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Innovation In the Development of Taman Baca Masyarakat (Community Reading Center) In Increasing Reading Literacy

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Abstract

This research is motivated by the problem of data from: a). According to UNESCO, there are at least 750 million adults and 264 million out of school children who lack basic literacy skills. According to statistics from UNESCO, out of a total of 61 countries, Indonesia is ranked 60th with a low literacy level; b). According to the Central Statistics Agency of Indonesia in 2003 which can be used as an illustration of the interest in reading of Indonesia, the data illustrates that only 55.11% of the Indonesian population aged over 15 years who reads newspapers on Sundays. When it viewed from gender differences, it appears that women have a higher illiteracy rate than men; it is 1,157,703 men, and 2,258,990 women. The research methodology is descriptive method, qualitative approach, and Purposive Sampling. The results of this study indicate that using analysis SWOT as follows: 1. Strength: getting support from husband, family; 2. Weaknesses: lack of well-maintained collection of books; 3. Opportunities: utilizing increasingly sophisticated technology, can create a generation of people to write and make books starting from a hobby of reading books; 4. Threats: there are no definite rules for visiting to read books, lack of volunteers or inexperienced officers.

Keywords

Innovation, Community Reading Center, Literacy

1 Introduction

According to The Constitution of the Republic of Indonesia Number 20 of 2003 concerning the National Education System, article 26 section (4), it is stated that "non-formal education units consist of course institutions, training institutions, study groups, community learning activity centers, Islamic recitation (*majelis taklim*), and similar educational units". The Taman Baca Masyarakat in brief TBM (Community Reading Center) program started in 1992/1993. Its presence is a renewal of the Taman Pustaka Rakyat (TPR) which was founded by Education Community in the 1950s. The Community Reading Center (CRC) program aims to increase interest in reading and the reading culture of the community. Therefore, the existence of Community Reading Center (CRC) is very important as a medium of learning in the society (Sarah, 2016).

Government Regulation of the Republic of Indonesia Number 24 of 2014 concerning about the Implementation of Law Number 43 of 2007 concerning Libraries Article 74 explains:

"Cultivating a love of reading is done through: national movement for reading fondness; provision of cheap and quality books; development and utilization of libraries as a learning process; provision of library facilities in public places that are easily accessible, cheap, and good quality; Community Reading Center; Reading House; and/or other similar activities"

The reading culture development program is seen to be very important in relation to efforts to realize the idealism of the Law on the National Education System which mandates lifelong learning communities. Lifelong learning is a learning activity that is carried out after participating in learning in formal institutions. No one has the right to limit someone who wants to learn and gain broader insights. Learn from developed countries that reading is part of the necessities of life and become culture. Through reading, a person will gain many benefits, including increasing knowledge, knowing global information, fulfilling intellectual needs, and being able to shape one's character. Therefore, the low interest and reading ability of a person will also affect the level or number of illiteracy in a country (A. Saepudin & Mentari, 2016).

The internet is often considered more than enough to conduct searches related to learning materials. The information provided is also very abundant, both provided by the government in the form of e-book materials and certain individuals. Keep in mind that any information related to learning materials on the internet often makes confusion or inconsistency between one source and another. Besides, there will be many annoying advertisements that are even inappropriate for students to see. This method of obtaining material resources is considered not suitable. Therefore, it is certain that there will be confusion in choosing information, especially for parents and children who are not yet information literate. The truth of the information is also uncertain because every party, whether professional or expert in the field or ordinary people, can also write it down on the internet. The credibility of information sourced on the internet is certainly low because most do not consider copyright. In this case, it can be concluded that the process of searching for information related to learning materials cannot only be done from the internet which is a non-credible source (Malihah, Sukaesih, Rukmana, & Samson, 2020).

According to UNESCO, there are at least 750 million adults and 264 million out of school children who lack basic literacy skills. According to statistics from UNESCO, out of a total of 61 countries, Indonesia is ranked 60th with a low literacy level. Thailand ranks 59th and last place is Botswana. While Finland is ranked first with a high literacy rate, almost reaching 100%. This data clearly shows that the high interest in reading in Indonesia is still lagging far behind Singapore and Malaysia. Reporting from research data conducted by the United Nations Development Program (UNDP), the level of education based on the Human Development Index (HDI) in Indonesia is still relatively low, at 14.6%. This percentage is much lower than Malaysia which reached 28% and Singapore which reached 33% (Perpustakaan Badan Standardisasi Nasional, 2017).

The Ministry of Education and Culture (Kemendikbud) continues to strive and is committed to eradicating the illiterate population. Achievements in 2017 based on data compiled from the Central Statistics Agency (Badan Pusat Statistik—BPS) and the Center for Data and Statistics of Education and Culture of the Ministry of Education and Culture, the Indonesian population that has been successfully literate has reached 97.93 percent, or around 2.07 percent or 3,387,035 people (age 15-59 years) who are not literate. Illiteracy rate aged 15-59 years in Indonesia by province, there are still 11 provinces that have an illiteracy rate above the national rate, those are Papua (28.75 percent), NTB (7.91 percent), NTT (5.15 percent), West Sulawesi (4.58 percent), West Kalimantan (4.50 percent), South Sulawesi (4.49 percent), Bali (3.57 percent), East Java (3.47 percent), North Kalimantan (2.90 percent), Southeast Sulawesi (2.74 percent), and Central Java (2.20 percent). While the other 23 provinces have already below the national figure. When it viewed from gender differences, it appears that women have a higher illiteracy rate than men; it is 1,157,703 men, and 2,258,990 women (Biro Komunikasi dan Layanan Masyarakat Kemendikbud, 2018).

The statement is in line with the data released by the Central Statistics Agency (BPS) in 2003 which can be used as an illustration of the interest in reading of Indonesia. The data illustrates that only 55.11% of the Indonesian population aged over 15 years who reads newspapers on Sundays. Meanwhile, only 29.22% read magazines or tabloids, 16.72% story books, 44.28% school textbooks, and only 21.07% read other science books. Other BPS data also shows that the Indonesian population has not used reading as information yet. People prefer television and listen to radio (E. Saepudin, 2015).

Based on data from the Ministry of Education and Culture's book donation, the number of Community Reading Center (CRC) institutions in West Java Province is 709 Community Reading Center (CRC), while the number of CRCs in Bandung City is 31 Community Reading Center (CRC). There are several Community Reading Center (CRC) institutions located in the Bandung City area, including: 1. *Bale Pabukon Damas*, 2. *Jatmika Reading House*, 3. *Osis SMAN 22 Bandung*, 4. *Elmuloka*, 5. *Gugus Karya Mandiri Foundation*, 6. *Rumah Ngaji*, 7. *PAUD Bintang*, 8. *Kober Al Amanah*, 9. *PKBM (Learning Center) Insa Kreatif School*, 10. *Library In The Box Bagusrangin*, 11. *Lubuk Tama Community Library*, 12. *RBA Alghojali Reading House*, 13. *CRC Cigending Membaca*, 14. *CRC RB Bahtera*, 15. *PKBM (Learning Center) Bina Bangsa Berkarakter*, 16. *Nusantara Membaca*, 17. *CRC Eco Bambu*, 18. *Safari Book*, 19. *CRC Sukajadi Cerdas*, 20. *Lapak Baca Ambu*, 21. *Sekolah Inspiratif*, 22. *PAUD Kober Al Mu'min*, 23. *Taman Sekar Reading House Bandung*, 24. *Indonesian Light Novels*, 25. *Kawah Sastra Ciwidey*, 26. *Belajar Bareng Bandung*, 27. *Microlibrary Friends*, 28. *Roemah Rakjat*, 29. *CRC Ujungberung Reading House*, 30. *Mulya Membaca*, and 31. *CRC Sukamulya Cerdas*. The research locus consists of the Bandung City Library and Archives Service, *Jatmika Reading House*, *CRC Eco Bambu*, *CRC Sukamulya Cerdas*, and *Ujungberung Reading House* located in the Bandung City area.

Based on the background described previously, the formulation of problems related to the innovation of developing Community Reading Center (CRC) in improving reading literacy in the City of Bandung, West Java, those are: 1. How is the innovation design for developing the Community Reading Center (CRC)?; 2. What are the supporting and inhibiting factors for the innovation of development Community

Reading Center (CRC)?; and 3. How are the results of the innovative design for developing Community Reading Center (CRC) in improving reading literacy in Bandung, West Java?

Based on the research problem that has been previously described, the research objectives related to the innovation of developing Community Reading Center (CRC) in improving reading literacy in the City of Bandung, West Java are to: 1. Obtain data and information about the innovative design of Community Reading Center (CRC) development; 2. Obtaining data and information on the factors supporting and inhibiting innovation in the development of Community Reading Center (CRC); and 3. Obtaining data and information on the results of the innovative design for developing Community Reading Center (CRC) in improving reading literacy in the City of Bandung, West Java.

2 Methods

2.1 Theoretical Foundation

According to Kline and Rosenberg in Suryono and Tohani (2016), non-formal education innovations are using the Chain-link Model of Innovation. This model in addition to prioritizing the discovery process that precedes innovation, this process also forms problem solving related to each stage of innovation. This model emphasizes the interaction between market opportunities and the knowledge base/ownership and capabilities of the company or organization. The outcome of any large/outside function is uncertain, and throughout this innovation process it is necessary to return to the initial steps. The maintenance of an effective link between these stages is crucial to the success of the innovation project. The following illustrates how the network chain model was developed:

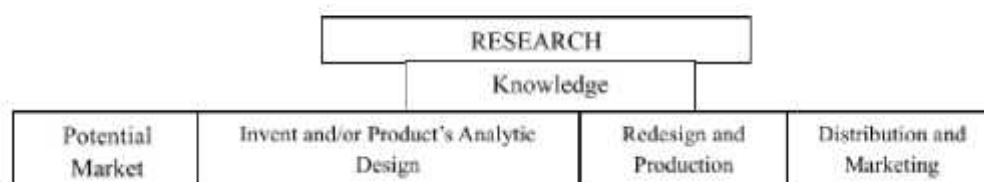


Fig 1 Chain-link model of innovation taken from Suryono and Tohani (2016)

Linear model: According to Kline and Rosenberg in Suryono & Tohani (2016), linear process model is following steps:



Fig 2 Linear Model

The method used by the researcher is a descriptive research method with a qualitative approach because the data analysis is described verbally which describes the design of the innovation, the supporting and inhibiting factors, and the results of the innovation design for developing Community Reading Center (CRC) in improving reading literacy in Bandung, West Java. According to Sugiyono (2017), states that: "Qualitative research methods are research methods based on the philosophy of postpositivism, used to examine the condition of natural objects, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are conducted by triangulation (combined), data analysis is inductive/qualitative, and result of qualitative research emphasizes the meaning rather than generalization; While the philosophy of postpositivism itself is often referred to as an interpretive and constructive paradigm, which views social reality as something holistic/whole, complex, dynamic, full of meaning, and the relationship is interactive (reciprocal).

2.2 Sources of Data

Sources of data of this research are twelve informants / resource persons consisting of: (a) Sources of information, it is the chairperson/manager/person in charge of the Bandung Library and Archives Service, Jatmika Reading House, CRC Eco Bambu, CRC Sukamulya Cerdas, and Ujungberung Reading House located in the Bandung area; (2) Source Informant, it is someone who can provide complementary information about things that are not revealed from the research subject, and also as triangulation to ensure data accuracy. In this study, the informants were five people/visitors (one representative from each of the Bandung Library and Archives Service, Jatmika Reading House, CRC Eco Bambu, CRC Sukamulya Cerdas, and Ujungberung Reading House located in the Bandung area).

Based on Sugiyono (2017), stated that: "Purposive Sampling is a sampling technique with certain considerations". This sample is more suitable for qualitative research.

2.3 Data Collection Technique

When conducting research, it requires several tools called data collection tools themselves, which aim to collect data or information through observation, interviews, and documentation. According to Sugiyono (2017), states "the instrument or research tool is the researcher himself". The researcher as the research instrument really determines the fluency, success, obstacles, and challenges in data collection. Some of the data collection techniques used in this study are as follows: (a) Observation Technique, according to Sujarweni (2014), stated that: "Observation is research by conducting thorough observations on a certain condition". This technique is done by observing and taking notes carefully. In this research, researchers will make observations on the innovation of developing Community Reading Center (CRC) in improving reading literacy in Bandung, West Java; (b) Interview Technique, Derived from Sujarweni (2014), said that: "Interview is a process to obtain information by means of face-to-face questioning between researchers (as interviewers with or not using interview guidelines) and the subjects studied". Interviews were conducted by conducts of direct question and answer to the chairperson/manager/person in charge of (Bandung Library and Archives Service, Jatmika Reading House, CRC Eco Bambu, CRC Sukamulya Cerdas, and Ujungberung Reading House) in the Bandung area, as well as five people/visitors from 5 research loci in Bandung area. This interview activity was used to obtain data and information orally. In conducting interviews, the interview guide that will be used is unstructured questions that contain the main questions. So researchers use interviews as a support to obtain data related to the problems that researchers will discuss; (c) Documentation Technique, according to Iskandar (2009), stated that: "Documentation is a data collection technique through the collection of the necessary documents related to the problem under study to be studied intensively so that it can support and increase trust and proof of a problem". The documentation technique in this study was to collect data regarding interviews and previous observations to the chairperson/manager/responsible person from (Bandung Library and Archives Service, Jatmika Reading House, CRC Eco Bambu, CRC Sukamulya Cerdas, and Ujungberung Reading House) located in the city. Bandung, as well as five people/visitors representing each of the 5 research loci in the Bandung City area which can be used as documentation and general descriptions of innovations in developing Community Reading Center (CRC) in improving reading literacy in Bandung, West Java.

3 Results

3.1 Library and Archives Service of Bandung City

The Library Institute was originally named the Regional Technical Implementation Unit (*Unit Pelaksana Teknis Daerah/UPTD*) under the Department of Education and Culture (E&C) of the City of DT II Bandung. Since 2012 the Regional Library and Archives Office of Bandung City has moved to Jl. Caringin No. 103 Bandung, In 2017 Moved to a new building on Jl. P. Seram Luwuk Banggao No.2, Citarum, Bandung Wetan, Bandung City and changed to Library and Archives Service of Bandung City.

Vision and Mission of the Bandung City Library and Archives Service. Vision: "The Realization of Increasing Public Interest in Reading and Organizing Standard Archives". Mission: 1. Realizing Public Interest in Reading; 2. Realizing the Organization of Archives; 3. Improving Services to the Society; 4. Realizing Accountable Performance.

The goals and objectives of the Bandung City Library and Archives Service. Objectives: 1. Increase public interest in reading. 2. Improving the management of archives. 3. Realization of accountable financial reports and performance. Goals: 1. Increase the number of users. 2. Increasing the number of collections of library materials. 3. Increasing the quality of regional libraries. 4. Increasing the number of skpd that apply standard archive management. 5. Increased human resources for archive management. 6. Improved financial reporting and accountable performance.

Library rules: 1. Fill in the list of library visit book; 2. Before entering the reading room and the collection room; bags, jackets, hats, the visitor should keep them in the stroge place, except for money, cellphones, valuables and stationery; 3. In the reading room and collection room, it is not allowed to make noise that can disturb other readers; 4. Entering the reading room and collection room, it is not allowed to bring sharp objects such as cutters, razors, scissors and so on; 5. If you want to borrow a book to take home, you must first become a member of the library; 6. Reference collections (references) such as dictionaries, encyclopedias, regulations, research reports, almanacs, directories, handbooks, maps, atlases, and newspapers as well as periodicals (serials) are only to be read and recorded on the spot; 7. It is not allowed to take books out of the reading/collection room before the administration of the loan is processed; 8. It is not allowed to bring food and drinks into the reading room and collection room; 9. Library users should participate in maintaining the physical integrity of library collections in the form of books, periodicals (magazines, newspapers, journals, bellets), CDs, VCDs and CD ROMs; 10. Eliminating, cutting or tearing books, periodicals (magazines, newspapers, journals, bellets), CDs, VCDs and CD ROMs shall be subject to sanctions, such as replacing the collections with the same title; 11. Any damage to library service equipment or software, subject to sanctions, such as replacing the same equipment and software; 12. Every visitor has to maintain order and cleanliness around the library.

User Data of Library and Archives of Bandung City: a. In 2017 there were 90,079 visitors; b. In 2018 there were 112,053 visitors; c. In 2019 there were 139,962 visitors; d. In 2020 there were 66,232 visitors; e. From 2021 to March there were 1,850 visitors. The data shows an increase in the number of visitors from 2017 – 2019 but experienced a decrease in 2020.

Book Data of Library and Archives of Bandung City : a. in 2017 (Collection of Physical Books (Monographs) as many as 5,619 pcs, and Number of copies as many as 16,841, while the collection of electronic books (E-Pustaka) does not exist); b. in 2018 (Collection of Physical Books (Monographs) as many as 5,384 pcs, and Number of Copies as many as 15,962, while the collection of electronic books (E-Pustaka) does not exist); c. in 2019 (Collection of Physical Books (Monographs) as many as 1,746 pcs, and Number of Copies as many as 5,323, while the collection of electronic books (E-Pustaka) is 575); d. in 2020 (Collection of Physical Books (Monographs) as many as 1,571 pcs, and Number of Copies as many as 2,674, while the collection of electronic books (E-Pustaka) is 220); 2021 to March (Collection of Physical Books (Monographs) as many as 184 pcs, and the number of copies as many as 223, while the collection of electronic books (E-Pustaka) is 0/None). It can be concluded by the author that the number of book collections in the Library and Archives of Bandung City has decreased every year.

Service innovations at the Bandung City Library and Archives Service include: 1. Library Overtime Innovation or *Gemas (Maca Sauyunan* (Read Together) Movement), as one of the developments of library resources to boost the reading index in Bandung City, As a development of the "Gemas" innovation, Library and Archives of Bandung City activating the socialization and promotion of the habit of reading fondness through roadshows to every kelurahan and sub-district. 2. The Love to Read Campaign in the form of Safari National Movement for Love of Reading (*Gerakan Nasional Gemar Membaca*) was again held by the National Library of the Republic of Indonesia. The event which is an annual routine activity this time in collaboration with the Bandung City Government (Pemkot) through the Library and Archives Service. The Safari in Bandung City was attended by elements of SKPD, TP PKK, Principals, Teachers, High School Students, Vocational High Schools and MA, humanists, religious leaders, community leaders, youth, and public. This includes reading-loving communities, Islamic boarding schools, library managers, reading parks, NGOs, professional organizations, and Youth Organizations at the Bandung City Level. 3. Library and Archives of Bandung City strengthens reading interest by picking up librarians and distributing mobile libraries. 4. Donate books to literacy care communities through the Bandung Post Office, delivery of books through the Bandung Post Office every 17th is free shipping. 5. Micro Libraries or mini libraries, are located in several locations in the city of Bandung, including: Bima Street, Arjuna Village, Cicendo District, Bandung City, and in front of the Kiaracondong District Office yard, Jalan Babakan Sari. The mini library was directly designed by PT Shaun International Indonesia, as the structural planner for Joko Agus Catur Wibowo and Team Leader, Daliana Suryawinata. The construction is collaboration between the Bandung City Government and PT Manila Water Indonesia. 6. Jabar Book Fair which is held every year, in collaboration with IKAPI West Java. 7. Library in the box Bagusrangin, Coblong District, Bandung City where various kinds of reading books are stored in a box placed in the City

Park. 8. Disarpus Bandung City created an e-Pustaka application during the covid 19 pandemic so that people easily access books digitally because current conditions are not allowed to receive visits from the general public, this program is in collaboration with PT. Gramedia So far, it has reached 790 book titles and 5,500 copies. 9. Spreading literacy cities throughout the city of Bandung.

3.2 Rumah Baca Jatmika (Jatmika Reading House)

The Community Reading Center (CRC) Jatmika Reading House is located in Cisurupan, Cibiru District, Bandung City, West Java, 40614. This TBM is managed by Umami Aam and she also serves as Chair of the Regional Management of the Society Reading Park Forum (FTBM) in 2021, recently in the election for management. CRC Jatmika Reading House has a Motto, it is "*Nyiar luang tina daluang jeung papada urang*" which means free search from our daluang and papada. The Jatmika Reading House collaborates with the 1001 book Community, the One Million Books Community for Indonesia, *Dompot Duafa*. As well as making innovations, including book share which implement through whatsapp groups, Street Libraries, Hiking and Camping Libraries, when Umami Aam has Hiking and Camping activities to a place, so she always brings lots of books to tell mountain tourists to read books, and this CRC focuses more on recruiting and fostering volunteers or young volunteers to spread and expand this literacy activity.

Before the Covid-19 pandemic began to spread, there were a lot of innovative activities organized by the West Java FTBM together with the Community Reading Center (CRC) Jatmika Reading House such as Book Review with authors, Literacy Discussion (DIKSI), Literacy Community Talk, Book Donation, Book Share, Comparative Study, Exhibition Books, Literacy Festival, and Literacy Workshops. The biggest annual activity and one of the flagship programs of the West Java FTBM is the Literacy Camp (KEMARI). Innovation during the Covid 19 Pandemic, One of the TBM that is active in increasing people's reading interest in the Bandung area is CRC Jatmika or better known as the Jatmika Reading House. Jatmika Bandung Reading House which is located at Cilengkrang 1 Street No. 63, Cisurupan Village, Cibiru District, Bandung City. CRC Jatmika has the motto "*Nyiar luang tina daluang jeung papada urang*" which means "Seeking opportunities and learning from experienced people". Experience is the best teacher in life, various opportunities can be obtained from people who have had experience, so that we can gain knowledge and learn something new from someone's experience. Although still relatively new, the Jatmika Reading House already has daily, weekly, and monthly programs based on six basic literacy, namely Reading Literacy, Science Literacy, Numeracy Literacy, Digital Literacy, Cultural Literacy and Financial Literacy. The daily programs that are held include book lending services, reading books, educational activities for children and the society and waste management. The weekly program owned by Jatmika Reading House aims to increase public interest outside of academics, for example, practicing music, cooking and making handicrafts. This activity is carried out as a means to develop community expertise in the field of financial literacy. As for the monthly program in the form of human resource development training in accordance with requests from the surrounding society. However, when the Covid-19 outbreak began to spread in Indonesia, the condition of CRC was very alarming. There were no activities carried out at the Reading House, and the reading collections at the Reading House were abandoned, because the Reading House was temporarily closed due to the pandemic (Afifatunnisa, Sukaesih, Rukmana, & Rohman, 2021).

3.3 Community Reading Center (CRC) Eco Bambu

To support the realization of citizen who love to read, there is an Out-of-School Education program, namely the Community Reading Center (CRC), one of which is CRC Eco Bambu, Bandung City, which is located in the area of the Eco Bamboo Art and Culture Village, Jl. Cipaku Indah XI No. 5, Ledeng, Cidadap District, Bandung City, West Java 40143 Tel. 0812-2121-0945. TBM Eco Bambu is a service for the society to get reading materials easily, closely, and get extra. This TBM was inaugurated on February 12, 2017 by the Head of the Bandung City Library and Archives Service and representatives from the West Java Province Culture and Tourism Office.

The purpose of the presence of CRC Eco Bambu Cipaku is the same as the goal of CRC in general, it is to increase people's interest in reading, through a fun and recreational way. However, reading interest will be difficult to increase if people are not interested, its existence is under the same roof with the beautiful and green Eco Bamboo art studio, with Sundanese nuances, and various Sundanese musical instruments to make new visitors feel at home. This TBM plans to present programs that can attract people's reading interest and several programs that are integrated with the Bandung City program, such as Sundanese on Wednesday and English on Thursday. In addition, TBM Eco Bambu strives to be an Inclusive TBM and

prioritizes arts and culture. The TBM partners with the UPI *Pendidikan Luar Sekolah* Department, involving volunteers from students including students from the Department of Library and Information, Management, Language, etc. And establish communication with FTBM Bandung City and FTBM West Java.

ECO Bamboo Cipaku is synonymous with cultural nuances, because this CRC is part of the ECO Bambu Cipaku Cultural Art Studio Foundation. The ECO Bamboo Arts and Culture Center has a program to improve the reading culture among the community and improve the quality of life of the society. Therefore, the ECO Bamboo Art and Culture Studio Foundation synergizes with Community Reading Center (CRC). One form of this synergy is in the form of an educational tourism visit program for the society. The educational tours offered provide facilities and provide traditional games and cultural arts performances developed by the ECO Bambu Cipaku Cultural Arts Center. Community Reading Center (CRC) ECO Bambu Cipaku presents a program that can be an attraction for the community to improve reading culture and improve people's quality of life. One of these programs is the edutourism program which is an educational visit through the introduction of cultural arts. The introduction of these cultural arts is an appearance such as self-defense (*pencak silat*), the art of music (*angklung*), and also the art of dance (*jaipong*), as well as the introduction of traditional games that must be preserved. The source of information that was used as reference material at the time of introducing the cultural arts was a reference source in the form of a printed collection (book) from CRC ECO Bambu Cipaku. However, the collection owned by CRC ECO Bambu Cipaku that is in line with the introduction of cultural arts on educational visits is martial arts (*pencak silat*). So that the program is still running and can harmonize theory with practice. This is a form of cultural preservation carried out by CRC ECO Bambu Cipaku through books by transferring information through culture (Pusparini, Fathoni, & Rullyana, 2018).

3.4 Community Reading Center (CRC) Sukamulya Cerdas

Community Reading Center (CRC) Sukamulya Cerdas Cinambo is located on Jl. Cirengot, Sukamulya, Cinambo, Bandung City, West Java 45474. Innovation Program carried out by TBM Sukamulya Cerdas Cinambo include: 1. One Family One Book, Each family is asked to donate at least one book, any book. We will prepare boxes to be placed in the Puskesmas (Health Center) and other places. Books are number one that we will try to collect and check the quantity; 2. Reading Week Movement (GEMMA). It is planned that this program will be launched at CRC Sukamulya Cerdas, Kec. Cinambo on May 6 2018, this movement not only invites people to read books on Sundays, but also becomes part of other Literacy Village programs, therefore, to support Gemma, Cinambo District also initiated a Library Box in crowded points, such as *ojeg* bases, *RW* offices, sub-district offices, to health centers and *posyandu* (children center). The books placed in the Library Box are obtained from society donations themselves; 3. Gemma will also be supported by *Gerakan Mematikan* (Gematik) 18-20. Gematik is an appeal to the citizens of Cinambo to turn off their gadgets or cellphones, laptops, computers, radios, and televisions at 18.00-20.00 WIB. This time is recommended for activities with family by having dinner together, praying maghrib together, gathering with family, studying, and also reading; 4. Chika Jessica, an Indonesian artist, pointed as the Reading Ambassador for GEMMA in 2018, the coronation was carried out symbolically by the Bandung City Government Assistant and Welfare Government, Kamalia Purbani when opening the event at the Sukamulya Village Office. Not only pointed a reading ambassador, Sub-districts and Villages in the Cinambo District also pointed as Literacy Ambassadors; 5. Reading on the Street for 10 minutes; 6. The declaration of 1 *RW* 1 Community Reading Center (CRC).

From several CRC innovation programs that are extraordinary, it is not surprising that TBM Sukamulya Cerdas, Cinambo District, Bandung City won the TBM Creative-Reactive award on the commemoration of the 2020 National Level International Literacy Day, Tuesday (8 September 2020). The commemoration event was held virtually. Meanwhile, the award was given directly by the Minister of Education and Culture, Nadiem Anwar Makarim. The initiator of TBM Sukamulya Cerdas, Nonih Suarsih expressed her gratitude for the award. According to her, this award could be a gift for the 210th Anniversary of the City of Bandung from Sukamulya Village.

3.5 Community Reading Center (CRC) Rumah Baca Ujungberung (Ujungberung Reading House)

The program, which is under the Non-formal Education unit, it is the Learning Center (PKBM) *Bina Cipta Ujungberung* adds a new atmosphere to the Andir Kaler is No. 05 RT/RW. 006/003 Cigending Village, Ujungberung District, Bandung City. with the knowledge of Out of School Education, in fact the manager is

able to implement it in daily activities. With a vision that was built together, which is to grow and increase interest in reading, reading culture and love of books can strengthen the next mission, those are: a. Availability of lifelong learning facilities through quality readings from various disciplines and fields of life. b. Accommodating and channeling the interests and talents of members to develop their potential through reading activities in collaboration with all parties who care about education and society empowerment through reading park. c. Providing a reading park as a place for spiritual recreation that is representative and accommodating for the interests of its members.

In 2013 the legality of the Community Reading Center (CRC) Ujungberung Reading House began to be recognized by the Office, reinforced by the issuance of the establishment permit No. 421.10/195-Disdik/2013 through several processes. In that year, TBM Ujungberung Reading House was able to get 1st place in the Bandung City Level on CRC Management Competition at the PTK Appreciation event held by the Ministry of Education and Culture of the Republic of Indonesia. The Ujungberung Reading House is strengthened by innovative activities including: reading, building a B-11 satellite, Storytelling Class, English and Mandarin Class, Training/Workshop, Literacy Tour, Competition/Festival, Internship, Student Research, Love Padlock, etc. And also receive the RBU Reading Ambassador award. The Ujungberung Reading House Literacy activity has partnered with several government and private institutions that are able to build better networks, including the Provincial and City Education Offices of Bandung, PLS Inspectors, *PP PAUD Jayagiri*, *UPI* and *UNINUS Colleges*, West Java Dispusibda, Bandung City of Library and Archives, Language Center, Sponsors, 1001 Book Community, BJB Bank, BNP Bank, Community, *Kemenpominfo*, etc.

3.6 Supporting and Inhibiting Factors

Supporting factors includes various parties, such as families, traditional leaders, communities, central government, local governments and private companies. In establishing and running a TBM program in improving reading literacy in Indonesia, each party has its own role, helping each other. The helping can be in the form of money, books, infrastructure, building repairs, etc. also support in the form of blessings.

Inhibiting Factors: For the current problem, that is the covid 19 pandemic which has caused all TBM institutions and libraries to find it difficult to undergo an active literacy program, it is forbidden to make crowding activities. As a consequence, activities are transferred through cyberspace by utilizing currently developing technology, but for some people who do not understand the current use of technology; the program can be not running at all. Especially for the old people, who admit that being dizzy and confused about how to use the information technology system, they prefer to leave the task to millennials.

4 Conclusions

Based on the result and the findings of the data analysis can be concluded with SWOT analysis as follows: (a) Strength: getting support from husband, family, traditional leaders, society, government, literacy community, book publishers; (b) Weaknesses: lack of well-maintained collection of books, not collecting data on people who visit Community Reading Center (CRC) or Library Box located in parks or corners of the area, frequent loss of reading books, and not running the innovation program optimally previously created due to the COVID-19 pandemic; (c) Opportunities: utilizing increasingly sophisticated technology, can create a generation of people to write and make books starting from a hobby of reading books, can recruit or foster young and unemployed people to become volunteers or workers in Community Reading Center (CRC); (d) Threats: there are no definite rules for visiting to read books, lack of volunteers or inexperienced officers, lack of use of technology, and lack of parental support to motivate their children to love reading literacy.

Since 2016 the Ministry of Education and Culture has activated the National Literacy Movement (*Gerakan Literasi Nasional*) as part of the implementation of the Minister of Education and Culture Regulation Number 23 of 2015 concerning the Growth of Character. The Ministry of Education and Culture established a working group for the National Literacy Movement to coordinate various literacy activities managed by the relevant work units. The Society Literacy Movement, for example, has been developed by the Directorate General of Early Childhood Education and Community Education (Ditjen PAUD Dikmas) in a long time, as a follow-up to the illiteracy eradication program that received a UNESCO award in 2012 (96.51% literacy rate). Since 2015 the Directorate General of PAUD Dikmas has also

mobilized family literacy in order to empower families to increase children's reading interest (Kemendikbud, 2016).

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