



Analysis The Effectiveness of Reading Park Management in Increasing Reading Interest in Bogor Regency

Syarifudin Yunus¹, Didik Notosudjono², Martinus Tukiran³

¹Indraprasta PGRI University, Indonesia

^{2,3}Pakuan University, Bogor, Indonesia

Author's correspondence: syarif.yunus@gmail.com

Abstract; Community reading parks have a role in increasing reading interest. This study measures the level of effectiveness of reading park governance, with the CIPP (*Context, Input, Process, Product*) model qualitatively. The instruments used include document studies, interviews, questionnaires, observations, and *focus group discussions* . Data analysis is analytical in nature.interactive. It can be concluded that the level of effectiveness of the management of reading parks in increasing public interest in reading is classified as "sufficient", with a score of 3.56 . The budget is the main obstacle for reading parks, in addition to policy implementation and human resources. The source of funds for reading parks, it turns out, is 75% from own funds, while the book collection of less than 3,000 books reaches 85%. Therefore, the management of reading parks must be further optimized.

Keywords : Effectiveness, Governance, Reading Parks.

1. INTRODUCTION

Weak management of reading parks has an impact on the lack of public enthusiasm in coming to reading parks. Public interest in reading is not optimal. Public reading parks have provided reading access but are less in demand by the public. So, reading parks are just " *nice to have* " and ultimately difficult to contribute to increasing interest in reading. The reading parks exist but there are no activities. The existence of reading parks is "going nowhere", not progressing. Due to the lack of effective and efficient management of reading parks.

Evaluation efforts on the management of reading parks as part of education management are very necessary. Community Reading Parks should be institutions that foster the community's love of reading. In addition to providing space for reading, reading parks can be a place for discussion, book reviews, writing and similar activities as part of the development of non-formal education. The availability of reading materials, bookshelves, and facilities must be followed by the commitment of the manager in carrying out the management function of the reading park itself.

With the growth of interest and enthusiasm for reading in reading parks, reading as a habit will have a direct impact on improving the quality of human resources. Therefore, efforts to improve the governance and quality of community reading parks in order to realize a reading culture in society are important. Community reading parks also provide benefits as a medium for developing a community reading culture in order to achieve a literate society. A society that is aware of reading books, critical, civilized, and independent .In fact, the presence of community reading parks is closely related to the development of community literacy. Literacy as a person's ability to process and understand information, including in reading and writing activities. According to *the Education Development Center* (EDC), literacy is more than just the ability to read and write. Literacy is the ability of individuals to use all the potential and abilities they have in their lives. Literacy that can

broaden horizons and knowledge, helps critical thinking in making decisions so that the brain can work more optimally. Literate humans mean honing their ability to capture and understand information from reading.

Therefore, the management of reading parks is very necessary to achieve the goals of the reading park organization based on the vision and mission of the reading park itself. All stakeholders in the community reading park must be involved and care about the existence of the community reading park in their area. In order to achieve efficiency and effectiveness of the management of the reading park. Therefore, evaluation of the management of bacan parks can be one way to measure the efficiency and effectiveness of the community reading park in carrying out its role to increase public interest in reading.

The role of community reading parks is very important in improving community literacy skills. In addition to being able to foster a culture of community literacy widely, community reading parks also play an important role in improving the quality of a person's use of time so that it is more useful through reading activities. With literacy skills, a person will ultimately be better able to adapt to the development of the times so that they are able to compete in the world of work and survive in the digital era like today.

However In fact , the 2017 Indonesian National Library Data stated that the reading interest of Indonesian people is still low when compared to other countries. The average reading frequency of Indonesians is only 3-4 times per week. While the number of books read on average is only 5 to with 9 books per year. So the effort increase interest read must fought for and improved . The interest in reading among people in the regions is still lacking due to minimal access to books. owned reading . Therefore, the reading park must be able to be managed well.

On the basis of the above fact , is needed method measure effectiveness park reading in increase interest read community . Evaluation towards the park program reading become important done . So that the existence of park reading truly empowered use and give impact significant to improvement interest read society . Measurement impact of governance it 's important to know to what extent the impact is generated reading park . Is it existence park Bacan according to the desired goals ? What are the results? positive that has been achieved reading parks all this time? One of them how to measure effectiveness Reading parks can be implemented using the CIPP (*Context, Input, Process, Product*) model as an evaluation model for education and learning in the community.

Measurement effectiveness Reading parks can ultimately provide benefits to reading parks , such as knowing the effectiveness of the reading park program , inviting Power pull society to read, improve trust stakeholders interests , optimizing service reading park , and manage source Power reading park in general more effective . And most importantly , able to increase interest read society and provide easy access to reading material. On the basis of That is , research on how to measure the effectiveness of reading parks in increasing the desire to read in Bogor Regency was conducted.

2. THEORETICAL STUDY

Reading parks are part of non-formal education, an educational path that is held outside the formal education system. In addition to having no curriculum, community reading parks focus more on developing practical and life skills. They are flexible in schedule and can be done in various places. A strategy for strengthening the implementation of non-formal education programs such as community reading parks is that their support for community empowerment and community development is very necessary. Strengthening the performance of non-formal education can be done through various approaches. According to Brookfield (2006), non-formal education is said to have a broad scope or can stand alone as adult education , education for development , continuing

education , social education . Education that is carried out in order to meet the needs of human resources who are (at least) able to solve local problems that surround it.

According to Yulia (2009 :54), the principle of community reading parks (TBM) in addition to being one of the non-formal education unit programs is also as an information center that has many functions, including meeting the needs of the reading community/librarians/students. Therefore, TBM has a strategic role to create a conducive climate in order to encourage and stimulate the community to grow and increase their interest and motivation in reading, so that a society with a reading culture (*reading society*) is created. In addition to being an institution for cultivating a passion for reading, TBM must be supported by effective and efficient governance capabilities. Given the importance of the existence of TBM, the ability, skills and performance of TBM managers must be improved by implementing good practices in reading park governance.

The existence of a community reading park as a community library is very important. Because in principle, a community library has three main activities, namely: a) collecting (*to collect*) all information in accordance with the field of activity, mission of the institution and the community it serves, b) preserving , maintaining and caring for (*topreserve*) , all its collections so that they remain in good condition, intact, suitable for use and not easily damaged either due to use or age, and c) Providing collections ready to be used and empowered (*to make available*) all sources of information and collections owned by the TBM for community members as users (Sutarno , 2006) .

A study conducted by a team from the National Library of Indonesia on TBM (2010), revealed that TBM is something unique and interesting. From the study, TBM has an attraction, especially in five things , namely: a) friendly service so that it can attract public interest in utilizing the reading park, b) diverse reading materials , the more diverse the reading, the more people are interested in coming to the reading park, including religion, comics, and skills, c) simple four so that it makes the community more familiar, the important thing is clean and spacious enough, d) the collection is continuously updated; e) reading materials are popular, not too serious, and accompanied by illustrations. Anyone can become a manager or establish a TBM, as long as they are able and willing.

TBM is a social institution that provides reading materials and services to increase public interest in reading. Kalida (2014:1) emphasized that the community pays attention and care to Community Reading Parks (TBM) as a means to increase public interest in reading. TBM is often identified with community libraries, and is present in in the midst of society is a manifestation of the management's commitment to enlighten the nation's life and build a quality generation through a reading culture according to the mandate of Law No. 43 of 2007 concerning Libraries. Therefore, a way to measure the effectiveness of reading parks in increasing reading interest is needed.

One way to measure the effectiveness of a reading park can be done through an evaluation of the management of the reading park. Governance is a systematic effort in a process to achieve organizational goals, through management principles that include planning, implementation, control, and evaluation functions. Thus, governance has the main objective of implementing benefits, reducing risks, and optimizing existing resources (Zamzani, Faiz, et al., 2018 :27). Governance will be realized if it has principles that build trust such as accountability, effectiveness, efficiency, orientation, family, participation, law enforcement and transparency.

Governance can be interpreted as the utilization of resources, both human and other resources needed to achieve certain goals. Educational governance is the utilization of resources needed to achieve success in improving the quality of existing education. Determining the main governance dimensions that underlie the delivery of effective service approaches can be a starting point for overcoming existing weaknesses and improving

educational performance (Nurfadlilah, 2016 :26).

Good governance is a series of processes that apply to both public and private sector organizations to determine decisions. Educational governance includes transparency and accountability, management control systems, management information systems, and efficient use of resources. In school management, *Good Governance* is more emphasized on the teaching and learning process with the hope that learning outcomes can improve (Blandford and Welton, 1999). Governance means the ability to manage resources more efficiently. Lessambo (2014:3) states that governance is an organization's obligation to customers, stakeholders, and supervisory authorities who carry out the function of setting rules on how the organization should be managed. *of reading parks can be done by applying the principles of edutainment learning . Edutainment means doing learning in a fun way.* Hamruni then concluded that *edutainment* is a learning process that is designed by combining educational and entertainment content harmoniously so that learning activities take place in a fun way (Hamruni, 2009:50). Related to *edutainment learning* , Hamruni (2008:8-9) explains that there are three assumptions that are the basis for implementing *edutainment learning* which consists of: 1) positive feelings such as happiness or joy will accelerate learning , 2) being able to use the potential of emotional reasoning accurately, will create unexpected leaps in learning achievement, and 3) being able to motivate appropriately and be taught in the right way, respecting learning styles, then achieving optimal learning results.

Whether or not the management of the community reading park is effective, it is appropriate to conduct an evaluation. Evaluation is to make an assessment, a process to find the value of the program service according to the needs of the participants or users of the service. Cronbach, Stufflebeam, Alkin, And MacIcolm Which quoted The Mesion (2017:4) express evaluation as the difference between what exists and a standard certain to find out if there is any difference.

As an evaluation tool, the CIPP model has advantages, namely: 1) a dynamic work system, 2) a holistic approach holistic which aims to provide a comprehensive picture Details And wide to a program start from context, until process implementation, 3) improvements can be made during the program, 4) has the potential to move to formative evaluation, And summative, as well as 5) more comprehensive from the model others (Sudarno, 2017). So to measure the effectiveness of the community reading park, it can be done through an evaluation process. To find out whether the learning process is in accordance with the plan that has been implemented. William N. Dunn (1999) in Akbar and Mohi (2018:66-67) explains that evaluation can be equated with appraisal , giving numbers (*rating*), and *assessment* .

Evaluation is an investigation (process) collection information) Which systematic from various aspect development program professional And training For evaluate utility Andits usefulness (Brinkerhoff in Muryadi, 2017:3). Thus, evaluation is a tool or procedure which is used to find out and measure something in a situation with method And rules Which Already determined. From results evaluation, usually obtained about attribute or properties Which there is on individual or object concerned. Besides use test, evaluation data can collected with using questionnaires, observations, and interviews or other forms of instruments appropriate (Muryadi, 2017).

Matter Which most important The CIPP model is to provide view holistic from every elements by evaluating the context, input, process and product from each perspective.each. Through this model, evaluation can be carried out systematically, fulfilling overall evaluation needs. The important elements that distinguish the model This from model other Because model evaluation CIPP focus on context for evaluation process learning And process development (Aziz. S, Mahmood. M,Rehman. Z., 2018:192).

3. RESEARCH METHODS

Based on evaluation research , this research is qualitative. descriptive. Research methods based on philosophy postpositivism, used For researching on condition object Which natural,where the researcher is the key instrument, data source sampling is carried out using triangulation, data analysis is inductive-qualitative, and results study qualitative more press meaning from on generalization (Sugiyono , 2014:37-38). This study aims to measure the effectiveness of reading parks with the CIPP model in improving interest read

Located in Bogor Regency , the research method measure effectiveness reading parks were conducted in 13 (thirteen) reading parks in Bogor Regency, in addition to interviews with officials from the Archives and Library Service (DAP) of Bogor Regency. The research instruments included document studies, interviews, questionnaires, observations of reading parks, and *focus group discussions* with managers of reading parks in Bogor Regency. Through triangulation, a multi-method approach when collecting and analyzing data is expected to be able to obtain a high level of truth if approached from various perspectives. Evaluation of the CIPP model program (*Context, Input, Process, Product*) is used to measure effectiveness reading parks in Bogor Regency , which concerns components of context, input, process, and product.

To facilitate tabulation of the level of effectiveness of the management of reading parks, researchers use a Likert scale as a psychometric scale used to measure attitudes and opinions. Respondents' answers are then converted into a "value scale" consisting of: score 1 for the lowest value (very ineffective), score 2 for ineffective, score 3 for quite effective, score 4 for effective, and score 5 for the highest value (very effective). The Likert scale is used to measure attitudes, opinions, and perceptions related to social phenomena that are currently the object of research (Sugiyono, 2014: 68).

4. RESULTS STUDY

The effectiveness or ineffectiveness of the management of reading parks in increasing the demand for reading is greatly influenced by the scale of the values of the components and aspects evaluated in the CIPP model (*Context, Input, Process, Product*). From the data and information Which obtained Through document studies, interviews, observations, questionnaires, and focus group discussions with the Archives and Library Service of Bogor Regency and 13 TBM managers in Bogor Regency, the level of effectiveness of reading park management was obtained as in the following table:

Governance Effectiveness Level Table
Reading Park in Bogor Regency

Evaluation Components	Average Value				
	5	4	3	2	1
Context (Policy, Needs Analysis, Goals, Targets)		4.03			
Input(Structure) organization, Program Tools, Procedures and Mechanism , Hman resources , Facilities Supporters, Coaching System, Budget, Goal Achievement)			3.29		
Process (Planning, Implementation and Coordination, Reporting, Socialization, Evaluation, Community Support)			3.40		
Product (Achievement) Results, Impact, Benefits, Development, Reputation)			3.55		

Average			3.56		
---------	--	--	------	--	--

Based on the table above, it can be said that the level of effectiveness of the management of reading parks is at a value of 3.56 or is classified as sufficient, not yet effective or very effective. This means that there is still a gap between expectations and reality in the management of reading parks. The efforts of reading parks to increase public interest in reading have not been optimal. Through governance evaluation This reading park can identify obstacles or barriers faced park .

In general, of the 23 (twenty three) aspects evaluated in the 4 (four) CIPP components, it can be stated:

- a. There are 5 (five) aspects that are categorized as effective, namely: needs analysis, goals, targets, structure. organization , and benefits.
- b. There are 17 (seventeen) aspects categorized as sufficient, namely: policies, programs, procedures and mechanisms, human resources, supporting facilities, coaching systems, achievement of goals, planning, implementation and coordination, reports, socialization, evaluation, community support, achievement of results, impact, development , and reputation.
- c. There is 1 (one) aspect that is categorized as less effective, namely the budget.

Context component , the “policy” aspect of reading parks receives special attention. Because the policy aspect of reading parks is considered quite adequate, but implementation in the field is problematic or not realized. Apparatus at the sub-district or village level relatively do not implement existing policies , such as village fund support for reading parks mandated by the Decree of the Minister of Villages, Development of Disadvantaged Regions, and Transmigration No. 3 of 2024 concerning Guidelines for Managing Village Community Reading Parks or in Bogor Regulation No. 45 of 2022 concerning the Regional Literacy Movement. The lack of attention from the local government makes it difficult for reading parks to develop, let alone increase public interest in reading.

In the *input component* , only the aspect of “organizational structure” is considered effective even though it is limited to the displayed organizational chart, even though the implementation of the tasks and responsibilities of each personnel has not been well coordinated. It was also found that the reading park program equipment was still inadequate due to limited human resources (volunteers). The reading park development system was also neglected, who was responsible for developing the reading park. The main problem with reading parks lies in the budget - operational costs which are very inadequate. Because of its social nature, reading parks do not receive financial support from anywhere. Therefore, reading park managers often spend the costs of managing reading parks from their own pockets. Even though the regulation states that reading parks can be supported by village funds, there is no realization.

In the *process component* , it was found that most reading parks do not have an annual plan. The activities carried out are incidental. Consequently, the implementation and coordination of activities are classified as suboptimal. Almost no reading parks make activity reports and program evaluations in a measurable and systematic manner. This condition is an obstacle for reading parks to increase added value in the community, in addition to the public not being able to access to find out about reading park activities. For this reason, it is recommended that reading parks always conduct socialization to the surrounding community, especially to gain community support. In order to gain sympathy and public enthusiasm to go to reading parks to be greater.

In the *product component*, the benefits aspect of the reading park is actually quite good or effective. However, the measurement of the achievement the results and impacts obtained from the existence of reading parks must be formulated more concretely. For example, the level of community participation in reading parks must be calculated, including the number of book collections owned. Efforts to develop reading parks must continue to be fought for and involve all stakeholders. Regarding the reputation aspect, it turns out that there are still many reading parks that are not yet known to the surrounding community.

The level of effectiveness of community reading parks in Bogor Regency is still considered to be optimized. This is emphasized by the number of readers in reading parks, consisting of: 1) above 60 children reaching 30%, 2) between 30-60 children reaching 30%, and 3) below 30 children reaching 40%. This means that the utilization of reading parks is still less than optimal when viewed from the number of readers, 40% of reading parks are only a place for reading for less than 30 readers.

From the side funding, data was obtained that sources of funding for community reading parks originate from a) own funds or self-help reaching 75%, b) CSR (*corporate social responsibility*) reaching 15%, and c) donors personal reached 10%. This condition confirms difficult reading park persist or remain exist because of No there is adequate funding. No There is help government area for reading parks. So it is natural that the facilities and infrastructure are very limited or are classified as No worthy.

From the side collection of reading books, community reading parks in Bogor Regency have collections under 3,000 books reached 85%, and over 10,000 books reached 15%. This means that the condition the availability of books in reading parks is classified as still minimal. The limited collection of reading books is thought to be one of the reasons for weakening the public's interest in reading.

The ineffectiveness of reading park management is further emphasized by the existence of 5 (five) main problems of reading parks, namely 1) low public awareness, 2) few volunteers, 3) inadequate reading space, 4) management team that lacks commitment, and 5) no attention from the local government/related agencies. So in the future, to increase the effectiveness of reading park management in increasing reading interest, collaboration from all stakeholders in reading parks is needed, both local governments, the private sector, the community, and reading park managers. And in the end, reading parks will continue to exist and survive in the community if they can ensure 1) there are reading books, 2) there are readers, and 3) there is commitment from their managers. Reading parks must be reading spaces for all.

5. CONCLUSION

Of governance effectiveness reading park in improving interest read can be concluded is classified as "sufficient", with an average value of 3.56, not yet effective or very effective. This means that there is still a gap between expectations and reality in the management of reading parks. Efforts by reading parks to increase public interest in reading are not yet optimal. Of the 23 (twenty-three) aspects evaluated in the 4 (four) CIPP components, there are 5 aspects categorized as effective (needs analysis, goals, targets, structure organization, benefits), there are 17 aspects categorized as sufficient (policies, programs, procedures and mechanisms, human resources, supporting facilities, coaching systems, achievement of goals, planning, implementation and coordination, reports, socialization, evaluation, community support, achievement of results, impact, development, and reputation), and there is 1 aspect that is less effective, namely the budget.

Level of effectiveness reading parks are emphasized by the number readers consisting of from : 1) above 60 children reaching 30%, 2) between 30-60 children reaching

30%, and 3) below 30 children reaching 40%. From the side funding , sources of funding for reading parks from a) own funds or self-help reaching 75%, b) CSR (*corporate social responsibility*) reaching 15%, and c) donors personal reached 10%. And from side collection of reading books, has collections under 3,000 books reached 85%, and over 10,000 books reached 15 %.

6. BIBLIOGRAPHY

- Aziz. S, Mahmood. M, and Rehman. Z., 2018. *Implementation of CIPP Model for Quality Evaluation at School Level: A Case Study* . Journal of Education and Educational Development, Vol. 5 No. 1, p. 189-206.
- Blandford, S. and .Welton, J. (1999). *Restructuring: The Key to Effective School Management*. Routledge: Francis.
- Brookfield, S. (2006). *Adult Cognition As a Dimension of Lifelong Learning*. In J. Field & M. Leicester (Eds.), *Lifelong learning: Education across the lifespan* . Philadelphia: Falmer Press, (Online), (<http://www.open.ac.uk/life-learning/papers/393CD0DF-000B-67DB-0000015700000157StephenBrookfieldpaper.doc>, 3/29/2006).
- Hamid, Sholeh. 2011. *Edutainment Method* . Yogyakarta: Diva Press.
- Hamruni. 2009. *Edutainment in Islamic Education and Quantum Learning Theories* . Yogyakarta: Faculty of Tarbiyah, UIN Sunan Kalijaga.
- Kalida, M. 2014. *Fundraising TBM*, Yogyakarta: Cakruk Publishing.
- Lessambo, FI 2014. *THE INTERNATIONAL CORPORATE GOVERNANCE SYSTEM Audit Roles and Board Oversight* . PALGRAVE MACMILLAN. <https://doi.org/10.1057/9781137360014>
- Mesiono, Mesiono , 2017. *Educational Management of Raudhatul Athfal (RA): Introduction to Theory and Practice*. Medam: Perdana Publishing.
- Muryadi, Agustanico Dwi,. 2017. *Program Evaluation Model in Evaluation Research* . Nusantara PGRI University, Kediri, 01(1), 1–7
- Nurfadlilah, E. 2016. *Educational Governance: A Study of the Ayo Sekolah Movement in Bojonegoro Regency Seen from the Perspective of Good Governance and Sound Governance* . Article, 6.
2017. *Evaluation of Learning Process Using CIPP Model*. In: 4 th International Conference on Technical and vocational Education and Training. Padang, 9-11 November.
- Sugiyono. 2014. *Qualitative Quantitative Research Methods and R&D* . Bandung: Alfabet.
- Law Number 43 of 2007 concerning *Libraries* . Law of the Republic of Indonesia Number 20 of 2003 concerning the National Education System.
- Yulia, Yuyu. 2009. *Main Material of Collection Development*. Jakarta: Open University

Yunus, Syarifudin . 20 22 . *Building a Culture of Literacy and Reading Parks Based on Education and Entertainment – TBM Edutainment* . Jakarta: Endnote Press .

Zamzani, Faiz et al., 2018. *Internal Audit Concepts and Practices in Accordance with the Standards for The Professional Practice of Internal Auditing* . Yogyakarta: Gajah Mada University Press.