

STRATEGY OF RUMAH BACA CAHAYA INSPIRASI (RUBACI) IN CULTIVATING READING AMONG COASTAL CHILDREN

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ABSTRACT

The purpose of this study is to describe the Strategies of the Cahaya Inspiration Reading House in cultivating reading among coastal children. describes what obstacles are faced in cultivating reading in coastal children's grief and describes the solutions taken to overcome the obstacles encountered in increasing a reading culture. This research uses a qualitative approach with descriptive methods. The research location is the Light of Inspiration reading house (RUBACI) which is in the village of Bandar Sono, Nibung Hankus sub-district, Batubara district. Data was collected through observation, interviews and documentation. The data analysis technique used in this research is data reduction, data display and data retrieval. Data validity tester. The results of this study concluded that the light inspiring reading house is making maximum efforts to improve the reading culture among children even though there are still many obstacles to be faced, but the management of the light inspiration reading house has made several solutions to overcome the obstacles it faces. Suggestions for the manager of the light-inspired reading house include managers who are expected to be more active in managing the reading house and need to improve and add several facilities such as bookshelves.

Keywords: strategy, reading house, reading culture, among children, constraints

1. INTRODUCTION

Reading is very important in supporting the daily activities of human life. Apart from that, reading is the key and main capital for the progress of a nation. Because a large part of the educational process depends on the ability and awareness in reading. The activity of reading books is a cognitive activity that includes the processes of learning, understanding, analyzing and evaluating.

Reading really needs to be emphasized to every individual from childhood. The lack of reading culture among children and teenagers in Indonesia really needs to be taken into account. This problem cannot be considered resolved. This means that a person's level of interest in reading determines the level of quality and knowledge. Reading habits really need to be improved, especially among Indonesian teenagers.

The background to the establishment of the Inspirational Light Reading House (Rubaci) on the coast of Batu Bara Regency was due to the concern of Mrs. Nia, as the founder of the Inspirational Light Reading House (Rubaci), regarding the condition of the community, especially the children around her residence who had little interest in reading. The lack of children's interest in reading in the inspiring light reading home environment is caused by several factors, namely, the lack of attention of parents towards children's reading interest, the combination of children having difficulty buying books because the majority of livelihoods in Batu Bara district are fishing, the rise of telecommunications games for children, children, and the rise of android. We can see that now in every school and even tertiary institutions, they are implementing an online learning system where online learning uses mobile technology such as Android phones or laptops.

And the students looked around the coastal area, but learning via Android was only a few games and the rest was more focused on playing PS (games), playing on YouTube, TikTok and helping their parents with their work. The management of reading gardens is necessary in order to support the learning process of the community and to foster interest in reading among the community so that it can improve the quality of society. The role of the community reading park itself in cultivating interest in reading and writing is an effort to utilize the resources involved in supporting activities in the community reading park so that it is able to maintain the community's interest in reading and writing. Ollelh, because reading gardens are very important and need to be managed well, which is currently very popular with the young generation of millennials in this day and age.

Based on the existing problems, it is certain that the Inspirational Light Reading House (Rubaci) has a big responsibility in cultivating reading among children in its local area. The Reading House itself, as a community education center, must be able to cultivate and tradition a reading culture for its community, namely, by providing collections that are in line with the information needs of the surrounding community, so that people can be interested in reading, so that a reading culture can be formed.

Reading is an important activity with so many benefits to be gained (Pelris Melndolza, 2003). The meaning that has been mentioned in Law No. 20 of 2003 concerning the National Education System CHAPTER III article 4 paragraph 5 is that, "Education is carried out by developing a culture of reading, writing and calculating for all members of society".

Reading is one of the main doors to being able to access knowledge. Armed with knowledge, humans are able to solve all the problems in their lives. Without knowledge, of course humans will experience many difficulties in solving every problem they face.

The culture of reading in our society is still low and worrying. Not only the farmers, workers, fishermen, small businessmen and the lower classes in the villages, but the academics, bureaucrats and ordinary people at the upper middle level are also too lazy to read and also lazy to write. In Islam, there is also a reading instruction contained in the Al-Quran which contains a core of aspects of life, including knowledge, so that revelation becomes the only source and basis for the activities of reading and writing itself.

There are various reasons why students prefer the Inspiration Light Reading House because it is a more strategic place to visit, Rubaci Folkus not only educates children in the field of science, but also teaches them in the field of morals. So there are various reasons why researchers are interested in observing, researching, and observing how Rubaci Reading Park can instill interest in reading in children and the strategies used in cultivating interest in reading.

2. RESEARCH METHOD

The type of research used is descriptive research with a qualitative approach, namely research that uses interviews to describe the data that the researcher conducted directly in order to develop a clear and detailed picture of the strategy of the Rubaci reading park in increasing children's interest in reading on the coast of Batura Regency. The informants in this research come from direct interviews who are referred to as sources. The informants involved in this research were: Chair of the Chaya Inspiration reading house (RUBACI), deputy head, and other reading house administrators. The subject of research chosen in this research is the pelngellolla or reading garden organizer, the Pelngellolla or organizer that is used as the research police, namely 5 people with criteria: they have various experiences and understand the problems of Community Reading Parks, especially the Rubaci Community Reading Park. The data processing and analysis techniques used in this research are in accordance with Kolnselp Milels and Hubelman as quoted by Sugiyol (Sugiyolnol, 2016) through three stages, namely data reduction (data analysis), data presentation (data display), collaboration drawing/verification.

3. RESULT AND DISCUSSION

Rumah Baca Cahaya Inspirasi (RUBACI) is a reading house located in the Bandarsolnol village, Nibung H Angus sub-district, BatuBara Regency. This inspirational light reading house itself aims to enable children, especially in Batu

Bara, Delsa, Bandar Solnol, to become interested in books, enjoy reading, can study for free, as well as helping underprivileged communities to call private tutors for their children.

Strategy of Rumah Baca Cahaya Inspirasi in cultivating reading

The public's interest in reading can be initiated through small libraries in community learning places, in mosques (mosque libraries), in offices, reading parks, and so on.

Several efforts have been made by local communities, especially in Batubara district, to cultivate a culture of reading in society, especially among children, including the establishment of a reading park by Selkellompolk or communities that care about the intelligence of the Indonesian nation. This includes the mother of the Regent of Coal, who has created and implemented the GPMB program (Cultivating an interest in reading), so that the children in this Coal Regency are more diligent, active, and also enjoy reading.

Everyone will be lazy about reading, especially if they don't have a reading culture if they don't have an interest in reading and don't develop knowledge from reading. With the establishment of the Inspirational Light Reading House (RUBACI), the public was quite enthusiastic, especially the children. Little by little, people's interest in reading is starting to grow, this cannot be separated from the strategy of the Reading House, a light of inspiration in cultivating reading among coastal children.

Based on the results of interviews that have been conducted by research, several questions have been asked of the informants, namely the founder, head, and management of RUBACI implementing Strategy of RUBACI in cultivating reading among coastal children in Batubara Regency. Therefore, it is very important to implement a strategy so that visitors are attracted to coming to the reading house and taking advantage of everything that is available at the reading house. According to Mrs. Ria, as head of the Inspirational Light Reading House (RUBACI), she stated that the strategy of the Inspirational Light Reading House (RUBACI) is to create activities that attract the community, especially children, to come and visit.

a. **Socializing the inspiring light reading house (RUBACI)**

At the beginning of the creation of this inspiring light reading house, so that the local community would know about this inspiring light reading house (RUBACI), informant 1, namely the founder of the inspiring light reading house (RUBACI), stated that:

"When we first launched this rubaci, we launched this rubaci to the local community, we invited people to come to the rubaci, we launched this reading house, then we explained why this reading house existed, the benefits for the community, especially children. "Thank God, the community is very happy with the existence of this rubaci."

The aim is to socialize it so that the public knows about the existence of this inspirational light reading house (rubaci), so that children can also learn from this rubaci. Because basically studying at school is not enough, you have to add more studying at home.

b. Learn while playing

A community reading house must be able to attract people's interest in reading, especially children from coastal areas, so that they want to come to the inspiring light reading house (RUBACI). Informant 2 as head of the inspiring light reading house (RUBACI) stated that:

"There are several strategies that we have created here to attract people, especially children, to come and visit this inspiring light reading house (RUBACI), namely learning while playing, holding quizzes and giving them prizes, but we rarely do these activities, only occasionally, "Because we don't want to get into the habit of giving out prizes like these things, this activity has only been done a few times."

At home, reading with the light of inspiration also teaches children to learn how to learn, count, read and learn about religion. Apart from that, there are also games while imparting knowledge. So when playing games there are benefits and children also gain knowledge. The inspiring light reading house (RUBACI) also holds games by giving prizes, but this is not always done just occasionally so that the children are not too used to expecting prizes.

c. Mobile library

The inspirational light reading house not only teaches and invites children in the home environment to read the inspirational light in the country but also outside the home environment. Informant 2 as chairman of the inspiring light reading house (RUBACI) stated that:

"We not only focus on children in the Inspiration Light Reading House (RUBACI) area located in Indonesia, but we also want to encourage children in this coal district to read diligently, enjoy reading and love books and knowledge"

The purpose of the above statement is that with the existence of mobile library services, information and reading services can be distributed to the community in remote areas, help regional libraries in developing informal education to the community, introduce more books to the community, and introduce library services to the community, until a growing culture of utilizing mobile library services for the community. Mobile library services are very open to the public, serving all levels of society without affecting social status, social status and others.

d. Story Telling

A story about using an object, namely a story about using an object, namely a doll. Informerman 3 as the leader of the light reading house (RUBACI) stated that:

"So that children don't forget to study at home reading the light of inspiration (RUBACI), we created a story telling strategy using objelk, (stolrry telling). "So that they remain enthusiastic about coming to visit and study at this inspiring light reading house (RUBACI)."

This inspirational light reading house not only invites all visitors, especially children, to read by themselves, but also by telling stories or telling the contents of the book using educational toys, so that the children don't get bored easily.

e. Promotion via social media, Facebook, and Instagram

In addition to several strategies that are carried out directly, to attract the interest of visitors to the Inspiration Light Reading House, they carry out promotions through social media, Facebook and Instagram, the head of the Inspiration Light Reading House (Informerman 2) stated that:

"Initially, the Inspiration Light Reading House (RUBACI) was only known to people around here, but after it was created, we promoted it through social media, including Facebook and Instagram and also our personal WhatsApp via Instagram, so many people knew about the existence of the Reading House. this light of inspiration (RUBACI)."

The use of social media is intended to promote the existence of the inspirational light reading house and attract people's interest in visiting the reading house as well as taking advantage of the collection it has. Through the social media Facebook and Instagram, the activities held and the development of the Inspiration Light Reading House are always up to date. With the existence of Facebook and Instagram, people who initially did not know about the existence of this reading house became aware of it.

4. CONCLUSION

Based on the results of research conducted at the Cahaya Inspirasi Reading House (RUBACI) regarding the strategy of the Cahaya Inspirasi Reading House (RUBACI) in cultivating reading among coastal children in Batu Bara Regency, it can be concluded that the Strategy of the Cahaya Inspirasi Reading House (RUBACI) is in cultivating a culture of reading among children. through reading and through activities organized by the Inspiration Light Reading House (RUBACI), namely reading books, reading 5-10 minutes of reading, and learning activities at the reading house.

The role of the Inspiration Light Reading House (RUBACI) is to support and assist parents and teachers in cultivating a reading culture among children. This

can be seen from the strategy that has been carried out by the Inspiration Light Reading House (RUBACI) through the provision of colleges, not only encouraging children to really like reading, but also teaching these children various other subjects, including arithmetic, history and religion.

Apart from that, the role of the Inspiration Light Reading House (RUBACI) can also be seen in the activities it has carried out, these activities can foster children's love of books, foster children's love of reading, and read as needed. So that a reading culture can be created in children. Indirectly, the Inspiration Light Reading House (RUBACI) is helping the government to improve the reading culture of the community.

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