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The Motivation of Community Reading Park Managers In West Bandung Regency, West Java Province, Indonesia

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ABSTRACT

The growth of reading culture in a society will not just appear. However, it requires a long process, and the support of facilities and infrastructure is needed. One of the facilities needed is the availability of reading materials such as community reading parks. This study tries to examine the motivation of managers of community reading parks. The location of this research was carried out at a community reading park in West Bandung Regency. The method used in the study uses a qualitative approach with the type of phenomenological research. Data collection techniques were carried out through observation, interviews, and literature study. Based on the results of the study, it was revealed that the manager's motive for establishing a community reading park was to facilitate the community through community reading parks, increase public interest in reading, and provide facilities that could benefit the community. Meanwhile, the reasons for the manager to establish a community reading park are due to lack of information or public knowledge, to preserve reading culture, increase children's knowledge, to limit uncontrolled children's association, high illiteracy rates, and the lack of public awareness of the importance of education.

Keywords: community reading park, community reading culture, manager, motivation.

I. INTRODUCTION

The word literacy was initially a term associated with reading and writing activities (Goody, 1999). However, the notion of literacy is expanding and is limited to reading and writing skills, critical thinking, and literacy of all knowledge, information, and data. The media is also not limited to print but for digital media. In addition, there are currently growing and diverse theories about literacy, so that literacy is the central point of all sectors of culture, national civilization ranging from environmental climate, sustainable society, social justice, social inclusion to community empowerment (Alberta, 2009; Saryono, 2009). 2019; Yanto, 2020). So basically, literacy is not just the ability to read and write but adds knowledge, skills,

and abilities that can make a person have the ability to think critically, be able to solve problems in various contexts, be able to communicate effectively, and be able to develop potential and participate actively in social life.

Talking about literacy in the sense of reading and writing is an important thing in an educational process. This is because most of the educational process is on literacy skills and awareness. There are several benefits of information literacy, including supporting lifelong learning, which is a major competency in the information age and contributes to the learning process. In addition, several studies have shown that a literate individual recognizes the need for information, can access information to evaluate information, and reuse information in supporting his activities. This research also tells of a work in a prison in Sri Lanka that has good information literacy skills and is able to produce about five works that were written during his time as an inmate in prison. (Chan, 2001,; Chandani and Weerasooriya, 2020).

The growth of literacy in a person certainly does not just appear. However, to give birth to an information literate generation requires a long process and conducive facilities. The growth of information literacy usually starts from childhood and is supported by the family environment and the community environment, namely the association and the school environment, so that it grows as a culture, namely literacy culture. However, this literacy culture does not seem to be owned by most of the Indonesian people. Various factors are suspected as the cause of low information literacy, but reading habits are considered as the main and fundamental factor. In fact, one of the efforts to improve the quality of human resources so that they can quickly adapt to global developments that cover various aspects of human life is to grow people who like to read.

Regarding the reading ability of Indonesian children, it is still low when compared to other developing countries. Some of the results of studies such as those presented by the International Association for Evaluation of Educational (IEA) in 1992, the results of a study by Vincent Greannary quoted by World Bank in an Education Report "Education in Indonesia From Crisis to Recovery" in 1998 and the UNDP report on the Human Development Index. (Human Development Index) describes Indonesia as a country whose people's ability to read is still a concern. Therefore, to catch up with the rapid development of science and technology today, literacy problems, including those involving the ability to read and write, are very important for every member of society. Through reading activities, one can add information and expand knowledge and culture.

The low ability to read and write as well as the poverty factor that afflicts some members of the community, especially people in rural areas in West Bandung Regency, West Java Province, Indonesia, has encouraged several parties such as education observers, library activists, and non-governmental organizations to

establish community reading parks or community reading room park. Community reading park is defined as a place deliberately created by the government, individuals or self-management and non-governmental organizations to provide access to reading material services for the surrounding community as a means of lifelong learning in order to improve the quality of life of the surrounding community (Sutarno, 2008,: Kemdikbud RI RI 2006).

West Bandung Regency as one of the new districts which is the result of the expansion of Bandung Regency. There are 16 sub-districts in West Bandung Regency, starting with Ngamprah District, which is the capital of the Regency, and the furthest sub-district, namely Gununghalu District, which borders the Cianjur Regency. To serve the needs of the community's reading materials, there is a public library located in the office complex as well as mobile library services. However, with the wide range of services, road conditions, and limited human resources, not all areas can be served by mobile library services, and community members who are far from the library building cannot come to find and read books in the library. Therefore, the efforts of local governments, community leaders, education observers, and non-governmental organizations to pioneer village libraries, community reading parks, and public space parks received positive appreciation from the community. Until 2019 there have been around 52 community reading parks and village libraries spread across 16 sub-districts (Source: Kantor Dinas Perpustakaan dan Arsip Kab, Bandung, 2019).



Figure 1 : Community Reading Park in West Bandung Regency
Source : Data Penelitian, 2019.

A community reading park cannot be separated from its manager or founder. To become the manager of a community reading park, not all community members are willing and able because to become a manager of a community reading park, one must have awareness and a sense of responsibility in developing and improving the quality of life of the community around the reading park they manage. To become the manager of a community reading park in West Bandung Regency, there are no professional provisions and requirements. This is as stated by the Head of the Library Division of the Regional Archives and Library Office of KBB Rudy Rahadian S (2019) who stated that "...Every manager of a community reading park in West Bandung Regency is a community around various professions and none of the managers have an educational background in library science".

The manager of a community reading park also involves a manager who cannot stand alone. There needs to be assistance from external parties, namely local community leaders and volunteers, who play an important role in supporting activities in establishing a community reading park, especially an independent community reading park which is not bound by institutions or the government. Then for the funding of the community reading park comes from the manager's personal funds or the manager partnering or collaborating with external parties. For that, a community reading park manager must be active in socializing to get partners or assistance from external parties. One example of a community reading park at KBB that received assistance from external parties, such as donations from the PerpuSeru program, donated 93 computers for 31 points, namely 20 village libraries and 11 community reading parks. internet and also for residents in rural areas so that they can access information easily. (Balebandung.com, 2016)

Then the literacy activities in community reading parks focused on three things, namely education, health, and entrepreneurship. The advisor for the community reading park in West Bandung Regency, Awaludin (2019) said, "the knowledge gained from reading the book is applied in everyday life, so it is not only knowledge. "In this way, the benefits of having a community reading park, apart from educating the public in the form of information and knowledge, also provide benefits for business activities that produce products for micro, small and medium-sized enterprises to prosper in terms of the economy of the surrounding community. (Sari, 2019)

An active community reading park in West Bandung Regency has a variety of activities to hone community skills, one of which is producing products for micro, small and medium enterprises. Although the marketing of their products is still limited, from these skills, the community is able to be economically independent. One of these skills was obtained from several reading books in the community reading park of West Bandung Regency, meaning that the existence of

the community reading park was quite effective in increasing people's interest in reading and providing a direct impact in the form of increasing or adding skills.

The presence of community reading parks in West Bandung Regency to improve reading culture is also expected to improve community skills. Community reading parks can be a place for training skills needed by the community such as sewing, cooking, to digital marketing. In this regard, several community reading parks in West Bandung Regency have done some and are able to create works and products which are then sold to various regions through online marketing. (Sari, 2019)

The manager of the community reading park in West Bandung Regency must have certain motivations in carrying out literacy activities, not only the initial motivation in building a community reading park but also the motivation to manage it into an active community reading park because it has a focus on literacy activities. So, the motivation of the manager of the community reading park is based on a certain goal to take action as for the motivation itself, the basic impulse that is in a person who moves to do something in accordance with the impulse within him. Therefore, someone's actions based on certain motivations contain themes according to the underlying motivation (Uno, 2011).

Based on this, the manager of the community reading park can be sure to have certain motivations related to establishing and managing the community reading park that was built. After that, what the manager does is called action. To explain a person's actions, Alfred Schutz divides them into two phases, namely in-order-to-motive actions that refer to the future and because-motive actions that refer to the past. Schutz's thinking is called the phenomenological theory. (Kuswarno, 2009)

The actions of a manager of a community reading park in West Bandung Regency in establishing a community reading park are the first motivation to establish a community reading park or hope in the future the manager after the community reading park is established so that it becomes actively managed according to the objectives and the second motivation the cause or reason when in the past the manager was moved to establish a community reading park in West Bandung Regency, therefore from that situation it was necessary to conduct a direct search so that the existence of a community reading garden from the beginning was established until now and the benefits of the surrounding community as visitors can be felt. The presence of a community reading park managed by a manager who clearly has a certain motivation to act in establishing it in the past and in the future is also expected to increase the community that comes.

Community reading parks cannot be separated from the surrounding community; the community as visitors can also feel the benefits such as increasing their abilities, knowledge, skills and broadening their horizons for those who are

literate, as well as for people who drop out of school or graduate school but do not continue as a provision. To develop themselves, work or try independently in each of their activities in life in society.

Based on the phenomenon of the literacy movement based on community reading parks, it can be ascertained that the motivation of a manager in establishing it aims to build the quality of the surrounding community with the background of the manager not having an education in the field of library science that has been described above. Therefore, researchers are interested in examining how the motivation of the manager in establishing community reading park in West Bandung Regency. As for the motivation in this study, it is more focused on the goal motive (in order to motive) and the motive (because motive) of the managers in establishing a community reading park in West Bandung Regency.

II. LITERATURE REVIEW

This study examines the motivation of managers in pioneering community reading parks. There are three points in this study, namely motivation, management, and community reading park. Understanding is an impulse that arises in a person consciously or unconsciously to take action with a specific goal, namely: an effort that can cause a person or a certain group of people to be moved to do something because they want to achieve the desired goal or get satisfaction with their actions. (Kamus Besar Bahasa Indonesia, 2016,; Uno, 2011). While the definition of a manager is defined as leading, controlling, regulating, and trying to be better, more advanced, and so on and responsible for certain jobs. (Salim dan Salim, 2002). Considering that almost all community reading parks are established because of the initiative of a person or group as a form of concern for their area, a manager of a community reading park is prioritized for people who are committed to developing community interest in reading and work selflessly.

The third aspect is a community reading park or public space park, which is defined as a place that is intentionally created by the government, individuals, or self-management and non-governmental organizations to provide reading materials and foster interest in reading to the community. Technically, community reading parks can be divided into two (2), namely: 1) independent community reading parks, namely community reading parks established by individuals or communities. Generally, independent community reading gardens are formed as a form of concern and desire of a person or community to provide access to library materials owned by the surrounding community. The financing is carried out independently, and 2) community reading parks that are under the education unit or educational institution at the district or city education and culture office. Its financing and operations have also been included in the budget of the district and city education offices.

To examine this community reading park, there are several previous studies that are used as references and comparisons. As for previous research, including research on the motives of users in the use of public library collections in Sukabumi City (Salma, 2018). This study was to determine the motivation of adolescent users in utilizing collections at the Regional Library and Archives Office of Sukabumi Regency related to intrinsic and extrinsic motivation in utilizing collections. Another research is about the motivation of the Purwakarta dream lantern community to establish the Green Library Reading Garden (Nuraeni, 2018). The purpose of this study was to determine the motives of the purpose and the motives for establishing the Green Library Reading Garden. While the next research is about public appreciation of public reading room services at Kertajati International Airport, West Java. Faturohman (2019). This study aims to examine the public's appreciation of the service of a reading room in the waiting room at Kertajati International Airport, Majalengka, West Java Province.

III. RESEARCH METHODS

This study discusses how the motivation of managers in establishing community reading parks in West Bandung Regency; the researchers used a phenomenological study approach to seek deeper information and see the experience as well as behavior as an inseparable unit, both the unity between subject and object, as well as between parts and the whole. The reason for using the phenomenological approach in this study is based on factors such as there is a uniqueness in the community of West Bandung Regency where the majority of community reading park managers are not graduates of the field of library science but want to establish a community reading park and can make the community reading park they manage become forward and active.

The method used in this study uses a qualitative approach with the type of phenomenological research, which is a type of research that seeks to uncover and study and understand a phenomenology and its unique and unique context experienced by individuals to the level of "belief" of the individual concerned. Thus, studying and understanding it must be based on the point of view, paradigm, and direct belief of the individual concerned as a subject who experiences it directly. In other words, phenomenological research seeks to find the psychological meaning of an individual's experience of a phenomenon through in-depth research in the context of the daily life of the subject under study. (Herdiansyah, 2012,; Saepudin, 2020)

Then regarding the subject in this study regarding the motivation of managers in establishing community reading parks in West Bandung Regency, using informants from each manager who established community reading parks which were widespread in West Bandung Regency consisting of approximately 52

Community Reading Gardens. Of all the community reading parks located in the West Bandung Regency area with a total of approximately 52 TBMs, not all 52 TBM managers can be used as research informants because those who will become research informants are adjusted to the criteria desired by the researcher. The informant selection method used in this study was purposive sampling. Purposive sampling is a sampling technique with certain considerations, and in this study, researchers have criteria that can be used as research informants. Meanwhile, the object of the research is a community reading park located in West Bandung Regency, West Java, which consists of approximately 52 community reading parks.

Regarding the sources in this study, they consist of primary data sources or the main data sources are data obtained directly (from first hand) from the results of field observations and interviews. In this study, researchers obtained primary data from informants who are managers of the Community Reading Park in West Bandung Regency. Meanwhile, for data sources, researchers obtained from existing sources. Secondary data sources or data obtained indirectly or is data that has been managed by other people, which is then used by researchers to serve as complementary information related to research. This secondary data source supports research obtained from literature studies, both from e-books, photos, books, e-journals, magazines, and other sources of documentation.

The data collection technique is carried out through 1). observation or observation, namely to find out how the experience of managing community reading parks can be successful, active, and advanced even though most of them do not have basic knowledge and skills in the field of library management, 2). interviews with managers of community reading parks and the Department of Archives and Libraries of West Bandung Regency as well as parties related to this research activity, as well as through 3). literature study by searching and studying various materials, materials in the form of theory and application, as well as relevant sourcebooks regarding the motivation of community reading park managers.

IV. RESEARCH RESULT

In the results of this study, the researcher will explain the statements of the informants of this study, namely the manager of a community reading park in West Bandung Regency, about the motives of purpose and motives in establishing a community reading park in West Bandung Regency. These statements are the result of interviews with the manager of a community reading park in West Bandung Regency as research informants, observations, and research documentation in the field. The following is an explanation of the motives for the purpose and motives of the informants in establishing a community reading park in West Bandung Regency.

1. The Manager's Purpose of Establishing a Community Reading Park

The goal motive is a future-oriented individual's motive that describes the individual's intentions, plans, hopes, interests for the future. In this motive, each individual has a goal that must be achieved by taking action in accordance with his goals. The results of the interviews that researchers got there were several motives for the manager's goal in establishing a Community Reading Park in West Bandung Regency, namely:

1) Facilitating Community Through Community Reading Park (TBM)

Regarding the purpose of establishing a community reading park based on the narratives of three (3) informants, namely Wildan Awaludin from the Cibungur Environmental Management community reading safe, Angga Kurniawan from TBM Gunung Ilmu, and Yuda Suhada from TBM Citapen Berkah stated that the purpose of establishing a community reading park is to facilitate the community through the provision of various reading materials and other sources of information contained in the community reading park. In addition, the purpose of the community reading park as a place for activities is not only books but additional equipment such as computers, free internet, musical instruments, and others. Furthermore, the community reading park is a place for books that can be used by the community, starting from sharing knowledge and also various skills that are expected to improve the welfare of the community around the community reading park.



Figure 2 Books at TBM Cibungur Environmental Management

If attention to some opinions from the managers of community reading parks in West Bandung Regency, it is revealed that one of the goals in establishing a community reading park in West Bandung Regency is to facilitate the community

through community reading parks. The manager of the community reading park wants to make it easier for the surrounding community to get information, library materials, or books and hold activities that are beneficial to the community.

2) Increase People's Reading Interest

Then another motivation in establishing a community reading park based on interviews with Indra Dermawan from the Bening Saguling community reading park, Lina Marlina from the Pasir Ipis community reading park, and Ahmad Sumpena from the Sahabat Pena community reading park, namely so that people want to read, namely them by holding program services. Or teaching and learning activities for children such as CALISTUNG lessons (reading, writing, and counting), reading and writing the Qur'an, and also reading books that can be directly put into practice. The purpose of holding the activities in the community reading park so that the community, especially children, are interested in coming to visit the community reading park, this is based on the statement at the time of the interview, as follows:



Figure 3. CALISTUNG activities (learning, writing and arithmetic) at TBM Pasir Ipis

Based on the results of interviews and observations made to the managers of the community reading gardens, it was revealed that one of the goals of establishing a library was to foster public interest in reading. As for this goal, it is in line with the guidelines for managing community reading parks (Depdikbud RI, 2006) which states that the purpose of establishing a reading garden is to increase interest in reading as a forum for community learning to support the eradication of illiteracy.

3) Community Empowerment through Provision of Reading Materials

Another motivation in establishing a community reading park so that the community can be productive is focused on three literacy activities for the community reading park in West Bandung Regency, namely education, health, and entrepreneurship. Through the presence of community reading parks, users can take

advantage of reading materials both to increase knowledge, skills and just for entertainment activities through recreational reading materials. This is also in line with the narrative of the Head of the West Bandung Regency Library and Archives Service, which stated that the existence of a community reading park could help improve the community's economy because with the existence of a community reading park, there are many training and counseling activities related to improving community skills such as making crafts and food. (Source : Wawancara, June 2019).

Regarding the provision of reading materials and facilities for community reading parks in West Bandung Regency, this is done in several ways, namely through donations from donors, assistance from the KBB library service and the West Java Provincial Library and Archives Service, and assistance from the Coca Cola Foundation in the form of a fun library. According to the Head of the Library Section of the Regional Library Archives Data Office (DKP) KBB Rahadian Setiady, the donation of 93 computers really helped the community to learn to use computers and access the internet especially for residents in rural areas so that they could access information easily.

Through this community reading park, the manager has conducted several pieces of training for the community, especially housewives. Collaborating with several related parties such as the labor service and universities, for example, regarding the manufacture of handicrafts from water hyacinth plants or in Latin *Eichhornia crassipes* as well as training to process food from plants around the reading garden so that it can be produced and sold in the future. In turn, apart from the knowledge and skills of the community, it is also hoped that this activity can improve the welfare of the community around the community reading park.



Figure 4 : Handicraft Making Activities at Cihampelas Community Reading Park

2. The Motive for the Manager to Establish a Community Reading Park

The motive of the reason is the driving force that exists in humans to do something caused by something related to the past. There is a motive because someone is worried about unwanted events in the past that makes someone have to do something to fix the incident so that it doesn't happen again in the future. The results of the interviews that the researchers got there were several reasons for the manager in establishing a Community Reading Park in West Bandung Regency, namely:

1) Lack of Information Knowledge

After the informant asked questions about the motive of the goal, the informant then gave a statement about the motive of the reason. According to Wildan Awaludin from the Cibungur Environmental Management community reading park the reasons for establishing a Community Reading Park because the community lacks knowledge of information because it is far from urban areas. Wildan took the initiative to establish a community reading park in his environment so that people know information about knowledge through reading materials found in the community reading park.

Regarding the reason for the manager in establishing a community reading park in West Bandung Regency, the first is due to lack of information and knowledge. Lack of knowledge information because it is far from urban areas located in West Bandung Regency, so it is difficult to enter knowledge information. Therefore the manager of the community reading park establishes a community reading park to facilitate the surrounding community in obtaining knowledge information. The motive for the lack of information and knowledge was conveyed by one informant, namely Wildan Awaludin from the Cibungur Environmental Management community reading park.

2) Preserving the Culture of Reading Books

In addition, according to the opinion of Angga Kurniawan from the Gunung Sains community reading park regarding the motive for establishing the Community Reading Park, it is to preserve the culture of reading books in the community around the community reading park, which must be maintained even though to find information in this sophisticated era can be through networks. Internet. By preserving the culture of reading books, people will know the true meaning of the books we read.

Then the reason for the establishment of the second community reading park in West Bandung Regency is because it wants to preserve the culture of reading books. Preserving the culture of reading books occurs because modern times are sophisticated, people around the community reading garden often use cellphones or cell phones to find information or just play games, so people rarely read books. To

overcome this, one of the informants took the initiative to establish a community reading park in the surrounding environment so that people reduce their use of cell phones in finding information by replacing cell phones with reading books in community reading parks. The motive for wanting to preserve the culture of reading books was conveyed by one informant, namely Angga Kurniawan from the Gunung Ilmu community reading park.

3) Increase Children's Knowledge

Different opinions came from two informants, namely Indra Dermawan from the Bening Saguling community reading park, Lina Marlina from the Pasir Ipis community reading park regarding the motives for establishing a community reading park, namely to increase the knowledge of children around the community reading park, because the community reading park which is managed by Indra and Lina is more focused on the children around the community reading park as the nation's next-generation so that from an early age they know the various scientific knowledge obtained from reading materials found in the community reading park.

The reason for the establishment of the third community reading park in West Bandung Regency is because it wants to increase children's knowledge. The third reason motive was conveyed by two informants who established a community reading park in West Bandung Regency, Indra, and Lina, which focused more on the children around the community reading park as the nation's next-generation so that from an early age they knew various knowledge obtained from reading materials found in the community. Community reading park. The motive for wanting to increase children's knowledge was conveyed by Indra Dermawan from the Bening Saguling community reading park and Lina Marlina from the Pasir Ipis community reading park.

If attention to the motives of the managers of community reading parks in West Bandung Regency (KBB), both independent reading parks and PKBM community reading parks, from the results of observations and interviews that researchers conducted, there are two underlying motives for establishing community reading parks other than to increasing people's interest in reading, community empowerment as well as aspects of providing information sources due to distance factors, preserving the culture of reading books and increasing children's knowledge. In addition, from the results of observations, more than 43 community reading parks were established in West Bandung Regency.

IV. CONCLUSION

Based on the results of research and discussions that have been carried out regarding the motivation of managers in establishing community reading parks in West Bandung Regency, it is seen from the objective motive, namely to increase public interest in reading as well as community empowerment efforts through the

provision of reading materials. Meanwhile, in terms of motive, the reason is to establish a park to preserve the culture of reading books, as well as to increase children's knowledge through the provision of materials.

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