

The Impact of Surabaya Acceleration Program in Genteng Candirejo Village

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Abstract—Interest in reading is important to see the world in a broad scope. This research aims to describe the impact of The Surabaya Library and Archives Service's policy, The Surabaya Acceleration Program for the community in Genteng Candirejo Village. We use the impact theory by Samodra Wibawa which has four indicators such as 1) individual impact, 2) organizational impact, 3) community impact, 4) social institutions and systems impact. Surabaya Acceleration is a collaboration program with Jawa Pos to accelerate reading interest through community participation by held competition that was followed by villages from 31 sub-districts. The research method used is descriptive qualitative. Data collection uses interviews, documentation, and observations. The results showed that The Surabaya Acceleration Program had an impact on increasing reading interests in Genteng Candirejo Village from all impact indicators.

Keywords—Impact Program. Reading Interest, Surabaya Acceleration

I. INTRODUCTION

Improving the quality of human resources through education, reading interest is one of the important indicators in Sustainable Development Goals [1]. Data from Indonesia National Library in 2017, the average frequency of reading in Indonesia is only 3-4 times per week and 5-9 books are read per year [2]. This data shows that reading interest in Indonesia is still low. The level of reading interest influences The Human Development Index which measured by life expectancy, economic growth, and quality of education. Data from The Central Bureau of Statistics in 2014, HDI only increased slightly from 68.4 to 68.9. In a survey conducted by the United Nations Development Program, Indonesia is ranked 108 out of 187 countries [3]. Therefore, human resource development began to be oriented towards the increasing interest in reading.

The government encourages the increasing interest in reading through the Regulation of the Minister of Education and Culture of Indonesia No. 23 of 2015 concerning the Growth of Character. This regulation then developed the National Literacy Movement, School Literacy Movement, and Literacy Village, which involve all stakeholders at central, regional, education, and community levels. While at the local level, one of the local governments that supports the increasing interest in reading is the Surabaya City Government with Regional Regulation No. 5 of 2009 concerning Library Implementation and Management.

In 2014, Surabaya government declared itself as "literacy city". This effort is manifested through providing 1.396 reading access points such as government library, school library development, mobile library cars and public reading corner all over Surabaya [4]. The increasing of visitations in public reading corner from 3.243.366 in 2014 to 4.711.419 in 2015, showed that reading interest began to grow [5]. Unfortunately, the growth of reading interest is considered not optimal. A studies find that the number of visitation has less impact in reading interest. This was shown from the reading motivation which the majority of visitors only come to access the wifi facilities [6], therefore the utilization of book collections is important.

Increased interest in reading in terms of the use of collections requires public awareness and participation. For this reason, The Surabaya Library and Archives Service collaborate with Jawa Pos through the Surabaya Acceleration program. This program is in the form of a competition aimed at accelerating the increase of public awareness by creating literacy villages for the development of continuous reading interest. Literacy Village is an area that supports the development of reading interest, so a long-life learning community formed based on local wisdom [3].

In 2016, there were almost 500 villages join in the Surabaya Acceleration Program. These villages were selected to be 31 representatives of each Sub District [4]. There are three previous studies such as Hidayah et al. study on revitalizing the role of the community [7]; Surhayani and Tamba on evaluation [8]; Muslimah and Isyawati on empowerment [9]. This research focus is on the impact of the Surabaya Acceleration Program in Genteng Candirejo Village as the winner. This research use impact theory by Samodra Wibawa that has four indicators: individual impact, organizational impact, community impact, and social institutions and systems impact [10]. Therefore, this research aims to describe the impact of the Surabaya Acceleration Program in Candirejo Genteng Village.

II. MATERIALS AND METHODS

This article uses a descriptive qualitative method to describe the impact of the Surabaya Acceleration Program. The research location is Genteng Candirejo Village as the winner of the competition. This research focus on the impact of the program that examines by Samodra Wibawa impact theory which has four indicators:

- Individual impact includes the aspect of psychological, economic, and social.
- Organizational impact: the perceived impact of organizations or groups. The direct impact can disrupt or help in achieving the goal. While the indirect impact is a change in the work ethics, the discipline of members.
- Community impact: a change of the community capacity in serving the members.
- Social institutions and systems impact: how the program can affect changes in institutions and social dimensions [10].

The number of informants in this study amounted to seven people. The informant was determined by purposive sampling technique [11], with the assumption that data obtained from informants who considered to be the most understanding about the impact of the Surabaya Acceleration Program such as:

- Head of neighborhood association who also became the facilitator of the Surabaya Acceleration Program in Genteng Candirejo Village.
- Coordinator and officer of the public reading corner from The Surabaya Library and Archives Service.
- Literacy activator in Genteng Candirejo Village.
- Three people as the recipients of the program.

This research collects the data by doing interviews, observation, and documentation. The test of data validity uses the triangulation method from different sources, in different ways, and at various times [11]. Analysis technique uses the Interactive Model by Miles, Huberman, and Saldana which include: conducting data collection related to the Surabaya Acceleration program. Second, conducting data condensation relating to the major research themes. Third, present and display the data obtained. Finally, draw a verification and conclusion of the findings obtained [12].

III. RESULTS AND DISCUSSION

Based on the results that has been obtained, the analysis impact of Surabaya Acceleration Program in Genteng Candirejo Village can be done by using Samodra Wibawa impact theory which has four indicators such as:

A. Individual Impact

The Surabaya Acceleration program provides individual impact on the psychological, economic, and social aspects. Psychological aspects are shown by the change in community motivation. Previously, reading needs only relied on the public reading corner which has weakness in-service time only three hours per day on average. After the program, the reading needs of the community were also fulfilled by the existence of a reading corner facility called "Bekupon Buku" (small box containing book collections) which was put in five locations where people often gathered and Edu House. The change of community motivation was also seen from the increase of visitations in public reading corners from 15 visits per day to 30 on average. Previously, most of the visitors were only coming for reading or using wifi facilities, then they learn a foreign language through English Club to increase tourism.

Second, the impact on the economic aspects is felt by SMEs in Genteng Candirejo village, which is the herbal center with a total of approximately 15 SMEs. SMEs only produced traditional herbal drinks before. After the program, Most SMEs interested to read recipe books and product packaging. The variety of products is increasing which is starting to utilize other materials such as corn, rosella, and star fruit.

Third, there are changes in the social aspects of society. Previously, Genteng Candirejo Village was only known as The Herbal Center. After this program, Genteng Candirejo Village began to be known as a Literacy Village that increases tourism from various groups such as government, students, foreign tourists and especially kindergarten and elementary students.

B. Organizational Impact

The Surabaya Acceleration Program has an impact on the organizations in Genteng Candirejo village either directly or indirectly. The direct impact can be seen from the formation of a new group that revived youth groups who were also involved in the English club. While the indirect impact can be seen from the change in public awareness of reading interest. Previously the community only acted as a visitor, now they began to contribute as actors in the development of reading interest. This can be seen from the Edu House facility which was formed and operated independently by the community as a place to fulfill the reading needs, storytelling activities and free tutoring.

C. Community Impact

The Surabaya Acceleration Program has had an impact on society which is seen from the benefits that gained. Those benefits are the formation of an environment that supports the improvement of life quality, such: learn a foreign language through the English Club, the existence of Edu House, Bekupon Buku, Indonesia Bank corner, product design consultation and training on herbal production which involve all elements of the community in the village. All activities are carried out by utilizing existing reading sources in Candirejo Genteng village. Community impact is also seen on information technology with the online sale of SME's herbal products, computer-based catalog process in public reading corner, blog as information instruments, and digital library software (PADI) with 1,000 e-book titles.

Beside, this village also received other awards related to reading interest such as : 1st place of Gramedia Photo Contest in 2017; 2nd place in Surabaya KP-KAS Competition for Literacy Village Category in 2017; and 3rd place in Surabaya KP-KAS Competition for Youth Literacy Activator in 2017. The latest awards obtained is Indonesia Bank Corner Award in 2019. The impact of the program also spread to the surrounding area. There are two villages which are guided by Candirejo Genteng village in reading interest development, namely RW 5 Peneleh and RW 7 Ketabang. Under Genteng Candirejo village guidance, RW 7 Ketabang successfully won the Branding TBM (a public reading corner competition) in 2018. This shows that Surabaya Acceleration program in Genteng Candirejo village has a sustainable impact.

D. Impact of the Institution and the Social System

The Surabaya Acceleration program has an impact on institutions and social systems in Candirejo Genteng Village to the youth group and family welfare empowerment institution. This program has revived the institution of youth that had been vacant, then involved in various activities as a tourist guide, tutor in the English Club, and also involved in managing the reading facilities. The result also shows there is a change in the neighborhood association system through the 7 pillars program. The 7 pillars program include the environment, economy, nutrition, sanitation, information technology, education, and safety. Reading interest was considered in the education pillar. This shows stakeholder commitment to support reading interest.

IV. CONCLUSION

The Surabaya Acceleration program is a collaboration between Jawa Pos and the Surabaya Library and Archives Service. This program aims to increase public awareness and participation by creating literacy villages in each sub-district to accelerate reading interest. This research aims to describe the impact of the Surabaya Acceleration program in Genteng Candirejo Village. This research focuses on the impact of the program that was examined by using 4 indicators Samodra Wibawa such as individual impact, organizational impact, community impact, and the institution and the social system impact.

Overall, this program has had a positive impact to support the acceleration of reading interest development in Genteng Candirejo Village Surabaya. First, the individual impact can be seen from the motivation change, the increase of visitation and reading facilities through Edu House and Bekupon Buku. Second, the organizational impact can be seen from the formation of new groups namely the English club and the changing role of the community that is actively participating in reading interest development. Third, the community impact can be seen from the increase of activities, accomplishments, and technology information. Fourth, the impact of institutions and social systems occurs in youth organizations, family welfare empowerment, and the neighborhood association.

From all impacts, there are two impacts of the Surabaya Acceleration program that are of concern such as the community impact, and the impact of institutions and social systems. Both impacts emphasize the aspects of sustainability and the commitment of stakeholders that have a role in driving the acceleration of reading interest development. The Surabaya government must pay more attention to the aspects needed in the Surabaya Acceleration program, and increase the program with other innovations so that the program increases the number of reading interest in Surabaya.

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