the results of data, observations, interviews, researchers found equivalence between data and theory according to (Quin, 1999 p.10) meaning strategy is a form or plan that achieves main goals, policies and a series of actions within the organization within an organization into a unified intact. Strategy, if well designed and executed, will help organize and allocate library resources into a unique and enduring form. A good strategy is a strategy that is based on the library's internal capabilities

So the researchers can conclude that the volunteers have carried out a strategy with the internal capabilities of the volunteers in the floating library of the fishing village across Belawan, in this case the researchers found a slow (significant) change in the level of development of children's interest in reading, and every year the number of children

starting to grow is increasing, can read in the floating library of the fishing village across Belawan. This is evidenced by the increasing number of children studying in the floating library every year, currently the number of children who have joined the membership of the floating library is 60 people.

### **Obstacles Experienced by Volunteers in Developing Children's Interest in Reading in the Floating Library of Seberang Belawan Fisherman Village**

Every struggle and effort must have its own obstacles and obstacles, from the results of interviews and observations obtained by researchers through this research, it is known what obstacles are experienced by the Floating Library volunteers

#### 1) Isolated Area

Fisherman's Village is one of the coastal areas in Belawan I Village, Medan Belawan District, which is still classified as an isolated area, especially in the field of education and road construction facilities. In the fishing village there is only one elementary school education, while there is no junior high school (SMP) so that children in the fishing village with junior high school education (SMP) have to spend 6000 Transport per day to take a boat across the sea to go to school. every resident or guest who comes from Belawan to visit the fishing village must pass a titi and cross the ocean using a boat, this is because the fishing village is above the water surface. so it takes time and accommodation when you want to go to the floating library.

This area has a relatively long distance and transportation that rarely leads to this coastal area, this area also gets less attention from the government, this is an obstacle and obstacle for volunteers in serving in the Floating library. Moreover, the volunteers there are college students and college students whose Sunday is a day to rest from the busy world of lectures, but they have to take a tiring journey to get to the place of service, namely the Fisherman's Village.

#### 2) Low People's Mindset

The mindset of the people in the fishermen's village is still low on education, the community is more concerned with looking for the economy than for education, this is one of the real obstacles, the enthusiasm of the community is very low, the low mindset makes it difficult to develop interest in reading children in the village. In the past, the head of the neighborhood in the Fisherman's village was very supportive of the activities carried out, but when the position of the head of the neighborhood (kepling) was changed in the neighborhood where the Floating Library was founded, the activities carried out were not supported.

Village children who are difficult to manage, trivial with learning, wrong intentions such as coming to the floating library just because they want to get together and play with friends, not purely to study or study. The attitude of lack of respect is also one of the obstacles from the community, which has the effect of weakening the spirit of the volunteers in educating children to develop children's reading interest in the floating library of the fishing village across Belawan.

#### 3) Unloyal Volunteers

In a library organization, reading garden, the existence of a librarian or librarian is very important, every year the Floating Library conducts an open recruitment of volunteers with several stages: filing, interviews, and also training. After that, there will be an

absence of scheduling arrangements for volunteers, but in fact many volunteers are disloyal and cannot cooperate in carrying out the vision of a floating library, even some of them are only willing to serve at the beginning, many also come to Floating is only for taking photos, making videos, playing games, it is not in accordance with the vision and mission of the Floating Library, which is to empower people to have advanced and developing thoughts. This is also one of the obstacles in the process of developing the Floating Library.

Most of them do not feel that they are educators who should mingle and integrate with the children of the fishing village as the main target in building and developing children's interest in reading in the fishing village of Serang Belawan.

#### 4) Facility

The Floating Library of Seberang Belawan Fisherman Village also has problems in terms of inadequate facilities, the existing learning media is still lacking and minimal so that the learning process becomes hampered and the targets to be achieved are realized in a long time. In addition, the narrowness of the library room is also one of the obstacles, this is because the room is only 5 x 5 m in size. The building of the Floating Library was already fragile. Even the existing volunteers have begun to feel afraid that too many people in the library will cause the library building to collapse, while the library is located floating on the water.

## 4. CONCLUSION

- a. The strategies used by the Floating Library of the Seberang Belawan Fisherman Village, namely, learning with floaters, literacy, drawing, scholarship selection programs, volunteer development programs, commemorating major holidays, giving gifts in the form of snacks to children after completing the activity. This is done so that children are motivated in carrying out the learning process in the floating library of the fishing village across Belawan. Changes in library strategy in developing children's reading interest in the fishing village across Belawan occurred significantly, this is evidenced by the results of data analysis which states that the increasing number of children who participate in the program every year, from 20 students until now there are 60 students in the pool.
- b. The obstacle faced by the Floating Library is that it only operates one day a week, the service schedule is not effective enough to develop interest in reading for the children of the fishing village. The mindset of the people who are still lay, where they prioritize economic problems rather than the education of their children. Lack of volunteer loyalty in carrying out their duties in the floating library. The lack of facilities and infrastructure that supports the process of developing children's interest in reading in the fishing village, the size of the room is too small so that it creates discomfort in the learning process, it is feared that it will collapse because the children exceed the capacity of the room.

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