

Management in Enhancing Students' Reading Interest at SMA Negeri 1 Secanggang, Langkat Regency

Azmar, Neliwati, Muhammad Rifa'i

UIN Sumatera Utara Medan

azmarfandi@gmail.com, neliwati@uinsu.ac.id, mhd_rifai70@yahoo.com

Article History

Received : June 18th 2023

Revision : August 19th 2023

Publication : Sept 30th 2023

ABSTRACT

Service management is the process of optimizing the contributions of humans, materials, and budgets in achieving the objectives of the library or library management process, based on principles and management theories. Reading interest, on the other hand, refers to the ability to read and promotes the growth of a reading culture and reading habits. Through reading, students can expand their knowledge, sharpen their ideas, and enhance creativity. This study aims to explore the planning, implementation, and evaluation of library service activities at SMA Negeri 1 Secanggang, Langkat Regency. This study is a qualitative descriptive research method. Data collection was carried out through observation, interviews, and documentation. The primary data sources for the research were interviews with the school principal, library head, library staff, teachers, and students. Secondary data included documents related to library service management in improving students' reading interest at SMA Negeri 1 Secanggang, Langkat Regency. Data analysis techniques involved data reduction, data presentation, drawing conclusions, and data validity checks by comparing interview data from the research subjects. The research results indicate that library service management to enhance reading interest at SMA Negeri 1 Secanggang, Langkat Regency, is well-established. The planning activities start with meetings attended by the school principal, library head, library staff, teachers, and students. The library service implementation is carried out by two library staff members who have their respective schedules and are supervised by the library head. Evaluation is conducted on the school principal, library head, library staff, teachers, and students.

Keywords: Management, Library Services, Reading Interest

INTRODUCTION

Education is a fundamental necessity and is expected to be accessible to everyone. The equitable distribution of educational institutions requires attention from both the central and local governments. Education is often equated with schools, and one of the educational institutions that provide facilities and infrastructure to support the learning process is libraries, as described in the National Education System Law, which defines

education as a conscious and planned effort to create a learning environment and learning processes that effectively enable students to develop their spiritual, religious, self-control, personality, intelligence, noble character, and necessary skills for themselves, society, nation, and state (SISDIKNAS, 2003: Article 1 Paragraph 1).

According to Soyomukti (2017:1), education is a process in which the teaching and learning activities are facilitated by institutions. The existence of educational institutions needs to be supported by management functions such as planning, organizing, staffing, directing, coordinating, reporting, and budgeting. Hikmat (2009:247) defines management as the art of organizing the physical and effective utilization of human resources, supported by other resources, in an organization to achieve specific goals. Meanwhile, according to Sutisna (2017:3), management in the field of education encompasses the entire process that makes human and material resources willingly and effectively contribute to achieving common goals. Based on these definitions of management, it refers to services provided, from planning to evaluation, to achieve predetermined goals.

One application of service management in schools is in the school library service. According to Suharyoto (2014:30), a school library is a library located in schools, from primary to high school levels, serving students. Lara Hs (2007:12) defines a library as a workplace that collects, manages, and presents intellectual resources for educational, research, preservation, information, and recreational purposes to enrich the nation's life. Therefore, a library is a place provided by schools to serve students in reading and contains various reading materials they need.

Since 2019, the Langkat Regency Government has been strongly encouraging and making efforts to foster a reading interest. They highly appreciate activities related to increasing reading interest and hope these activities continue. The Langkat Regency Government, through the Library and Archives Office, has been making various efforts to cultivate a love for reading, such as providing reading spaces (Fauzi, 2019:15). This government initiative aligns with the implementation of the National Literacy Movement, which began in 2016, aiming to energize all potential to expand public involvement in developing and cultivating literacy in Indonesia (Suhardi et al., 2017:5).

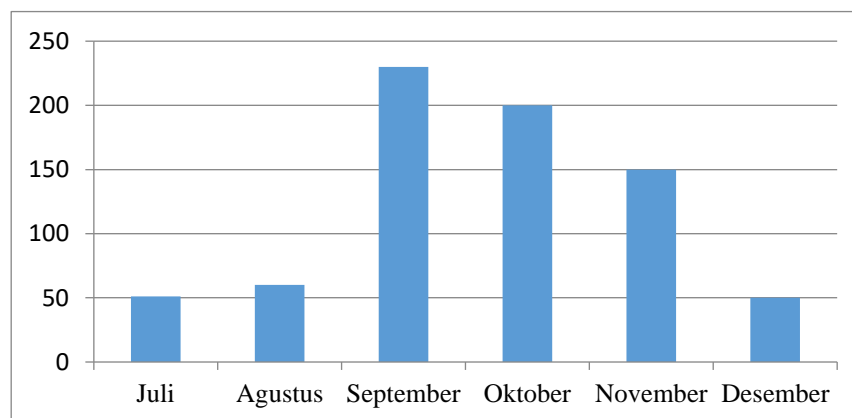
Almost every school has a library as a place for students, teachers, and staff to read. By implementing good service systems, the library's presence is expected to serve its purpose effectively. George R. Terry further elaborates that service management is a distinctive process involving actions ranging from planning, organizing, motivating, and controlling to achieve initial goals through human resources and other means. The management functions in the library context, according to him, include planning, which is the initial stage in the managerial process. Execution encompasses motivating, activities, and providing understanding to support the work of others willingly. In terms of evaluation, it involves collecting information about member performance and using it for decision-making (Mustari, 2014:1).

The essence of having a library in schools is to increase students' reading interest. Sukardi (2013:57) defines interest as a liking, preference, or pleasure in something. This definition aligns with Sardiman's, which states that interest is a condition that occurs when someone perceives characteristics or meanings, while the situation is related to one's own desires or needs.

However, based on the results of the 2012 PISA data, the reading interest of Indonesian students was ranked 64th with a score of 396, while the average OECD score was 496. In the 2015 PISA assessment, Indonesian students remained at the 64th position with a score of 397, with 75 participating countries. Comparing the 2012 and 2015 PISA data, it can be concluded that the reading interest of Indonesian students only increased by one point, which is considered insignificant. Notably, Indonesia had already implemented the Curriculum 2013 from 2013 (Widarti, 2018:1).

Referring to the data above, the issue of literacy almost exists in every province in Indonesia, including North Sumatra. Despite having a good literacy index, North Sumatra must also make efforts to overcome literacy issues. The low interest in reading needs to be addressed by providing places or reminders for reading, such as creating libraries in schools.

The reading interest of students, especially those in SMA Negeri in Secanggang District, Langkat Regency, is still relatively low. This can be seen from the data on student visits to the library, which are as follows:



Source : Data for SMA Negeri 1 Secanggang School Library, Langkat Regency

Based on the data above, it can be concluded that student visits to the school library increased in September because many subject assignments required students to seek information from the library's collection. However, in the following months, student visits to the library decreased again, even though the school has a suitable and well-equipped library with complete facilities 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 before exams. The decrease in the number of visits at certain times suggests that the lack of reading interest may be due to students not being required to seek information or even due to inadequate service provided by library staff, thus reducing the interest in reading in the library. The services provided by library staff include open service and semi-closed service, where visitors are given the freedom to search for books or materials they need on their own. Closed service is applied when books are returned, and record-keeping can only be done by library staff.

The low number of student visits is also influenced by the failure to meet library service standards. According to the National Standards for Middle-Level Libraries, a library should provide at least four types of services, including lending services, reference services, reading room services, internet access, photocopying, audiovisual collections, and storytelling (Central Library, 2011:7). Initial observations by the researcher found that SMA Negeri 1 Secanggang only offers lending services in open and closed formats, with no adequate reading spaces and no internet access.

METHOD

This research employs a qualitative research method. Qualitative research is an approach aimed at describing and analyzing the phenomena of social activities, beliefs, perceptions, and the thoughts of individuals and groups (Sukmadinata, 2008:60). The approach utilized in this study is a descriptive analytical method, which seeks to articulate solutions to current problems based on data, present data, analyze, and interpret it. This method is also characterized by a comparative and correlational nature (Ahmadi, 2007:44).

Descriptive research is one of the fundamental research types, investigating the forms of activities, characteristics, changes, relationships, similarities, and differences with other phenomena. Qualitative research is a research procedure that yields descriptive data in the form of written and spoken words from the individuals under observation.

In qualitative research, the data generated consists of words, sentences, and images that can explain the planning, implementation, and evaluation of library service management in enhancing reading interest at SMA Negeri 1, Sub-district of Secanggang, Langkat Regency.

RESULT AND DISCUSSION

Planning Library Services at SMA Negeri 1 Secanggang, Langkat Regency

The planning of library services at SMA Negeri 1 in the Sub-district of Secanggang, Langkat Regency, starts with an annual meeting to discuss the library's objectives, schedule, and the staff members who will be involved in library management. This meeting is an integral part of the planning process in library service management, as Hermawan (2020:03) explains that managing and the individuals who carry it out are referred to as managers. This encompasses activities to achieve the set goals, involving individuals who contribute their best efforts through managerial actions.

Based on interviews conducted by the researcher with relevant stakeholders, the planning of library service management activities at SMA Negeri 1 in the Sub-district of Secanggang, Langkat, begins with the formation meeting of the parties involved in library services, including the library head and its members. During the meeting, the detailed tasks of each member are also discussed. Library services at

SMA Negeri 1 in the Sub-district of Secanggang, Langkat, operate from 08:00 AM to 03:00 PM, with two officially appointed library staff members responsible for managing the library. The planning of library services at SMA Negeri 1 in the Sub-district of Secanggang, Langkat, falls under short-term planning, as it covers planning for a semester or a year.

The budget used for the library's operations comes from the School Operational Assistance fund. The purpose of having a school library at SMA Negeri 1 in the Sub-district of Secanggang, Langkat, is to increase students' reading interest. To provide the necessary facilities, infrastructure, and reference collections, gradual additions are made each year. Meeting the reading material needs involves keeping records of the required reading materials by visitors and reporting them to the library head, awaiting annual budget allocation from the School Operational Assistance fund.

The importance of planning in library service management, as stated by Usman in Monaliza (2017:282), is the process of decision-making among a set of alternatives concerning goals and ways to achieve the desired objectives, along with monitoring and evaluating the results of its implementation. Planning is conducted systematically and continuously.

According to previous research by Hermawan et al. (2020:118), planning library service activities in schools includes planning short-term work programs, planning semester work programs, and planning annual work programs to ensure the smooth execution of library work.

Therefore, the planning of SMA Negeri 1 in the Sub-district of Secanggang, Langkat, falls under the category of semester or annual work program planning. In the planning of SMA Negeri 1's library, relevant parties involved in library services are always included, consistent with previous research by Hermawan et al. (2020:119), which emphasizes the involvement of librarians, the vice-principal in charge of the library, and the school principal in carrying out work programs.

Monaliza (2017:282) suggests that successful library management is achieved through good management principles aligned with the principles of library service management. Planning contains elements where a set of activities is determined in advance, with an intended outcome and a time frame focused on the future.

Referring to the above theories, the library service management at SMA Negeri 1 in Secanggang, Langkat, falls under short-term planning because it is evaluated at least once a year and is made by the library head and relevant parties. Furthermore, there are five essential considerations for successful planning, as outlined by Nasution (2022:45-46):

1. Precision and clarity in defining objectives.
2. Timeliness in achieving the intended goals.

3. Synchronization and relevance between the operational phases of the plan and the operational responsibilities, ensuring a clear understanding of the phases and objectives.
4. Paying attention to the natural aspects concerning the community's capabilities, synchronizing and aligning planning with the institution's needs.
5. Organizational competence and operational responsibilities.

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

Implementation is a crucial part of the library service activity. According to Abdul et al. (2021:193), implementation is the process of executing a planned program by all parties within an organization. It involves motivating all parties to carry out their responsibilities with full awareness and high productivity in delivering library services.

Upon examining the research results, it is evident that the implementation of library service activities at SMA Negeri 1 in the Sub-district of Secanggang, Langkat, is proceeding as planned. The implementation process includes supervision by superiors over library staff and providing suggestions, feedback, and motivation. Activities conducted during the implementation phase are in line with the previous planning, as Hermawan et al. (2020:119) have pointed out the importance of grouping individuals according to their roles to achieve the previously planned objectives.

Based on interviews conducted by the researcher with relevant stakeholders regarding the scope of library services, it is apparent that the library at SMA Negeri 1 in the Sub-district of Secanggang, Langkat, requires continuous additions to its reading materials, especially in the general knowledge and encyclopedia categories. In terms of facilities and infrastructure, the library also needs additional computers, chairs, and reading tables for visitors.

Library management is a collaborative effort involving relevant stakeholders in a continuous process. The library's service and development are considered good because the staff are friendly and helpful to visitors in finding reference materials. They also effectively communicate library rules and regulations. The library's operating hours at SMA Negeri 1 in the Sub-district of Secanggang, Langkat, are from Monday to Saturday, starting at 08:00 AM and ending at 02:00 PM. Services provided include borrowing and reading books.

In today's world, libraries are continuously facing demands for high-quality service. Better service quality leads to improved student reading interest, as Ardiansyah et al. (2020:11) found a significant influence between library service management and student reading interest. Similarly, Arifin et al. (2020:11) found a significant relationship between library services and student reading interest.

Kurniasih (2018:9) believes the success of library service implementation is determined by the following factors:

1. Visitors' satisfaction with the librarian's attitude in providing services.
2. Visitors' satisfaction with the librarian's responsiveness to complaints.
3. Visitors' satisfaction with the fines and fees imposed.

4. Visitors' satisfaction with the available facilities.
5. Visitors' satisfaction with the library's operating hours and schedules.
6. Visitors' satisfaction with the collection of reading materials.

Based on interviews with visitors, they are generally satisfied with the service provided by the librarians at SMA Negeri 1 in Secanggang, Langkat. The librarians' work schedule is also adapted to classroom teaching schedules, as library staff at SMA Negeri 1 in the Sub-district of Secanggang, Langkat, also serve as subject teachers. They address this challenge by exchanging or altering their schedules with other staff members.

Fandy (2007:49) highlights the expected quality of library service for visitors:

1. Visitors expect to have a comfortable experience while using all library services.
2. Visitors expect the available collection to meet their needs.
3. Visitors expect librarians to be friendly, approachable, and responsive.
4. Visitors expect fast and reliable internet access in the library.

According to Zeithami et al. (1990:19), for the achievement of quality service for library visitors, librarians must:

1. Display a positive attitude, starting with greetings and maintaining a positive attitude while serving and handling complaints.
2. Recognize the needs of visitors, starting by listening to any concerns.
3. Fulfill the needs of visitors, especially those directly related to the library's collection and services.
4. Ensure visitors return, as satisfied visitors are likely to return.

In the Islamic perspective, service in Islamic education management is outlined in the Quran and Sunnah. Alkedem and Alqahtani, as cited in Rosdiarini (2020:87-88), mention management principles in the Islamic perspective, including responsibility and Shura, which are rooted in a belief system that prioritizes providing the best service for others and striving for equality and justice.

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

The assessment process, as defined by Usury and Hammer and reiterated by Wisudaningsih (2018:40), is a systematic management effort to achieve goals by comparing performance to the initial plan and subsequently making improvements for significant differences. Effective assessment should consider well-planned procedures, be carried out by reliable and competent individuals, be accountable and transparent, and efficiently utilize the budget.

According to Widjaja (1993:343), assessment is the process of monitoring activities to ensure that they are carried out as planned and correcting any significant deviations. This is echoed by Robinson as cited in Pidarta (1998:168), stating that assessment is the process of monitoring activities to determine if individuals and organizations effectively and efficiently obtain and utilize resources to achieve their goals and making corrections if those goals are not met.

Additionally, Johnson (1973:74) explains that the function of a system is to adjust the plan and strive to ensure that deviations occur only within tolerable limits. Thus, based on these definitions, assessment is a supervisory process to ensure that planned activities are executed and to rectify any deviations that may occur.

Based on interviews with relevant parties involved in library services at SMA Negeri 1 in the Sub-district of Secanggang, Langkat, the library appears to meet the essential requirements of being a place for reading and book borrowing. The budget for library needs comes from the School Operational Assistance fund, which is used to fill gaps in the library's collection, acquire necessary facilities, and maintain the library.

Unfulfilled collection needs are addressed by the stakeholders, who identify and report them to the head librarian. The existing library facilities are not yet complete, but efforts are continually made to add resources that support library operations. The library also tracks the preferred reading materials of visitors to increase their availability, leading to a high level of visitor engagement. As for library service, the staff provides polite and efficient assistance to visitors.

Furthermore, the supervision, which is part of the assessment phase, is carried out by the head librarian to evaluate the performance of library staff, cleanliness, collection arrangement, and the circulation of borrowed materials at SMA Negeri 1 in the Sub-district of Secanggang, Langkat. This assessment helps ensure that the management goals are met and prevents any deviations that could lead to failure in achieving those goals, as demonstrated in previous research conducted by Hermawan and others.

Students' Reading Interest at SMA Negeri 1 in Secanggang, Langkat Regency

Reading interest refers to the internal drive or desire within students to read books. This interest can be influenced by both internal and external factors. Prasetyo, as cited in Srihartati (2023:9), suggests that students' low reading interest is attributed to two factors: internal and external. Similarly, Muktiono, as mentioned in Joko (2019:139-140), explains that reading books can be developed into an activity involving many individuals. The motivation and drive from within an individual can foster a reading habit.

Furthermore, according to Gerungan (2019:139-140), teachers play a significant role in nurturing students' development. Teachers' attention can enhance students' growth and provide motivation and encouragement for them to develop an interest in reading. As Srihartati (2023:9) points out, teachers can contribute to boosting students' reading interest by paying attention to them.

One external factor that can stimulate students' reading interest is the presence of libraries in every school, as mandated by the Indonesian Constitution Number 43 of 2007. This regulation promotes the cultivation of a reading culture through collaboration among families, educational institutions, and the community to enhance reading interest.

The primary goal of establishing libraries in schools is to increase students' reading interest. However, in reality, as Suryadi et al. (2021:86-87) describe, there are several factors that hinder students' reading interest. These include: a) individual student factors, given that each student's absorption of subjects varies; b) environmental factors, such as the differing levels of socialization in school and at home, encompassing behaviors and attitudes.

Based on Diana's research findings (2022:12), factors that hinder students' reading interest include: a) students' low awareness and willingness, as not all students have the awareness needed for reading, b) a lack of coordination between teachers and school

management teams, as effective coordination is essential to execute a program successfully.

According to interviews conducted by the researcher, students' reading interest at SMA Negeri 1 in Secanggang, Langkat, has seen improvement. Students who read and borrow books regularly receive rewards in the form of certificates of appreciation every year. Additionally, book summary assignments are typically given by subject teachers in the classroom.

Students with a high reading interest are enthusiastic and motivated to read, actively borrowing books outside of class based on their personal interests. This aligns with Dalman's perspective, as cited in Srihartati, which states that children who have developed the habit of reading will consider reading as a personal need and an important part of their learning process. Furthermore, according to Darmono (2023:9), a conducive social environment will also stimulate students' reading interest.

Referring to the perspectives above, the involvement of those closest to the students is vital in promoting their reading interest. This ensures that students not only acquire knowledge from school but also through other sources like the books provided by the school library.

CONCLUSION

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

1. **Library Service Management Planning Activities:**

The planning of library service management at SMA Negeri 1, Secanggang Subdistrict, Langkat Regency is as follows: a. It commences with an annual meeting discussing the implementation of services to achieve the library's objectives. b. Collaboration is established with the school, library, teachers, and regional library. c. The service activities are aligned with the guidance and continuous supervision from the head of the library.

2. **Library Service Management Implementation Activities:**

The implementation of library service management at SMA Negeri 1, Secanggang Subdistrict, Langkat Regency consists of the following: a. Library staff members carry out their duties as per the established schedule. b. The library motivates visitors by organizing external visits, such as visits to the regional library. c. Library staff members execute their tasks effectively, warmly welcoming visitors and providing assistance as needed. d. The library still requires additional reading materials to enhance its collection.

3. **Library Service Assessment Activities at SMA Negeri 1, Secanggang Subdistrict, Langkat Regency:**

The assessment of library services involves evaluating several aspects,

including: a. The school principal assesses their effectiveness in leading the library. b. The head of the library is evaluated regarding the execution of services in alignment with provided guidance. c. Evaluation of library staff members considers their friendliness, politeness, and assistance to visitors. d. Students are evaluated based on the frequency of their library visits and the extent to which they engage with the books provided in the library.

In summary, this research provides insights into how library service management contributes to enhancing students' reading interests at SMA Negeri 1, Secanggang Subdistrict, Langkat Regency. The findings can serve as a basis for improving the quality of library services and promoting students' reading interests in the school.

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