

ABSTRAK

KAMILIYA ROFIKAH, NPM : 2022131 Judul **“EFEKTIVITAS PROGRAM KEGIATAN PUSTAKA YANG MENARIK DALAM MENINGKATKAN MINAT BACA PELAJAR PADA DINAS PERPUSTAKAAN DAN KEARSIPAN KABUPATEN HULU SUNGAI UTARA”**. Dibimbing oleh Ibu **Siti Raudah, S.Sos, M.AP** sebagai pembimbing I dan Bapak **Ahmad Baihaqi, S.Sos., M.A** sebagai pembimbing II

Program Kemitraan Sekolah untuk meningkatkan minat belajar pada Dinas Perpustakaan dan Kearsipan Kabupaten Hulu Sungai Utara, permasalahannya adalah belum tercapainya target yang ditetapkan, kurangnya penyampaian informasi tentang program dan kurangnya tenaga ahli. Tujuan penelitian ini untuk mengetahui Efektivitas Program Kegiatan Pustaka Yang Menarik Dalam Meningkatkan Minat Baca Pelajar Pada Dinas Perpustakaan Dan Kearsipan Kabupaten Hulu Sungai Utara dan faktor-faktor mempengaruhinya.

Metode Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif-kualitatif, teknik pengumpulan data yang digunakan adalah wawancara, observasi dan dokumentasi, sumber data diambil melalui penarikan secara *Snowball sampling* berjumlah 11 orang. Setelah data terkumpul kemudian dianalisis dengan teknik meliputi reduksi data, penyajian data, dan verifikasi penarikan kesimpulan. Uji kredibilitas data meliputi perpanjangan pengamatan, meningkatkan ketekunan, triangulasi, analisis kasus negatif dan mengadakan membercheck.

Hasil dari penelitian Efektivitas Program Kegiatan Pustaka yang Menarik Dalam Meningkatkan Minat Baca Pelajar Pada Dinas Perpustakaan Dan Kearsipan Kabupaten Hulu Sungai Utara kurang baik, hal ini dapat dilihat dari indikator: *Pertama*, tahapan program kegiatan pustaka yang menarik kurang efektif, yang mana belum dijalankan sesuai prosedur. *Kedua*, sasaran program kurang efektif, yang mana belum sepenuhnya menjangkau kelompok sasaran. *Ketiga*, target program kurang efektif yang mana pencapaiannya belum sesuai. *Keempat*, sosialisasi belum efektif yang mana kurangnya penyampaian informasi. *Kelima*, koordinasi kurang efektif yang mana tanpa perencanaan bersama dengan pihak sakolah. *Keenam*, kerjasama cukup efektif dimana Dinas menjalin kolaborasi dengan berbagai pihak. *Ketujuh*, penyesuaian diri para pelaksana sudah efektif yang mana program mampu menyesuaikan kegiatan sesuai dengan kondisi masing-masing sakolah. *Kedelapan*, kemampuan SDM kurang efektif yang mana jumlah SDM tidak seimbang. Faktor penghambat adalah kurangnya koordinas dan pendampingan, tidak tepatnya penentuan sasaran, jangkauan program yang tidak merata, kegiatan tidak tersampaikan dengan baik atau jadwalnya berbenturan dan kurangnya tenaga pustakawan dalam menjalankan program. Sedangkan faktor pendukung adalah adanya kolaborasi pihak sakolah dengan Dinas Perpustakaan dan Kearsipan Kabupaten Hulu Sungai Utara dan program mampu menyesuaikan kegiatan sesuai dengan kondisi masing-masing sakolah.

Disarankan kepada Kepala Dinas agar dapat memperkuat fungsi perencanaan dan pengendalian program agar pelaksanaan kegiatan pustaka berjalan sesuai dengan rencana dan target yang telah ditetapkan. Pustakawan agar meningkatkan peran aktif dan kreativitas dalam merancang serta melaksanakan kegiatan pustaka yang menarik dan sesuai dengan kebutuhan sasaran. Masyarakat agar berperan aktif dalam mendukung dan berpartisipasi pada setiap kegiatan pustaka yang diselenggarakan.

ABSTRACT

KAMILIYA ROFIKAH, NPM: 2022131 Title: **"EFFECTIVENESS OF AN ENGAGING LIBRARY ACTIVITY PROGRAM IN INCREASING STUDENTS' READING INTEREST AT THE LIBRARY AND ARCHIVES DEPARTMENT OF HULU SUNGAI UTARA REGENCY."** Supervised by **Ms. Siti Raudah, S.Sos., M.AP.** as Supervisor I and **Mr. Ahmad Baihaqi, S.Sos., M.A.** as Supervisor II.

The School Partnership Program to increase learning interest at the Library and Archives Department of Hulu Sungai Utara Regency faced challenges such as unmet targets, inadequate program information dissemination, and a shortage of experts. The purpose of this study was to determine the effectiveness of the ENGAGING LIBRARY ACTIVITY PROGRAM in increasing student reading interest at the Library and Archives Department of Hulu Sungai Utara Regency and the influencing factors.

This research method employed a qualitative approach with a descriptive-qualitative type. Data collection techniques included interviews, observation, and documentation. Data sources were drawn through snowball sampling of 11 individuals. After data collection, it was analyzed using techniques including data reduction, data presentation, and verification of conclusions. Data credibility testing included extended observation, increased persistence, triangulation, negative case analysis, and member checking.

The results of the study, "The Effectiveness of the Attractive Library Activity Program in Increasing Student Reading Interest at the Library and Archives Office of North Hulu Sungai Regency," were less than satisfactory. This can be seen from the following indicators: First, the stages of the attractive library activity program were ineffective, as they were not implemented according to procedures. Second, the program's objectives were ineffective, as they had not fully reached the target group. Third, the program's targets were ineffective, as their achievements were not as expected. Fourth, socialization was ineffective, as information was not disseminated. Fifth, coordination was ineffective, as there was no joint planning with the school. Sixth, cooperation was quite effective, as the Office collaborated with various parties. Seventh, the implementers' adaptation has been effective, with the program being able to adapt activities to the specific conditions of each school. Eighth, human resource capacity is ineffective, with an imbalance in the number of human resources. Inhibiting factors include implementation that doesn't align with the plan, inaccurate targeting, uneven program coverage, poorly communicated or conflicting schedules, and a shortage of librarians to implement the program. Supporting factors include collaboration between the school and the North Hulu Sungai Regency Library and Archives Office, and the program's ability to adapt activities to the specific conditions of each school.

It is recommended that the Head of the Office strengthen the program's planning and control functions to ensure library activities are implemented according to the established plan and targets. Librarians should increase their active role and creativity in designing and implementing engaging library activities that meet the needs of the target audience. The community should actively support and participate in all library activities.