



Library Service Strategy in Optimizing Reading Interest in Digital Reading Corner in The Community

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Article Info

Article history:

Received 19 October 2023
Received in revised form 10
November 2023
Accepted 24 November 2023

Keywords:

Strategy
POCADI
Library Service

Abstract

This study aims to understand and analyze the management strategies of the Library Service in optimizing reading interest at the Digital Reading Corner (POCADI) in the community of Penajam Paser Utara Regency. The research was conducted at the Library Service of Penajam Paser Utara Regency over a two-month period, employing data collection methods through interviews, observations, and documentation. Primary data were obtained from interviews with the community regarding reading interest and the use of POCADI, while secondary data were taken from literature and other relevant sources. Data analysis was carried out through the steps of data reduction, data presentation, and conclusion drawing. The results indicate that the management strategies of the Library Service include improving accessibility and content quality, collaborating with schools and local communities to raise public awareness, and ensuring efficient and sustainable management. This study also provides recommendations for comparative analysis with other digital literacy centers, the development of additional programs, and literacy promotion in the community to further enhance reading interest.

Introduction

In the digital era like today, information and communication technology has brought about major changes in various aspects of life, including in the fields of education and literacy. People are now more accustomed to accessing information through digital devices such as smartphones, tablets, and computers (Kuncoro & Kom, 2022). The impact of the development of ICT also affects the way people access and consume information. Many individuals prefer to read digitally rather than physically because it is more practical, easy to access at any time, and has a variety of content that can be explored (Rimmer et al., 2008; Meilinda et al., 2020; Asari et al., 2019). The Penajam Paser Utara Regency Government is making various efforts to improve the culture of reading among its people. However, real conditions show that the culture of literacy is still low, especially when compared to the increasing use of smartphones among residents. According to the Head of the Library and Archives Service of Penajam Paser Utara Regency, Marjani, the level of reading interest of the local community is still very low, only reaching around 25 percent of the total population. This is a serious challenge considering that the area will soon be neighboring the National Capital City (IKN) of the Archipelago in Sepaku, which gives rise to various dynamics of development and development. In order to overcome this problem, the local government plans to make further efforts to improve public literacy. One of them is through more massive socialization of literacy culture by launching programs such as mobile libraries, reading corners, and distribution of book assistance to rural areas (Herr Stephenson et al., 2011). The Library and Archives Service (Dispusip) of Penajam Paser Utara Regency, with a strong commitment to increasing public interest in reading and literacy, has initiated the opening of a digital library called Pojok Baca Digital or Pocadi. In an effort to support wider accessibility and utilization, Pocadi is strategically placed in Rozeline

Park, a public space that is friendly and open to visitors from various circles. The presence of Pocadi is not only as a means of digital information, but also as a forum to increase public insight, knowledge, and interest in reading (Sari & Siregar, 2022). As conveyed by one of the representatives of Dispusip Penajam Paser Utara Regency, "We hope that public interest in reading will be increasingly triggered and motivated by the existence of the digital reading corner facility that we have placed in Rozeline Park."

In addition, the Penajam Paser Utara Regency Library and Archives Office also holds a mobile library service with a minimum schedule of once a week, which aims to bring the library closer to the community in villages and sub-districts in four districts. This service is specifically aimed at raising interest in reading among students and the general public. Not only through Pocadi and mobile library services, but the Library and Archives Office is also active in promoting the existence of a library service building located on Jalan Provinsi Kilometer 9, Nipah-Nipah Village, Penajam District. This building has adequate facilities to accommodate thousands of high-quality book collections, written by experts and professors in their fields. With the existence of facilities such as Pocadi, mobile library services, and a complete library building, the Penajam Paser Utara Regency Library and Archives Office presents a literacy ecosystem that aims not only to increase public interest in reading, but also to enrich the culture of literacy in the local community. This is in line with the vision that easy access to information and knowledge is the main key to developing individual and community potential in a sustainable manner (Flint, 2013; Pavlova, 2008). Reading interest is an important indicator in assessing the level of literacy and intelligence of the community in a region. Penajam Paser Utara Regency as part of Indonesia has its own challenges in increasing the reading interest of its people, especially in the digital era that offers a variety of information through electronic media. Therefore, the Library and Archives Service (Dispusip) of Penajam Paser Utara Regency plays a key role in developing effective management strategies in optimizing reading interest, especially through the Digital Reading Corner (Pocadi).

With the rapid advancement of technology and digital transformation, modern libraries no longer only focus on physical book collections, but must also present an interesting and relevant digital literacy experience for the community (Lesk, 1997). Pocadi as a digital library innovation provides a great opportunity to provide easy and fast access to various digital reading content, including e-books, electronic journals, and other important information. However, to achieve this goal, a mature and focused management strategy is needed from the Penajam Paser Utara Regency Library and Archives Office. This includes planning collections that are in accordance with the interests and needs of the local community, managing adequate technological infrastructure, developing effective educational and promotional programs, and collaborative efforts with various related parties such as schools, communities, and other institutions (Sentanu & Mahadiansar, 2020; Kamuli et al., 2023). In addition, the challenge in optimizing reading interest also lies in mobile library activities and socializing the existence of libraries as centers of information and knowledge sources that are important for the development of individuals and communities. Therefore, this study aims to explore and analyze the strategies that can be used by the Penajam Paser Utara Regency Library and Archives Office in optimizing reading interest through Pocadi, as well as its impact on the Penajam Paser Utara Regency community as a whole. Penajam Paser Utara Regency faces challenges in terms of access to physical reading materials, especially in rural areas or those far from library centers. This can be an obstacle for people to increase their interest in reading. In facing this dynamic, the use of technology in promoting literacy and reading interest is very important. Digital Reading Corner (Pocadi) can be an innovative solution to expand public access to various digital reading materials (Sari, 2021; Harahap, 2021).

According to Amirullah, (2022), as an institution responsible for managing and providing information, the Library Service has a strategic role in promoting digital literacy and optimizing public interest in reading through Pocadi. This involves digital collection management strategies, fostering the use of technology, as well as socialization and promotion of available literacy programs. The urgency of this research is, technological developments and changes in the community's paradigm towards reading, digital literacy is an important key. This research will help optimize resource utilization, reach rural communities, and measure the impact of literacy programs, which will ultimately increase the competitiveness and quality of human resources in the area. By considering the background described, an appropriate management strategy can be formulated to optimize the Digital Reading Corner (Pocadi) and increase the reading interest of the community in North Penajam Paser Regency effectively and sustainably.

Methods

This study uses a qualitative method, the role of researchers in this qualitative study as planners, data collectors, analysts, and as research initiators. Therefore, researchers are key to conducting research. As support for collecting data in the field, the author uses notebooks and pens as data recording tools. The research location chosen was the North Penajam Paser Regency Library Service. with the aim of observing and analyzing according to the focus of the research. The duration of the research is planned for several weeks or months, allowing researchers to gain a thorough understanding of the processes being observed. In research to gain a deeper understanding of the topic being studied. In the context of the Library Service Strategy to optimize reading interest in the Digital Reading Corner (Pocadi) in the community of Penajam Paser Utara Regency.

Results and Discussion

Informant 1 stated that

That the Digital Reading Corner is strongly supported by the community and recommended, especially by teachers who have utilized the facility. It is hoped that more schools and communities can utilize POCADI as a means of education. Background The establishment of POCADI in Penajam Paser Utara Regency was established to provide easy access to digital literacy for the community. The goal is to increase interest in reading and provide opportunities for the community to obtain information and knowledge digitally, especially in strategic places such as Roselin Park. The Role of the Library Service in Managing and Promoting POCADI, the Library Service plays an active role in managing. POCADI, including providing facilities such as WiFi, computers, and digital reading materials. They also promote through socialization at various events and mobile library programs. Community enthusiasm for POCADI is quite good, especially because its location is strategic and in a place that is often visited. Many people, including park visitors, teachers, and students, use this facility to find reading references and broaden their horizons.

The Library Service has conducted various socialization activities through mobile library programs and collaboration with schools. They also provide access to digital reading materials that are relevant to the needs of the community. There are routine programs involving teachers and students, such as joint visits to POCADI. This program aims to introduce digital reading and attract the interest of the community, especially children and adolescents. The Library Service involves the teacher and student community to utilize POCADI. The resource person suggested that there be broader cooperation with other communities or community groups to optimize the use of POCADI. POCADI facilities, such as WiFi and computers, are adequate,

but some things such as internet speed need to be improved. The reading room is also considered necessary to be expanded for the convenience of visitors.

The Library Service is expected to improve POCADI facilities, including adding digital reading collections and expanding the space. There is also a suggestion to open POCADI branches in other sub-districts to make it easier for people who live far from the city center to access. The location of POCADI in Penajam is considered easy to access because it is located in the center of government and educational institutions. However, for people in other sub-districts, access is still a challenge. The proposal to open POCADI branches in each sub-district is a solution to improve accessibility. The main challenge is how to attract people, especially outside Penajam, to use digital services. There needs to be a more attractive program and intensive promotion so that more people are interested in using POCADI. Several technical constraints such as WiFi speed and limited space still need to be improved. In addition, limited human resources at POCADI are also a challenge that needs to be addressed by adding management staff to the branches that will be developed. The Library Service has collaborated with schools to promote POCADI.

Informant 2 stated that

However, it is still necessary to improve cooperation with NGOs, village governments, and other parties to support this program more widely. The effectiveness of POCADI is considered quite good, but further evaluation is needed, especially regarding the development of digital content that is in accordance with the needs of the community and increasing the number of visitors from a wider circle. Indicators of success can be measured from the increase in the number of visitors, feedback from the community, and increased access to digital reading materials provided. Periodic evaluation is also needed to determine how effective POCADI is in increasing reading interest. Long-term plans include opening POCADI branches in each sub-district, improving facilities, and expanding relevant digital content. In addition, there needs to be training and capacity building for POCADI managers so that the services provided are more optimal.

The results of the Informant 2 interview concluded that regarding the Digital Reading Corner (POCADI) in Penajam Paser Utara Regency, this initiative has made a positive contribution to increasing reading interest and access to digital literacy in the community. Although the enthusiasm of the community is quite high, especially among teachers and students, there are still challenges such as limited facilities, internet access that needs to be improved, and the need to expand services to other areas to make them easier to reach. The success of POCADI requires ongoing support from the Library Service through program development, improving facilities, and distributing services to all sub-districts.

Informant 3 stated that

POCADI was established as an effort by the Library and Archives Service of Penajam Paser Utara Regency to increase public interest in reading, utilizing digital technology that is easily accessible in public places such as Taman Roselin. The Library Service is active in managing POCADI, promoting it through social media such as Facebook and Instagram, and conducting outreach to the local community with the help of the literacy community. Public enthusiasm has begun to increase, as seen from the fairly stable number of visits each week, although further efforts are needed to introduce this facility to the wider community.

The Library Service has implemented several strategies, including promotion through social media and collaboration with local literacy communities to support activities that encourage reading interest. The Library Service routinely holds storytelling and literacy programs, especially for children and adolescents. This program involves storytellers such as Mr. Andi,

who actively provides training and becomes a resource person at literacy events. The Library Service involves literacy communities and individuals engaged in storytelling to provide training and support literacy events at POCADI. This also includes collaborative activities with schools.

The facilities at POCADI are considered quite adequate, but still need improvement, especially in terms of the comfort of the reading room which should be expanded, as well as the addition of the number of computer units so that visitors do not have to take turns.

There is a need to expand the room and add facilities, including improving the quality of the internet network which is sometimes slow, so that it can support the comfort of visitors in accessing digital content. The accessibility of POCADI in Taman Roselin is quite good, but increased socialization is needed so that it is better known to the wider community, including those in remote areas. The main challenge is how to increase public awareness of the importance of reading. Broader efforts from the Library Service and intensive promotion are needed to attract interest in reading.

One of the technical obstacles faced is the quality of the internet network which is less stable. The Library Service needs to improve technology infrastructure to ensure smoother access for visitors. The Library Service collaborates with schools and literacy communities to support programs at POCADI. This collaboration includes activities such as storytelling competitions and literacy training. Evaluation is carried out by looking at the number of visits and community participation in literacy activities at POCADI. The Library Service measures success based on increased interest and visitor involvement. Indicators of success include an increase in the number of weekly visits, as well as positive feedback from visitors and participants in literacy activities, especially from communities and schools that are often involved. The Library Service plans to continue to expand POCADI accessibility, improve facilities, and increase literacy programs for various age groups. Wider promotion on social media and literacy activities will continue to be increased to reach a wider community.

The results of the interview with Informant 3 concluded that the Digital Reading Corner (POCADI) in Penajam Paser Utara Regency has shown effectiveness in increasing community interest in reading, although it still faces challenges such as lack of promotion and infrastructure that needs to be improved, especially in terms of internet access and room capacity. The Library Service has taken steps through socialization, literacy programs, and collaboration with the community, but further efforts are needed to expand the reach and increase awareness and accessibility of POCADI across all levels of society.

Informant 4 stated that

The background to the establishment of POCADI in Penajam Paser Utara Regency was seen from the lack of reading facilities in schools, especially in areas that do not yet have adequate library facilities. This initiative is part of the National Library's efforts, in collaboration with the local government, to increase public access to reading materials. POCADI was established to foster public interest in reading by utilizing digital technology in providing reading materials. The Penajam Paser Utara Regency Library Service has an important role in managing and promoting POCADI. They actively hold activities at POCADI involving local schools, such as inviting elementary and junior high school students to visit and use the available facilities. In addition, the Library Service also organizes library events at POCADI, which aim to introduce these facilities to the wider community.

The public's enthusiasm for POCADI is very high, as seen from the large number of visitors, including from kindergarten to elementary school levels, who follow the established visiting schedule. Visitors from various levels of society also take advantage of POCADI, especially

when activities are held or when visiting Taman Rokhsadin, where POCADI is located. Visitation data shows a significant increase, both from the general public and from educational institutions. The Library Service implements various strategies to increase interest in reading, one of which is by involving schools in routine activities held at POCADI. They also introduce POCADI through various public events and activities involving the community. In addition, the use of POCADI space in recreational areas such as Taman Rokhsadin is expected to attract more people to visit.

There are various routine programs and activities held at POCADI, such as visits from kindergarten, elementary, and junior high schools. The Library Service also holds reading programs, information technology introductions, and community activities there. These programs are specifically aimed at increasing interest in reading, especially among children and adolescents. The Library Service also involves local communities in utilizing the POCADI space. For example, religious study communities often use the space at POCADI for religious activities, so that the place is not only a center for information and literacy, but also a place for social activities that strengthen the role of libraries in society.

The quality of infrastructure and facilities at POCADI is considered adequate for an area like Penajam Paser Utara. However, there is a need for additional facilities, such as improving air conditioning and additional space, considering the increasing use of these facilities by the community and related agencies. There are future plans to improve facilities at POCADI, such as adding reading corner points in several other strategic locations in the district. This plan also includes improving human resources, especially those responsible for managing POCADI, so that library services can run more optimally. The Library Service ensures accessibility for people in remote areas through the Silanglayan program, where books are loaned in rotation to village libraries or

remote schools. Thus, the book collection is always updated so that people do not get bored reading the same books. 10. The main challenges faced are the vast area of Penajam Paser Utara Regency and limited infrastructure, which makes access to POCADI limited for people in remote areas. In addition, limited human resources and facilities are also obstacles in efforts to increase interest in reading. The Library Service collaborates with the Communication and Information Service to ensure the availability of internet access at POCADI, so that people can access digital reading materials more easily. In addition, efforts continue to be made to improve the quality of human resources managing POCADI, so that they can be more optimal in providing services. The Library Service collaborates with various parties, including schools and local communities, to support the POCADI program. The involvement of agencies such as the Perkim Service is also an important part of utilizing POCADI facilities for community activities.

The Library Service conducts evaluations by measuring the number of daily visitors, which ranges from 10 to 20 people. In addition, visits from schools are an important indicator in assessing the effectiveness of POCADI in attracting interest in reading among children and adolescents. Indicators of the success of the POCADI program are measured based on daily and weekly visit data, as well as community involvement in various activities held there. The number of visitors, especially students, is one of the main benchmarks for the success of this program. The long-term plan includes adding POCADI points in various areas in Penajam Paser Utara Regency, improving facilities, and developing human resources. In addition, the Library Service also plans to expand cooperation with various parties to ensure that this program continues to run well and sustainably.

Informant 5, Librarian of the Library Service, Penajam Pasir Utara Regency stated that

The background to the establishment of Pocadi in Penajam Pasir Utara Regency is to increase interest in reading and literacy among the people of Penajam Pasir Utara. This initiative aims to provide easier and more adequate access to literacy to the community. The Library Service promotes Pocadi through the implementation of various activities in Roselin Park. In addition, when there is a visit to the Regional Library, Pocadi is also promoted to visitors, so that more people will use the facility. The enthusiasm of the community is very high, especially on holidays. Many visitors come to Roselin Park and at the same time use the facilities available at Pocadi, making this place an alternative choice for their activities.

The strategy includes opening Pocadi services not only on weekdays, but also on weekends. For example, on Sundays Pocadi is open from 9 am to evening, providing more opportunities for the community to visit. The Library Service collaborates with schools to visit Pocadi. During the visit, there are socialization activities, educational games for children, and sometimes storytelling activities to attract their interest. Yes, Pocadi is often used by various communities, such as mothers who study the Koran who use Pocadi as a place to study the Koran. Teenagers also often do activities at Pocadi, making it a place for various positive activities outside of reading.

There are plans to expand Pocadi facilities, but are limited by budget. Currently, the space at Pocadi is still limited so it cannot accommodate large activities or many people. In addition to Pocadi in Roselin Park, there is also a mobile library service that uses a car. This library car goes around to remote sub-districts and villages to provide library services. The biggest challenge is the infrastructure that is not yet adequate for large-scale activities, as well as the limited book collection and funds available for development programs. Pocadi has internet access provided by the Ministry of Communication and Information. In addition, Pocadi is also equipped with computers and tablets containing e-books, so that visitors can still access reading materials even if there are internet problems.

Yes, the Library Service collaborates with schools and the Environmental Service (DLH) to optimize the use of Pocadi, especially in activities such as religious studies by mothers on holidays. Evaluation is carried out by looking at the list of visits and activities held at Pocadi. If the number of visitors and activities continues to increase, this is an indicator of the success of the Pocadi program. Yes, there are plans to open Pocadi in other sub-districts such as Paku, Babulu, and Warung. However, the implementation of this plan depends on the available budget.

Informant 6 Stated That

POCADI was established to foster and develop a culture of reading in the community, with a focus on utilizing digital technology to make it easier to access. The Library Service plays an active role in managing and promoting POCADI through social media such as Instagram, Facebook, and Twitter. In addition, visitors who come also help spread information about POCADI to the community. The community is very enthusiastic, especially after learning about the existence of POCADI. Children from PAUD and SD schools are very interested because POCADI not only provides books, but also educational games. The Library Service routinely conducts socialization, both by inviting the community to POCADI and by visiting libraries in schools. Socialization is carried out through direct coaching and promotion activities.

Routine activities include school visits, where children can participate in activities such as watching together, storytelling, and playing together. In addition, competitions are also held to increase participation. Several communities utilize POCADI, although not many. In addition

to reading activities, POCADI is also used for meetings, religious studies, and other activities by community groups. POCADI facilities are adequate for a small scale, but are limited if used by a large number of visitors. Only there are three computer units and several educational games available, so improvements are needed for more visits. Yes, the agency plans to improve POCADI facilities to accommodate more visitors, especially on a large scale. 9. Currently, POCADI is only available at Roselin Park in Penajam District. For remote areas, mobile library services are provided, although digital access in the interior is still not achieved.

The main challenge is to encourage people to come to POCADI physically, because people tend to use digital devices from home. In addition, POCADI cannot be accessed remotely. Internet access at POCADI is smooth even though bandwidth is limited. Network-related constraints are usually caused by service providers. The Office collaborates with the Perkim Office to provide WiFi at POCADI. The Library Office collaborates with the Family Planning (KB) Office and the Perkim Office. However, special cooperation with schools for routine visits has not yet been implemented due to transportation constraints. POCADI's effectiveness is measured by the number of daily visits. On average, around 20 people visit POCADI every day, with more if there are visits from schools. The number of visits is the main indicator used to measure the success of the program. In addition, the activities held are also a measure of effectiveness in attracting public interest.

Long-term plans include improving POCADI facilities, expanding access to services to remote areas, and developing a digital library that can be accessed by the community from home or other places without having to come to the POCADI location.

Informant 7, Head of Paud, Education Office, stated that

The Digital Reading Corner (Pocadi) was established by the Library and Archives Service of Penajam Paser Utara Regency to increase public interest in reading. The background is the limited hours of library services which are only open on weekdays, while many people cannot access library services at that time. Pocadi is here to accommodate the needs of the community who want to access the library on weekends. The Library Service has a primary role in managing and promoting Pocadi. They are responsible for this program, ensuring that services can be accessed properly by the community, and managing the infrastructure, book collections, and digital facilities at Pocadi.

Public enthusiasm for Pocadi is quite high. Pocadi not only provides printed collections, but also digital collections that can be accessed via computers and gadgets provided at the location. This has attracted public interest, especially because the Pocadi concept is different from conventional libraries. One of the strategies of the Library Service is to open Pocadi services every day, including Saturdays and Sundays, to provide opportunities for people who cannot visit on weekdays. The service also collaborates with schools to organize visits to Pocadi, as well as making Pocadi a place for small-scale community activities.

One of the routine activities held is religious studies every Saturday, in collaboration with community groups. However, the Library Service also often holds training such as storytelling and dance as an effort to promote Pocadi to the community. The Library Service involves the community by making Pocadi a place for small activities for community groups, NGOs, or other parties. In addition, they also often hold training or socialization activities at Pocadi to optimize the use of this facility. Pocadi's infrastructure is still considered inadequate. Although it is equipped with AC, computer, TV, and toilet facilities, further development is still needed to make visitors more comfortable and to be able to serve more users.

Yes, the Library Service has plans to expand the Pocadi space and add facilities such as a wider collection of printed books and internet access, as well as increase the number of human

resources serving at Pocadi. Currently, Pocadi is only available in one location, namely Taman Roselin. However, the Library Service plans to open more Pocadi in other sub-districts or in public places that are easily accessible to people in remote areas. The main challenge is the lack of public awareness of the existence of Pocadi and the ability of the community to use technology to access digital books. In addition, the separation of Pocadi from the library office also makes the community less familiar with this facility.

The Library Service collaborates with the Ministry of Communication and Information to provide wider internet access in Pocadi. In addition, cooperation with related SKPDs is also carried out to support the infrastructure and development of Pocadi facilities. Yes, the Library Service collaborates with various parties such as schools, the Ministry of Communication and Information, the Perkim Service, and the Education and Culture Service to support the Pocadi program, including in providing facilities and promoting Pocadi through school visits and training activities. The Library Service evaluates the effectiveness of Pocadi by looking at the number of daily visits to Pocadi as the main indicator. Data on the number of visitors is one of the indicators used to measure the success of the Pocadi program. The average number of Pocadi visitors reaches 20-22 people per day, especially on holidays. The long-term plan of the Library Service includes developing Pocadi infrastructure, adding printed book collections, improving internet facilities, and increasing the number of human resources serving. The service also plans to open more Pocadi in other sub-districts or other public places in Penajam Paser Utara Regency.

Informant 8 stated that

The Digital Reading Corner (Pocadi) was established by the Library and Archives Service of Penajam Paser Utara Regency to increase public interest in reading. The background is the limited hours of library services which are only open on weekdays, while many people cannot access library services at that time. Pocadi is here to accommodate the needs of the community who want to access the library on weekends. The Library Service has a primary role in managing and promoting Pocadi. They are responsible for this program, ensuring that services can be accessed properly by the community, and managing the infrastructure, book collections, and digital facilities at Pocadi.

The public's enthusiasm for Pocadi is quite large. Pocadi not only provides printed collections, but also digital collections that can be accessed via computers and gadgets provided on site. This attracts public interest, especially because the concept of Pocadi is different from conventional libraries. One of the strategies of the Library Service is to open Pocadi services every day, including Saturdays and Sundays, to provide opportunities for people who cannot visit on weekdays. The service also collaborates with schools to organize visits to Pocadi, as well as making Pocadi a place for small-scale community activities.

One of the routine activities held is religious studies every Saturday, in collaboration with community groups. However, the Library Service also often holds training such as storytelling and dance as an effort to promote Pocadi to the community. The Library Service involves the community by making Pocadi a place for small activities for community groups, NGOs, or other parties. In addition, they also often hold training or socialization activities at Pocadi to optimize the use of this facility. Pocadi's infrastructure is still considered inadequate. Although it is equipped with AC, computer, TV, and toilet facilities, further development is still needed to make visitors more comfortable and to serve more users.

Yes, the Library Service has plans to expand the Pocadi space and add facilities such as a wider collection of printed books and internet access, as well as increase the number of human resources serving at Pocadi. For now, Pocadi is only available in one location, namely Taman

Roselin. However, the Library Service plans to open more Pocadi in other sub-districts or in public places that are easily accessible to people in remote areas. The main challenge is the lack of public awareness of the existence of Pocadi and the ability of the community to use technology to access digital books. In addition, the separation of Pocadi from the library office also makes the community less familiar with this facility. The Library Service is working with Kominfo to provide wider internet access at Pocadi. In addition, cooperation with related SKPDs is also carried out to support the infrastructure and development of Pocadi facilities.

Yes, the Library Service collaborates with various parties such as schools, Kominfo, Perkim Service, and Disdikpora to support the Pocadi program, including in providing facilities and promoting Pocadi through school visits and training activities. The Library Service evaluates the effectiveness of Pocadi by looking at the number of daily visits to Pocadi as the main indicator. Data on the number of visitors is one of the indicators used to measure the success of the Pocadi program. The average number of Pocadi visitors reaches 20-22 people per day, especially on holidays. The Library Service's long-term plan includes developing Pocadi infrastructure, adding printed book collections, improving internet facilities, and increasing the number of human resources serving. The service also plans to open more Pocadi in other sub-districts or other public places in Penajam Paser Utara Regency.

Informant 9 stated that

Yes, I already know and often visit POCADI. I visit almost every day. The main reason is because I like reading books there, especially those titled Reset and Wapit. I like reading books like Reset and Wapit, as well as several other books that catch my attention. I know about it because I often visit and from information spread in the surrounding area. I think yes, POCADI is quite successful because with this facility, I feel more motivated to read every day. So far, I feel that POCADI provides good service, but I have not participated in special literacy activities.

The existing content is quite in accordance with my interests, but maybe the variety of digital books can be increased for a more diverse choice. The promotion is quite good, I feel that many people already know about POCADI, especially because the location is strategic. The facilities at POCADI are very comfortable. There is air conditioning, the room is clean and fragrant, making the reading atmosphere more enjoyable. I did not face any difficulties, everything went well. The location is easily accessible, there are no problems with accessibility from where I live.

The biggest challenge is probably because many people prefer to use their cellphones rather than reading books, so their interest in reading decreases. I think the service and facilities are very good, maybe what can be improved is how to encourage more people to come and read. The office can increase the variety of more interesting content and organize more activities that involve the community. Quite effective, especially for people who like to read like me. However, more effort may be needed to attract people who are not used to reading. Maybe there should be more variety of content and interesting programs that can motivate others to read more. Yes, I would recommend it because POCADI is very comfortable, the facilities are good, and it can help people increase their interest in reading.

In an effort to understand and improve the function of the Digital Reading Corner (Pocadi) in Penajam Paser Utara Regency, the results of interviews with informants and the results of observations provide in-depth insights related to the formulation of the problems proposed in this study. The following is a discussion that outlines each formulation of the problem based on information obtained from informants and the results of observations: Improving Accessibility and Availability of Quality Content From the interviews, it is clear that

accessibility and availability of quality content in Pocadi are the main issues that must be addressed. The first informant, the Head of the Library Service, stated that Pocadi's strategic location and adequate facilities have succeeded in attracting the attention of the public, especially students. The results of observations support this, showing that the Library Service has provided digital devices, such as computers and tablets, as well as internet access in Pocadi, making it easier for the public to access information and digital reading materials. This reflects a significant effort to make Pocadi more inclusive and accessible to various groups.

Mrs. Lina Nurhayati, as the second informant, emphasized the importance of access to digital literacy, especially for areas with limited libraries. He said that although public enthusiasm is quite high, challenges in terms of internet speed and facilities must be addressed immediately. The results of the observation confirmed that the collection of reading materials, both in the form of e-books, digital journals, and articles, is adjusted to the needs and interests of the local community. However, internet speed remains a significant obstacle.

The relationship with previous research such as that conducted by Intan Sari (2021) shows that collaboration with schools and effective promotion can increase reading interest. In this case, although Pocadi has succeeded in attracting public attention, challenges in terms of infrastructure availability and accessibility still need to be addressed so that more individuals can enjoy the services provided. This shows that although initial efforts have paid off, there is still room for improvement, especially in optimizing the user experience through improving infrastructure and connectivity. It is important to pay attention to these aspects so that Pocadi can function properly as a digital literacy center. By solving accessibility issues and improving the quality of available content, Pocadi has the potential to further expand its reach and provide greater benefits to the community in Penajam Paser Utara Regency.

Increasing public awareness and participation in digital literacy programs is the next challenge. The fourth informant, Nining Warnengsih, emphasized the importance of collaboration with schools and local communities. Observation results show that the Library Service actively visits schools and community events to increase public awareness. The active involvement of schools in promoting Pocadi among students is vital, because children and students are the main target audiences. Through literacy programs that are integrated with the education curriculum, Pocadi can function as an integral part of the teaching and learning process, helping students not only in reading but also in developing their digital literacy skills.

From Mrs. Padmasari's perspective, although there is high public enthusiasm, participation from adults and workers is still relatively low. Research by Suprihatin (2022) also highlights the importance of promotion as a key strategy to increase reading interest. Therefore, a more effective communication strategy is needed, such as the use of social media and direct campaigns in the community. Leveraging social media platforms can reach more individuals in an engaging way, educating them about the benefits of Pocadi and the services offered.

The sixth informant, Mr. Agus Irawan, said that although Pocadi has succeeded in attracting public attention, there are still challenges in the form of a lack of physical visits to the location. Observation results support this, showing that young age groups, especially school and college students, are the most active in using Pocadi. Therefore, efforts to hold community events, book discussions, and other interesting activities need to be increased. By holding various activities that directly involve the community, Pocadi will not only attract more visitors but also strengthen the community's sense of ownership of the facility. Furthermore, by utilizing collaboration with local communities and educational institutions, Pocadi can create literacy programs that are tailored to the specific needs of the community. This will help increase overall awareness and participation, as well as have a positive impact on literacy in Penajam

Paser Utara Regency. This collaborative and participatory approach will make Pocadi a literacy center that is relevant and beneficial to all levels of society.

In terms of managing Pocadi, various informants agreed that the Library Service must continue to innovate and manage Pocadi in an efficient manner. The seventh informant, Mr. Durajat, stated that Pocadi was designed to meet the needs of the community in accessing library services on weekends. However, the results of observations showed that there were still obstacles in the availability of limited devices, especially when demand was high, as well as technical problems with digital devices. Infrastructure development and visitor comfort must be the main concern. This shows that although Pocadi has great potential, existing technical and infrastructure problems need to be addressed immediately so that services can be optimal. Research by Hasanatul Fany & Rifqi (2022) highlights effective service strategies to increase reading interest. In this context, it is important to implement service improvements through training and socialization regarding the use of digital technology. Increasing the capacity of the community in using digital devices will not only increase their participation but will also support the development of reading interest as a whole. The training can be conducted periodically and involve various segments of society to ensure that everyone, including those less familiar with technology, can utilize the existing services.

In closing, the eighth informant, Andi Rusli, emphasized the importance of sustainable management by paying attention to technological aspects. He reminded that although there was a positive response to the concept of a digital library, there were still challenges in terms of understanding technology among the community. This lack of understanding can hinder the utilization of existing services, so a more integrated strategy is needed in educating the community about technology and digital literacy. Through a comprehensive and sustainable approach, Pocadi can be a model for other digital literacy centers in increasing community access, participation, and interest in reading.

Overall, efficient and sustainable management of Pocadi will not only have a positive impact on the development of community literacy, but will also create a more connected and knowledgeable community. By focusing on infrastructure development and increasing digital literacy, Pocadi can continue to adapt to changing community needs and maximize existing potential. So based on the description of this discussion, it is concluded that the Library Service Strategy in optimizing reading interest in the Digital Reading Corner (POCADI) in the community of Penajam Paser Utara Regency involves several important steps based on interviews and observations conducted. First, increasing accessibility and availability of quality content is a top priority. The Library Service has provided digital devices and internet access, but challenges related to internet speed and availability of facilities must be addressed immediately to ensure that users can access information and reading materials easily.

Second, a strategy to increase community awareness and participation is needed. Collaboration with schools and local communities to promote Pocadi, as well as the integration of literacy programs into the education curriculum, will help reach a wider audience. The Library Service needs to use social media and community events to increase participation, especially among adults who are still low. Holding interactive activities such as book discussions and workshops will strengthen community involvement with Pocadi. Third, efficient and sustainable management of Pocadi must continue to be carried out. This includes training in the use of digital technology for the community, so that they can optimally utilize existing services. In addition, paying attention to technical and infrastructure issues will be very important so that Pocadi can function optimally. With a comprehensive and participatory approach, the Library Service can optimize community reading interest and make Pocadi a relevant and beneficial literacy center for all groups in Penajam Paser Utara Regency.

Conclusion

The Library Service's strategy in optimizing reading interest in the Digital Reading Corner (POCADI) in Penajam Paser Utara Regency includes several steps, namely: First, increasing accessibility and availability of quality content by improving internet speed and existing facilities. Second, collaboration with schools and local communities is needed to increase public awareness and participation. The use of social media and interactive activities such as socialization will strengthen community involvement. Finally, efficient and sustainable management through technology training for users and infrastructure improvements are essential to maximize the function of Pocadi. It is recommended to conduct a comparative analysis between Pocadi and other digital literacy centers in different areas, in order to evaluate the strengths and weaknesses of Pocadi in increasing public interest in reading. It is recommended that the Digital Reading Corner (Pocadi) in Penajam Paser Utara Regency develop additional programs, such as skills classes and creative workshops, to attract more visitors from various age groups and increase community involvement. Promotion or socialization programs that emphasize the importance of reading and digital literacy, including interactive learning sessions in schools and communities, should be held to increase public awareness and participation in available literacy programs.

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