

Library Service Management to Enhance Students' Reading Interest at State Senior High School 1 Secanggang, Langkat Regency

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ABSTRACT

Service management is a process that optimizes the contribution of human resources, materials, and budgets to achieve the goals of the library or library management process based on management principles and theories. Meanwhile, reading interest is the ability to read and encourages the growth of reading culture and habits. Through reading, students can broaden their horizons, sharpen ideas, and enhance creativity. This research aims to explore the planning, implementation, and assessment of library service activities at SMA Negeri 1 Secanggang, Langkat Regency. This research is a descriptive qualitative method. Data collection was carried out through observation, interviews, and documentation. The primary data sources were interviews with the school principal, library head, library staff, teachers, and students. Secondary data consisted of documents related to library service management in improving students' reading interest at SMA Negeri 1 Secanggang, Langkat Regency. Data analysis techniques included data reduction, data presentation, drawing conclusions, and data validity checking techniques by comparing interview data with the research object. The results showed that library service management in improving reading interest at SMA Negeri 1 Secanggang, Langkat Regency, was running well. The planning activities began with a meeting attended by the school principal, library head, library staff, teachers, and students. In the implementation of library services, it was carried out by two library staff who had their respective schedules and were supervised by the library head. Assessment was conducted on the school principal, library head, library staff, teachers, and students.

Keywords: Management, Library Service, Reading Interest

INTRODUCTION

Education is a basic necessity that is expected to be fulfilled for everyone. The equalization of educational institutions requires attention from the government at both the central and regional levels. Education is often identified with schools, and one of the educational institutions that provide facilities and infrastructure to support the learning

process is described in the National Education System Law, which states that education is a conscious and planned effort to create a learning atmosphere and learning process so that students can effectively develop their potential to have spiritual and religious strength, self-control, personality, intelligence, noble character, and the skills needed for themselves, society, the nation, and the state (SISDIKNAS, 2003: Article 1 Paragraph 1).

According to Soyomukti (2017:1), education is a process where the teaching and learning process is carried out as a facilitating institution. The existence of educational institutions needs to be supported by management that is managed in accordance with management functions such as Planning, organizing, staffing, directing, coordinating, reporting, and budgeting. According to Hikmat (2009:247), management is the art of organizing the physical and effective utilization of human resources supported by other resources in an organization to achieve certain goals. Meanwhile, according to Sutisna (2017:3), management in the field of education is the entire process that makes human and material resources available in accordance with what is willing and effective for the achievement of common goals.

Meanwhile, service management, according to Jo Bryson in Syalwa Aini et al. (2020:5), is described as an effort to achieve goals by utilizing human resources, information, systems, and funds while still paying attention to management functions, roles, and expertise. Reza Rokan (2017:91) himself defines service management as a process of managing and optimizing human resources in order to achieve goals based on organizational principles and existing theories. Meanwhile, according to Rustina et al. (2021:73), service management is a process of applying knowledge and art to formulate plans, implement plans, coordinate, and complete service activities to achieve service goals. Based on several definitions of service management above, what is meant by management is a service that is carried out from planning to evaluation stages in order to achieve predetermined goals.

One application of service management in schools is in school library services. According to Suharyoto (2014:30), a school library is a library in schools at the elementary (SD/MI), junior high (SMP/MTS), and senior high (SMA/SMK/MA) levels. School libraries are usually provided by the school to serve their students. Meanwhile, Lara Hs (2007:12) defines a library as a work unit that collects, manages, and presents intellectual wealth for the purposes of education, research, preservation, information, and recreation to enlighten the life of the nation. Thus, a library is a place provided by the school to serve students in reading, and it contains many required reading materials.

Since 2019, the Langkat Regency Government has been actively encouraging and making efforts to cultivate reading interest. The local government highly appreciates activities related to increasing reading interest and hopes that these activities will continue consistently. Through the Langkat Regency Library and Archives Agency, the government has made various efforts to realize this reading culture, one of which is by providing reading places (Fauzi, 2019:15). This encouragement by the Langkat Regency government aligns with the implementation of the National Literacy Movement since 2016. This movement is one of the efforts to energize all potentials to expand public involvement in developing and fostering literacy in Indonesia, which is still categorized as lacking. The goal of this movement is to foster a culture of literacy in the school ecosystem

with the principles of sustainability, integration, and involvement of all relevant parties (Suhardi et al., 2017:5).

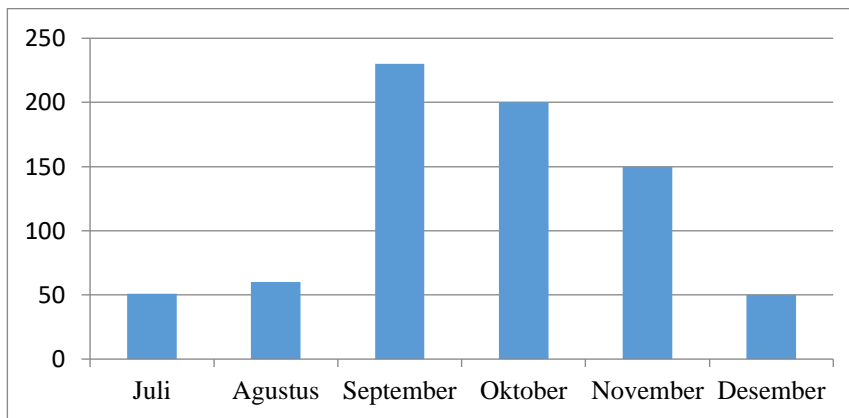
Almost every school has a library as a reading place for students, teachers, and staff within the educational institution. By implementing good service systems, it is expected that the library's existence can function as it should. George R. Terry further explains that service management is a process characterized by actions ranging from planning, organizing, moving, and overseeing, aimed at achieving goals set at the beginning through human resources and others. The functions of service management in the library domain according to him are planning, in the form of initial activities in the managerial process.

With good planning, what will be done, when implementation will take place, and who will carry it out have been well arranged. In the realm of implementation, it involves providing encouragement, activities, and understanding to support others to work willingly. Meanwhile, in the realm of evaluation, it involves collecting information about the performance of members, and the results will be used in decision-making (Mustari, 2014:1). Essentially, the existence of a library in schools is to increase students' reading interest. Sukardi (2013:57) defines interest as a liking, preference, or pleasure in something. This is in line with Sardiman's statement that interest is a condition that occurs when someone sees the characteristics or meanings, while the situation is related to one's own desires or needs.

However, based on the results of the PISA data in 2012, it shows that the reading interest of Indonesian students is in 64th position with a score of 396, while the OECD average score is 496. Then, PISA was conducted again in 2015, and Indonesian students remained in 64th place with a score of 397, with a total of 75 participating countries. From the data from PISA 2012 to PISA 2015, it can be concluded that the reading interest of Indonesian students has only increased by one point, which can be considered insignificant. Meanwhile, since 2013, Indonesia has implemented the 2013 Curriculum (Widarti, 2018:1).

Referring to the data above, literacy problems almost occur in every province in Indonesia, including North Sumatra Province. Although it is recorded as having a good index in eradicating illiteracy, North Sumatra must also be able to make efforts to overcome literacy problems. The low literacy interest index must be immediately resolved by providing places or reminders to read, one of which is the establishment of libraries in schools. The low reading interest of students, especially students in State High Schools in the Secanggang District of Langkat Regency, can be seen from the results of research by Tiur Malasari S et al. (2021:134), which explains some of the problems that underlie the low reading interest of students, including the pandemic situation that has shifted conventional learning to learning from home, minimal knowledge of educators about references and how to access them, and lack of socialization to support. Referring to the above problems, several schools have established libraries that can be used by teachers and students.

The initial observations by the author indicate that students' interest in reading in the library of SMA Negeri 1 in the Secanggang District of Langkat Regency is relatively low. This is evident from the data on student visits to the library below:



Library Data Source of SMA Negeri 1 in Kec. Secanggang Kabupaten Langkat

Referring to the data above, it can be concluded that student visits to the library increased in September because many subject assignments required students to find information from the library's collection. However, in the following months, student visits to the library decreased again, even though this school has a decent, sufficient, and good library with complete facilities as a library to accommodate all students who want to read in the library. The increase in library visitors occurs when there are many assignments from class teachers and when exams are approaching. The decrease in the number of visits at certain times is thought to be due to the lack of incentives for students to seek information or even poor services provided by library staff, thus reducing students' interest in reading in the library. The services provided by the library staff include open services and semi-closed services, where visitors are given the freedom to find books or materials needed. Meanwhile, closed services are applied when returning books, where the completion of records can only be done by library staff.

The low number of student visits is also influenced by the unfulfilled standards of library services. According to the National Standard for Medium Level Libraries, a library must have a minimum of four types of services, namely lending services, reference services, reading room services, internet access, photocopying, audiovisual collections, and storytelling (Library Center, 2011:7). The initial observations by the researcher found that SMA Negeri 1 in Secanggang only has lending services in the form of open and closed services, and there is no adequate place for reading, and there is no internet access.

METHOD

This research employs a qualitative research method, wherein qualitative research is defined as an investigation aimed at describing and analyzing social activities, beliefs, perceptions, and thoughts of individuals or groups (Sukmadinata, 2008:60). The approach used in this study is a descriptive analytical method, which is a research type that seeks to narrate current problem solutions based on data, presenting data, analyzing, and interpreting, also being comparative and correlative (Ahmadi, 2007:44).

Descriptive research is a fundamental type of study that examines the forms of activities, characteristics, changes, relationships, similarities, and differences with other phenomena. Qualitative research, on the other hand, is a research

procedure that generates descriptive data in the form of written and spoken words from the individuals under observation.

In qualitative research, the data produced consist of words, sentences, and images that can explain the planning, implementation, and evaluation of library service management in improving reading interest at SMA Negeri 1 Kecamatan Secanggang Kabupaten Langkat.

RESULT AND DISCUSSION

The Planning of Library Services at SMA Negeri 1 Secanggang, Langkat Regency

The planning of library services at SMA Negeri 1, Kecamatan Secanggang, Langkat Regency begins with an annual meeting discussing the library's objectives, schedule, and the personnel involved in library management. The meeting is part of the planning implementation in library service management activities. According to Hermawan (2020:03), managing, and those who perform it are called managers, encompassing activities to achieve goals that individuals contribute to through management actions.

Based on interviews conducted by the researcher with relevant parties, the planning of library management services at SMA Negeri 1, Kecamatan Secanggang, Langkat Regency starts with a meeting to form the parties involved in library services, including the library head and members. The meeting also discusses the detailed tasks of each member. Library services at SMA Negeri 1, Kecamatan Secanggang, Langkat Regency, begin from the school's opening at 08:00 AM to the closing time at 03:00 PM, managed by two officially appointed library staff. The planning of library services at SMA Negeri 1, Kecamatan Secanggang, Langkat Regency falls under short-term planning, considering the planning conducted for one semester or once a year.

The budget used in the library's operational activities comes from the School Operational Assistance fund. The purpose of having a school library at SMA Negeri 1, Kecamatan Secanggang, is to increase students' reading interest. Facilities, infrastructure, and reference collection are gradually added each year. The procurement of reading materials involves recording the required materials, reporting them to the library head, and waiting for the annual budget from the School's Operational Assistance.

The importance of planning in library service management, as stated by Usman in Monaliza (2017:282), is a decision-making process about targets and methods for the future to achieve desired goals. Planning is done systematically and continuously. Previous research by Hermawan et al. (2020:118) on library service activity planning includes short-term work program planning, semester work program planning, and annual work program planning for the smooth running of the library program.

In line with the research results, the planning in SMA Negeri 1, Kecamatan Secanggang, Langkat Regency, involves semester work program planning or annual work program planning. The planning at SMA Negeri 1, Kecamatan Secanggang, Langkat Regency, always involves relevant parties in library services,

consistent with the findings of previous research by Hermawan et al. (2020:119), which always involves both library staff, deputy heads of the library section, and the school principal.

Furthermore, Monaliza (2017:282) emphasizes that the achievement of library goals and functions depends on good library management in line with the principles of activities in service management. Regarding planning, it contains elements where several activities are predetermined, there is a desired result process, and it involves the future within a specific timeframe (Ikhwan, 2016:30). According to Handoko in Nasution (2022:45-46), planning has three levels and periods as follows:

1. Long-term plans last between 2 to 5 years or more and are usually determined by leaders.
2. Medium-term plans have a timeframe of several months up to a year and are also made by leaders.
3. Short-term plans have a timeframe ranging from daily, weekly, monthly, or even up to one year and are made by service providers or leaders.

Referring to the above theories, the library service management at SMA Negeri 1 Secanggang, Langkat Regency, falls into short-term planning because it is evaluated at least every year and is made by the library head and relevant parties. Moreover, there are five essential things to consider for the success of planning according to Nasution (2022:45-46):

1. Precision and clarity in forming objectives.
2. Timeliness with the intended goals.
3. Synchronization and relevance between the operational phases of the plan and the operational responsible party to understand the phase and the intended goals.
4. Considering the natural aspects of the community's capabilities, paying attention to the synchronization and relevance of planning and institutional needs.
5. Organizational competence and operational responsibility.

Implementation of Library Services at SMA Negeri 1 Secanggang, Langkat Regency

Implementation is a crucial part of the essential function of library service activities. According to Abdul et al. (2021:193), implementation is the process of executing a planned program to be carried out by all parties in the organization, motivating everyone to fulfill responsibilities with full awareness and high productivity in implementing library service programs.

Examining the research results, the implementation of library service activities at SMA Negeri 1, Kecamatan Secanggang, Langkat Regency, has proceeded as expected. In the scope of library service implementation, there is leadership control over library staff, providing advice, input, and motivation. The activities carried out in the implementation phase are adjusted to the previous planning, as found in previous research by Hermawan et al. (2020:119), which

involves grouping people according to their respective tasks to achieve previously planned goals.

In interviews with relevant parties, it was revealed that the library at SMA Negeri 1, Kecamatan Secanggang, Langkat Regency, needs continuous additions, especially in general knowledge books and encyclopedias. In terms of library facilities and infrastructure, there is a need for additional computers and reading tables and chairs for visitors.

Library management is carried out collaboratively with relevant parties continuously. Regarding library services and development, it can be considered good because the staff assists visitors in finding reference materials, provides rules to visitors politely and courteously. The library service operating hours at SMA Negeri 1, Kecamatan Secanggang, Langkat Regency, are from Monday to Saturday, starting at 08:00 AM until 02:00 PM, providing book borrowing and reading services.

The duty schedule for librarians is planned every active school hour, divided into two or three days. In today's world, libraries continually face demands for the quality of services provided. The better the quality of service, the better the development of students' reading interests, as shown in the research results of Ardiansyah et al. (2020:11), indicating a significant influence between library service management and students' reading interest. Similarly, the research results of Arifin et al. (2020:11) show a significant relationship between library services and students' reading interest.

According to Kurniasih (2018:9), the success of library service implementation is seen when:

1. Visitors are satisfied with the librarian's attitude in providing services.
2. Visitors are satisfied with the responses given by the librarian to complaints.
3. Visitors are satisfied with the amount of fine payment imposed. d. Visitors are satisfied with the available facilities.
4. Visitors are satisfied with the library's set time or service schedule. f. Visitors are satisfied with the collection of reading materials.

Based on the interview results, visitors are satisfied with the services provided by librarians at SMA Negeri 1 Secanggang, Langkat Regency. In performing their duties, library staff also face scheduling conflicts due to teaching schedules in classrooms, as library staff at SMA Negeri 1, Kecamatan Secanggang, Langkat Regency, also double as subject teachers. However, this is resolved by taking turns or exchanging schedules with other staff.

According to Fandy (2007:49), the expected quality of service by visitors includes:

1. Visitors expect comfort in using all library services.
2. Visitors expect the available collection to meet their needs.
3. Visitors expect friendly, friendly, and responsive attitudes from staff.
4. Visitors expect the library to have fast internet access.

According to Zeithami et al. (1990:19), for the creation of quality services for visitors, librarians must:

1. Show a positive attitude, starting from greetings, attitudes while serving to handling complaints.
2. Recognize the needs of visitors, starting from listening to any complaints.
3. Fulfill the needs of visitors, especially those directly related to the collection and library services.
4. Ensure that visitors return, satisfied visitors will undoubtedly return.

In Islam itself, service in Islamic education management has been outlined in the Qur'an and Sunnah. Alkedem and Alqahtani in Rosdiarini (2020:87-88) state that the principles of management in the Islamic perspective consist of: a) Responsibility, which is belief and loyalty in every action to provide the best service to others, b) Shura, which has positive implications for the realization of equality and justice.

Assessment of Library Services at SMA Negeri 1 Secanggang, Langkat Regency

The assessment activity, according to Usury and Hammer as cited in Wisudaningsih, is a systematic effort by management to achieve goals by comparing performance with initial plans and subsequently taking corrective steps for significant differences. According to Wisudaningsih (2018:40), assessment also needs to consider essential requirements and principles, namely being well-planned, having Standard Operating Procedures, being run by trustworthy and capable individuals, being accountable/transparent and written, and being efficient in budget utilization.

According to Widjaja (1993:343), assessment is the process of monitoring activities to ensure that activities are completed as planned and correcting any significant deviations. Similarly, Robinson, as cited in Pidarta (1998:168), defines assessment as the process of monitoring activities to determine whether individuals and organizations are effectively and efficiently obtaining and utilizing resources to achieve their goals and providing corrections if not achieved.

Meanwhile, Johnson (1973:74) describes the system's function of making adjustments to plans, striving to ensure that deviations are only within tolerated limits. Referring to the various definitions above, it can be concluded that

assessment is a supervisory process to ensure planned activities are carried out and to make corrections in case of deviations.

Based on interviews with relevant parties regarding the library services at SMA Negeri 1, Kecamatan Secanggang, Langkat Regency, it has met the essential requirements to be a library for reading and borrowing books for visitors. The budget used for library needs comes from the School Operational Assistance fund, which is used to fulfill the library's collection deficiencies, necessary facilities, and library maintenance.

The need for collection materials that are not met every year is addressed by relevant parties who compile and report to the head librarian. The existing facilities in the library are not yet complete, but efforts are continually made to add facilities to support the library's performance. The library also keeps track of visitors' preferred reading materials, intending to increase their quantity, resulting in crowded conditions in the library. As for library services, the staff provides good service by treating visitors politely.

Furthermore, supervision, included in the assessment stage, can also be emphasized as a check on the implementation of planning in management to prevent goal failures. As shown in previous research by Hermawan et al., supervision in assessment is carried out by the head librarian regarding the performance of library staff, cleanliness, arrangement of collections, and borrowing and lending circulation that occurs at SMA Negeri 1, Kecamatan Secanggang, Langkat Regency.

Reading Interest of Students at SMA Negeri 1, Kecamatan Secanggang, Langkat Regency

Reading interest is the internal drive or desire within students to read books. Interest can be influenced by internal and external factors, as Prasetyo mentioned in Srihartati (2023:9), attributing low reading interest among students to both internal and external factors. Similarly, Muktiono, as cited in Joko (2019:139-140), explains that reading books can be developed into an activity involving many people, driven by motivation and encouragement from within individuals.

Moreover, according to Gerungan (2019:139-140), teachers play a crucial role, as their attention can advance student development and motivation, ultimately fostering reading interest. Srihartati (2023:9) emphasizes that teachers can enhance students' reading interest by paying attention to them.

One external factor that can boost students' reading interest is the establishment of libraries in each school, as regulated by the Indonesian UUD Regulation Number 43 of 2007 (2019:139-140). This regulation emphasizes the cultivation of a reading culture through family, educational institutions, and community cooperation with the government to increase reading interest.

The main purpose of establishing libraries in every school is to enhance students' reading interest. However, in reality, according to Suryadi et al. (2021:86-87), several factors hinder students' reading interest, including: a) Student factors, considering varying levels of subject absorption for each child, and b) Environmental factors, with significantly different social interactions at school and at home in terms of behavior and attitude.

Based on Diana's research (2022:12), factors inhibiting students' reading interest include: a) Low awareness and willingness of students, as not all students are aware of the benefits of reading, and b) Lack of coordination between teachers and school management teams, emphasizing the need for effective coordination to implement a program.

According to the findings from the researcher's interviews, students' reading interest at SMA Negeri 1, Kecamatan Secanggang, Langkat Regency, has increased. Students who avidly read and borrow books are rewarded with certificates of appreciation every year, and summarization tasks are usually assigned by subject teachers in the class.

Students with high reading interest enjoy and are motivated to read, often borrowing books outside the classroom based on their own desires. This aligns with Dalman's opinion in Srihartati, stating that children accustomed to reading will consider reading as a necessity and a crucial role in their learning activities. Additionally, according to Darmono (2023:9), a conducive social environment will also stimulate children's interest in reading.

Referring to the above opinions, the involvement of close individuals is crucial in enhancing students' reading interest. This ensures that students not only acquire knowledge at school but also through other sources, such as the books provided by the school in the library.

CONCLUSION

Based on the research conducted by the researcher on Library Service Management to Improve Students' Reading Interest at SMA Negeri 1 in Secanggang, Langkat Regency, through interviews and documentation, the researcher can conclude the research findings as follows:

- 1. Library Service Management Planning Activities:** a. Initiated with an annual meeting discussing the implementation of services to achieve the library's goals. b. Collaboration with the school, library, and teachers, as well as regional libraries. c. Service activities are adjusted according to the guidance and directions from the library head continuously.
- 2. Library Service Management Implementation Activities:** a. Library staff perform their duties according to the established schedule. b. Motivation for visitors is enhanced by organizing visits from external sources, such as regional libraries. c. Library staff carry out their duties effectively by welcoming visitors

warmly and providing assistance as needed. d. The library still requires additional reading materials to complete its collection.

3. **Library Service Evaluation Activities at SMA Negeri 1 in Secanggang, Langkat Regency include:** a. Evaluation of the school principal's leadership in managing the library. b. Assessment of whether the library head has implemented services as directed. c. Evaluation of the hospitality, politeness, and assistance provided by library staff. d. Evaluation of students' frequency of library visits and the extent of their reading of books provided in the library.

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