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The role of the Jakarta reading movement in fostering children's reading interest in DKI Jakarta Province

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Abstract

This research was written in a framework to see and describe new ways of fostering interest in reading through the Jakarta Reading Movement in the form of reading challenges given to children. The purpose of the study was to find out how the establishment process and innovations carried out by the Jakarta Reading Movement through the Jakarta Library and Archives Service (Dispusip) DKI Jakarta and see the various elements in it through social media activities, professionals, volunteers, utilization, and collaborative efforts with stakeholders in multiple sectors. This research uses a literature study, literature review, and digital observation with secondary data sources. The collection technique utilizes various information recorded on the official Baca Jakarta social media accounts, Instagram @bacajakarta, reference books, and scientific journals. Data processing and analysis use Miles and Huberman, a data analysis model consisting of four stages: data collection, data reduction, data presentation, and conclusion drawing. The results showed that the Jakarta Reading Movement is an initiative of the DKI Jakarta Government, through the DKI Jakarta Dispusip provides a new way for the community to foster a positively received interest in reading; various supports are received through collaboration with literacy activists, reading societies, and Regional Owned Enterprises (BUMD). The existence of the Jakarta Reading Movement has proven successful in fostering interest in reading, as seen from the participants' enthusiasm, which increases yearly.

Keywords: Collaborative, Jakarta Reading Movement, Reading Interest

1. Introduction

Reading is a process of getting messages conveyed by writers to readers through media or written language, and especially being an essential skill that children must have. Formulating reading goals is to know the substance of the reading to be read, followed by reading strategies that are considered most suitable for reading variations so that the message is well understood. Language skill is one of the benefits of reading activity. Moreover, language is an essential communication tool in social activities in everyday life. In addition, the clarity of one's way of thinking is also influenced by language skills. Everyone has an understanding that is sometimes different; there is a view that reading is an active process, and some say it is a dynamic cognitive process. How to communicate with ourselves and others to understand the meaning contained or implied in what is written is also the meaning of reading. In line with that, Farida (2008) argues that reading activities involve many things, not just reciting written words but also visual and thinking activities. Reading is translating written symbols (letters) into spoken words as a visual process. As a thinking process, reading includes word recognition activities, literal understanding, interpretation, critical reading, and creative understanding.

Reading activities can produce various benefits, the most important of which is getting information and realizing how important this information is to improve quality, quantity, and self-competence. According to Muktiono (2003) in the book *I Love Books: Growing Interest in Reading in Children*, "The ability to read accompanied by strong reading habits is significant to progress in the social and economic field". In line with this statement (Muktiono, 2003) explains that Indonesia can create quality human resources by increasing its people's interest in reading. Instilling an interest in reading early on is a shared task; the next steps will be familiar

and easy. One of the benefits of reading from an early age will reduce the risk of children falling behind their peers.

Cultural aspects are essential to participate in innovation to foster interest in reading. Indonesia has a variety of cultures, especially DKI Jakarta Province, which is a big city in Indonesia with a very dense population as the center of government, business, and culture. As a big city with various social classes, the cultural aspect of fostering interest in reading is challenging for the Government of DKI Jakarta. In recent years, the Government of DKI Jakarta has carried out various initiatives and efforts to increase public interest in reading. DKI Jakarta Government has collaborated with private organizations and Non-Government Organizations (NGOs) to promote interest in reading in Jakarta.

The DKI Jakarta Government's efforts to increase interest in reading for the community, through the DKI Jakarta Dispusip, apply the Government pattern 4.0. Implementation of Government 4.0, DKI Jakarta Dispusip acts as a facilitator and collaborator by running the Jakarta Reading Movement in collaboration with the Community Reading Gardens Forum (community), BUMD, and the private sector. The agenda of the Jakarta Reading Movement is to provide challenges to children aged 7-12 years for 30 days aiming to create a sustainable reading ecosystem that is built from a habit (Gewati, 2019)

The Jakarta Reading Movement is spread across 143 points in DKI Jakarta. It has 928 volunteers from professionals, parents, reading point managers, and the general public who care about increasing children's interest in reading. Through a joint press statement with the Government of DKI Jakarta, the Jakarta Reading Movement managed to have 3551 children participants throughout DKI Jakarta, including the Thousand Islands. Good cooperation between the community, the private sector, and the government is a positive stimulus to increase the love of reading as a process of building a reading ecosystem (Gewati, 2019).

The implementation of the Jakarta Reading Movement carried out by the Government of DKI Jakarta through the DKI Jakarta Dispusip together with stakeholders has shown how vital reading activities are, especially for children, this is an obligation for all countries in the world, and promotion of reading to children is an important part that needs to be done. One of the cases as an arena for promoting children's reading also took place in China, through the statement of Liu & Li (2022) in a scientific journal writing stating that society, family, and other parties can jointly create family scholars (educated) and good academics from reading activities by utilizing libraries and other cultures to carry out activities to promote reading in children, foster reading enthusiasm, implement theory and practice of reading in children, and increase the availability of children's reading.

The various efforts that the Government of DKI Jakarta has made have resulted in an achievement, namely being one of 49 cities in the world that are members of UNESCO'S Creative City Network, namely the creative city for Literacy Literacy Literature) in 2021 awarded by UNESCO- PBB, officially launched via the Unesco.org website on November 8, 2021. This is an innovation for the DKI Jakarta government to build a sustainable city, continuously improving human resources' quality and the education and public interest in reading.

The government of DKI Jakarta made a series of collaborative improvement-stive to increase the love of reading. According to Anies Baswedan's interview as the Governor of Jakarta 2017-2022 with *kompas.com*, he hopes that the reading movement (Read Jakarta), which has existed since 2019, is not just a seasonal movement, but the beginning of a massive movement throughout the year. In line with Anies Baswedan's statement, the Head of DKI Jakarta Dispusip hopes that this reading movement will continue to be sustainable, assustainability of Jakarta towards a city of learning. One of the residents of Kebayoran Lama, South Jakarta, Arninta Puspitasari, also commented that the reading movement for children must have consistent activities; apart from that, the DKI Jakarta Government continues

to develop public facilities in the form of a library, but if there are no activities, how long can it last. Because this movement aims to make children like reading, g, and hobbied on have to have Brady. The presentation of the statement made by Anies Baswedan, Head of the DKI Jakarta Dispusip, and the people of Jakarta attracted the authors' attention to research and analyze Has the Jakarta Reading Movement been sustainable this year? Does the DKI Jakarta government make innovations through the DKI Jakarta Dispusip and collaborators to develop Read Jakarta? The author will try to dig into those purposes and Read Jakarta as a movement to increase children's interest in reading in DKI Jakarta.

2. Method

The writing of this scientific work focuses on literature review, commonly referred to as library research and digital observation. The literature study method is a series of activities related to collecting library data, reading and taking notes, and managing research materials (Zed, 2014). Research using the library method was brought based on data in the field (field research) that was already in books or previous publications collected by other people (Simanjuntak & Sosrodihardjo, 2014). Therefore, the data sources used in the literature study or literature review are secondary data sources. Data collection techniques utilize information on Baca Jakarta's official social media accounts, Instagram @bacajakarta, news websites, reference books, and scientific journals.

The stages of conducting a literature review or study, in general, are preparing equipment, compiling a work bibliography, setting the time, and reading and making research notes (Zed, 2014). Based on these stages, the writing of this scientific paper begins with collecting research equipment and materials, compiling messages containing a working bibliography, setting time to read literature and, observing sites containing research information, then recording information containing data. Necessary for the writing of this scientific work. Data processing and analysis used the Miles and Huberman data analysis model, which consisted of four stages: data collection, data reduction, data presentation, and conclusion.

3. Research Results and Discussion

Establishment of the Jakarta Reading Movement

In 2019 the DKI Jakarta Government took the initiative to form a movement to build children's interest in reading through the Jakarta Reading Movement for children aged 7 to 12 years to undertake a 30-day book challenge and write down the results of their reading activities in a booklet. While participating in the activity, children will receive assistance from parents, active literacy activists in reading communities, reading corners, Child-Friendly Integrated Public Spaces (RPTRA), and Community Reading Parks (TBM) spread throughout DKI Jakarta Province. The people of DKI Jakarta enthusiastically welcomed this movement with the joining of 300 participants who completed the challenge of reading well (Yamini, 2023)

The Covid-19 pandemic hit the world in 2020, causing the Jakarta Reading Movement to stop because activities that required children to read in public spaces could not be carried out. One year after that, in 2021, Baca Jakarta will be implemented again by adjusting the situation and conditions of society amid a pandemic. The children's challenge to read for 30 days is still on the activity agenda. Changes have occurred in filling in the booklet as an activity report. At first, the children wrote directly, now filling it online via the bacakjakarta.go.id page. The age bracket has also been expanded to 0-18 years. This challenge is to fill valuable time while the children are undergoing Distance Learning (PJJ) at home, accompanied by adults over 18 who are in the participant's home environment. The pandemic did not dampen the participants' enthusiasm to participate in the Jakarta Reading activity. Based on the results of a report by Suranto, G via Infopublik. Id page, it was reported that 30,058 people participated in the Jakarta Reading activity, comprising 15,022 child participants and 14,310 companions from Jakarta,

and developing activities outside the community. Jakarta obtained 377 child participants and 349 companions.

Dispusip DKI Jakarta consistently innovates through the Jakarta Reading Movement as an effort for sustainable literacy activities so that the community's enthusiasm for cultivating a love of reading continues to be maintained. After the Covid-19 pandemic, in 2022, the implementation of Baca Jakarta will be carried out through a quarterly system with activity allocations occurring four times a year. The trend of participants experienced a significant increase; there were 71,719 participants in the first quarter, 72,105 participants in the second quarter, 117,219 participants in the third quarter, and 118,345 participants in the fourth quarter.

In 2023 developments will be carried out by dividing participants into two categories: child participants aged <18 years and adult participants aged >18 years. Participant assistance applies to participants under 18 who still need help with reading challenges. Activities through the quarterly system are still being carried out; through an evaluation of reading activities, Jakarta has changed the challenge timeframe to 14 days because the 30-day implementation is no longer relevant, given that activities outside the home are back to normal (Yamini, 2023). It was recorded via the library in the first quarter (5 February-18 February 2023). Jakarta.go.id page that there were 10,924 participants and could increase until the 2023 Jakarta reading in the first quarter of 2023 is completed.

Figure 1

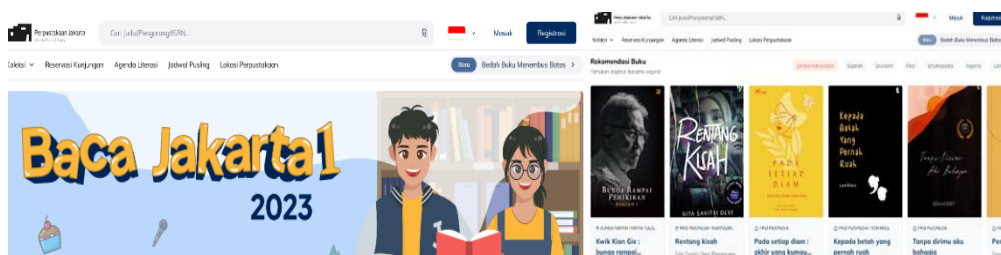
Participants reading Jakarta with companions



Source: Rachmi Yamini, Kumparan.com

DKI Jakarta Dispusip Innovation will develop a visual digital literacy system in 2022-2023 through the launch of the ibra.jakartarta.go.id (Jaklitera) as a rebranding of public reading spaces through the Jakarta Library under the DKI Jakarta Dispusip. The implementation of Jakarta Reading is also adjusted and updated through the libr.jakartarta.go.id page, which is integrated with the online library. This renewal has an impact on changing the source of literature for Jakarta Reading participants; previously requiring them to come to public reading rooms, now they can borrow online or read private book collections, bearing in mind that Post-Covid-19 activity has returned to normal so participants can adjust their time to read where and whenever. The library Jakarta.go.id (Jaklitera) page can apply to all people who wish to become members of the Jakarta Library without being residents of DKI Jakarta so that the Jakarta Reading Movement can be followed by all people who have registered at the library. Jakarta.go.id (Jaklitera).

Figure 2
The library.Jakarta.go.id page



Source: library.Jakarta.go.id

The Jakarta Reading Celebration 2022 by the DKI Jakarta Dispusip was held for the first time since the Jakarta Reading Movement was established to appreciate community participation in the Martha Christina Tiahahu Literacy Park, Blok M, South Jakarta. This activity is in the form of reading stories by literacy activists to appreciate children who have finished participating in reading challenges. Since its inception, the Jakarta Reading Movement has always given appreciation to participants, such as in 2019-2021 in collaboration with BUMD, PT Bank DKI, and PT Pembangunan Jaya Ancol provided tickets to enter Ancol and Ocean Dream Samudera for selected participants who completed the challenge well.

Figure 3
Jakarta Reading Concert 2022



Source: Rachmi Yamini

The Impact of Collaboration in the Jakarta Reading Movement

Managing the Jakarta Reading Movement under the DKI Jakarta Dispusip has collaborated with stakeholders such as BUMD, the private sector, literacy activists, and the reading community. The impact of management can build other similar movements as the goal of the Jakarta Reading Movement to become a sustainable ecosystem. Through PT Moda Raya Terpadu (MRT) as a BUMD providing public transportation in DKI Jakarta, a reading room has been created at every MRT station. In addition, the DKI Jakarta Dispusip cooperates with the Central Indonesian Publishers Association (Ikapi) and DKI Jakarta Ikapi to hold book exhibitions, such as the Indonesia International Book Fair (IIBF) and the Islamic Book Fair. The participation of friends with disabilities also enlivened the Jakarta Reading Movement to participate in literacy competitions (coloring and reading braille books) as an art literacy activity through the HB Jassin Trophy, a writer with a significant influence in Indonesian literature.

Figure 4

Inauguration of the Jakarta Reading Room at the MRT Bundaran HI Station by the Governor of DKI Jakarta for the 2017-2022 period



Source: Nursita Sari, kompas.com

The picture above is one of the reading rooms created by the Provincial Government of DKI Jakarta and stakeholders to create a City of Literature. Apart from the Bundaran HI MRT Station, reading rooms are also available at other MRT stations, namely Dukuh Atas MRT Station, Lebak Bulus MRT Station, and Blok M MRT Station. Jakarta also communicates with several other countries, such as Heidelberg in Germany and New Zealand (Kompas.com, 2022), to realize the goal of the City of Literature itself, namely to network, collaborate with other Literary Cities in the World so that the literacy ecosystem expands. Efforts to realize the Jakarta Reading Movement will continue to be carried out by the government and stakeholders. It is hoped that the inauguration of the reading room at the MRT station, the existence of the Martha Christina Tiahahu Literacy Park, and the launch of a digital literacy system are expected to be utilized as best as possible to increase the motivation of Indonesian youth to increase their interest in literacy further in order to increase the nation's insight and intelligence.

4. Conclusion

Giving children an interest in reading is an initiative that must be carried out by various parties, not just one party but requires cooperation in all sectors. Assessment of success can be seen through increasing interest in reading which can be done on an ongoing basis. After seeing the efforts of the Government of DKI Jakarta through the DKI Jakarta Dispusip through the Jakarta Reading Movement, the initiative has succeeded in bringing innovation and a new way to build an ecosystem sustainably so that people can grow into active and sustainable readers; it is hoped that they will become literacy scholars who can inherit the next generation. Various kinds of developments have been carried out by the DKI Jakarta Dispusip together with stakeholders that have been effective in seeing the various kinds of situations that are happening in this world due to the Covid-19 pandemic; it is proven that every year there has been an increase in participants joining in carrying out reading challenges. In its development, it is necessary to pay attention to the use of technology because some people are still disturbed by the sophistication of technology which has discouraged them from becoming reading participants in Jakarta. There is a need for socialization and assistance related to changes towards digitalization. Collaborative efforts in the future can add more diverse sectors and regions to build more similar movements as has been implemented. It is hoped that the positive stimulus from the Government of DKI Jakarta will become a model for other regions to implement a reading movement that leads to the quality of human resources.

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