

IMPLEMENTATION OF MOBILE LIBRARY CARS (MPK) TO IMPROVE COMMUNITY READING INTEREST IN THE PROVINCIAL LIBRARY AND ARCHIVES SERVICE EAST JAVA

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Abstract

This research discusses the implementation of the Mobile Library Car (MPK) at the East Java Province Library and Archives Service in increasing the public's interesting reading, especially school students. Data was obtained through in-depth interviews, direct observation and the author's experience. The results show that the success of MPK is influenced by a clear organizational structure, effective division of tasks, and also good logistics management. This program runs with participation and support from the government and community. The results of implementation include the impact of the Mobile Library Car (MPK) program on increasing interest in reading, the role of library staff interaction, the use of digital technology, the provision of varied book collections, and maintaining collaboration with related parties. So that the correct implementation of the strategy in the Mobile Library Car Program (MPK) becomes an effective means of building sustainable literacy habits.

Keywords: East Java, Interest in reading, literacy, Mobile Library Car, Program implementation.

A. INTRODUCTION

Increasing reading interest in Indonesia remains a significant challenge, despite improvements in recent years (Wahyuni, 2024). Data from the National Library of Indonesia shows that the Reading Enthusiasm Level (TGM) of Indonesian people in 2023 reached 66.77, an increase from 63.90 in 2022 (Ramazan, 2022.) However, this figure still shows the need for ongoing efforts to encourage a reading culture. A quality country is determined by the quality of human resources who are intelligent and rich in knowledge (Adisaputro, 2020). A level of intelligence refers to an individual's ability to think, analyze, and solve a problem. Not only that, knowledge intelligence is two interrelated things, where high intelligence can help someone to understand and process knowledge better (Ningsih, 2023). Along with technological developments and changes in user needs, libraries are required to innovate in their role in providing library services (Della & Sholeh, 2021). By continuing to maintain people's interest in reading, especially among the younger generation, especially school students. Therefore, literacy remains a crucial thing to continue to pay attention to, because literacy is the main key to enriching insight and improving the quality of life. Increasing interest in reading is not a simple task, because the main challenge lies in how books can be presented to people who have limited access to permanent libraries (Bangsawan, 2023). In this effort, the East Java Provincial Library and Archives Service took the initiative to utilize the mobile library car service as a solution to bring reading books closer to people living in remote villages, far from the reach of physical libraries.

Mobile libraries are services designed to reach people in remote areas, using vehicles such as buses or trucks equipped with a collection of books. (Anggraini et al., 2008) This car is also the center of educational activities such as training, rotating stories, and other programs that can encourage community involvement in the world of literacy. One of the efforts or innovations taken by the East Java Provincial Library and Archives Service is the operation of the Mobile Library Car (MPK). This program aims to increase public access to reading materials, especially in areas far from conventional libraries. MPK not only provides books, but also organizes literacy activities such as storytelling and reading training to attract public interest. In the context of mobile libraries, this service acts as a literacy service that creates a new literacy environment for previously unreachable communities. Mobile library services not only provide access to books, but also become an interactive means to experience reading. Its presence allows people to borrow books, read directly in the car, and participate in educational activities such as small training or rotating stories. Many schools still have a small collection of reading books, and some schools even have minimal permanent library facilities, so the Mobile Library Car is a solution to present reading books. In this digital era, although access to electronic books has increased, physical books brought directly to the community provide a different experience (Yelia et al., 2023).

The implementation of MPK in East Java has shown positive results. For example, in the city of Surabaya, MPK services routinely visit schools that have submitted a visit request by providing direct access to various book collections and other reading materials. Likewise, an effective strategy is needed in organizing, interpreting, and implementing the MPK program to ensure maximum impact in increasing public interest in reading.

B. LITERATURE REVIEW

Literacy and Interest

Literacy is an individual's ability to read, write, speak, calculate, and solve problems at the level of expertise required in various aspects of life, such as work, family, and society (Hoerudin, 2023). Literacy includes independent skills, learning processes, and understanding texts, which are important foundations in the development of the era (Cynthia & Sihotang, 2023.) In the context of education, literacy has a strategic role in improving achievement and opening up wider access to knowledge (Akhyar & Zumrotun, 2023). Reading as part of literacy is the main determinant of a person's success because almost all information and knowledge is obtained through reading activities (Muji & Suoth, 2021).

Reading interest has a significant influence on a person's reading habits. (Mega Prasrihamni, 2022) explains that interest is a person's constant tendency to pay attention to an activity with pleasure and continuity. High interest in reading will have an impact on increasing knowledge and skills, while the low interest in reading in Indonesia, as reported by UNESCO (2003) shows that only 0.001% of the population has a reading habit (Rokmana, 2023). This is exacerbated by the lack of early reading habits and limited access and educational facilities, especially in underdeveloped areas. Therefore, literacy habits need to be instilled from an early age to create an intelligent and cultured generation (Herminingrum, 2020).

Interest in reading is one of the important factors in increasing literacy. According to (Hadi et al., 2023) interest is a high tendency of the heart towards something that is marked by a sense of liking or interest. In the context of learning, interest in reading is defined as a sense of interest shown by individuals, especially students, towards reading activities both at home, school, and in the community. This interest does not arise spontaneously, but is influenced by various internal and external factors.

Internal factors include drives from within the individual, such as needs, motivation,

and curiosity. External factors include family environment, friends, supporting facilities and infrastructure, and other social influences, and adding that internal motivation, social needs, and feelings towards certain activities are important aspects that shape a person's interests (Amalia et al., 2024). Reading interest is greatly influenced by the environment in which a person is located (Sukirman et al., 2021). Based on research, low interest in reading is often caused by a less supportive school environment, the role of libraries that is not optimal, limited books, lack of encouragement from the family, and the influence of other activities such as watching television and playing games. On the other hand, interest in reading can be increased through certain efforts, such as motivation from teachers and parents, promotion of a reading movement, giving awards, and providing interesting and relevant reading materials (Mega Prasrihamni, 2022).

Program Implementation

Program implementation is a crucial stage in the public policy cycle, where plans and policies that have been set are translated into real actions to achieve the desired goals. Charles O. Jones, an expert in the field of public policy, identified three main components in program implementation: organization, interpretation, and application (Fahmi, 2021).

1. Organization

This component emphasizes the importance of a clear and efficient organizational structure. According to Jones, the organization requires primary attention because it has a significant impact on the policy process. A good organizational structure ensures that the human resources involved have well-defined roles and responsibilities (Rahmi, 2023).

2. Interpretation

Interpretation is related to the process of interpreting policies into plans and directions that can be understood and implemented by implementers. Jones emphasized that interpretation must be able to maintain understanding among the various parties involved (Febrian et al, 2023).

3. Application

Application or implementation is the stage where plans and policies that have been interpreted are implemented in real action (Nuraningsih, 2024). Jones stated that the application requires clear work procedures so that the program can run according to schedule and not conflict with other programs (Yelia et al., 2023). In the context of program implementation, these three components are interrelated and must be managed properly to achieve optimal results. An effective organization provides a framework for accurate interpretation, which in turn allows for efficient application.

Mobile Library

A mobile library is a library service that moves to visit communities in various locations, especially in areas where it is difficult to access permanent libraries (Rakib, 2013). This service aims to increase interest in reading and provide equal access to information for all levels of society.

1. Role of Mobile Libraries

Mobile libraries function as facilitators that bring learning resources closer to the community. By visiting communities directly, mobile libraries ensure that information and reading materials can be accessed by those who do not have permanent library facilities. This helps reduce the information gap between urban and rural communities. In addition to providing reading materials, mobile libraries also act as mediators in non-formal education. Mobile libraries also act as motivators that encourage people to enjoy reading (Arumsari & Krismayani, 2016). By providing various types of interesting and relevant books, as well as holding

activities such as reading or storytelling competitions, mobile libraries strive to foster a reading culture among the community (Santi, 2021.)

a. Benefits of Mobile Libraries

The presence of mobile libraries helps people who previously did not have access to reading materials to now enjoy various types of books and other media. This can significantly increase interest in reading, especially among children and adolescents. Mobile libraries help create equal access to information, which in turn can improve the quality of life of people in the area. In addition to being a source of information, mobile libraries also provide educational entertainment through story books, magazines, and other media. This helps fill people's free time with useful and educational activities (Retnaningtyas & Sandra, 2024).

C. RESEARCH METHODOLOGY

This research method uses a qualitative approach with a descriptive research type. This study aims to describe and analyze the implementation of the Mobile Library Car program at the East Java Provincial Library and Archives Service. Data was collected through the author's experience and also in-depth interviews with Mobile Library Car officers. In addition, direct observation was carried out to monitor the activities of the mobile library and how it works in the field. Documentation related to activities, books brought, and student responses to the Mobile Library Car program were also analyzed.

D. RESULT AND DISCUSSION

This mobile library car program is a form of effort and innovation at the East Java Provincial Library and Archives Service by improving direct library services to the community, especially students or school children in a more flexible and easy-to-access way. The purpose of this program is to increase public access to literacy activities which are intended to increase the community's interest in reading, especially school children, by making it easier for them to get books and other reading materials. Mobile library car activities can be carried out in various locations, such as schools, villages, or residential areas. This vehicle is equipped with various types of books, including textbooks, children's stories, novels, and general reference books. In the implementation of the Mobile Library Car (MPK) program, it was studied using the implementation theory by Charles O. Jones in the journal (Fahmi, 2021) which is explained in three indicators, namely organizing, interpreting, and implementing or applying:

a. Organization

Organization is an important element in the implementation of a program or policy, especially in the context of a mobile library program that focuses on increasing students' reading interest. The mobile library car (MPK) program at the East Java Provincial Library and Archives Service, there are several findings regarding the organizational aspects related to the effectiveness of the mobile library car in achieving its goals.

1. Clear and Effective Organizational Structure

The existence of a clear organizational structure and also clear and sequential Mobile Library Car (MPK) service program procedures so that in this case, the East Java Provincial Library and Archives Service which runs the program has a specific division of tasks between library officers, coordinators, and other related parties. A well-structured division of tasks ensures that each element in the program can function optimally. For example, the librarian in the mobile library car (MPK) is responsible for borrowing and returning books, while the MPK coordinator is

responsible for organizing the schedule, location, and ensuring that literacy activities run smoothly. This is in accordance with the opinion of (Ainun et al., 2022), which states that structured organization can improve the performance and effectiveness of the mobile library program in increasing reading interest.

2. Division of Tasks and Authority

In the implementation of the mobile library car (MPK) program at the East Java Provincial Library and Archives Service, there is a clear division of tasks and authority between the parties involved, so that in running this MPK program, activities will be more organized and effective because everyone already knows what their respective tasks and responsibilities are. A good division of tasks in the mobile library program can minimize unnecessary disruptions and increase operational efficiency.

3. Book Distribution Flow and Logistics Management

Good organization also includes an efficient book distribution flow and adequate logistics management. Based on the results of the implementation of the mobile library car (MPK) program at the East Java Provincial Library and Archives Service, especially at Liya Kindergarten, it has succeeded in demonstrating a good logistics management system, including scheduling visits that have been arranged according to the school's request so that the program's visit schedule will not clash with other visits, monitoring the condition of the books, appropriate collections and timely management of book returns. Mobile library officers ensure that the books borrowed are in good condition and available for the next borrower.

4. Support from Stakeholders and the Community

In the implementation of the mobile library car (MPK) program at the East Java Provincial Library and Archives Service, active support from stakeholders such as the government, schools, and the community is involved. The Mobile Library Car visit held at Liya Kindergarten, Surabaya City is a form of support and participation from the community, especially school students who want the services provided by the East Java Provincial Library and Archives Service. For example, the school can help facilitate a suitable place for mobile library activities and help promote or invite programs for students and vice versa, the MPK service provider also provides this service with the aim of providing a new learning and reading atmosphere for Liya Kindergarten students by reading books in the collection that has been provided in the Mobile Library Car (MPK). This is in line with the view of (Nofrianti, 2025) who stated that community support in the mobile library program can strengthen the success of the program and increase its impact on the community.

b. Interpretasi

Related to the implementation of the mobile library car (MPK) program at the East Java Provincial Library and Archives Service. Based on the implementation of the program that has been followed by the author, several important findings can be interpreted to understand how mobile libraries play a role in influencing students' reading interest in East Java Province:

1. The Influence of Access and Availability of Books on Reading Interest

In the ease of access for students in obtaining a collection of books that are relevant to them, it will have a direct impact on the reading interest of the community or students at school. In one example of the implementation of the Mobile Library Car (MPK) program at Liya Kindergarten, Surabaya City, during this visit the East Java Provincial Library and Archives Service has provided a collection of books that are appropriate for their age and abilities, so that having the right collection can increase

their desire to read. This finding is in accordance with the theory of literacy which states that the availability of diverse and interesting reading sources greatly influences individual reading habits. Based on data collected from visits by MPK, students who have more access to various types of books, such as story books, knowledge books, and educational comics, show a higher interest in reading.

2. Impact of Interaction with Library Officers

The interaction between officers and the community or school students is very influential in the implementation of this program, which is an important factor that influences students' reading interest. Based on the author's experience, providing good service will make the community or service recipients more interactive and also happy, students who interact with friendly mobile library officers and give them recommendations show a higher interest in reading. Officers who are friendly and able to provide interesting book recommendations that are in accordance with students' interests, and motivate them to continue reading, have a significant positive impact on increasing students' reading interest. This supports the active role of library officers in directing and guiding students is very important in creating a positive literacy experience.

3. Use of Technology in Mobile Libraries

In line with the development of technology, officers provide a service such as e-books and digital applications, which can be a factor that supports increasing students' reading interest. On every visit, officers always provide knowledge material about library services to students, not only that, mobile library car officers (MPK) also recommend ebooks to students who have internet access. Students show higher enthusiasm in reading, especially students who like to play with smartphones. The use of this technology allows students to access various types of reading materials without being limited by distance and time, which is very important in areas that are difficult to reach by permanent libraries, thus showing that digital technology can increase the accessibility of reading materials and facilitate the distribution of information to students..

c. Implementation or Application

The implementation of the Mobile Library Car Program (MPK) at the East Java Provincial Library and Archives Service in increasing students' interest in reading shows a number of important aspects that can be applied in providing services in the field. Based on the author's experience, there are several applications that need to be considered in the implementation of mobile libraries in supporting students' interest in reading.

1. Provision of a Varied and Relevant Book Collection

One of the main applications that needs to be considered is the provision of a more varied and relevant book collection to the needs and interests of students. Most students show interest in books with themes that are appropriate to their age, as well as those with interesting fiction and non-fiction genres. Therefore, the mobile library car (MPK) curates a book collection that is adjusted to students' preferences, prioritizing quality and the latest books. The mobile library also updates its book collection periodically to adjust to students' needs and maintain high student interest. This is in line with the diversity and relevance of book collections that greatly influence the level of reader participation.

2. Increasing Mobile Library Service Hours

Findings from the mobile library car (MPK) program at the East Java Provincial Library and Archives Service show that more flexible mobile library service hours that

are in accordance with students' free time or the time requested by the school are very important so that they can utilize the mobile library service optimally. In addition, students can also have new experiences with this MPK service by borrowing books through the mobile library which creates a new atmosphere and arouses students' interest in the books provided. The addition of operating hours at certain times, such as in the afternoon after school hours or on weekends, is usually proposed by the school program for its students. One of them is Liya Kindergarten which submitted a request for a Mobile Library Car (MPK) visit. The school wanted to adjust the visiting hours with the teaching hours at Liya Kindergarten, so that the MPK visit was carried out in the morning before the children's break time. This can provide more opportunities for students to visit and utilize the mobile library.

3. Use of Digital Technology to Support Mobile Library Services

The application of digital technology is also an important aspect that can be taken from the findings of this study. In the digital era like today, the integration of technology in mobile library services can be a strategic step to attract students' interest in reading. The mobile library car (MPK) tries to recommend students to access e-books or other reading materials online through platforms recommended by librarians. This aims to recommend books to children who like to play with gadgets rather than physical books. However, this cannot be implemented evenly because some areas in East Java do not have good internet access.

4. Collaboration with Related Parties

Collaboration between mobile libraries and various parties such as schools, government, and the community is also an important thing that needs to be implemented. Collaboration between schools and mobile libraries will increase student participation in literacy programs. In addition, community participation in supporting the existence of mobile libraries is also very important so that this service can run smoothly and get sufficient support.

Overall, the implementation or application of the Mobile Library Car Program (MPK) will have a major positive impact on increasing students' interest in reading. With the implementation of appropriate strategies, mobile libraries can be an effective means of fostering motivation for students to read more and develop sustainable literacy habits. In addition, this service can add new experiences for students and also provide a new atmosphere in increasing or fostering a sense of love for this literacy culture.

E. CONCLUSION

The mobile library car (MPK) program at the East Java Provincial Library and Archives Service has proven effective in increasing students' interest in reading through good organization. This success is supported by a clear organizational structure, efficient division of tasks, orderly logistics management, and support from existing stakeholders such as the community and schools. In addition, easy and varied access to books, active interaction with librarians, and the use of digital technology also play a significant role. However, challenges such as internet access in certain areas are still obstacles. With the implementation of appropriate strategies, the Mobile Library Car (MPK) can be a means of sustainable literacy, providing a positive impact on increasing reading culture among students.

To improve the effectiveness and quality of the Mobile Library Car (MPK) program, it is recommended that the Library Service continue to update book collections according to student needs and provide more flexible service times. Making more use of digital technology such as e-books can be optimized, but it needs to be balanced with improving internet

infrastructure for this service. In addition, maintaining collaboration between libraries, schools, government, and the community also needs to be strengthened so that this program can run more efficiently and reach more students. In addition, training library staff in providing innovative literacy services can improve the quality of interactions with students and strengthen the impact of the program.

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