

EFFORTS TO INCREASE COMMUNITY LITERACY

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Abstract

Abstrak: Improving literacy, especially reading and writing literacy in society, must be one of the centers of attention of various parties. Low literacy skills will encourage people to respond incorrectly to information that has the potential to take actions that are not in accordance with existing rules and can even hinder the growth of the global human development index as the government hopes, and can even harm themselves. This service activity is carried out in an effort to improve literacy in village communities. Activities are carried out by means of outreach, discussions and training that directly involve the community. The implementation of this community service activity proves that the discussion, socialization and training methods can improve the literacy skills of the village community.

Keyword *literacy, Read, write*

INTRODUCTION

At this time the culture of reading must continue to be developed bearing in mind that by reading a high quality education can be created. Each element must work hand in hand, help each other so that this reading habit becomes a necessity both in the family environment, school environment and community environment. The literacy movement is not only the responsibility of the government or only the responsibility of schools, but also the whole family and the whole community are responsible for the success of the literacy movement. (Sanusi & Prasetyo, 2019).

It's just that currently in the village of Tanjung Medan the problem of low interest in reading is very concerning. Until it makes several books in the village abandoned. Apart from the number, what is being considered is the type of books provided whether the books are of benefit to the community or not.

Society views gadgets as a medium that can provide information instantly, without choosing which information is good and which is bad information (Sutrisna, 2020). They will start to feel lazy and rely on Google to find information, basically not all of the content that is there is good content. This can actually increase the potential for the spread of negative issues or content that is bad for growth and development, especially for the younger generation, especially in terms of psychology. (Mahmudah, 2020).

The culture of reading in society is not only determined by people's desires and attitudes towards reading materials (Maulida, 2016). The availability of reading materials will make it easier for people to carry out reading activities, so that people will find it easy to obtain useful

and reliable information(Masytoh, 2017).

Based on the above problems, the solutions that will be provided in literacy improvement activities are as follows: (1) identify the level of literacy literacy for the Tanjung Medan village community, (2) implement wise reading socialization for youth, (3) conduct training on preparing proposals , (4) implementation of discussion activities to increase public interest in reading, (5) posttest measurements.

IMPLEMENTATION METHOD

This activity was carried out in Tanjung Medan Village, Kec. West Bar, Kab. Labuhan Batu, Province. North Sumatra. The time for this implementation lasted for ± 2 months, from 29 July 2022 – 30 September 2022. The method in this activity was a social engineering approach in the form of direct outreach and training. It is hoped that this activity will make it easy for the public to understand the material presented and to be able to change their mindset and attitude towards literacy. With the Community Service program activities, you will get new things and useful knowledge. The material in this activity is presentation material in Tanjung Medan Village. The steps for implementing the program to overcome the problem are as follows:

1. Identifying the literacy level of the Tanjung Medan village community
2. Implementation of wise reading socialization for teenagers
3. Implementation of training on proposal preparation
4. Implementation of discussion activities to increase public interest in reading
5. Posttest measurement

The results of the implementation of this research will be described below in accordance with the steps or methods of implementing the research carried out. In parsing the respondent's answer, the categorization formula is used (Azwar, 2010)which are grouped into 3 categories namely high, medium and low with the following formula:

Table 1. Three Levels Categorization

$X \leq (\mu - 1\sigma)$	Low
$(\mu - 1\sigma) < X \leq (\mu + 1\sigma)$	Currently
$X > (\mu + 1\sigma)$	Tall

RESULTS AND DISCUSSION

The discussion of research is carried out based on the stages of research implementation that have been designed, namely:

1) Identifying the literacy level of the Tanjung Medan village community.

The reading and writing literacy pretest was carried out in order to see the level of literacy in the community. From the pretest results, it was found that the highest value was 48 and the lowest value was 30. The standard deviation was 4.547 and the mean was 40.02.

Table 2. Reading Writing Literacy Pretest Category

No	Skor Rata-Rata	Kategori	Jumlah
	$X > 45$	Tinggi	7
	$35 < X \leq 45$	Sedang	36
	$X \leq 35$	Rendah	13
	Total		56

Based on the results of identification and interviews conducted with each hamlet head and representative community, there are no books related to literacy such as literacy, cultural and civic literacy, numeracy literacy, financial literacy, digital literacy and scientific literacy in their hamlet. Books related to literacy are only available at the Village Head's Office (Village Library) with a limited number, these books were obtained from donations from the Regional Library and Archives Service which are only related to certain programs or technologies. So that the community really expects the availability of reading materials in each hamlet to make it easier for the community to read in order to gain knowledge that can help increase community literacy.

2) Implementation of wise reading socialization for teenagers

The socialization of wise reading for teenagers is carried out at SMA Negeri 1 Bilah Barat with the aim of increasing youth's understanding of hoax news or information



Figure 1: Wise Reading Socialization Activities for Teenagers

In addition, it also provides an understanding to students as the nation's generation so that they are wise in utilizing the gadgets they have to further increase their knowledge by frequently reading the information needed. It's just that you have to be wiser in seeking knowledge in the world of gadgets.

3) Implementation of proposal preparation training

Proposal preparation training is carried out as a form of community desire, especially farmer groups or livestock groups and so on to compile their own proposals for submitting government assistance either from the fisheries, livestock and agricultural services or from other institutions that provide grant funds. The results of the implementation of community activities ask to be assisted directly to develop proposals. They argue that what is conveyed in preparing the proposal is very difficult to understand, especially with regard to the use of applications, currently almost every line already uses a proposal submission system through application and prospective grant recipients are required to submit their own to the designated application.

4) Implementation of discussion activities to increase public interest in reading

From the results of discussion activities with the Village to increase community reading interest are 1) preparing a reading room in the village "balerong" for community reading activities, 2) providing an allocation of funds for community reading activities in the form of additional reading books, especially those related to scientific literacy and literacy financially, 3) the BPD, especially the women's empowerment division, conducts socialization activities at the "perwiridan" for mothers to accustom their children to reading anything for about fifteen minutes every day at home.



Figure 2: Discussion Activities to Increase Community Interest in Reading

5) Collaborating with TBM PENA Labuhanbatu.

According to the local village government, the program to create a reading garden in the "balerong" of the community and increase the number of book collections according to the local village government cannot be carried out in the near future but will become the next village program, because it coincides with the change in village head leadership which affects village budget allocation.

The government is actually in Permendikbud Number 23 of 2015(Sanusi & Prasetyo,

2019) have realized the importance of developing the character of students through reading activities 15 minutes before learning begins. However, in reality it is not easy to grow and improve literacy culture (reading and writing).

Based on the results of research conducted by (Sanusi & Prasetyo, 2019) that the family is the center of learning, for this reason the literacy movement must start from the smallest level, namely the family. In addition to implementing the reading and writing literacy movement at the school level, this is also being carried out in this community service activity. It also invites members of the BPD for Women's Empowerment Representatives to invite mothers, both PKK mothers and in perwiridan, to get used to reading to their children at home for at least 15 minutes. This activity is expected to get used to reading in early childhood so that children will get used to reading later. The benefits obtained if the child has made it a habit to read from an early age are: (Sanusi & Prasetyo, 2019):

1. Get more information or knowledge
2. Children can take advantage of free time with activities that are more useful with the more information received can add insight into the child's thinking
3. Children who like to read, especially reading textbooks, of course, can improve the child's learning achievement.
4. Children who like to read books, especially story books that contain lots of moral messages can shape the child's behavior for the better in everyday life.

To overcome the problems of dropout rates and literacy of the Tanjung Medan village community, a collaboration was carried out with TBM PENA Labuhanbatu as a follow-up to the results of discussions on the implementation of MSME I training. On September 26, researchers with the village discussed with TBM PENA Labuhanbatu the implementation of illiteracy eradication activities with activities community learning and also increase the level of education through package A, B and C programs (Saleh et al., 2020). The result of the discussion activity was the socialization of TBM PENA Labuhanbatu which was held on September 29 2022 at the Tanjung Medan Village Office.



Figure 3: Illiteracy Eradication Outreach Activities and Packages A, B and C in Tanjung Medan Village

TBM according to Lestari (Maghfiroh & Lestari, 2020) is a place to support community needs and as one of the implementation of non-formal education, namely an institution organized and formed by the community. TBM's main programs and activities in general are like a library, namely collecting various sources of information in several forms, both written and recorded or in other forms. The information that has been collected will then be processed,

compiled and packaged so that it can be presented to the whole community down to the RT/RW level. The term TBM was first proclaimed by the government in 1990 as a form of program to eradicate illiteracy in Indonesia (Ahmadi & Ibda, 2018). However, as time goes by TBM is not only limited to eradicating illiteracy in the sense that it is only limited to teaching the public to be able to read or be literate, but furthermore that it can foster a culture of literacy and information literacy among the public which is packaged in various forms of activities. (Irkham & Gong, 2012); (Ramadan, 2013).

6) Posttest measurement

The reading and writing literacy posttest was carried out in order to see the level of literacy in the community. In increasing the literacy of the community, activities/training are carried out for the preparation of proposals, both activity proposals for an event and preparation of grant proposals. In addition, various discussions were held regarding increasing the reading interest of the village community. From the posttest results, the highest score is 49 and the lowest is 34. The standard deviation is 4.157 and the mean is 42.68.

Table 3. Literacy Reading Writing Posttest Category

No	Average score	Category	Amount
1	$X > 46$	Tinggi	11
2	$38 < X \leq 46$	Sedang	36
3	$X \leq 38$	Rendah	9
Total			56

CONCLUSION

Various training and outreach activities can be carried out in an effort to improve the literacy skills of the community, such as discussion, socialization and training methods that directly involve the community. The results of the implementation of this community service activity prove that the discussion, outreach and training methods can improve the literacy skills of the village community. Providing socialization and training materials can encourage the growth of self-confidence in the basic abilities they have, so that people are increasingly aware that with good literacy, it will be easier for them to socialize anytime and anywhere. So that in order to achieve the ultimate goal of increasing global literacy, it requires concern and involvement from various parties.

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