



Strategy to Improve the Digital Reading House

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Abstract

This research is entitled strategies for increasing digital reading houses. The aim of this research is to look for various strategies that can be used to improve digital reading houses that can be used for the general public and especially for students as an effort to increase student reading literacy. Reading houses will be an alternative for reading digitally. This research uses a qualitative phenomenological method. The phenomena discussed in this research are the obstacles and challenges in improving digital reading houses and effective strategies used to improve digital reading house strategies. The results of this research state that there are six functions that must be carried out simultaneously to improve the digital reading house. The results of this research can then be analyzed to answer research questions, namely the challenges of digital reading houses, how to increase reading interest with digital reading houses, and strategies for improving digital reading houses. The conclusion of this research is that there are various challenges faced in improving digital reading houses. This challenge can be faced with various strategies, namely by offering free access to various types of reading materials that have been adapted to age and interests, activating reading communities, providing rating and review pages.

Keywords: strategy, improve, digital reading home

Abstrak

Penelitian ini berjudul strategi meningkatkan rumah baca digital. Tujuan penelitian ini untuk mencari berbagai strategi yang dapat digunakan untuk meningkatkan rumah baca digital yang dapat digunakan untuk khalayak umum serta khususnya untuk mahasiswa sebagai upaya meningkatkan literasi baca mahasiswa. Rumah baca akan menjadi alternatif untuk membaca dengan cara digital. Penelitian ini menggunakan metode kualitatif fenomenologis. Fenomena yang dibahas pada penelitian ini adalah hambatan dan tantangan dalam meningkatkan rumah baca digital dan strategi yang efektif digunakan agar dapat meningkatkan strategi rumah baca digital. Hasil penelitian ini menyatakan bahwa terdapat enam fungsi yang harus dilakukan secara simultan untuk meningkatkan rumah baca digital. Hasil penelitian ini kemudian dapat dianalisis untuk menjawab pertanyaan-pertanyaan penelitian yaitu tantangan rumah baca digital, cara meningkatkan minat baca dengan rumah baca digital, dan strategi meningkatkan rumah baca digital. Simpulan dalam penelitian ini, yakni ada berbagai tantangan yang dihadapi dalam meningkatkan rumah baca digital. Tantangan tersebut dapat dihadapi dengan berbagai strategi, yaitu dengan cara menawarkan akses gratis dengan beragam jenis bahan bacaan yang telah disesuaikan dengan usia dan minat, mengaktifkan komunitas baca, memberi laman penilaian dan ulasan.

Kata Kunci: strategi, meningkatkan, rumah baca digital.

PENDAHULUAN

Literacy and access to reading materials play a central role in improving the quality of education and individual development. Literacy allows individuals to gain knowledge, critical thinking skills, and a deeper understanding of themselves and the world around them. Equal access to reading materials is also important to ensure that the benefits of literacy can be enjoyed by all individuals regardless of background or social status. By prioritizing literacy and access to reading materials, we can build a more intelligent, critical and competitive society (Masyarakat, 2012).

In providing reading materials and access, reading houses can be an alternative means of fulfilling the need for reading materials, reading houses which are a combination of libraries and bookstores are a medium for distributing alternative libraries to obtain and find information. Apart from that, in this place visitors are free to read books without having to worry about buying them like in a library. The benefits of the digital era include facilitating access to information with the existence of blogs and websites for teenagers, great opportunities to start online businesses, motivating learning and self-development with friends met via the internet, and expanding social interactions among friends. According to Wahyuni, the benefits of the digital era are as follows, the growth of various kinds of technology-based innovations, the use of information and communication technology which can support improving the quality of human resources, the abundance of access to information and learning resources that can be obtained easily and quickly as learning media, improving the quality and quality of education, as well as the emergence of e-business which makes it easier to access online shopping. As with many of the benefits of technology that we enjoy in our daily lives, it makes things easier. From

these various opinions, it can be concluded that the digital era provides benefits for humans in the form of technological convenience that we can feel in everyday life (Budiarta et al., 2021, p. 8).

A reading house will be an alternative for reading which is very necessary, in this era of advances in technology and information in various areas of life, a reading house can be combined with technology to create a digital reading house which not only makes it easier for us to search for various information but can also expand our knowledge of what we know. that in exploring sources of information, we no longer need to travel long distances, we have to come to a halfway house while there are still things that can make our time more effective, we have to take advantage of current advances in science and technology (Gusnia & Yunisa, 2022).

Reading Houses or Community Reading Parks (TBM) have a role in providing services to the community. Of course, this needs to be supported by all levels of society around TBM. Apart from that, TBM is expected to be able to improve the quality of education in a better direction by providing independent learning facilities. "Public agencies will also promote nutritious food for thought (despite its relative unpopularity) for citizens and thus nurture the public good".

Information technology in future life will be the most dominant sector. Someone will become a leader in their world if they are able to master this technology. Information technology also plays an important role in various fields, such as education, government and finance, as well as banking. Advances in information technology can help and simplify the work done by humans. According to "information technology is a general form that describes any technology that helps produce, manipulate, store, communicate and/or

convey information". The birth of the idea of TBM based on information technology is a new era in the implementation of non-formal education which aims to help people provide services in communicating and conveying information through technology so that their insights can be further developed and able to live prosperously. TBM is used not only for reading, but can be used as a means of learning and training in the field of entrepreneurship (Saepudin & Mentari, 2016, p. 32).

In this digital era, technological developments have changed the way we access and interact with information. Digital reading houses are an important means in advancing reading interest and public knowledge. However, to achieve this goal, the importance of effective strategies in increasing the digital reading house cannot be ignored.

METODE PENELITIAN

This research uses a qualitative phenomenological method. According to Arlina, Nasution, Z., Nasution, A. M., (2022, p. 147), phenomenological research aims to reveal or analyze phenomena and their unique context. The phenomena discussed in this research are the obstacles and challenges in improving digital reading houses and effective strategies used to improve digital reading house strategies.

HASIL DAN PEMBAHASAN

Hasil Penelitian

The function of strategy is basically to ensure that the strategy prepared can be implemented effectively. There are six functions that must be carried out simultaneously, namely:

1. Communicate a purpose (vision) to be achieved to other people. Strategy is formulated as a desired goal, and communicates what will be done, by whom, how the work will be carried out, for whom it will be done, and why the results of the performance will be valuable. To find out, develop and assess

strategic alternatives, it is necessary to look at the appropriate relationship between organizational capabilities and environmental factors, where these capabilities will be used.

2. Connect or associate the organization's strengths or advantages with opportunities from its environment.
3. Take advantage of or exploit the success and success obtained now, as well as investigate new opportunities.
4. Produce and generate more resources than are used now. Especially the sources of funds and other resources that are processed or used, what is important is that real resources are produced, not only income, but also reputation, employee commitment, brand identity and other intangible resources.
5. Coordinate and direct the organization's future activities or activities. Strategy must provide appropriate decisions and are very important for efforts to achieve the goals and objectives of the organization.
6. Respond and react to new situations encountered all the time. A continuous process for discovering goals and objectives to create and use resources, as well as direct supporting activities (Direktorat Jenderal Anak Usia Dini, Nonformal, 2013).

In observing students' digital reading home pages, data has been collected about the type of content available, how users interact with the platform, visitor statistics, or existing features. This observation can provide an understanding of the functioning of the digital reading house according to context. Apart from that, by giving a questionnaire to students who contributed to the creation of a digital reading house, views and opinions were collected about their experience in contributing, the challenges they faced, the benefits they felt,

and so on. This questionnaire can provide deeper insight into the student's contribution to the project. All the results of this research can then be analyzed to answer research questions, namely the challenges of digital reading houses, how to increase interest in reading with digital reading houses, and strategies for improving digital reading houses.

1. Challenges in Improving Digital Reading Homes

a. Relevant Content Limitations

Increasing the digital reading house also requires ensuring the availability of diverse and relevant content. According to (Kurniasih, 2016, p. 4) Accessibility to reading sources will greatly influence reading interest.

Another opinion also states that users' need for entertainment in the mobile internet era is always increasing, which has greatly encouraged the growth of digital product development content, including music, films, e-books, games and animation (Ibrahim et al., 2021, p. 5).

And this situation encourages increasing content that is interesting, interactive and entertaining. This challenge can also be seen on the reading home page for Indonesian Tadris students who have difficulty collecting reading material to match the content they have planned.

b. Low Interest in Reading

According to Hariyani & Sejati, (2019) that interest in reading is a strong and deep attention accompanied by a feeling of enjoyment towards the activity of reading so that it can direct someone to read of their own accord or external encouragement. Based on the opinions above, interest in reading is a force that encourages individuals to pay attention, feel interested and happy with reading activities so that they carry out reading activities of their own accord. Based on questionnaires and observations made on

the digital home page for Tadris Indonesian students, visitors to the reading house just look at the digital home page as seen from the form for filling out visitors to the reading house.

Based on the World Digital Competitiveness Ranking, Indonesia in the digital competitiveness survey ranks 56th out of 62 countries in the world. Many people do not have sufficient digital literacy skills to access and utilize digital reading houses. This includes basic capabilities such as online search, understanding copyright, and online security.

2. Strategy for Increasing Digital Reading Houses

a. Expand Content and Reading Material

Manage collections by adding various types of reading materials such as books, magazines, journals, comics and children's books. And provide additional features to provide content in different languages, difficulty levels, and categories to cover as many readers' interests as possible. This is in accordance with the opinion of Ruslan & Wibayanti (2019, p. 768) who state that each type of reading material is sometimes difficult to differentiate, but if studied based on the material/content that dominates in it, it can be assigned to one type of reading material. Extensive and varied content and reading materials can increase visitors to digital reading houses and increase their literacy.

The collection of reading materials is soft copy. The appearance of the application for processing books is shown in the image below.

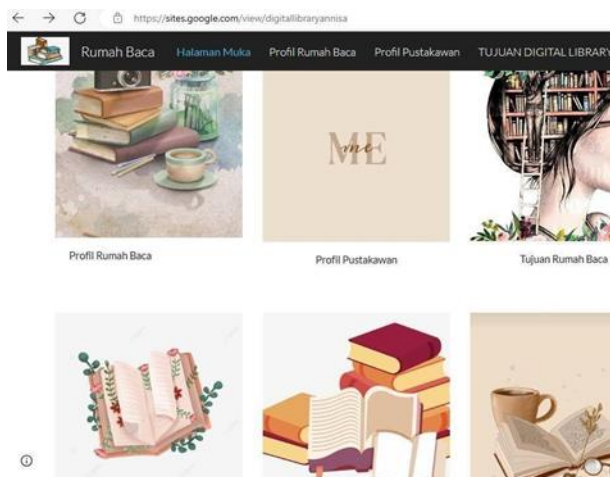


Figure 1
Digital Reading Home Page Display

It appears on the page that there are still very few categories provided. So, there is a need to provide educational resources such as tutorials, literacy guides, and relevant interactive learning tools to enrich the content of digital reading homes. Apart from that, digital reading houses can also add information features. In terms of information features, digital reading houses can provide information about education such as information on seminars, webinars, online courses, or various topics to improve reader literacy and skills. As well as set a regular schedule to update the content with new and relevant works.

b. Improving Content Quality

Identify the target audience consisting of children, teenagers, or adults. Select the target audience and then the interests you want to highlight such as fiction, non-fiction, or special educational or professional content. Understanding your audience will help in creating content that suits their needs and interests. Carefully select the content to add to your digital reading home. Make sure that the material added is relevant, informative, and of high quality. This can include books, articles, videos, or other types of content. In this way, the reader/audience's attention is

taken to attract them to pay deeper attention and arouse curiosity about the content being offered (Maoyan & Sangyang, 2014).

To make your digital reading house stand out, consider creating original and exclusive content. For example, by inviting writers or experts to write exclusive essays or articles for digital reading houses.

Use analytical tools to track the performance of your digital reading house's content and materials. These can be used to look at metrics such as the number of visitors, time spent on site, and conversion rates to assess the effectiveness of your content strategy in your digital reading house. Then updating and adding new content to your digital reading home will keep readers interested and coming back for more.



Figure 2
Book Contents View

As seen in picture two, after entering the scientific work book menu, we will immediately be able to see the available books. There is a need to improve the quality of content, such as separating scientific disciplines so that there is a separation of Indonesian language books from mathematics books, for example. So, it makes it easier for users to choose the book they want to read.

c. Encourage User Interaction

User interaction is a relationship between two individuals, one of whom influences, changes or improves the

behavior of the other individual from the opposite (Gerungan, 2004, p. 62). So that user interaction can have an impact on the success of a digital reading house, and reading house managers must add features that can realize user interaction in the reading house.

Add social features such as comments, reviews, and discussion forums to each book or content. This will encourage readers to interact and share opinions and including questions or quizzes related to the book or content being read is a good way to encourage readers to understand more deeply the material they are reading.

Use recommendation algorithms to suggest books or other content that might be of interest to users based on their reading history. An online reading club with its own discussions and providing a place for members to discuss specific books on a regular basis. Include live discussion sessions or interviews with authors or experts in various fields. This can be an interesting and interactive event for users and add features annotations and highlights that allow users to mark and share important parts of text with other users. Give rewards to users who actively participate, such as the most active reader award or best review.

d. Recruitment of Digital Reading House Managers/Activists

The recruitment of activists was carried out as an effort to increase the number of digital reading house managers. Even though it is digital-based, activists who are able to consistently actively manage digital reading home pages are very much needed. The recruitment process is carried out openly (open recruitment), through social media, prioritizing active students studying Indonesian language study programs. Competent managers/activists will be the main capital for digital reading houses with the hope of their role as managers as well as being the driving force

for the development of digital reading houses. Adopting the theory of human resources as human capital will help decision makers to focus on human development in order to improve organizational quality. Students as managers/activists will be placed as driving forces and decision makers in developing a digital reading house. After the recruitment process, activities continue with providing assistance and training for digital reading house management so that it becomes better known to the public. This activity was carried out as an effort to increase insight, knowledge and skills or a literacy program for managers in running and developing reading houses. The stages in this activity include equalizing perceptions, management training, designing a focused discussion group reading house development program, and evaluating activities.

The results achieved from this activity were in the form of formulating a digital reading house development program. Some of these programs are 1) identifying needs, 2), preparing schedules and dividing management tasks, 3) organizing reading pages, 4) developing literacy programs, 5) preparing literacy calendar. Identification of needs is also carried out as an effort to find out the problems faced by reading houses in providing services to the digital community.

e. Digital Reading Home Management

In this activity, documents for reading material collections are identified regarding title, year of publication, author/writer and number of pages. What has been done currently is grouping books based on their type, for example fiction books, dictionaries and scientific works. There is no grouping based on field of knowledge, for example Indonesian language books, educational psychology, mathematics, and others. So, there is a need for documentation management so that reading materials are better organized. This activity is an effort to

implement a system for providing and storing existing data/reading materials and information well, effectively and efficiently through reliable documentation management. Archives management or documentation management will help prepare archives or documents that are useful. Apart from that, the pages used also vary or don't just focus on one page. This makes the management system even more difficult. The following is the existing digital reading home page.

1. Annisa Lutfiyah : <https://sites.google.com/view/digitalibrariyannisa>
2. Aulia Meylani: <https://sites.google.com/view/rumahbaca-auliameylani/halaman-depan>
3. Ayu Anggraini Marpaung: <https://sites.google.com/view/ayuanggrainimarpaung/beranda>
4. Liza Handayani Batu Bara: <https://sites.google.com/view/lizahandayanibatubara/beranda>
5. Luhlu Zahara: <https://sites.google.com/view/luhluzahara/halaman-muka>
6. Lulu Ilmanun: <https://sites.google.com/view/rumah-baca-lulu-ilmanun/home>
7. Mayang Serungke: <https://sites.google.com/view/rumahbacerungke/home>
8. Mutia Asmi Fadilah: <https://sites.google.com/view/rumahbacadigitalmutia/home>
9. Nisa Hafhiza Hasibuan: <https://sites.google.com/view/nisa-hafhiza-hsh/beranda>
10. Nadia: <https://sites.google.com/view/rumahbacasinggah/beranda>
11. Rahmat Aion: <https://sites.google.com/view/rumah-baca-digital-mahmat-/halaman-muka>
12. Siti Putri Aprilia: <https://sites.google.com/view/sitiputriapriliah/beranda>
13. Suci Ramadhani: <https://sites.google.com/view/rumahbacasuci/buku-puisi>
14. Syifa Aramtha Lubis: <https://sites.google.com/view/rumah-baca-syifa-aramtha/halaman-muka>
15. Tantri Adelia: <https://sites.google.com/view/tempatmembacabuku/home>
16. Widya Utami: <https://sites.google.com/view/ruangbaca-wiyata/beranda>
17. Yustika Sari: <https://sites.google.com/view/rumahbacabumantara?usp=sharing>

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