

School Literacy Movement Policy at Junior High School Muhammadiyah 10

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Abstract

The lack of interest in reading in Indonesia greatly affects the quality of the nation which in turn will result in the nation's backwardness. With a lack of interest in reading that can cause serious problems to get to a golden Indonesia, the next generation must begin to be pulled back to know what literacy is. This study aims to describe the policy of the school literacy movement at JHS Muhammadiyah 10 Bandung City. Implementation is based on 4 Edward III factors, namely communication, resources, commitment, and employees and will describe the supporting and inhibiting factors in the implementation of literacy policies.

JHS Muhammadiyah 10 is committed to building community literacy through the implementation of the policy of the community literacy movement. This study aims to determine; (1) implementation of school literacy movement policies; (2) Interest in reading at JHS Muhammadiyah 10; (3) Supporting factors for the implementation of the School Literacy Movement Policy in Bandung; and (4) inhibiting factors for implementing the School Literacy Movement Policy at JHS Muhammadiyah 10 Bandung City. This research uses a qualitative method with a case study approach. This research was conducted from July 2017 to November 2017. The subjects of this research were residents of JHS Muhammadiyah 10 Bandung City. Data collection techniques using interviews, observation and documentation. The data validity technique in this study used triangulation of sources and techniques. The data analysis used in this research is an interactive model.

Reported from kompasiana.com, Indonesia is listed as one of the countries that has succeeded in reducing illiteracy rates. UNDP data in 2014 noted that the literacy rate of the Indonesian people reached 92.8% for the adult group, and 98.8% for the youth category. This figure shows that Indonesia has passed the stage of a literacy crisis in terms of literacy. However, the challenge currently being faced is the low interest in reading. In addition to the availability of books throughout Indonesia, the government also faces low reading motivation among students. This is because in the era of information technology, students understand to have the ability to read in understanding the text analytically, critically and reflectively. In fact, a common problem in the world of literacy in Indonesia is the low level of emotion towards information sources, one of which is reading books and activities to use these sources of information or reading activities.

Key Word : Policy Implementation, School Literacy Movement, Reading Interest



Abstrak

Kurangnya minat baca di Indonesia ini sangat berimbas pada kualitas bangsa yang pada akhirnya akan mengakibatkan ketertinggalan bangsa. Dengan kurangnya minat baca mampu menimbulkan masalah yang serius untuk menuju Indonesia emas, para generasi selanjutnya harus sudah mulai ditarik kembali untuk mengenal apa itu literasi. Penelitian ini bertujuan mendeskripsikan kebijakan gerakan literasi sekolah di SMP Muhammadiyah 10 Kota Bandung. Implementasi berdasarkan 4 Faktor Edward III yaitu komunikasi, sumber daya, komitmen, dan struktur birokrasi serta akan mendeskripsikan faktor pendukung dan penghambat dalam implementasi kebijakan gerakan literasi.

JHS Muhammadiyah 10 memiliki komitmen dalam membangun literasi masyarakat melalui implementasi kebijakan gerakan literasi masyarakat. Penelitian ini bertujuan untuk mengetahui; (1) implementasi kebijakan gerakan literasi Sekolah; (2) Minat baca di Sekolah SMP Muhammadiyah 10; (3) Faktor pendukung Implementasi Kebijakan Gerakan Literasi Sekolah di Kota Bandung; dan (4) Faktor penghambat Implementasi Kebijakan Gerakan Literasi Sekolah di SMP Muhammadiyah 10 Kota Bandung. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Penelitian ini dilaksanakan pada bulan Juli 2017 hingga November 2017. Subjek penelitian ini adalah warga sekolah JHS Muhammadiyah 10 Kota Bandung. Teknik pengumpulan data menggunakan wawancara, observasi dan dokumentasi. Teknik keabsahan data dalam penelitian ini menggunakan triangulasi sumber dan teknik. Analisis data yang digunakan dalam penelitian ini adalah model interaktif.

Dilansir dari kompasiana.com, Indonesia tercatat sebagai salah satu negara yang berhasil mengurangi angka buta huruf. Data UNDP tahun 2014 mencatat bahwa tingkat melek huruf masyarakat Indonesia mencapai 92,8% untuk kelompok dewasa, dan 98,8% untuk kategori remaja. Angka ini menunjukkan bahwa Indonesia telah melewati tahapan krisis literasi dalam pengertian kemelekhurufan. Meskipun demikian, tantangan yang saat ini dihadapi adalah rendahnya minat baca. Selain ketersediaan buku di seluruh Indonesia belum memadai, pemerintah juga menghadapi rendahnya motivasi membaca di kalangan peserta didik. Hal ini memprihatinkan karena di era teknologi informasi, peserta didik dituntut untuk memiliki kemampuan membaca dalam pengertian memahami teks secara analitis, kritis dan reflektif. Sesungguhnya permasalahan umum dalam dunia literasi di Indonesia adalah rendahnya ikatan emosional terhadap sumber informasi salah satunya buku bacaan dan kegiatan pemanfaatan sumber informasi tersebut atau kegiatan membaca.

Kata Kunci : Implementasi Kebijakan, Gerakan Literasi Sekolah, Minat Baca

Introduction

Indonesia ranks at the bottom of world literacy. This is because the literacy culture of the people is still very low. Since 16 years ago, Indonesia has participated in world research projects to measure literacy in reading, mathematics and natural sciences. From the world research project, it is evident that Indonesia is a country that lacks literacy for literacy purposes. Most Indonesians read on the basis of information

purpose (Aulia, 2014). Literacy is a life skill. Therefore, literacy is a necessity for advanced society. Of course, a person's low literacy hinders the progress of a nation's life.

Currently, Indonesia is predicted to be heading towards a Golden Indonesia with a bright generation, but the lack of interest in reading and understanding of literacy is a serious problem and has a major impact on the quality of the country to become a developed or underdeveloped country.

So far, one indicator of the success of successful education in Indonesia is the increasing literacy rate of Indonesian citizens. Reporting from *kompasiana.com*, Indonesia is listed as one of the countries that has succeeded in reducing illiteracy rates. UNDP data in 2014 noted that the literacy rate of the Indonesian people reached 92.8% for the adult group, and 98.8% for the youth category. This figure shows that Indonesia has passed the stage of a literacy crisis in terms of literacy. However, the challenge currently being faced is the low interest in reading.

Facing the COVID-19 pandemic that strikes in 2019-2021, of course, it is very difficult to maximise the quality of the golden generation in universities, so it is very important to form teenagers with a mature understanding of literacy from an early age.

Therefore, researchers are interested in studying more deeply about "The Implementation of the Policy for the School Literacy Movement at JHS Muhammadiyah 10, Bandung City" to describe the implementation of the policy and find out the factors that support and hinder the implementation of the program. This research can also be a recommendation, especially on the policies of the School Literacy Movement itself.

At JHS Muhammadiyah 10 the literacy movement before the pandemic was very developed and headed for enlightenment, but with the covid-19 pandemic which made all activities temporarily suspended, it was enough for literacy activists at JHS Muhammadiyah 10 to worry that their progress would experience a setback and even a dead end.

Research Methods

Related to this research, the author uses a descriptive type of research with a qualitative approach. Suharsimi (2005: 234) states that descriptive research is research that is intended to collect information about the status or existing symptoms, namely symptoms according to what they were at the time the research was conducted. Bogdan and Taylor (1975) in Lexy J. Moleong (2005: 4) defines qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observed behaviour. Qualitative descriptive approach aims to describe and interpret phenomena that occur in the field. It can be concluded that this study seeks to describe a phenomenon in which researchers conduct research. Thus, this study will describe the Implementation of the Literacy Movement Policy at the Sukamulya Cerdas Community Reading Park (TBM). From the results of this study, data will be obtained regarding the Implementation of the Literacy Movement Policy at the Sukamulya Cerdas Community Reading Park (TBM).

The research process takes place as shown in the following diagram:

The framework of this research begins with the existence of 4 basic problems in education. The low literacy culture of elementary school students is a problem related to the quality of education in Indonesia. The government seeks to overcome these problems by issuing Permendikbud No. 23 of 2015 concerning the Development of Character, which was later revealed with the policy of the School Literacy Movement as an effort to foster a culture of literacy in children. In its implementation, there are many factors that support or hinder this policy from being implemented. This study will see how the process of this policy is carried out by looking at 4 main topics, namely: communication, resources, commitment and the bureaucratic structure of implementing the policy.

In collecting data in the field, researchers will use several data collection techniques, namely interview, observation and documentation techniques which are commonly referred to as data triangulation. Data triangulation is a data collection technique that combines various data collection techniques and existing sources (Sugiyono, 2007: 194). Data collection techniques in the form of observation, interviews, and documentation.

Results And Discussion

Results

One of the policy ideas obtained from this research is the MULYA (Merdeka For Absolute Literacy) program, which will serve as an arena for collaboration between Sangga Buana University and Muhammadiyah 10 Middle School in the form of a webinar or seminar that will be filled by students who are considered competent to deliver related information. literacy and was even filled by Sangga Buana University lecturers from various departments to introduce literacy analysis in their majors that could attract the attention of students.

Discussion

Prior to the COVID-19 pandemic, Muhammadiyah 10 Middle School had started to implement several literacy policies that did not only apply to students but also to all levels of the school community, such as the following programs:

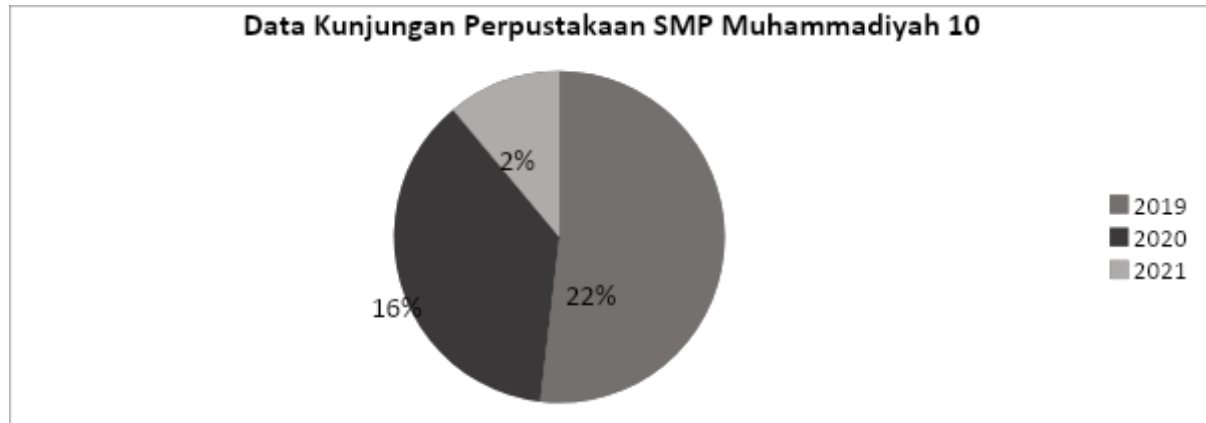
1. Reading 15 minutes, this policy applies to all students and also teachers in the early hours before learning begins, this reading activity is also not only for reading textbooks but all reading such as novels and others.
2. Redaton once a month, if the above policy applies more to students then this redaton is a policy that must be adhered to by all levels of the school community starting from students, teachers, TU staff, and others.
3. Mading, the management of the mading by students who are members of extracurricular activities accompanied by the teacher as well as the head of the library.

And even during the covid-19 pandemic during the new normal adjustment period, the school still provides direction so that students keep trying to increase interest in reading by directing students to take advantage of online library applications, as well as continuing to open services directly in school libraries even though human

resources are hampered to be able to access them. help the library manager who is also a teacher at the school.

From a total of 321 students, the visit data before the pandemic reached 50-70 students per day, while since the pandemic only 5-10 students had limited visits to the library to pick up learning support books. The following data is presented in the form of a diagram.

Diagram 1, Data on Visits of JHS Muhammadiyah 10 Students to the Library.



Source: data on visits to the Muhammadiyah 10 Middle School library in 2019, 2020, and 2021

With the lack of resources and the limited movement of library managers to implement literacy policies in schools, the MULYA (Independence for Absolute Literacy) program is expected to be very helpful in increasing interest in reading and implementing literacy movement policies. From this MULYA program there will be a series of activities such as:

1. Puberty Webinar, in which this webinar will contain literacy understanding that supports the needs of young people starting from education, mental, digitalization and so on.
2. Literacy Camp, contains fun activities to understand literacy for two days and one night with a series of competitions, games and so on which are participated by all levels of school residents.
3. The MULYA exhibition, the highlight of which contains an exhibition of students' work related to what has been obtained from a series of activities in the MULYA program

Conclusions And Suggestions

Conclusion

From this research, the writer can draw the conclusion that

1. The policy of the School Literacy Movement in JHS Muhammadiyah 10 has been implemented but has not given significant results.
2. Get in the habit of reading books 15 minutes before starting teaching and learning activities, it doesn't have to be about the lesson but about whatever it is.
3. Before the pandemic, there were a lot of visitors to the library due to the pandemic, so visitors to the library only borrowed the books they needed

Suggestion

In accordance with the conclusions above, there are several things that become suggestions, namely:

1. Literacy activities in schools are packaged more attractively so that students do not get bored to carry out literacy activities at school
2. Adding books in the reading corner
3. It is hoped that the principal will continue to carry out the literacy program at JHS 10 Muhammadiyah and be an example for other schools

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