



Measurement of Reading Level Index in Salatiga City

Pengukuran Indeks Tingkat Gemar Membaca di Kota Salatiga

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e-ISSN: 2723-6234

p-ISSN: 2723-6226

Indonesian Journal of Librarianship Vol. 4 No. 2, December (2023): pp. 119-134

Submitted: Jul 31 2023;

Accepted: Nov 27 2023;

Revised: Nov 20 2023;

Online Publication: Dec 04 2023;

How to Cite Warsito, B., Hakim, A. R., Fatmawati, E., (2023). Measurement of Reading Level Index in Salatiga City in Improving Community Reading Literacy. Indonesian Journal of Librarianship 4 (2), pp.119-134. DOI: <https://doi.org/10.33701/ijolib.v4i2.3581>

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Publisher

Library Department of Governance Institute of Home Affairs (IPDN) Jatinangor in Collaboration with Gerakan Pemasyarakatan Minat Baca (GPMB) National Library of The Republic of Indonesia

Editorial Office

Jalan Ir. Soekarno KM 20 Jatinangor, Sumedang Regency, West Java, **Indonesia** (45363)

Website: <http://ejournal.ipdn.ac.id/ijolib>

e-Mail: perpustakaan@ipdn.ac.id, ijolib@ipdn.ac.id

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Abstract

Background: Concerning the increase in reading interest in Salatiga City, a scientific study is needed, which can become the basis for a policy decision so that the index will increase. **Purpose:** To measure the level of interest in reading people in Salatiga in 2023 comprehensively and precisely. **Method:** Methods using quantitative. This research was conducted using sampling techniques and research instruments, which have been determined by the National Library of Indonesia and have become national standards. The location of the research was carried out in the city of Salatiga, and sampling was done by simple random technique. Respondents amounted to 399 people with criteria aged 10-69 years. Measurements were made using five key performance indicators, namely reading frequency per week, duration of reading per day, amount of reading material per quarter, frequency of internet access per week, and duration of internet access per day. **Result:** The study results show that the value of the reading enthusiasm of the people in Salatiga City in 2023 is in the High category (62.13). **Conclusion:** Measurement of reading level index in Salatiga City to improving community reading literacy. The index value for the level of fondness for reading from the results of the 2023 study has decreased from the 2022 measurement, which had an index of 64.08.

Keywords: Reading Frequency; Reading Duration; Reading Preferences; Reading Activity; Literacy Culture

Abstrak

Latar Belakang: Dalam kaitannya dengan peningkatan kegemaran membaca Kota Salatiga, diperlukan suatu kajian ilmiah yang dapat menjadi dasar dari suatu pengambilan kebijakan agar indeksinya semakin meningkat. **Tujuan:** Untuk mengukur tingkat kegemaran membaca masyarakat di Kota Salatiga tahun 2023 secara komprehensif dan tepat. **Metode:** Metode menggunakan kuantitatif. Penelitian ini dilakukan dengan menggunakan teknik sampling dan instrumen penelitian, yang sudah ditetapkan oleh Perpustakaan Nasional RI serta menjadi standar nasional. Lokasi penelitian dilakukan di Kota Salatiga. Pengambilan sampel dengan teknik acak sederhana. Responden berjumlah 399 orang dengan kriteria yang berusia 10-69 tahun. Pengukuran dilakukan dengan lima indikator kinerja kunci yaitu frekuensi membaca per minggu, durasi membaca per hari, jumlah bahan bacaan per triwulan, frekuensi akses internet per minggu, serta durasi akses internet per hari. **Hasil:** Hasil penelitian menunjukkan bahwa nilai tingkat kegemaran membaca masyarakat di Kota Salatiga tahun 2023 termasuk dalam kategori Tinggi (62,13). **Kesimpulan:** Pengukuran indeks tingkat gemar membaca di Kota Salatiga untuk meningkatkan literasi membaca masyarakat. Nilai indeks tingkat gemar membaca dari hasil kajian tahun 2023 ini mengalami penurunan dari pengukuran tahun 2022 yang indeksinya sebesar 64,08.

Kata kunci: Frekuensi Membaca; Durasi Membaca; Preferensi Membaca; Aktivitas Membaca; Budaya Literasi

I. INTRODUCTION

Background. Libraries play an important role in helping the process of accelerating nation-building, especially in educating the community. The condition of people's interest in reading is still poor (Artana, 2015). Literacy is a major component in human resource development. However, Indonesians still have low reading skills and literacy (Saepudin, 2015; Dewi & Rustiarini, 2021). One of the outcomes of the indicator is the value of the level of liking to read (Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 18 of 2020). Based on this, the target of measuring the level of reading in Salatiga City in 2023 is to calculate the value of the reading level of the people of Salatiga City comprehensively and precisely which will be reported to the Salatiga City Government. Referring to this regulation, the Salatiga City government needs to calculate the value of the community's reading level comprehensively, validly, and reliably.

Data from studies on the level of the public reading craze conducted by the National Library has shown that the reading craze increased. The reading preference score of Indonesian people is in the medium category with a value of 55.74 in 2020. Rizaty (2023) explained that the level of reading craze of Indonesian people in 2022 increased by 7.4% compared to 2021. The score was 59.52 points in 2021 and 63.9 points in 2022. Salatiga City is one of the cities in Central Java province. The literacy development index value of the Central Java community in 2021 is 11.33 (Society Literacy Development Index per Province, 2021). In this context, the Salatiga City Library and Archives Office when determining program preparation policies and library success indicators requires regular research. A similar study related to the survey study of the reading preference index of Salatiga City had been conducted the previous year. The indicator instruments are the same, only the years are different. This is because research is carried out continuously every year. (Warsito, et al., 2022). This research is a continuation of the following year (Warsito, et al., 2023) with the same study topic on measuring the reading index of Salatiga City which was carried out in 2023. The ideal duration for reviewing the topic of reading hobby levels in Salatiga City should be done every year to provide in-depth insight. The similarity in measurement indicators and cooperation is still carried out between the Salatiga City Library and Archives Office and the Diponegoro University Research and Community Service Institute. Research is carried out continuously to meet the needs of the Salatiga City government in measuring key performance indicators for library affairs (Fatmawati, 2022; Warsito, et al.; 2023). In addition, to evaluate last year's program and formulate policies for library development and utilization strategies.

This study is to provide recommendations for the Salatiga City government, especially the Salatiga City Library and Archives Office in calculating the value of people's reading preferences independently so that it can support the results of calculations carried out by the National Library. The results of this research are also reported in stages and periodically to the National Library.

Problems. The problem of reading interest in Salatiga City is interesting to research. The formulation of the research problem is what is the index of reading level of the people of Salatiga City in 2023. Thus, it is necessary to conduct in-depth research with appropriate, comprehensive, and scientifically accountable indicators. In this context, it can guide the Salatiga City government in determining the value of the level of reading preferences of its people.

Previous Literature Review. Research related to measuring the index of reading craze in a city so far has not been done much. The results of research conducted by Saepudin (2015) that the level of reading culture of the community in Bandung Regency is very high. Furthermore, the level of fondness for reading in Batu City is 43.1 in the moderate category (Nurani, et al., 2022). The study, conducted by the DKI Jakarta Library and Archives Office,

obtained a reading preference level score of 45.14 (moderate category), with indicators of reading frequency per week, reading duration per day, and number of readings for three months.

The government's efforts to increase the public's reading hobby index have been stated in the national strategic program since 2020 (National Library Regulation of the Republic of Indonesia Number 7 of 2020). Cultural literacy is a dimension in the 2020-2024 RPJMN cultural development index. Literacy culture contributes to cultural development in realizing a society of knowledge and character. There is a correlation between the reading activity index and academic achievement (Agustina, 2021). Furthermore, the formation of characters who like to read to foster religious character and responsibility (Hidayati, et al., 2021); literacy reading folklore for character formation (Suarni, et al., 2019), then the application model of character education likes to read through literacy programs (Priasti & Suyatno, 2021).

State of The Art. The Indonesian government continues to strive to increase the level of reading interest. This is done with various programs and breakthroughs. Webinars related to the community literacy development index are also being promoted in various provinces in the period 2022 to 2023. This novelty of research is not only to answer key performance indicators of library affairs, but also as a basis for the preparation of programs to cultivate the reading preferences of the people of Salatiga City, library development strategies, and the basis for formulating library policy directions. The novelty of the research using surveyors, the majority of whom are library science students, so that the results of data collection in the field are more valid.

Purpose. This study was conducted to measure the level of the reading craze of the people of Salatiga City comprehensively and precisely so that it can provide a portrait of the phenomenon of the reading craze of the people of Salatiga City in 2023.

II. METHODS

Measurement of the level of reading preference using a quantitative approach with survey methods. In Bungin (2010), it is explained that social behavior that has visible properties can be observed, conceptualized, and measured as dimensions that appear in society. The research was conducted for three months, from February to April 2023. The research was conducted using probability sampling techniques with simple random sampling and research instruments that have been determined by the National Library and become a reference for national standards. The search occupation is in Salatiga City, with the smallest sampling unit target in four sub-districts and 23 sub-districts.

Based on data from Salatiga City in 2023 figures, the population is 159,186 people (BPS, 2023). The sample was calculated using the Slovin formula and obtained 399 respondents. The criteria for respondents are aged 10-69 years, the general public of Salatiga City who is working, retired, unemployed, students, and students. Description of respondent demographic data based on gender, age range, highest level of education, and occupation. Respondents consisted of 175 men (44%) and 224 women (56%). The profile of respondents based on age range, shows that the largest composition is in the 40 - 54 year age range (32.58%) followed by the 10 - 24 year age range (27.32%) and the 25 - 39 year age range (24.06%). The least is in the age range 55 - 69 years (16.04%). Profile of respondents based on their latest education, the composition of the majority of respondents was at SMA/SMK/MA education level (42.36%), followed by SMP/MTs education level (19.05%), D4/S1 Bachelor's education level (14.04%), SD/MI education level (13.53%), incomplete elementary school education (4.76%) as well as Diploma-D1/D2/D3 (4.76%), and Masters Masters education level (1.5%). There were no respondents at the Doctoral-S3 education

level (0%). Profile of respondents based on occupation, that the majority of respondents are other professions that have not been mentioned (22.81%) followed by entrepreneurs/traders (19.30%). The following is a table of respondent profiles based on occupation:

Table 1.

Respondents Based on Occupation

Number	Occupation	Number of Respondents	%
1	Elementary / MI students	28	7.02%
2	SMP / MTs students	16	4.01%
3	SMA / SMK / MA students	24	6.02%
4	Student	10	2.51%
5	ASN Civil Servants (other than teachers/lecturers)	16	4.01%
6	Private employees	48	12.03%
7	Entrepreneur / Trader	77	19.30%
8	Honorary Employees	9	2.26%
9	BUMN employee	1	0.25%
10	TNI / POLRI members	3	0.75%
11	Lecturer / Teacher (public/private)	16	4.01%
12	Laborer	59	14.79%
13	Farmers/Fishermen	1	0.25%
14	Other professions that have not been mentioned	91	22.81%
Grand Total		399	100%

Source: primary data processed, 2023.

Data collection is carried out by observation, questionnaires, and literature studies. The measurement stages start from preparation, data collection, data processing, and data analysis. The data analysis technique uses five indicators in measuring the level of reading craze, namely reading frequency per week, reading duration per day, number of reading materials read per three months, internet access frequency per day, and internet access duration per day. The five indicators are used because they refer to guidelines from the national library.

III. RESULTS AND DISCUSSION

Community Reading Activities. The reading activities of the people of Salatiga City in 2023 are analyzed based on five indicators in measuring the level of reading indulgence. The survey was conducted according to the target number of respondents per sub-district, including as many as 103 respondents in Argomulyo District, 92 respondents in Sidomukti District, 109 respondents in Sidorejo District, and 96 respondents in Tingkir District.

Strengthening the literacy culture for the people of Salatiga City requires synergy and support from all stakeholders. Interest in reading is a high tendency towards reading sources. Cultivating the love of reading and increasing access to information in libraries is very important.

The following are the results of the reading activities of the people of Salatiga City:

a. The frequency of reading Salatiga City per week. Salatiga City has an average reading frequency value of 79.48. Belongs to the high category with a frequency of

reading 5-6 times per week. In one week 5% of respondents never read; 15.29% read 1-2 times; 15.54% read 3-4 times; 8.27% read 5-6 times, and 56.64% read more than 6 times.

b. Duration of Reading Salatiga City per Day. Salatiga City has an average reading duration score of 53.94 (including the medium category) with a reading duration of 1 hour-1 hour 59 minutes per day. In one day 4.51% of respondents did not take the time to read; 54.14% read for 1 minute-59 minutes, 20.30% read for 1 hour-1 hour 59 minutes, 9.52% read for 2 hours-2 hours 59 minutes; and 11.53% read for ≥ 3 hours.

Table 2.

Frequency per Sub-District

Number	District	Value	Category	Reading Frequency
1	Argomulyo	78.83	High	5 – 6 times
2	Sidomukti	77.39	High	5 – 6 times
3	Sidorejo	81.47	Very High	> 6 times
4	Tingkir	80.21	Very High	> 6 times

Source: primary data processed, 2023.

At the sub-district level, Sidorejo sub-district has the highest reading frequency value of 81.47 (very high), in one week the people of Sidorejo sub-district read > 6 times. Furthermore, followed by Tingkir District which is still in the very high category because it has a reading frequency value of 80.21 (very high), in one week the people of Tingkir District read >6 times. Argomulyo and Sidomukti sub-districts are also in the high reading frequency category, with scores of 78.83 and 77.39 respectively which means Argomulyo and Sidomukti sub-districts read 5-6 times a week.

Duration of Reading Salatiga City per Day. Salatiga City has an average reading duration score of 53.94 (including the medium category) with a reading duration of 1 hour-1 hour 59 minutes per day. In one day 4.51% of respondents did not take the time to read; 54.14% read for 1 minute-59 minutes, 20.30% read for 1 hour-1 hour 59 minutes, 9.52% read for 2 hours-2 hours 59 minutes; and 11.53% read for ≥ 3 hours.

Table 3.

Reading Duration per Sub-District

Number	District	Value	Category	Reading Duration
1	Argomulyo	53.01	Medium	1 hour – 1 hour 59 minutes
2	Sidomukti	54.78	Medium	1 hour – 1 hour 59 minutes
3	Sidorejo	53.21	Medium	1 hour – 1 hour 59 minutes
4	Tingkir	54.74	Medium	1 hour – 1 hour 59 minutes

Source: primary data processed, 2023.

At the sub-district level, Sidomukti District has the highest reading duration value of 54.78 (medium), in one day the people of Sidomukti District read for 1 hour-1 hour 59 minutes. This was followed by Tingkir District which had a reading duration value of 54.74 (medium), then Sidorejo District had a reading duration value of 53.21 (medium). Likewise, the Argomulyo sub-district is still in the medium category even though it shows the smallest number among the four sub-districts which has a reading duration value of 53.01 (medium).

c. Number of Salatiga City Reading Materials per Quarter. Salatiga City has an average value of 59.71 reading materials (including medium category) with the number of reading materials read as much as 3-4 reading materials per three months. Within three months 12.25% of respondents did not read; 36.25% of respondents read 1-2 reading materials; 17.50% read 3-4 reading materials; 8.50% read 5-6 reading materials; and 25.5% read > 6 reading materials.

Table 4.

Reading Material Reading per Sub-District

Number	District	Value	Category	Number of Reading Materials
1	Argomulyo	60.58	High	4 – 5 reading materials
2	Sidomukti	60.87	High	4 – 5 reading materials
3	Sidorejo	57.80	Medium	3 – 4 reading materials
4	Tingkir	59.58	Medium	3 – 4 reading materials

Source: primary data processed, 2023.

At the sub-district level, the Sidomukti sub-district has the highest value of 60.87 (high) reading materials, in three months the people of Tingkir sub-district read 4-5 reading materials. Furthermore, Argomulyo District has a value of 60.58 (High) reading materials, in three months the people of Argomulyo District read 3-4 reading materials. Tingkir sub-district has a value of 59.58 (medium) reading materials, in three months the people of Sidomukti sub-district read 3-4 reading materials. Meanwhile, Sidorejo District has a value of 57.80 (medium) reading materials, in three months the people of Sidorejo District read 3-4 reading materials.

d. Internet Access Frequency of Salatiga City per Sunday. Salatiga City has an average internet access frequency value of 76.33 so it is in the high category with internet access frequency 5-6 times per week. In one week 8.02% of respondents never accessed the internet to read; 16.29% accessed the internet to read 1-2 times; 14.54% accessed the internet to read 3-4 times; 7.52% accessed the internet to read 5-6 times; and 53.63% access the internet to read more than 6 times.

Table 5.

Internet Access Frequency per Sub-District

Number	District	Value	Category	Internet Access Frequency
1	Argomulyo	77.67	High	5 – 6 times
2	Sidomukti	68.70	High	5 – 6 times
3	Sidorejo	78.72	High	5 – 6 times
4	Tingkir	80.21	Very High	> 6 times

Source: primary data processed, 2023.

At the sub-district level, Tingkir District has the highest internet access frequency value for reading, which is 80.21 (Very High), Sidorejo District is 78.72 (high), Argomulyo District is 77.67 (high), and Sidomukti District is 68.70 (high). In one week people in Argomulyo District, Sidomukti District, and Sidorejo District access the internet 5-6 times, while Tingkir District accesses the internet >6 times to read.

e. Duration of Internet Access per Day. Salatiga City has an average internet access duration value for reading of 55.70, including in the medium category with a duration of 1

hour-1 hour 59 minutes per day. In one day 7.77% of respondents did not spend time accessing the internet to read; 46.87% accessed the internet to read for 1 minute-59 minutes; 20.30% accessed the internet reading for 1 hour-1 hour 59 minutes; 9.77% accessed the internet to read for 2 hours-2 hours 59 minutes; and 15.29% access the internet to read for ≥ 3 hours.

Table 6.

Internet Access per Sub-District

Number	District	Value	Category	Internet Access Duration
1	Argomulyo	52.04	Sedang	1 hour – 1 hour 59 minutes
2	Sidomukti	55.00	Sedang	1 hour – 1 hour 59 minutes
3	Sidorejo	54.5	Sedang	1 hour – 1 hour 59 minutes
4	Tingkir	61.26	Tinggi	1 hour – 1 hour 59 minutes

Source: primary data processed, 2023.

At the sub-district level, the Tingkir sub-district has the highest internet access duration value for reading, which is 61.26 (High). Sidorejo District has a reading duration value of 54.5 (Medium), followed by Argomulyo District and Sidomukti District with scores of 51.54 (Medium) and 50.65 (Medium) respectively. In one day people in each sub-district access the internet to read for 1 hour-1 hour 59 minutes.

Recap of Salatiga City Reading Activities. In the distribution of reading activities of the people of Salatiga City in 2023, the reading frequency dimension obtained the highest value of 79.48; the Internet access frequency dimension of 76.33; the dimension of the number of reading materials read was 59.71; then the Internet access duration dimension of 55.70; and finally the reading duration dimension of 53.94.

Table 7.

Reading Activities per Sub-District

Number	District	Reading Frequency	Reading Duration	Number of Reading Materials	Internet Access Frequency	Internet Access Duration
1	Argomulyo	78.83	53.01	60.58	77.67	52.04
2	Sidomukti	77.39	54.78	60.87	68.7	55
3	Sidorejo	81.47	53.21	57.8	78.72	54.5
4	Tingkir	80.21	54.74	59.58	80.21	61.26

Source: primary data processed, 2023.

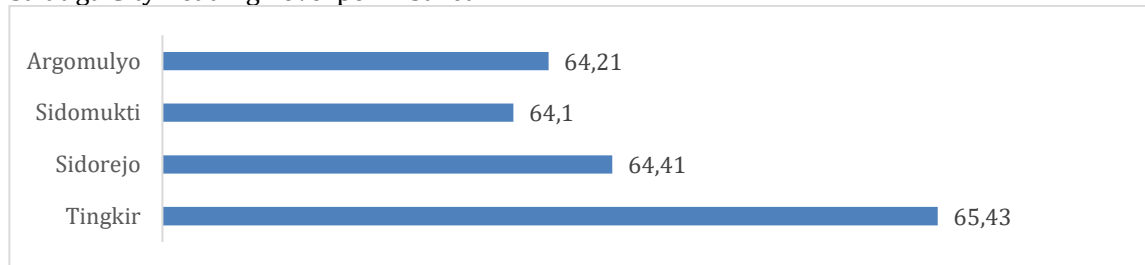
Based on Table 7, it can be seen that the minimum value in Argomulyo District, Sidomukti District, and Tingkir District is the dimension of the amount of reading material. Meanwhile, the minimum score in the Sidorejo sub-district is the reading duration dimension.

Reading Level. Reading becomes a means of informal education of individuals and provides experience to society (Gorzycki, et al., 2020). Cultivating a love of reading can be started from the family, educational unit, and community, through the provision of information sources and library facilities that accommodate the needs of users. Reading both books and non-books can strengthen literacy for the people of Salatiga City. After analyzing the five dimensions of the reading craze, the next step is to analyze the subdistrict reading level data. The following is the value of the reading preference level of the people of Salatiga

City in 2023 is 64.53 (High). For the distribution of respondents' scores, it is known that 3.00% have level reading values with very low categories; 10.53% in the low category; 30.58% with the medium category; then 34.84% in the high category; and 21.80% have a very high reading level score.

Figure 1.

Salatiga City Reading Level per District



Source: primary data processed, 2023.

Based on Figure 1, it is known that the highest level reading value in Salatiga City is Tingkir District with a level reading value of 65.43. Furthermore, Sidorejo District with a level reading value of 64.41. Then Argomulyo District and Sidomukti District which have level reading values of 64.21 and 64.10. Based on the categorization of values, the 4 sub-districts in Salatiga City have level reading scores with class intervals of 60.01 - 80.00 (high). According to the following, the value of level reading in Salatiga City is based on the type of work and category.

Table 8.

Level Reading Table by Job Type

Types of Jobs	Level Reading	Interval	Category
Elementary School Students	53.59	40,01-60	Medium
Junior high School Students	74.13	60,01-80	High
High School Students	69.71	60,01-80	High
Student	75.30	60,01-80	High
Civil Servants (other than teachers/lecturers)	80.31	80,01-100	Very High
Private Employees	66.71	60,01-80	High
Entrepreneur/Trader	64.83	60,01-80	High
Honorary Employees	75.33	60,01-80	High
Employee and State-Owned Enterprise	53.00	40,01-60	High
Anggota Army/Police	79.00	60,01-80	High
Lecturer/Teacher (public or private)	73.25	60,01-80	High
Workers (factories, shopkeepers, construction, and others)	59.20	40,01-60	Medium
Farmer/Fisherman	20.00	0-20	Very Low
Other professions that have not been mentioned	60.59	60,01-80	High

Source: primary data processed, 2023.

Based on Table 8, the highest level reading score in Salatiga City based on the type of work, namely the type of work for Civil Servants (State Civil Apparatus other than teachers/lecturers) with a level reading value of 80.31 in the very high category, then followed by Members of the TNI / POLRI and Honorary Employees with scores of 79.00 and 75.33 respectively. Meanwhile, the lowest reading level value in Salatiga City is based on the type of work, namely the type of work, namely farmers/fishermen with a very low category.

Reading Preferences. This section explains people's reading preferences. The discussion of reading preferences consists of eleven components, namely collection ownership, daily activities, reading motivation, choice of reading theme, choice of reading format, supporting facilities/infrastructure, the intensity of library visits, the intensity of buying books, location of reading, choice of type of reference collection, and benefits of reading. Miller & McKenna (2016), stated that proficiency, access, alternative, and culture, are components of increasing people's reading literacy. For community collection ownership, 50.63% of respondents have 1-25 collections; 9.27% have 26-50 collections; 3.27% have 51-75 collections; 2.51% have more than 75 collections and 34.34% do not have a collection of printed or electronic reading materials (books, novels, comics, e-books, blog subscriptions, print and electronic information media subscriptions). The daily activities carried out by the people of Salatiga City according to the results of the 2023 survey of the most are open social media (61.5%), sleeping/resting (51%), reading materials/accessing the information on the internet (47.5%), studying/doing assignments (37.75%), watching television (33.25%), exercising (32.5%), reading printed reading (27%), playing outside the home (18.25%), other activities that have not been mentioned (16%), and playing games (14.5%).

The choice of respondents is mostly related to the encouragement/motivation to read reading materials both printed and electronic, namely first increasing knowledge and life insight (58.5%), second filling their free time (58.25%), third studying or completing assignments (school homework/college/work assignments) (23.75%). Then the fourth is because I want to deepen the knowledge of skills that I already have or want (21.25%), and fifth is because I like to read (18.25%), and the last is because I deepen my hobby passion (9.75%). The choice of reading themes for the people of Salatiga City is that the choice of respondents is the most to read favorite themes of reading materials both printed and electronic, namely arts, entertainment, and sports (53.5%), followed by religion (37%), social sciences (27.25%), literature (24.5%), computers, information, and general references (15.5%). This is different from the results of a study conducted by the DKI Jakarta Library and Archives Office (2020) which found that the people of DKI Jakarta turned out to like religious and culinary books the most.

The favorite themes of other reading materials outside those mentioned between 5% and 13% of respondents include philosophy and psychology, geography and history, languages, technology, and pure science. Choice of the format of reading materials the people of Salatiga City favorite reading material format that is preferred to read, namely digital materials (62.75%), audio/visual materials (53.75%), and finally printed materials (45%). In the choice of facilities/infrastructure for reading activities in Salatiga City, it can be seen that the facilities/infrastructure used to support the most reading craze are: smartphone phones (89%); internet access (66.25%); book collection (46.25%); Smart TV (35.75%); computer/laptop (25.25%); magazines, newsletters, newspapers (16.25%), and audio/video players (10.75%). Meanwhile, respondents who do not have any of the above facilities/infrastructure are as many as 1.5%. The intensity of library visits, as many as 8% of respondents often visit the library; 30% of

respondents occasionally visit the library, and 62% of respondents never visit the library. For the intensity of buying books, it is known that in the past year, as many as 4.75% of respondents often buy books, as many as 34.50% of respondents sometimes buy books, and 60.50% of respondents never buy books.

From a survey of the reading location of the people of Salatiga City, it is known that 92.75% of respondents chose home as a reading location; 16.5% chose a school/college; 13.5% chose office; 11.5% chose libraries; 5.75% chose the road; 4.5% chose mosques; 3.25% chose a café; 1.75% chose public transportation; and 0.75% chose the market. Furthermore, in the choice of reference collection types, it is known that the most widely chosen types of reference collections are collections of essays (51.25%), official government publications (16.5%), encyclopedias (16%), dictionaries (16%), historical references (15.25%), fact reference sources (14.25%), biographical sources (8%), geographical sources (4.5%), indexes and abstracts (1.75%), and bibliographies (1.5%). From the aspect of the benefits of reading, it is known that 65% feel the benefits, namely reducing stress; 37.25% found it beneficial to hone and strengthen analytical skills; 34.75% of respondents felt the benefits of reading activities, namely improving concentration and memory; 28.5% benefited from expanding vocabulary and improving writing skills, and 9.25% of respondents benefited from reducing the risk of Alzheimer's and dementia. For the most preferred reading preferences, that turns out at all ages are arts, entertainment, and sports.

Discussion of Research Findings: Reading Level Index in the City of Salatiga.

Research related to reading interest has been carried out, for example in Lamongan Regency (Ghofur, n.d.). In its development, the literacy of Indonesian society is related to the reading ability of its people, so it requires regular study (Fatmawati, 2023). Warsito, et al. (2023) in their research regarding the dynamics of literacy in the Salatiga community in 2022, have compared the literacy development index and the literacy index. The 2023 Salatiga City reading level research illustrates the condition of a reading craze in Salatiga City. From the results of the research, it was obtained that the value of the level of reading preference of the people in Salatiga City was included in the "High" category of 62.13. The condition of people's reading craze in Salatiga City, that of the five indicators, the largest contribution of reading level in Salatiga City is the indicator "community reading activities in Salatiga City" which shows that the highest dimension is the frequency of reading of 79.48. However, for reading activities per sub-district, it was found that the Sidorejo sub-district turned out to have the least amount of reading material (57.80). The level of reading preference analyzed on a per-sub-district basis found that the four sub-districts (Argomulyo, Sidomukti, Sidorejo, Tingkir) were included in the interval between 60.01 to 80.00. That is, it belongs to the category "High" but still that is the lower limit of the interval. For the most collection ownership, as many as 50.63% of respondents have 1-25 collections. Daily activities carried out, as much as 51.00% are sleep/rest. The most motivation to read is 58.50% because they want to increase knowledge and insight into life. The largest choice of reading themes for the people of Salatiga City is arts, entertainment, and sports (53.50%). The most digital material formats, such as e-books, e-magazines, e-newspapers, e-articles, e-journals, and others at 62.75%.

For the selection of reading facilities/infrastructure, the majority use smartphones (89.00%). Regarding the intensity of library visits, as many as 62.00% answered if never. Of the intensity of buying books, as many as 60.75% answered never. The location of most reading activities for the people of Salatiga City is at home (92.75%). For the choice of the type of reference collection read, the most dominant is a collection of essays/potpourri (collections of essays, poems, articles, magazines, and others) by 51.25%. Furthermore, for

the benefits of reading, respondents answered the most was to reduce stress (65.00%). Reviews or reflections from the results of this research can be discussed that in developing the collection, so that the people of Salatiga City have a reading frequency that remains in the high category. So it requires variations in the availability of collections with the latest year's publications. The types also vary according to the age group and profession of the community. This matter includes library materials, both printed and electronic. For District Argomulyo and Sidomukti can be further socialized regarding themed activities reading literacy in order to increase the frequency of reading in the future.

Furthermore, the provision of collections is truly in accordance with the information needs of the community Salatiga City, therefore requires a survey study of interest in collection needs what society wants it to be like. Thus, the collection provided can be according to the expectations of the people of Salatiga City. This includes: fiction books, non-fiction books, magazines, newspapers, even scientific journals. To increase reading duration, libraries should facilitate it by providing reading sources that have many similar titles but the author and publisher are different. In this way, people are encouraged to read other books and finds satisfaction in choosing literature. Especially from the results research, it appears that in the four sub-districts, reading duration is still categorical currently. The strategy of adding variety to book titles with similar subjects will also work supports calculations on indicators of the number of readers reading in the city Salatiga is still classified as moderate.

The reading themes that are most popular with the people of Salatiga City are arts, entertainment, sports. This is a note for libraries in Salatiga especially the Salatiga City Library and Archives Service to increase the number title and number of copies of literature related to these three subjects. Collection development with digital material format can be maintained but is necessary. User education is carried out to socialize the use of unpaid e-resources available outside the Salatiga City library (for example e-resources National Library, i-Pusnas, OJS, Repository, and others) so that the people of Salatiga City have broad understanding regarding access rights to digital information sources. It is relevant to the socialization and campaign for the love of reading, that librarians and library staff at the Salatiga City Library and Archives Service as well as in all libraries throughout Salatiga City, they must be able to act as role models and agents of change for the people of Salatiga City in increasing the level of interest read. Salatiga City Library and Archives Service as the library development institution in Salatiga City, please remain persistent in planning work programs for maintain and increase the value of the Salatiga City reading hobby index every year. This includes establishing indicators of literacy achievement in the City Salatiga in an integrated manner so that it can improve literacy programs and activities whose impact can be felt directly by the community. It is also necessary to form a forum for the activities of librarians and library staff throughout the city Salatiga, whose aim is to create an atmosphere of literacy agents from the four sub-district so that it will give rise to the formation of a community reading community to instill a reading culture in Salatiga City. This can also be done with literacy activities as a gateway to healthy information, knowledge sharing and mobilization knowledge. Respondents who use cellphones as supporting infrastructure reading activities are classified as dominant, so it reflects that the people of the city Salatiga is closely linked to social interaction via digital platforms. Such conditions are possible welcomed by the library management to be proactive in picking up the ball and introducing it healthy use of devices so that interest in reading increases. The activity is possible varied, starting from strategies for accessing digital information and how to choose and sorting through the abundance of information floating around on their smartphones.

Discussion of Other Interesting Findings: Contribution of Research Results.

Libraries can play a role in improving people's reading literacy. The findings of this research can be used as a reference and joint guide by the Salatiga City Government and the Salatiga City Library and Archives Office in further preparation related to the program to increase people's reading craze. The results of this survey can be a basis for reference in designing literacy programs. The output of the calculation of the reading love index as a basis for policy formulation at a time of library development and development. The level of liking to read is the level of behavior or habits of the community in obtaining knowledge and information from various forms of media that are carried out independently within a certain period (Regional Regulation of Central Java Province Number 1 of 2014). Meanwhile, the love of reading is a habit or behavior that a person likes to know or add information through reading. The reading interest of the people of Salatiga City is influenced by various factors. In line with this, Dewi, et al. (2021) in the context of research with student objects, also explained that digital libraries, variants of digital reading collections, and digital literacy have a significant effect on reading interest.

Research Limitations (Disclaimer). Guidelines for measuring community interest, referring to the national library. Many factors influence measuring people's interests, hobbies, habits, and reading culture. This study is only guided by the measurement standards set by the National Library (National Library, 2023) in measuring the reading pleasure index. Further research can be added indicators with other theories in measuring the index of reading so that the analysis is broader.

IV. CONCLUSION

In general, the research conclusions show that the value of the level of people's reading preference in Salatiga City in 2023 is included in the high category. This measurement is obtained from calculations with five key performance indicators, namely reading frequency per week, reading duration per day, number of reading materials per quarter, internet access frequency per week, and internet access duration per day. Of the five indicators in the condition of the reading craze of the people of Salatiga City, the largest contribution to the highest dimension of community reading activity indicators lies in the frequency of internet access. This shows that many people in Salatiga City have accessed the internet. The theoretical and practical implications of this research are that from the index results obtained, even though they have shown a high category, in the future they must still be maintained and efforts will be made to always increase the index value. In this context, the level of reading interest in Salatiga City needs to be paid attention to by related parties, such as the Salatiga City Library and Archives Service in providing guidance and assistance to the people of Salatiga City.

Future Work. Recommendations that can be conveyed from the findings of the study are that it is necessary to evaluate further policy-making in the program to increase people's reading preferences, especially in Salatiga City. The Salatiga City Library and Archives Office should initiate the development of reading interest from an early age, the development of collections according to community needs, optimization of family literacy, literacy of disabled communities in literacy programs for welfare, the addition of infrastructure facilities such as multimedia, reading campaign activities through literacy mothers or reading ambassadors, socialization and financial literacy corners, and social inclusion-based library empowerment.

V. ACKNOWLEDGMENTS

The highest gratitude and appreciation to all parties who will be part of the research on measuring the culture of people's reading preferences, especially the Salatiga City Library and Archives Office and LPPM Diponegoro University.

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