

QUALITY OF SERVICE OF THE MOBILE STORYTELLING PROGRAM FOR CHILDREN AND TEENAGERS (DARLING) BY THE EAST JAVA PROVINCIAL LIBRARY AND ARCHIVES OFFICE AS A LIBRARY SERVICE INNOVATION IN SURABAYA

Muhammad Fa'iq Firiznanda^{1)*}, Yusya Hammam Mubarak¹⁾, Ahmad Fauzi¹⁾, Naila Salsabila¹⁾, Rizky Nurhidayat Perdana¹⁾

Universitas Pembangunan Nasional "Veteran" Jawa Timur, Indonesia¹⁾

*Email: 22041010110@student.upnjatim.ac.id**

Article History

Received: 20 May 2025

Accepted: 3 Juni 2025

Published: 11 August 2025

Abstract

This study is based on a phenomenon, namely the fairly good statistical results of public satisfaction with the Children's and Teenagers' Fairy Tales (Darling) program amidst various obstacles faced. This study aims to further identify the actual quality of service produced by the East Java Provincial Library and Archives Service in the Darling program so as to obtain good satisfaction from the community. This study uses a qualitative descriptive method, namely describing the results of the analysis using the Parasuraman, Zeithaml, and Berry service quality theory based on the reality that occurs based on data collected through interviews, observations, and documentation as well as supporting data such as books, journals, or website articles. This study shows results where the five aspects used to measure the quality of the Darling program service are met well, so that it provides an understanding of what efforts are made by the East Java Provincial Library and Archives Service so that this program can produce maximum service and make the level of public satisfaction optimal.

Keywords: Darling, Quality, Service, Mobile Library, Program

A. INTRODUCTION

Education is a sector that will definitely always be listed as a national program in every government cabinet and can be included in the main priority or supporting programs, where improving the quality of education itself is in line with one of the goals of the Republic of Indonesia as stated in the opening of the 1945 Constitution, paragraph four, namely "Enlightening the Life of the Nation". In this context, education does not only include formal teaching in schools, but also other fundamental aspects, one of which is literacy. Literacy is the main pillar in education which includes the ability to read, write, understand, and process information (Oktariani & Ekadiansyah, 2020). However, even though literacy is a key factor in human resource development and also a key aspect of education, the level of reading interest in Indonesia itself still faces challenges (Ramadhani et al., 2025). As explained in Yusran (2024) According to UNESCO data, the level of reading interest of the Indonesian people is still very low, which is only 0.001%, which means that out of 1,000 Indonesians, only one person has the habit of reading. Meanwhile, the results of the World's Most Literate Nations Ranked study conducted by Central Connecticut State University in 2016 placed Indonesia in 60th place out of 61 countries in terms of reading interest. Indonesia is one rank below Thailand (59) and only slightly higher than Botswana (61). In addition, data from the

Central Statistics Agency (BPS) in 2020 showed that only 10% of the Indonesian population diligently read books, which emphasizes that the level of literacy in society is still relatively low.

Therefore, the government issued regulations that require efforts to improve literacy culture, especially in terms of reading, where one of the largest media for procuring collections of various books is through libraries (Aryani & Purnomo, 2024). Nationally, Law Number 43 of 2007 concerning Libraries is the main legal framework for library management in Indonesia. This law emphasizes that libraries have a crucial role as a means of education, research, preservation, information, and recreation, with the aim of increasing the intelligence and empowerment of the nation (Article 3). The library itself acts as a center for learning resources that has a significant impact on the development of the world of education (Iyok, 2021). As a place that provides various collections of reading materials, the library is not only a means of obtaining information, but also supports improving the quality of education by broadening horizons, fostering reading habits, and developing critical thinking skills for the community (Dzakira et al., 2025). This is then explained more specifically referring to regulations at the regional level, where there is the East Java Provincial Regulation Number 5 of 2014 concerning Library Management which clarifies the provincial government's responsibility in developing library services, especially in East Java. Article 6 states that regional governments are required to provide public library services, including mobile libraries to ensure that access to reading materials can reach all levels of society. Furthermore, Article 10 emphasizes the strategic role of regional governments in developing and improving library services so that they can adapt to community needs and existing geographical challenges.

The East Java Provincial Library and Archives Service (Disperpusip East Java Province) then initiated a program to provide mobile library services and aimed to increase students' interest in reading through Mobile Children's and Teenagers' Tales (Darling), where Darling itself was born in 2017 and its work process is generally carried out with a storytelling approach and its targets are Kindergarten and Elementary School students every Tuesday at 09:00 am until finished, where in the implementation process it is not only about telling stories, but also creating fun and educational interactions. The interaction in question occurs when the storyteller tells a two-way story with the children who will then react to the story by asking imaginative things that are created when listening to the story (Ardini, 2023).

This activity is carried out by traveling to various locations that have been determined according to the request of the partner's collaboration and is essentially carried out with the spirit of fostering an understanding of a narrative in a way that is more interesting for the younger generation (Nurfitriani, 2022). Darling is one of the programs that aims to create consistent interest in reading in the community, especially the younger generation, through educational activities. In line with this goal, the Darling program has received a fairly positive response from various parties (Iswahudi et al., 2023). This can be seen from the various requests for collaboration, both from Regional Apparatus (PD) and the community, where the existence of various requests for collaboration shows quite great enthusiasm from various parties to participate in efforts to increase reading enthusiasm among the community (Subiyanto et al., 2024). Various Regional Apparatuses and communities show a strong desire to synergize in implementing activities involving this program. This desire quite clearly illustrates the hope of realizing a positive influence in increasing reading enthusiasm among the community (Mayasari et al., 2023).

However, in reality, not all collaboration requests can always be fulfilled at the same time. This is due to the limited fleet owned by the East Java Provincial Library and Archives Service to run the DARLING program being the main obstacle. With only two fleets owned

to run the Darling program, the East Java Provincial Library and Archives Service has difficulty accommodating all requests from various related parties. Thus, the mitigation efforts made by the East Java Provincial Library and Archives Service to overcome this problem are by rescheduling collaboration requests from various related parties. This mitigation effort is needed to ensure that all collaboration requests can still be implemented optimally. There are field facts that show that the fairly broad collaboration requests in the Darling program can be observed through the following data:

Table 1. Number of DARLING Visitors in 2023 & 2024

Year	Jan	Feb	March	April	May	June	July	August	Sept	Okt	Nov	Des	Total
2023	2.982	2.454	2.721	1.715	2.553	1.846	2.793	1.942	3.473	2.882	3.425	1.775	30.561
2024	3.570	2.118	1.321	1.317	2.065	1.478	3.070	2.863	4.683	2.855	2.701	4.041	32.082

Source: East Java Province Disperpusip

Referring to the data, it can be concluded that there is a significant number of visitors to the Darling program itself. This significant number shows that there is a significant interest from the community in the program, where this also reflects that the Darling program is indeed highly anticipated by various parties. The various problems faced in the mobile library program as mentioned above are mainly due to limited resource allocation, which has an impact on the difficulty of mobilizing services to various locations.

Currently, as conveyed by the Head of the Reading Enthusiasm and Culture Team who is also the coordinator of the Darling program implementation at the East Java Provincial Library and Archives Service, stated that the fleet available for Darling only amounts to two units, so that the limited number of fleets causes the reach of service mobilization to be very limited and only able to operate in Surabaya and its surroundings, where even in the Surabaya area itself, the service coverage is not yet fully optimal. As a result, there is often an overlap in requests for cooperation from various partners, which ultimately results in many collaboration requests not being able to be fulfilled on the same day. This condition is a major challenge in efforts to increase access to literacy more widely, so a more effective management strategy is needed to optimize existing services.

But there is an interesting fact, which is that based on data released from the website (Disperpusip Jatim, 2024), The level of reading enthusiasm (TGM) of the people of East Java Province has increased from year to year.

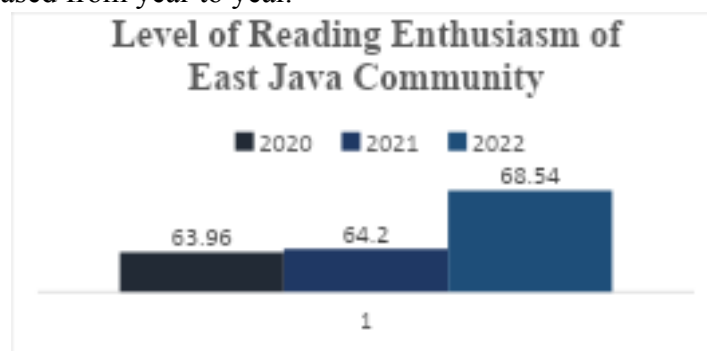


Figure 1. Data on the Level of Reading Enthusiasm of the East Java Community
Source: Disperpusip of East Java Province

Then after further study, as explained in Pradana (2024) which states that the TGM of Surabaya residents in 2023 reached 80.3 points, where this achievement makes Surabaya the

only city in East Java that is included in the highest category in terms of reading enthusiasm. This is supported by statistics on the Community Satisfaction Index (IKM) related to the East Java Disperpusip library service which specifically for the mobile library program, namely Darling, received an increase in the Satisfaction Index where in the 2022 period it got a score of 77.25, then in the following year it was at 89.43.

Table 2. Community Satisfaction Index (IKM) Data for the Darling Program

Service Area	n	U1	U2	U3	U4	U5	U6	U7	U8	U9	IKM
Darling years 2022	11	3,09	3,27	3,09	3,27	3,18	3,09	3,09	2,91	3,09	77,25
Darling years 2023	23	3,65	3,57	3,57	3,74	3,57	3,65	3,70	3,52	3,57	89,43

Source: East Java Province Disperpusip

Referring to the existing statistical data, there are differences in expectations, where it should be when a program is not well accommodated, especially in terms of resource allocation, then practically over time it will cause a decline in service quality. However, the reality in the field is different, where the Darling program as a mobile library service has actually succeeded in showing a fairly good Community Satisfaction Index amidst the challenges experienced.

There are several previous studies such as "The Influence of Mobile Library Services of the Regional Library Service on Increasing Reading Interest of Students at Pasar Senin 1 State Elementary School, Amuntai Tengah District, Hulu Sungai Utara Regency" (Tina et al., 2024) which aims to determine the influence of the mobile library service of the Regional Library Service on Increasing the Reading Interest of Elementary School Students at Pasar Senin 1, Amuntai Tengah District, Hulu Sungai Utara Regency and what factors hinder its influence, then "The Effectiveness of the East Java Provincial Library and Archives Service in Increasing the Public's Enthusiasm for Reading" (Ainun et al., 2022) which aims to determine the effectiveness of the East Java Provincial Library and Archives Service in increasing the public's enthusiasm for reading, to "Implementation of Excellent Service in the Traveling Teenagers' Fairy Tales (Darling) of the East Java Provincial Library and Archives Service" (Firly Erysa Faldilal Nuraini & Oktarizka Reviandani, 2023) which generally aims to examine how the principle of excellent service is applied in the Darling program by the East Java Provincial Library and Archives Service. This study uses a descriptive qualitative approach with data triangulation techniques through interviews, literature studies, and documentation.

The main focus of the study is on the service implementation process, especially from the internal perspective of the service provider, namely how employees and storytellers respond to and apply the principles of Attitude, Attention, Action, Ability, Appearance, and Accountability in carrying out storytelling activities in various educational and social institutions. The focus of this study is more on the analysis of the internal implementation of the program by service providers in meeting ideal service standards according to the A6 excellent service theory by Barata in 2003. Meanwhile, this study has a different focus and theoretical approach, although the object of study remains the same, namely the Darling program. This study focuses on evaluating the quality of services provided in the Darling program, not only in terms of the service provision process, but also from the results and perceptions of service users, especially children, institutional partners or the community. This study uses the theory of service quality by Parasuraman, Zeithaml, and Berry in 1990, which

examines service quality based on five main dimensions/indicators including Tangibles (physical aspects), Reliability (reliability), Responsiveness (responsiveness), Assurance (assurance), and Empathy (empathy). Through these indicators, this study measures how Darling services are received by users and the extent to which these services actually impact reading interest, literacy experience, and perceptions of quality from the perspective of beneficiaries.

So when seeing the phenomenon that occurred, the author became interested in taking a research topic related to how the quality of service from the library program by the East Java Provincial Library and Archives Service, especially in the innovation of the mobile library service program in the form of Children's and Teenagers' Fairy Tales (Darling) which is a means with a good community satisfaction index amidst the constraints of existing limitations, so the purpose of this study is to examine more deeply the quality of service provided by the East Java Provincial Disperpusip through the Children's and Teenagers' Fairy Tales (Darling) program, where this study will focus on identifying the quality of service produced in the implementation of the Darling program, especially in Surabaya because the majority of mobile library services can currently only reach the Surabaya area. With this study, it is hoped that a deeper understanding can be obtained regarding what indicators affect the quality of Darling program services in an effort to maintain the consistency of the reading interest of the younger generation and can be used as evaluation material or reference for many parties.

B. LITERATURE REVIEW

In order to identify the Darling program services, this study uses the service quality theory according to Parasuraman, Zeithaml, and Berry in 1990 as explained in Sinollah & Masruro (2019), There are five main dimensions that can be used to evaluate service quality, namely:

- a. Physical Aspects (Tangibles), where this aspect includes all aspects that can be observed directly, such as the appearance of facilities, buildings, equipment, and the appearance of staff providing services. A professional and well-maintained physical impression can influence customer perceptions of the quality of service provided by an organization or company.
- b. Reliability, refers to the extent to which a service can be provided as promised, both timely and accurately. Consistency in meeting customer expectations is an important factor in building reputation and trust in the services provided.
- c. Responsiveness, refers to the readiness or alertness of an organization or individual in providing fast and efficient services. In addition to the speed of service, this factor also includes the level of concern and willingness of the company or employees to help customers proactively.
- d. Assurance, reflects the level of trust and security given to customers through the professionalism, skills, and ethics of the service provider. This factor includes the knowledge, friendliness, and politeness of employees in interacting with customers so that they feel confident in the quality of the service received.
- e. Empathy, shows the extent to which the service provider understands, pays attention to, and responds to customer needs personally. Good communication and caring attitudes from employees in explaining the services provided will provide a more positive experience for customers.

This study uses the theory of service quality from Parasuraman, Zeithaml, and Berry as the main Applied Theory or identification tool because the five dimensions proposed, namely physical aspects, reliability, responsiveness, assurance, and empathy, can provide a

systematic framework in identifying the quality of mobile library services by the East Java Disperpusip. The tangible aspect is very relevant in assessing the availability and condition of facilities and infrastructure used in mobile library services, such as the quality of library cars, reading material collections, and the comfort of the facilities provided for service users (Sopwandin, 2021). The reliability aspect is an important indicator to measure the extent to which the East Java Library and Archives Service is able to run mobile library services consistently, according to the designed schedule, and ensure the accessibility of services for people who need them (Mailufar & IP, 2023). Then the responsiveness aspect is closely related to how the East Java Library and Archives Service is proactive in facing challenges in the field, responding to the needs of users (readers/people who experience library services) quickly, and continuing to innovate in providing better services.

The assurance aspect can be used to identify librarian competency in providing a pleasant experience for users of mobile library services. The ability of staff to present information well, guide users, and build positive relationships will have an impact on public trust and comfort in using the service. Finally, the empathy aspect can show the extent to which the East Java Library and Archives Service understands and meets the needs of the community, especially groups with limited access to reading materials. The ability to create a more personal approach and adjust services to local needs will contribute to increasing reading habits in the community. By using this theory as an analytical tool, this study can provide a more comprehensive picture of the achievement of the quality of mobile library program services in maintaining the consistency of the community's reading habits. In addition, the application of this service quality dimension also allows research to identify aspects that have been running well and areas that still need improvement in order to improve service quality in the future.

C. RESEARCH METHODOLOGY

This research uses a qualitative descriptive analysis method, where the researcher carries out an analysis by describing the reality that occurs in the field according to the definition according to Sari et al (2021) that qualitative research is research that is a form of effort to understand the phenomena faced by research subjects and is expected to produce in-depth descriptions of the speech, writing, and/or behavior being studied. Furthermore, according to Rengkuan et al (2023), descriptive research is a research method that aims to describe, analyze, and compare existing data, objects, or situations with current reality, so in general the qualitative descriptive research method in the context of this research is carried out in the form of an explanation of the phenomena that occur in the field related to the Darling program activity process, where the explanation also contains data and field facts that will be connected into a series of stories to make it easier for readers to understand the urgency, process, and results of the research.

This study uses indicators in the theory of service quality by Parasuraman, Zeithaml, and Berry in 1990 as an analysis tool based on primary and secondary data sources, for primary data itself according to Putri (2022) is original data or information collected directly by researchers, so that the data is collected from observations, interviews, and documentation carried out directly during the implementation of the Darling program with several employees of the East Java Provincial Library and Archives Service as key informants and some users of Darling services such as children and parents/teachers as supporting informants. Meanwhile, secondary data is data or information obtained not directly from the research subject, but through intermediaries or other parties (Hervin et al., 2024) in this study refers to a literature study, where researchers obtain additional information based on books, journals, or website articles that are relevant to the topic raised. The locus of this research is at the Library and

Archives Service of East Java Province, more precisely in Surabaya City, focusing on identifying the quality of the Children's and Teenagers' Fairy Tale program as an innovation in library services.

D. RESULT AND DISSCUSION

Result

Related to the tangible or physical aspects, the quality of the Children's and Teenagers' Storytelling (Darling) program service by the East Java Provincial Library and Archives Service is certainly inseparable from aspects that can be observed directly, such as facilities, equipment and the appearance of officers who provide services to the community. This aspect describes the extent to which the East Java Provincial Library and Archives Service is able to provide an attractive physical impression so that it can influence public perception of the quality of services provided. As conveyed by the research informant, namely the Head of the Reading Enthusiasm and Culture Team, is as follows:

“... Regarding the fleet, if the physical condition is bad then we will make improvements. Like this year we will do a rebranding and are in the process of designing the appearance to be more lively, more pleasing to the eye and the approach to children becomes more attractive”

The statement reflects that the East Java Provincial Library and Archives Service has endeavored to provide optimal service quality by improving the physical aspects of the Darling fleet. The rebranding carried out is not merely refreshing the exterior appearance of the vehicle, but is also a visual strategy designed to create greater appeal for children and adolescents as the main targets of this program. On the other hand, the appearance of the storyteller when telling a story is also one of the important things that helps create a positive impression in the eyes of the library users. In the context of the Children and Teenagers' Traveling Storytelling Program (Darling), the storytellers involved show their seriousness by paying attention to the overall appearance aspect. They usually wear attractive and polite clothes so that they look neat and pleasant to look at. In addition, they also add visual elements that support the performance, for example, musical instruments and the use of puppets or other props. The use of properties like this is not only able to strengthen the visual appeal, but also increase the interactivity and involvement of the audience in the storytelling session.

The reliability aspect here as explained by Parasuraman refers to the extent to which services can be provided consistently and affordably to the community, which means that this indicator can be used to measure how the East Java Provincial Library and Archives Service provides library services effectively or optimally through the Darling program. This was also mentioned by the Head of the Library and Information Services Division, where he stated that:

“...The essence of the fairy tale itself is to give an impression related to what is to be instilled in the children, such as inviting children to read diligently, study diligently, help parents, have good morals, or provide empathy to children. There are many reference books for all of these, so the notes in the books can be material for storytellers...”

From the statement, it can be understood that basically the Darling program aims to provide a spirit of literacy and with additional moral instillation for children, so that later Indonesia can achieve big dreams with the young generation who are not only smart but also have noble character. Then it does not stop there, the East Java Provincial Library and Archives Service in order to ensure that the main goal of Darling can be achieved, there is one effort as conveyed by the Head of the Cultivation and Reading Enthusiasm Team, as follows:

“...For Darling activities, apart from providing internal librarians, we also work with professional storytellers, which is done because it starts from the desire about how we can then present fairy tales in a more interesting way so that we hope that we can also make children have the experience of interacting with storytellers who are indeed skilled in storytelling techniques...”

In the statement, it was mentioned about one of the efforts so that the Darling activity can run according to the initial objectives that were determined, where the effort was in the form of a decision by the East Java Provincial Library and Archives Service to collaborate with professional storytellers in the process of telling fairy tales in the Darling activity and not just relying on internal employees.

Related to the responsiveness aspect, the quality of the Children's and Teenagers' Fairy Tales (Darling) program service by the East Java Provincial Library and Archives Service is reflected in the ability of officers to respond to requests, questions, and input from the public quickly and accurately. This aspect shows the extent to which the East Java Provincial Library and Archives Service is able to provide proactive and alert attention to service users, thus creating a responsive service experience that is oriented towards public satisfaction. As conveyed by the research informant, namely the Head of the Reading Enthusiasm and Culture Team, is as follows:

“.....All of our activities are on our social media such as Instagram and others. So we share everything through these social media. Darling is indeed for submission, we have a schedule every Tuesday and it is free. And for those who can apply for Darling, it is not only school children, such as PKK or Posyandu are also allowed. Then after submitting, we determine the schedule and we will inform you of the certainty of the schedule, because sometimes the requests pile up. What is clear is that we hold the program twice a month. And when there are conflicting requests, we will offer a time shift.....”

Based on the results of the interview, it reflects that the East Java Provincial Library and Archives Service is a government institution that has the character of an open, structured, and responsive public service to the needs of the community. Through the use of social media such as Instagram, this service shows its commitment to disseminating information in a transparent and easily accessible manner to the public. This step shows an effort to build effective two-way communication between agencies and the community. Another form of responsiveness carried out by the East Java Provincial Library and Archives Service in implementing its library services, including Darling herself, as conveyed by the Head of Division

“...There is a public satisfaction survey in every library activity carried out by the Service, where the results of the public survey through this online form are obtained from various service areas (The service areas referred to here include several services such as adult services, children's services, and mobile library services such as MPK, LTPD, LTPS, and Darling)...”

Through this online form, partners can include input regarding the title or theme of the book desired by the children who are participants in the Darling activity. Thus, the reading materials provided in Darling can be adjusted to the preferences and interests of the children, so that they can get a more enjoyable and non-monotonous reading experience. This step also allows for a variety of stories in each program implementation that makes children more enthusiastic and does not get bored quickly, so the survey is indeed intended as a form of the Office's response to the needs of the community.

Related to the assurance aspect, the quality of the Children's and Teenagers' Fairy Tales (Darling) program service by the East Java Provincial Library and Archives Service is certainly inseparable from the professionalism, skills, and ethics possessed by the officers in

providing services to the community. This aspect illustrates the extent to which the East Java Provincial Library and Archives Service is able to build trust and a sense of security for service users through the competence of the human resources involved in it. As conveyed by the research informant, namely the Head of the Reading Enthusiasm and Culture Team who is also the coordinator of the Darling program implementation, is as follows:

“.....There is technical guidance related to storytelling techniques, because we must be able to handle it if there are activities inside. So, we must also have the skills to be able to participate in storytelling. All functional librarians are expected to be able to. And if there are students who want to appear, then we will give them the opportunity, such as students who are doing internships.....”

The statement reflects that the East Java Provincial Library and Archives Service has made efforts to provide training to officers, especially functional librarians, with relevant skills through technical guidance (bimtek) activities. Thus, the aspect of assurance in Darling services is not only created through the presence of competent and trained officers, but also through a work environment that supports capacity development and active participation from various parties in the service process. Then, this is also supported by statements from guardians/teachers of children who also witnessed the Darling activity process, which stated that:

“...It seems more fun for the children, they become more focused because there is a story. This activity makes the children more active and also practice listening and understanding what is told in the book, so the children are more narrative and active in telling what they get when following this Darling...”

The statement is in line with the efforts made in the Darling program, where parents of children who participated in the Darling activity expressed their opinions stating how the impacts were generated from the storytelling activities and all of that was born from the efforts of the Department in presenting professional storytellers. Likewise, according to the statements of the children who participated in Darling, where when researchers asked about their impressions, most of them answered in unison that they wanted to be like the main character in the fairy tale that was told.

Furthermore, the empathy aspect itself refers to the extent to which service providers understand, pay attention to, or respond to customer needs, where in the context of this study the empathy indicator is used to find out what steps are taken by the East Java Provincial Library and Archives Service in order to understand and follow up on the needs or desires of the community for the Darling program process. This was also conveyed by the Sub Coordinator for Deposit, Development and Preservation (DPP) of Library Materials:

“...Every year we have something called new book procurement, and the procurement activity itself has a development team that proposes. So the first is a proposal for the selection of book titles, then for the selection of books based on a study and the one who makes this study is the service sector. So this study, for example, is like how the book is used, what books are the most popular, and our source for knowing this is by making official notes to all sectors about what needs are needed by those sectors. Then from the proposal we will select which books are appropriate and then we collect them and cross-check them with the latest books from the publisher's catalog...”

From the interview results, it was explained that one of the ways the East Java Provincial Library and Archives Service understands the needs of the community is through an annual book procurement study, where the new book procurement process involves a development team tasked with proposing book titles to be purchased. This proposal is not done carelessly, but based on a study made by the service sector, including services that handle mobile libraries such as the Darling program. The study aims to evaluate the usability of existing

books, find out which books are most often used or popular, and identify the need for relevant new books.

Discussion

Aspects Tangibles

The tangible or physical aspect is very relevant in assessing the availability and condition of facilities and infrastructure used in the Children's and Youth Storytelling (Darling) service program by the East Java Provincial Library and Archives Service (Stefanus, 2022). Because in this context, the tangible or physical aspect refers to all aspects that can be observed directly such as the appearance of facilities, buildings, equipment, and the appearance of officers providing services. A professional and well-maintained physical impression can influence customer perceptions of the quality of service provided by an organization or company (Ikhsan, 2024).

Based on the results of interviews and observations that have been conducted, it can be seen that the East Java Provincial Library and Archives Service has tried to maintain and improve the quality of the tangible or physical aspects of the Darling program, this is evident in the efforts to improve and rebrand the Darling fleet. This rebranding is not only focused on the exterior appearance of the vehicle to make it more attractive, but also aims to create visual closeness with children and adolescents as the main targets of the program. With an attractive design, it is hoped that the Darling fleet can add and build interest in reading from an early age.



Figure 2. Darling Service Car Appearance Before & After Rebranding
Source: Author's Documentation, 2025

In addition to the fleet, the appearance of the storytellers is also an important part of the physical aspect that cannot be ignored. The storytellers involved in this program show their commitment to service quality by appearing neat, polite, and appropriate for the children's audience. They not only rely on attractive clothing, but also use various supporting properties such as puppets, musical instruments, or other props to strengthen the appeal of the show. The use of these properties not only beautifies the visual appearance, but also helps create a more interactive and enjoyable storytelling experience for the library users. On the other hand, service officers from the East Java Provincial Library and Archives Service involved in the Darling program also show their professionalism in maintaining their appearance. They wear Field Service Uniforms (PDL) that have been determined by the agency. This uniform not only functions as an official identity, but also reflects an image of professionalism and strengthens the credibility of the program in the eyes of the public. A neat, clean, and

standardized appearance is a symbol of the institution's seriousness in providing quality and reliable public services.

Reliability

Based on the theory of service quality proposed by Parasuraman, Zeithaml, and Berry in 1990, reliability is one of the key indicators in assessing service quality. Reliability refers to the ability of an institution to provide services as promised consistently, accurately, or on time. In the context of this study, the reliability indicator is used by the author to analyze the extent to which the Children's and Teenagers' Fairy Tales (Darling) program implemented by the East Java Provincial Library and Archives Service is able to provide effective library services to the community, especially children. Based on the results of interviews with the Head of the Library and Information Services Division, it was revealed that the Darling program not only aims to increase interest in reading, but also seeks to instill character values such as empathy, concern, and good manners in children through fairy tales. This indicates a dual orientation in this program, namely strengthening literacy as well as character education. This strategy implicitly shows the form of reliability of the Darling program, because there is clarity regarding the goals to be achieved. This means that this program is not run haphazardly or merely as a formality, but has a well-planned direction.

NO	TANGGAL	KEGIATAN	PESERTA	PETUGAS	JUDUL CERITA	KET
Bulan Agustus 2023						
32	8 Agustus 2023	Dolen Live IG	531	Tim Budaya Baca	Aku tidak berteriak	
33	15 Agustus 2023	Dolen Live IG	489	Tim Budaya Baca	Aku bangga jadi anak Indonesia	
34	22 Agustus 2023	Dolen Live IG	461	Tim Budaya Baca	Pak percik si air yang baik	
35	29 Agustus 2023	Dolen Live IG	461	Tim Budaya Baca dan Kak Dimdim TBM Tembok Dukuh 3 Kota Surabaya	Teman barunya tomi	
Bulan September 2023						
36	5 September 2023	Darling ke KB/TK Khadijah 2 Surabaya (Live IG)	844	Tim Budaya Baca dan Kak Inge	Maaf Ya!	
37	12 September 2023	Dolen Live IG dalam rangka hari kunjung perpustakaan	832	Tim Budaya Baca dan Kak Venta Zumen Art	Berani berkata jujur	
38	19 September 2023	Darling ke SD Vision School Sidoarjo (Live IG)	526	Tim Budaya Baca dan Kak Nit nit	Kok beda ya	
39	23 September 2023	Darling ke Jambore Relawan (TK Aisiyah Kab. Magetan)	100	Tim Budaya Baca dan Kak Tobii	Ketika gempa di sekolah	

Figure 3. Data on Implementation of Darling Services for the 2023 Period

Source: East Java Provincial Disperpusip Culture & Reading Enthusiasm Team, 2023

The data confirms that the Darling program is implemented routinely and consistently every month, so this shows that the Darling program itself has met the reliability aspect. Furthermore, in the statement delivered by the Head of the Reading Enthusiasm and Culture Team, there are also concrete steps from the East Java Disperpusip to ensure that the implementation of the Darling program can run optimally. One of these efforts is to involve professional storytellers, not just relying on internal librarians. This action reflects the institution's seriousness in maintaining the quality of service so that it remains consistent and attractive to children. Involving professionals is also a form of anticipation of the limitations of internal employees, so that the quality of story delivery is maintained and even improved. From Parasuraman's point of view, this shows a commitment to fulfilling the promise of service optimally, where the promised service (in this case in the form of interesting educational stories) is truly realized with the right standards.

Responsiveness

<http://jurnaldialektika.com/>

Publisher: Perkumpulan Ilmuwan Administrasi Negara Indonesia

P-ISSN: 1412-9736

E-ISSN: 2828-545X

The responsiveness aspect is one of the important indicators in assessing the quality of public services, including in the implementation of the Children's and Teenagers' Traveling Storytelling (Darling) program initiated by the East Java Provincial Library and Archives Service. Responsiveness in this context reflects the extent to which the service provider is able to respond to the needs, requests, and complaints of the community quickly, accurately, and in a solution-oriented manner. The ability of officers to provide direct attention to various forms of interaction and dynamics that arise in the field is a reflection of the agency's seriousness in prioritizing the satisfaction of service users.

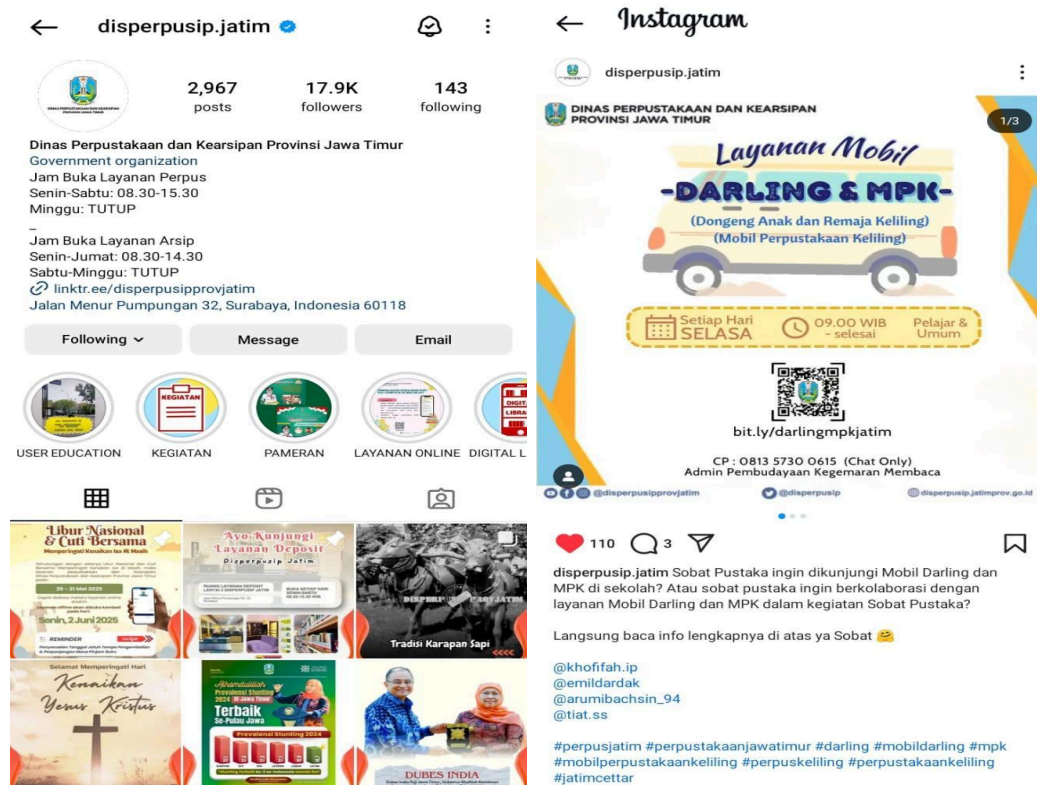


Figure 4. Darling Service Implementation Data for the 2023 Period
Source: Researcher Screenshot Documentation, 2025

Based on the results of interviews and observations that have been conducted, it can be seen that the East Java Provincial Library and Archives Service is a government institution that shows quite good public service performance, where one form of this commitment is seen through openness of information to the public. The service actively uses various social media platforms such as Instagram, Twitter, and Facebook as a means of conveying information related to activities and programs that are being or will be implemented. This reflects that the service does not only carry out administrative functions, but also strives to build open, fast, and efficient communication with the wider community, especially in responding to information needs in real time.

In addition to information transparency, the Darling program service management pattern shows a structured and scheduled system. Submission of service requests is done every Tuesday free of charge, which shows efficiency in time management as well as an orientation towards pro-community public services. Interestingly, this service is not only intended for students or school environments, but is also open to other community groups such as PKK

groups and Posyandu. This illustrates the spirit of inclusivity and efforts to expand the reach of literacy to various social strata, so that access to knowledge can be felt more evenly.

The image displays a digital survey form interface. On the left, the header reads 'Selamat Datang Survei Kepuasan Masyarakat Pada Dinas Perpustakaan dan Kearsipan PROVINSI JAWA TIMUR'. Below this is an illustration of a service counter with staff and customers. The 'Form pengisian profil responden' section includes input fields for 'Nama', 'Umur', 'Nomor Hp', and a dropdown menu for 'Laki-Laki'. A 'MULAI SURVEI' button is at the bottom. On the right, the 'Kotak Saran' (Suggestion Box) section features an illustration of a person thinking. The 'Form Saran' section has a dropdown menu for 'Dinas Perpustakaan dan Kearsipan' and a text area for 'Kasih Saran'. A 'SUBMITI' button is at the bottom.

Figure 5. View of the Public Satisfaction Survey Form

Source: <https://sukma.jatimprov.go.id/fe/survey?idUser=257&idEvent=2069>

Furthermore, the responsiveness aspect in the Darling program is also clearly visible through the efforts of the East Java Provincial Library and Archives Service in responding quickly and concretely to the needs and aspirations of partners and the community, especially children as service recipients. One real form of this responsiveness is the use of an online form as a survey medium to collect input related to reading preferences and story themes desired by children. This step shows the alertness and openness of the Service in receiving and following up on information from the field, in order to improve the program content presented. Not only receiving input, the survey results are also processed and used as a basis for the procurement and selection of books, so that the reading materials brought in the story car are not uniform, but are continuously updated and adjusted to the interests of the participants. This reflects the principle of responsiveness which emphasizes the importance of the readiness of organizers to respond to user needs quickly, accurately, and with care, and makes Darling activities more dynamic, interesting, and in accordance with the development of children's literacy interests in various regions.

Assurance

The assurance aspect is one of the most crucial indicators in measuring the quality of public services, especially in the Children's and Teenagers' Fairy Tales (Darling) program by the East Java Provincial Library and Archives Service. In this context, the assurance aspect

<http://jurnaldialektika.com/>

refers to the level of trust that can be given by the service provider, where this is determined by the professionalism, skills, and ethics of officers in interacting with the community or service users.

In this case, it can be seen that the East Java Provincial Library and Archives Service has made efforts to improve the capacity or quality of its staff. This improvement in the capacity or quality of its staff is carried out through technical guidance activities (bimtek) related to storytelling techniques. This condition reflects that the East Java Provincial Library and Archives Service is aware of the importance of mastering certain skills, especially storytelling skills, as a fairly essential part of the service. Staff are not only required to have technical competence, but must also be able to convey stories in an interesting and communicative way to children or adolescents, so that the messages conveyed through the Darling program can be understood and received well by children and adolescents as the main targets in this program.

In addition to providing supplies to librarians, the East Java Provincial Library and Archives Service has also guaranteed that every child who participates in the Darling activity will certainly get an interesting experience, where there is a moment, namely one of the storytelling methods in telling stories is by using puppets and ventriloquism techniques, which broadly refers to voice magic techniques so that a situation is created where it seems as if the puppets being played are indeed alive and talking. This technique is used as one of the storytelling methods in Darling, the purpose of which is as an illustration medium where by bringing the characters in the book to life through puppet shows, children can imagine the real form of the story being read, and ultimately increase their interest in the reading process. This is believed because the visual approach will be much more effective in building imagination and increasing children's absorption of the contents of the story compared to just verbal narration.

Likewise in terms of morals or character, where the Darling program also provides a guarantee with the presence of a moral message through the stories that are conveyed. One example is when the storyteller tells a story about a tiger named Pak Maung who always helps other animals in the forest every day, diligently cleans the environment, and is always friendly to all creatures. Then according to the statements of the children who listened to and read the story about Pak Maung, they answered in unison that they wanted to be like Pak Maung who has a diligent, kind, and helpful nature. This response shows that the stories conveyed through the Darling program are not only received passively, but are also actively processed by children who can even influence their mindset and enthusiasm. This is real evidence that the literacy approach packaged in the form of fairy tales can be an effective medium for forming children's character and moral values from an early age. The East Java Provincial Library and Archives Service through the Darling program has succeeded in ensuring that literacy activities are not only about reading books, but also building the personality and noble character of the younger generation through stories that can be imprinted in memory.

The East Java Provincial Library and Archives Service also illustrates an open attitude towards participation from external parties such as student interns, where the student interns are given the opportunity to appear and participate in storytelling activities. This inclusive attitude not only strengthens the collaborative spirit, but also provides a means for the community, especially the younger generation, to practice their skills in telling stories. With the existence of this participatory space, the East Java Provincial Library and Archives Service indirectly participates in capturing or finding various new potentials in the field of literacy, especially in storytelling. This is very important, considering that storytelling is not

just an entertainment activity, but also an effective educational tool in fostering values and increasing interest in reading from an early age.

Empathy

The empathy aspect in the theory of service quality according to Parasuraman refers to the ability of service providers to show personal attention and concern for customer needs. In the context of the Children's and Teenagers' Traveling Storytelling (Darling) program implemented by the East Java Provincial Library and Archives Service, based on research results, it can be seen that the Library and Archives Service has attempted to implement empathy in the implementation of the Darling program through the process of procuring new reading materials every year through an official memo involving direct input from the community. This process begins with the notification of an official memo containing an open letter from the DPP Division to all library service units including Darling to send data related to what books require new procurement, where one source of the need for new reading materials is collected from the implementation of a community survey conducted through an online form. In the form, partners such as schools or communities are given space to submit proposals regarding the types of reading or story themes desired by children. This procedure reflects an effort by the service provider to listen and understand the needs of the audience in a participatory manner, in accordance with the essence of empathy in Parasuraman's theory.

The data is then processed by the collection development team in the form of a reading material needs study. This team not only considers quantitative data such as the most frequently borrowed or used books, but also qualitative aspects such as interests, story theme trends, and the relevance of stories to age development and character education values that are to be conveyed through the Darling program. By compiling a study based on information on the real needs of service users, the East Java Provincial Library and Archives Service has shown its seriousness in understanding its service targets, where this step also shows that the empathetic approach taken is not one-way, but rather takes place in a dynamic feedback cycle. In this case, community needs are not only used as supplementary data, but are truly the basis for decision-making in the service provision process. In addition, the involvement of several fields within the internal organization such as children's services, adults, and mobile libraries in compiling the study shows that there is cross-sector coordination to ensure that the reading materials selected are not only relevant in content, but also in accordance with the characteristics of each program target.

In the context of the Darling program, the implementation of empathy can also be understood from the existence of adaptive methods such as in terms of proposing more varied reading materials and adjusted to community input, which aims to prevent children from getting bored with the activities. This is in line with Parasuraman's thinking that empathy is not only about knowing customer needs, but also responding actively with real actions that increase user satisfaction.

E. CONCLUSION

The innovation program of Children's and Teenagers' Traveling Stories (Darling) organized by the East Java Provincial Library and Archives Service is one of the government's strategies in improving literacy culture in the community. Through an educational and entertaining approach, this program has succeeded in attracting interest, especially children and teenagers as the main target. The positive response from the community shows that the Darling service is able to answer relevant literacy needs, while expanding the reach of library services in the Surabaya area effectively.

Based on the results and discussions conducted on the quality of the Children's and Teenagers' Storytelling Program (Darling) service at the East Java Provincial Library and Archives Service according to the theory of service quality by Parasuraman, Zeithaml, and Berry (1990) has been fulfilled well. From the physical aspect (tangibles) it has been shown through the appearance of the fleet and officers as well as interactive supporting visual properties. From the aspect of reliability in the Darling service has been running consistently with the determination of clear goals and efforts to ensure that these goals are successful. From the aspect of responsiveness, it is reflected in the openness of information through social media, the existence of a satisfaction survey through an online form which contains suggestions regarding improvements or references to reading materials that are of interest to the community, as well as openness to collaboration from various parties outside educational institutions such as PKK and Posyandu.

From the aspect of assurance, Darling service officers are able to demonstrate professionalism and competence in delivering materials and creating an exciting atmosphere for children with the presence of professional storytellers and all their storytelling methods. And finally, from the aspect of empathy, Darling services are able to provide special attention to the needs of the community through studies through official notes whose purpose is to procure or renew reading materials so that they can continue to be relevant. Overall, the Darling program itself is able to demonstrate optimal service quality and contribute positively to fostering a culture of literacy for the younger generation in East Java, especially in Surabaya.

REFERENCE

- Ainun, V. Q., Indartuti, E., & Hariyoko, Y. (2022). Efektivitas Dinas Perpustakaan dan Kearsipan Provinsi Jawa Timur Dalam Meningkatkan Gemar Baca Masyarakat. *Journal of Contemporary Public Administration (JCPA)*, 2(2), 57–67. <https://doi.org/10.22225/jcpa.2.2.5891.57-67>
- Ardini, P. P. (2023). *Dongeng: Teori dan Aplikasi*. Ideas Publishing.
- Aryani, W. D., & Purnomo, H. (2024). Gerakan Literasi Sekolah (GLS) dalam Budaya Membaca Peserta Didik Sekolah Dasar di Indonesia. *MIND Jurnal Ilmu Pendidikan Dan Budaya*, 4(2), 47-68.
- Dinas Perpustakaan dan Kearsipan Prov. Jatim. (2024). *Tingkat Kegemaran Membaca Masyarakat Jawa Timur Periode 2020-2022*. Disperpusip.Jatimprov.Go.Id. <https://disperpusip.jatimprov.go.id/2024/01/29/infografis-hasil-kajian-iplm-dan-tgm-provinsi-jawa-timur-tahun-2020-2022/>
- Dzakira, B. H., Triyana, M. A., Marwani, S. J. K., & Julianto, I. R. (2025). Peran Guru Dalam Pengimplementasian Kegiatan Literasi Perpustakaan Di Sekolah Dasar. *Journal Central Publisher*, 3(2), 205-212.
- Firly Erysa Faldilal Nuraini, & Oktarizka Reviandani. (2023). Penerapan Pelayanan Prima Pada Dongeng Anak Remaja Keliling (Darling) Dinas Perpustakaan Dan Kearsipan Provinsi Jawa Timur. *Journal Publicuho*, 6(4), 1478–1485. <https://doi.org/10.35817/publicuho.v6i4.289>
- Hervin, R. P., Naila, I., & Faradita, M. N. (2024). Analisis Keterampilan Kolaborasi Siswa Sekolah Dasar Menggunakan Media Diorama Pada Pembelajaran Materi Ekosistem. *Pendas: Jurnal Ilmiah Pendidikan Dasar*, 9(1), 927–937.
- Ikhsan, I. I. (2024). *Pengaruh Kualitas Pelayanan Check-In Counter Terhadap Kepuasan Penumpang Di Bandar Udara Sultan Syarif Kasim Ii Pekanbaru* (Doctoral Dissertation, Politeknik Penerbangan Palembang).
- Iswahyudi, M. S., Irianto, I., Salong, A., Nurhasanah, N., Leuwol, F. S., Januaripin, M., & <http://jurnaldialektika.com/>

- Harefa, E. (2023). Kebijakan dan inovasi pendidikan: Arah pendidikan di masa depan. PT. Sonpedia Publishing Indonesia.
- Iyok, M. (2021). Optimalisasi Perpustakaan Sebagai Sumber Belajar Di Sd Negeri 08 Marong. *Jurnal Pendidikan Bahasa*, 10(2), 253–260. <https://doi.org/10.31571/bahasa.v10i1.3434>
- Mayasari, N., Jusriati, J., Prayogo, P., Hajeni, H., Yati, Y., Ulpi, W., ... & Pajarianto, H. (2023). Manajemen Pendidikan. Penerbit Widina.
- Nailufar, F. D., IP, S., & IP, M. (2023). SP4N-LAPOR!: Sistem Pengelolaan Pengaduan Pelayanan Publik Terpadu Menyongsong New Public Value. *telah menginisiasi call of book chapter "Governance di Era Digital: Isu-Isu Kontemporer". Tidak lupa, apresiasi juga diberikan kepada seluruh anggota tim panitia seleksi call of book chapter dengan penuh semangat telah berkontribusi dalam mempromosikan, menyeleksi setiap naskah yang masuk hingga mengkompilasi draft tulisan.*, 135.
- Nurfitriani, M. M. (2022). Manajemen Kinerja Karyawan. Cendekia Publisher.
- Oktariani, O., & Ekadiansyah, E. (2020). Peran Literasi dalam Pengembangan Kemampuan Berpikir Kritis. *Jurnal Penelitian Pendidikan, Psikologi Dan Kesehatan (J-P3K)*, 1(1), 23–33. <https://doi.org/10.51849/j-p3k.v1i1.11>
- Pradana, A. (2024). *Tingkat kegemaran membaca di Surabaya tertinggi se-Jatim*. *Jatim.Antaraneews.Com*. <https://jatim.antaraneews.com/berita/760959/tingkat-kegemaran-membaca-di-surabaya-tertinggi-se-jatim>
- Putri, R. L. (2022). *Penanganan Surat Masuk Dan Surat Keluar Pada Kantor Bpjs Ketenagakerjaan Cabang Bali Denpasar*.
- Ramadhani, C. D., Adrias, A., & Suciana, F. (2025). Analisis Minat Baca dan Dampaknya terhadap Pemahaman Bacaan Siswa Sekolah Dasar. *DIDAKTIS: Jurnal Pendidikan Bahasa dan Sastra Indonesia*, 3(1), 9-18.
- Rengkuan, N., Liando, D., & Monintja, D. (2023). Efektifitas Kinerja Pemerintah Dalam Progam Reaksi Respon Realief Daerah (R3D) di Kabupaten Minahasa. *Jurnal Governance*, 3(1), 1–11.
- Sari, G. I., Nurtiani, A. T., & Salmina, M. (2021). Peran Guru Dalam Meningkatkan Kemampuan Berhitung Anak Usia 5-6 Tahun Di Tks It Mina Aceh Besar. *Jurnal Ilmiah Mahasiswa*, 2(1), 1–14.
- Sinollah, & Masruro. (2019). Pengukuran Kualitas Pelayanan (Servqual-Parasuraman) Dalam Membentuk Kepuasan Pelanggan Sehingga Tercipta Loyalitas Pelanggan (Studi Kasus pada Toko Mayang Collection cabang Kepanjen). *Jurnal Dialektika*, 4(1), 45–64. <https://doi.org/10.36636/dialektika.v4i1.285>
- Sopwandin, I. (2021). Manajemen perpustakaan perguruan tinggi. Guepedia.
- Stefanus, E. (2022). Survei Tingkat Kepuasan Siswa Terhadap Ketersediaan Sarana Dan Prasarana Olahraga Pendidikan Jasmani Di Sma Negeri 1 Kecamatan Sekadau Hilir Kabupaten Sekadau (Doctoral dissertation, IKIP PGRI PONTIANAK).
- Subiyanto, R. F., Guffari, M. A., Saputra, A. A., & Nurdin, N. (2024). Mengkaji Dampak Implementasi Aplikasi JAKI Terhadap Aksesibilitas Pelayanan Publik di Kota Jakarta. *Indonesian Journal of Social Development*, 1(4), 14-14.
- Tina, Arlan, A. S., & Mahdalina. (2024). Pengaruh Layanan Perpustakaan Daerah Terhadap Peningkatan Minat Baca Siswa Sekolah Dasar Negeri Pasar Senin 1 Kecamatan Amuntai Tengah Kabupaten Hulu Sungai. *Jurnal Pelayanan Publik*, 1(2), 365–372.
- Yusran, I. A. R. (2024). *Rendahnya Minat Literasi Di Indonesia*. *Kallainstitute.Ac.Id*. <https://kallainstitute.ac.id/rendahnya-minat-literasi-di-indonesia/>