

Strategies to Create Literacy Culture during the Covid-19 Pandemic: A Case Study of Public Library in Pesisir Selatan Regency



Strategi Membangun Budaya Literasi di Masa Pandemi Covid-19: Studi Kasus Perpustakaan Umum di Kabupaten Pesisir Selatan

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Abstract

Background: From year to year, the people of Pesisir Selatan Regency have low literacy. This situation actually opens up an opportunity to create literacy culture in line with the National Literacy Movement during the Covid-19 pandemic in Pesisir Selatan Regency. **Objective:** This study investigates the strategies used by the Public Library of Pesisir Selatan Regency in creating literacy during the Covid-19 pandemic. **Method:** This study uses a descriptive qualitative research method. The data collection was obtained from documentation, participatory observation, and interviews. Meanwhile, the data were analyzed using SWOT analysis. **Results:** The findings show that in order to create literacy in Pesisir Selatan Regency, there are several programs carried out to support non-digital literacy and digital literacy; Finding on strength dimension is the availability of library facilities and infrastructure; Findings on weakness dimension are lack of library collections and lack of skilled librarians; Findings on opportunity dimension are high potential of library partner community activities and high public visits during online learning policy (public library is used as a non-formal learning space); and Finding on threat dimension is the rapid development of technology. **Conclusion:** This research suggests that strategies used in creating literacy for Pesisir Selatan Regency during the Covid-19 pandemic are maximizing facilities to improve the library services; enhancing the librarians and the library staffs' skills; adding more collection of books and more diverse reading materials; using social media and reading ambassadors to promote literacy culture; as well as implementing digital-based library transformation and digital literacy reinforcement for librarians and the library visitors.

Keywords: Creating Literacy Culture; Covid-19 Pandemic; Public Library of Pesisir Selatan Regency; Strategies

Abstrak

Latar Belakang: Budaya literasi di lingkungan masyarakat Kabupaten Pesisir Selatan dari tahun ke tahun masih tergolong rendah, sementara itu terbuka peluang untuk membangun budaya literasi bagi masyarakat di masa pandemi Covid-19 sejalan dengan adanya Gerakan Literasi Nasional (GLN) di Kabupaten Pesisir Selatan. **Tujuan:** Penelitian ini bertujuan untuk mengetahui strategi yang digunakan Perpustakaan Umum Kabupaten Pesisir Selatan dalam membangun budaya literasi di masa pandemi Covid-19.. **Metode:** Penelitian ini merupakan penelitian kualitatif deskriptif dengan teknik pengumpulan melalui dokumentasi, observasi secara partisipatif dan wawancara. Teknik analisis datanya menggunakan analisis SWOT. **Temuan:** Temuan penelitian menunjukkan bahwa dalam membangun budaya literasi masyarakat Kabupaten Pesisir Selatan di masa pandemi dilakukan melalui program-program yang menunjang literasi nyata dan literasi digital; Temuan pada dimensi kekuatan yakni adanya sarana prasarana perpustakaan yang cukup; Dimensi kelemahan meliputi koleksi yang kurang lengkap/variatif dan pustakawan yang kurang kompeten; Dimensi peluang yakni potensi terhadap kegiatan komunitas mitra perpustakaan, tingginya kunjungan masyarakat pada saat kebijakan pembelajaran daring (perpustakaan umum sebagai ruang pembelajaran non formal); dan Dimensi tantangan yakni perkembangan teknologi yang sangat pesat. **Kesimpulan:**

Penelitian ini menyimpulkan bahwa Strategi dalam membangun budaya literasi bagi masyarakat Kabupaten Pesisir Selatan di masa pandemi Covid-19 adalah dengan memaksimalkan fasilitas dan sarana prasarana untuk meningkatkan layanan; peningkatan kompetensi pustakawan dan tenaga teknis perpustakaan; meningkatkan jumlah koleksi dan variasi bahan bacaan; memaksimalkan peran social media dan duta baca sebagai sarana promosi budaya baca masyarakat; serta melakukan transformasi perpustakaan berbasis digital dan penguatan literasi digital bagi pustakawan maupun masyarakat

Keywords: *Membangun Budaya Literasi; Pandemi Covid-19; Perpustakaan Umum Kabupaten Pesisir Selatan; Strategi*

I. INTRODUCTION

Background. This research raises an issue of Indonesia's and Pesisir Selatan Regency's low literacy. Indonesia ranks 60th out of 61 countries in terms of reading interest. This rank is lower than Thailand (59) and only one rank higher than Botswana (61) (Central Connecticut State University, 2016). A survey done by UNESCO reveals that Indonesia's reading interest is only 0,001% in which only one out of 1000 people is fond of reading (Rusli et al., 2022). This finding is affirmed by the Ministry of Education and Culture of the Republic of Indonesia which shows that Indonesia's national literacy activities are still relatively low (Solihin et al., 2019). Furthermore, the low reading interest also indicates Indonesia's low quality of its human resources (Pambayun et al., 2020). The nation's low literacy has become a serious problem which must be resolved immediately. Moreover, creating literacy culture does not only enhance the facilities, but the human capital as well (Pambayun et al., 2020). The enhancement covers reading, writing, counting numbers, and all aspects of life.

To answer the aforementioned issue, the Ministry of Education and Culture has formed a group called National Literacy Movement to carry out literacy activities on a national scale (Dema, 2020; Ministry of Education RI, 2017). National Literacy Movement is a group which collects all potentials and expands public involvement to promote literacy in Indonesia, starting from families to schools and society in general (Irwan et al., 2022). Public library, local library, school library, mobile library, reading park, reading corner, and other libraries are used as a place to promote literacy culture as a form of National Literacy Movement's promotion to the community. (Kastro, 2020; Mahendrartha, 2020; Masfingatin et al., 2020; Saraswati, 2019). The existence of a library has become one of the government's policies in encouraging people to enhance their interest in reading and to improve their literacy.

Literacy can be defined as the ability to access, understand, and use things intelligently in a form of many activities such as reading, watching, listening, writing, or speaking (Faizah et al., 2016). On the other hand, according to Alwasilah literacy can be interpreted as an ability to read and write (Alwasilah, 2012). Literacy movement can be implemented continuously and integrated while involving all stakeholders. The Literacy Dimensions in National Literacy Movement's Road Map includes Reading and Writing Literacy, Numerical Literacy, Science Literacy, Digital Literacy, Financial Literacy, Culture Literacy and Citizenship (Ministry of Education RI, 2017).

The government of Pesisir Selatan Regency West Sumatera Province and Library and Archive Office has participated in implementing National Literacy Movement by creating literacy programs and policies for the community. The literacy activities are mentioned in the reading culture development program and library development according to 2016-2021 Local Medium-Term Development Plan (RPJMD) of Pesisir Selatan Regency, which include: publication and introduction of reading interest and culture; provisions of library materials for local public library; service of public library and reading canteen; service of mobile library operations; implementation of smart home pioneer; training of library management. Because of the Covid-19 pandemic, Pesisir Selatan Regency has to be innovative in determining the strategies and creating literacy culture. So, this research will use SWOT analysis model as an analytical tool to analyze strategies in creating literacy culture in Pesisir Selatan Regency.

Problem. The Covid-19 Pandemic has created a big impact in all life aspects. The literacy programs which have been mentioned in the Strategic Plan document of Pesisir Selatan Regency have encountered many obstacles. All sorts of innovations have been implemented but not all problems and challenges were necessarily solved. The problems occurred before the pandemic in the Public Library of Pesisir Selatan Regency were lack of library visitors, reading interest, and utilization of library collections. One of the reasons is that people were not used to reading books. Moreover, children and teenagers these days are influenced by smartphones and they often use it to do something less useful which diminishes their reading habit especially at home. According to Hastuti et al.'s research in Nagari Sungai Nyalo, Pesisir Selatan Regency, one of the reasons of low literacy in that area is lack of learning motivation to continue study in the higher level. Besides that, other factors which affected the low literacy were lack of reading interest or literacy skills as a result of no adequate facilities available especially reading materials for children. Meanwhile, the lack of reading interest of Tarusan Sub-District and most Pesisir Selatan Regency is caused by the lack of reading materials.

Previous Literature Review. This study is not the only one discussing strategies to create literacy culture. There have been several previous studies, for instance Simatupang's research titled "Strategies to Increase Reading Interest by Library and Archive Office in Asahan Regency". The research used qualitative descriptive method. The findings show that the Library and Archive Office in Asahan Regency implemented several strategies to increase people's reading interest, such as by promoting library visit using a smart car (*mobil pintar*), a mobile library car (*mobil perpustakaan keliling*), or a reading tour car (*mobil wisata baca*) in a scheduled visit every week. The reading tour car usually came to schools, from kindergartens to high schools, in order to pick up the students who wanted to visit the library. Besides that, the smart car often stayed at the Kisaran Timur city square and participated in a car free day event to increase reading interest of Asahan Regency people. The findings conclude that the strategies used by the Library and Archive Office have not been implemented optimally because there were several programs which were not implemented yet (Simatupang, 2020).

Permatasari conducted research entitled "Building a Good Quality Nation with Literacy Culture". The results of the study find out that there are several programs which could be implemented, for instance the government can enhance the education quality and equality in order to increase literacy rates. Then the government also has to improve facilities, infrastructure, and human resources in all over Indonesia. As a result, there would be no one in isolated area found difficulties when accessing the learning facilities. The state is responsible for providing education for its citizens. Second, the government has to build more libraries in all areas so that there is a convenient place to read, a variety of book

collections, and fun activities offered. Third, a sustainable program must be implemented to introduce the reading materials and promote reading interest towards the people. There would be no need to do ceremonial works as it was better to focus on the innovations and attract the young people to read. Fourth, from the publisher side, they were expected to publish more books, especially the good quality from various categories, so that there would be a lot of options for people. Fifth, we could support the government and other stakeholders to create literacy culture. It is because Indonesia's literacy culture is in danger. If the officials do not even care about it, then society needs to promote literacy culture and urges the government and political officials to immediately take an effective policy (Permatasari, 2015).

Purnamasari's study on "Strategies to Increase People's Reading Interest and Culture by the Library and Archive Office of Bintan Regency" reveals that the Library and Archive Office has implemented several strategies to increase reading interest, though some of them were not well implemented because it lacks of librarians. Meanwhile, monitoring becomes one of the important strategies in increasing the reading interest (Purnamasari, 2016).

State of The Art. Study about creating literacy culture for Pesisir Selatan Regency during the Covid-19 pandemic is considered as something new compared with the previous studies. The state of the art can be seen from the research object studied especially during the pandemic. The researchers also developed the research focus widely in order to cover the strategies in creating literacy culture, instead of only the literacy culture.

Objective. This study aims to discover the strategies used by Public Library of Pesisir Selatan Regency in creating literacy culture during the Covid-19 pandemic.

II. METHOD

This research is a descriptive qualitative research. The data collections were taken from interview transcripts supported by field notes, pictures, videos, documents, additional memos, and other official recordings (Simangunsong, 2017). The researchers conducted in-depth interview to 13 people, consisting of the Head of Library and Archive Office of Pesisir Selatan Regency, the Head Section of Library, a member of Reading Community, and 10 others were selected by using purposive sampling. The criteria for internal informants are having authority and being policy makers in the public library, while the criteria for external informants are users who use the library more than 10 times in year and they have felt the benefits of the service in increasing their literacy.

Qualitative research is conducted based on its qualitative paradigm, strategy, and model implementation. Its development of perspectives, strategies, and models are very diverse. An inductive approach comes from the field facts which are then analyzed, written, and linked with advisable theories, propositions, and law. And finally, conclusion is drawn.

III. RESULTS AND DISCUSSION

The study done in Pesisir Selatan Regency West Sumatera Province focuses on the Library and Archive Office as the leading sector. The Library and Archive Office has the authority to create literacy culture in Pesisir Selatan Regency. The study was conducted at the end of pandemic (during new normal) from January until February 2022. Researchers used qualitative data analysis technique combined with SWOT analysis.

The researchers analyzed the 2021 library visit record to compare it with the total population of Pesisir Selatan Regency. Table 1 below illustrated the number of local public library visitors according to its type in 2021.

Table 1.

The Number of Public Library Visitors in Pesisir Selatan Regency According to Its Type in 2021

Type of Visitor	Total
General Public	956
Elementary School Students	165
Junior High School Students	107
Senior High School Students	713
Diploma I	11
Diploma II	4
Diploma III	259
Bachelor Degree	736
Master Degree	156
Doctoral Degree	2
Total	3.109

Source: Public Library of Pesisir Selatan Regency, 2021

According to the table 1, total number of visitors as well as permanent library members in 2021 was 3.109 people. If the number is compared with the total population of Pesisir Selatan Regency (515.549 people), it can be inferred that in a year only 6% of the population visit the library and become members. Table 1 also demonstrated the educational backgrounds of the visitors. The comparison between the general public (non-formal) and the students (formal) who visited the library was 30%.

In the table below, the researchers analyzed the number of library visitors who are not the library members in 2021.

Table 2.

The Number of Non-Members Public Library Visitors in Pesisir Selatan Regency in 2021

Type of Visitors	Total
General Public)	29.472
Elementary School Students	7.046
Junior High School Students	3.722
Senior High School Students	7.423
College Students	3.951
Civil Servants or Teachers	4.560
Total	56.374

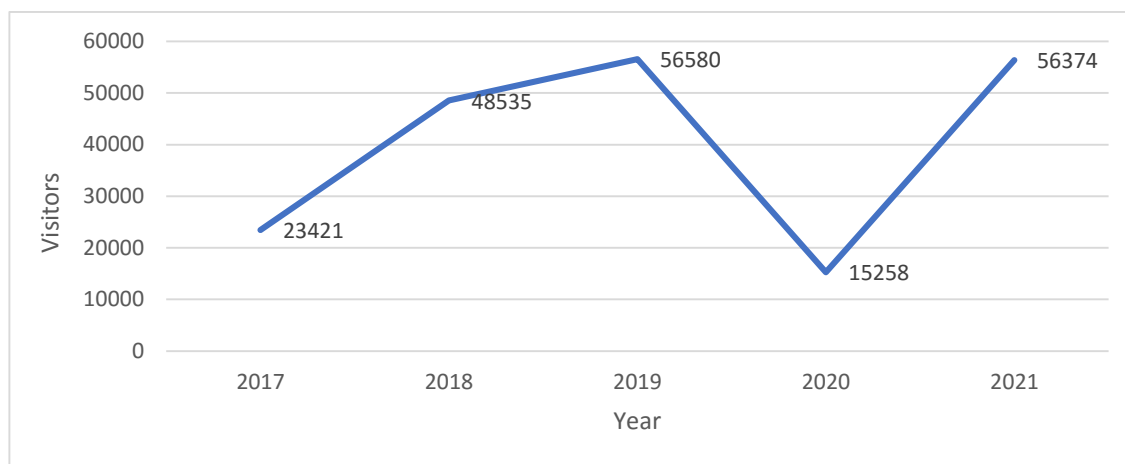
Source: Public Library of Pesisir Selatan Regency, 2021

As illustrated in table 2, the number of non-member visitors in 2021 is much higher than the member visitors from the previous table (Table 1). One of the driving factors was an online learning policy during the Covid-19 pandemic. As a result, the number of non-member visitors had increased. This improvement shows that the library had potential as a place for non-formal learning activity outside school.

Meanwhile, Chart 1 below demonstrates the number of library visitors in the last five years, before and after the pandemic.

Chart 1.

Number of Public Library Visitors in Pesisir Selatan Regency Year 2017-2021



Source: Public Library of Pesisir Selatan Regency, 2021

According to Chart 1, the number of visitors reached 56.580 in 2019 before the pandemic. When the pandemic happened, the visitors drastically decreased 70% as there was social distancing policy implemented. However, after the Covid-19 pandemic, Library and Archive Office accomplished 56.374 visitors. It happened because in 2021 there were plenty of programs and policies aimed at increasing the library visitors and the library also implemented the National Literacy Movement as the office's strategies to create literacy culture during the Covid-19 pandemic.

Before analyzing the strategies, the researchers analyzed the basic literacy concept known as reading and writing (Alwasilah, 2012; Husain, 2022). The researchers chose reading and writing because these activities are basic literacy owned by the people of Pesisir Selatan Regency.

Reading and Writing Literacy. Indicators of reading and writing literacy used in this research are digital literacy and non-digital literacy. When the pandemic hit Pesisir Selatan regency, the Public Library still carried out the literacy services program and promoted reading activity as a form of non-digital literacy (complying with health protocols). According to the interview results, the library provides several services such as circulation services, village service unit, early childhood/kindergartens' services, smart house, and children with disability in the future program. On the other hand, examples of digital literacy services were electronic membership cards registration, e-book services, digital library, virtual reference/information services, and audio-visual services which could be accessed from the library website (Pebriadi, Personal Communication, 2022). Meanwhile the realization of writing literacy was through collaboration with several institutions, from several villages, publishers, schools, to universities (concerned with the writing program of anthology books, poems, as well as scholarly journals).

The researchers combined internal and external factors by using SWOT analysis in determining the strategies to create literacy culture in Pesisir Selatan Regency during the Covid-19 pandemic. The data results infer that strength, weakness, opportunity, and threat factor are found in the Library and Archive Office of Pesisir Selatan Regency in creating literacy culture during the Covid-19 pandemic.

Strength. The researchers found out that the strength factors of Library and Archive Office in Pesisir Selatan Regency are facilities and infrastructure, strategic location, and internet network (Field observation, 2022). These results were confirmed by the interview which showed that facilities and infrastructure, strategic location, and internet network were factors that became the office's strength (Head of Library and Archive Office, Personal Communication, 2022). Then, Library and Archive Office had implemented strategic management process such as internal monitoring and performance evaluation. These efforts were done by the management in order to discover the office's strength.

Weakness. The weakness of Library and Archive Office in Pesisir Selatan Regency were lack of book collections, less variety of books, and lack of human resources' qualification (Field observation, 2022). These findings were confirmed by the interview result that the office still found difficulties in facing several weaknesses in order to create literacy culture during the Covid-19 pandemic. The first weakness is related to the human resources, mainly shortage of library staffs in security services. Furthermore, the number of people who could use technology was only a few and other library staffs were not qualified enough (Head of Library and Archive Office, Personal Communication, 2022).

The weaknesses occurred during the pandemic were lack of technology-savvy staffs and shortage of library staffs. The library staffs who usually work at the circulation services are moved to security or Covid-19 prevention. Meanwhile, the rest of them are not qualified enough because they do not hold a library science degree. As a result, the Library and Archive Office saw these for the evaluation material. They implemented strategic management to cover the activities of internal monitoring and performance evaluation in order to improve the library services.

Opportunity. The Library and Archive Office saw the community/reading group/school study group who often utilize the literacy performance room and mini studio space as an opportunity. The head of the Office also said that they were currently intensifying the villages' potential in creating reading interest by developing digital library and smart house in a well-scheduled program (Head of Library and Archive Office, Personal Communication, 2022). The aforementioned condition explained that Covid-19 pandemic had forced the library to think more innovatively while providing excellent service and optimizing the facilities to the visitors during the pandemic.

Threat. Another indicator of strategy driven by external factors is threat. The threat we are currently facing is the very rapid development of technology (Head of Library and Archive Office, Personal Communication, 2022). So, it is necessary to get used to new technology and use it in the library to promote literacy culture. For instance, Jakarta has implemented digital corner reading spaces which can be easily accessed with QR code. The spaces are placed in several strategic locations such as bus stops, terminals, airports, harbors, and so on, either in online or offline mode. (Head of Library and Archive Office, Personal Communication, 2022). However, this program could not be fully implemented in

Pesisir Selatan Regency. Instead, the Library and Archive Office has provided free e-resources which can be easily accessed from anywhere.

SWOT Analysis to Improve Literacy Culture. The researchers presented the study result in Table 3 below with the SWOT Analysis (Rangkuti, 2017).

Table 3.

SWOT Analysis of Creating Literacy Culture in the Public Library of Pesisir Selatan Regency Year 2022

INTERNAL FACTORS		
	STRENGTHS (S) Facilities and infrastructure Strategic location Internet network availability	WEAKNESSES (W) Lack of reading materials Lack of skilled staffs
EXTERNAL FACTORS		
OPPORTUNITIES (O) Create Innovative Ideas	SO STRATEGY (A strategy which uses the strength to create opportunities) The innovation is maximizing the facilities and infrastructure	WO STRATEGY (A strategy which reduces the weakness to create opportunities) Provide competency training to the librarians Add more collection of books and more diverse reading materials.
THREATS (T) Rapid development of technology	ST STRATEGY (A strategy which uses strength to overcome threats) Utilize social media and reading ambassador roles	WT STRATEGY (A strategy which reduces the weakness to avoid threats) Implement digital library and digital literacy transformation

Source: Rangkuti's model SWOT Analysis, processed by the researchers (Rangkuti, 2017)

SWOT Analysis has become one of powerful tools used by several organizations, companies, as well as government agencies in order to find out the best solutions in dealing with organizational problems. The researchers use SWOT analysis to identify the factors in a structured way and formulate organizational strategies (Rangkuti, 2017). Based on the internal and external factor analysis from the table, it can be inferred that SO strategy is a strategy which uses the strength to create an opportunity. For instance, the office can develop several innovations by maximizing its facilities and infrastructure namely a convenient reading room, literacy performance spaces, and a smart house. WO strategy is a strategy that reduces the weakness in order to create opportunities such as providing competency training to the librarians and other technical staffs as well as adding more collection of books and more diverse reading materials. ST strategy is a strategy which uses the strength to overcome the threat of rapid development of technology. This strategy used

the strength by utilizing social media, internet network, and reading ambassadors. They are in accordance with WT strategy which reduces the weakness and avoids the threat by implementing technology with digital-based library transformation and digital literacy.

Discussion of Research Findings. The researchers have found several programs which can be used to boost literacy culture in Pesisir Selatan Regency, for instance maximizing facilities and infrastructure in the library such as convenient reading room, literacy performance spaces, and a smart house. A library had to be innovative in organizing its facilities and infrastructure so that the library's design will be more pleasant and attract more visitors. In the end, it will increase the number of visitors, especially during the pandemic (Murliasari, 2021). On top of that, improvement in digital library supporting facilities should be considered. The improvements includes digital library system improvement/procurement, server improvement/procurement as storage databases, more digital/electronic collections, automation, and digital media transfer (Murliasari, 2021).

Meanwhile, the other result has showed that Public Library in Pesisir Selatan Regency has high potential for the non-formal learning activities. This result is in line with Santy and Hasna's research which suggested that Reading Park Lentera Hati plays a crucial role to fishermen's children in Karangsang Village, Indramayu Regency as information provider, non-formal learning source, and public space (Santy and Husna, 2019). Group visit, storytelling, and film screening had to be provided in order to facilitate children and attract their attention to come to the library as well as become an entertainment media in non-formal learning in Public Library City of Malang (Dewanthi et al., 2018). Similar with other studies, Erida and Hermanto find out that village library or library in a mosque can play a role as the non-formal education institution, source of information, knowledge transfer, and community center of learning (Erida, 2019; Hermanto, 2015).

Public Library of Pesisir Selatan should consider a training program to boost the staff's competency. If the library lacks of professional librarians, then other staffs (the civil servants) who do not have library science degree can join a training program called Qualified Librarian Candidate (Calon Pustakawan Tingkat Ahli) held by National Library. This option was actually implemented by IPDN Library (Oktaviani et al., 2018). By participating in this program, the qualified librarian will study in 628 training hours in 80 days. On top of that, a qualified librarian is required to participate in the training at least 20 hours a year to maintain and expand their knowledge, skills, and professional attitude (Sari, 2018). During the pandemic, the training program was held online, so Public Library of Pesisir Selatan could join this training every day. Although some has viewed online learning as ineffective, a feasibility study and technology adoption understanding must be reconsidered. In fact, the online training actually really helped the librarians in increasing their competency (Karichnarsi and Rachmawati, 2022).

The collection availability and diverse reading materials are needed during the process of creating literacy culture in Pesisir Selatan Regency. Without the main content as an attraction, other strategies would lose its role as a support. Khotimatunisa's study suggests that collections availability is one of the factors which greatly influences reading interest, so it has a very significant connection (Khotimatunisa, 2018). Other findings also indicated that availability of library collections, aside from additional collections, must be reassured in order that Reading Corner can support literacy program at school (Budihastuti, 2019).

Other strategies, such as maximizing the use of social media, can be implemented immediately without any money. If the library can maximize its social media, especially the popular one among the visitors, then the library will be better. For example, there will be no problem if the librarians only use WhatsApp since everyone uses this social media. Pasirtamiang Elementary School in Ciamis Regency has developed an innovation namely WhatsApp library service during the pandemic and it turned out attracting more visitors (Fitriyanti et al., 2021). On the other hand, Library of IAIN Salatiga uses social media such as websites and YouTube to promote its library services, activities, and its abundance source (Yenianti, 2019).

On the contrary, the study results of increasing the street library's reading interest in Bekasi find out there are some efforts such as promoting and creating persuasive communication with drawing activities, learning English, creating art crafts, implementing community service, and collaborating with other organizations/community can be done to attract people visiting the library (Sasongko, 2019). Meanwhile, the role of reading ambassadors can be very essential to increase the visitors. This statement is confirmed by Marni's research, which stated that the image branding of a reading ambassador has an impact on increasing visitors and reading interest in the Public Library of South Sulawesi Province (Marni, 2022).

The Public Library of Pesisir Selatan Regency should implement a digital library transformation in order to increase reading habit during the Covid-19 pandemic. This happens because new normal terms, such as social distancing and health protocol implementation, is something people still do until now in the library (Hapsari, et al., 2020). The Public Library of Pesisir Selatan had to increase the library's quality by utilizing technology on the digital-based library and virtual services as an adaptation to rapid development caused by the Covid-19 pandemic. Besides that, there has to be a balance between the library users and technology implementation so that the library is able to boost its librarians and users' digital literacy (Pambayun, 2021).

The next finding revealed that there are several obstacles faced by the library in creating literacy culture during the Covid-19 pandemic, namely lack of collections, lack of skilled librarians, and lack of fund as a result of Covid-19 refocusing budget. Hapsari's study stated that a public library usually lacks of supporting facilities, lacks of recent collections, lacks of skilled staffs, and lacks of library promotion (Hapsari, Seftiawan, et al., 2020). So, in order to tackle the lack of collections in the middle of budgeting uncertainty, the library can do a collaboration, such as implementing e-resource sharing with other libraries, similar with academic library (Pambayun, 2020). The lack use of digital media is usually caused by the lack of library collections, not due to the lack of its visitors' human resources.

Research Limitation. Limitation of this research was the duration when conducting the research during the Covid 19 pandemic. As we know, during the pandemic face-to-face interaction was more limited than before the pandemic. The research is only conducted in the Public Library and libraries under the Library and Archive Office of Pesisir Selatan Regency, so it does not cover reading parks or spaces owned by non-government agencies. The concept of reading and writing was chosen by the researchers because we wanted to illustrate the condition of literacy culture in Pesisir Selatan Regency, even though definition of literacy does not only limit to someone's ability in reading and writing. Meanwhile, the

authors focused more on the strategies in creating literacy under the authority of Library Office, not literacy at school or family in general. The researchers realized that the research findings are still preliminary, therefore the researchers suggested that further research can be carried out in similar location related to strategies in creating literacy culture in all sectors to find more detailed research findings.

IV CONCLUSION

This study suggests that the strategies in creating literacy culture for Pesisir Selatan Regency during the Covid-19 pandemic are as follows: maximizing the facilities and infrastructure to enhance library services; boosting the librarians and other technical staffs' competency; providing more diverse book collections and reading materials; utilizing social media and reading ambassadors to promote reading; and implementing digital-based library transformation and digital literacy enforcement for both librarians and library visitors.

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