

## ABSTRAK

MOCHAMAD FIKRI ANDRIYANA FAUZAN. 2022. **“PENGEMBANGAN MASYARAKAT DALAM MENINGKATKAN MINAT BACA MELALUI PROGRAM KAMPUNG LITERASI SADAR TERTIB ARSIP (KALISTA)”** (Studi Pada Masyarakat RW. 12 Perum Kotabaru Kencana Kelurahan Kotabaru Kecamatan Cibeureum Kota Tasikmalaya). Jurusan Pendidikan Masyarakat, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Siliwangi.

Program Kampung Literasi Sadar Tertib Arsip (KALISTA) dibentuk atas dasar permasalahan yang timbul di lingkungan RW.12 yakni maraknya penggunaan gawai dan *game online* secara berlebihan pada kalangan anak-anak sehingga akan berdampak terhadap tingkat minat baca masyarakat. Program KALISTA digagas oleh masyarakat untuk menyelamatkan anak-anak mereka yang cenderung tertarik bermain *game* dari pada membaca dan belajar. Tujuan dari penelitian ini untuk mengetahui secara deduktif pengembangan masyarakat di Kelurahan Kotabaru, kemudian secara induktif mengetahui operasional program KALISTA dalam upaya minat baca serta dampak program KALISTA terhadap tingkat minat baca masyarakat. Metode yang digunakan dalam penelitian ini adalah kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data melalui observasi, wawancara dan dokumentasi. Hasil penelitian menjelaskan bahwa pengembangan masyarakat yang dilakukan oleh LPM Kotabaru berupa penyelenggaraan kegiatan yang diselenggarakan sesuai dengan masalah dan kebutuhan masyarakat sasaran. Sedangkan dalam operasional program KALISTA yang dilakukan oleh pengelola dapat memberikan dampak terhadap kelancaran kegiatan meningkatkan minat baca masyarakat dengan mengoptimalkan pengelolaan, koleksi bacaan, mekanisme pelayanan, sarana dan prasarana serta realisasi program terhadap upaya meningkatkan minat baca dan perkembangan sosial masyarakat dari adanya program KALISTA. Simpulan dalam penelitian ini adalah dengan adanya program KALISTA minat baca di RW. 12 menjadi meningkat dan berdampak baik terhadap tingkat perkembangan sosial melalui kekeluargaan, kerukunan, dan silaturahmi antar warga yang semakin erat.

**Kata Kunci: Pengembangan Masyarakat, Minat Baca, Program KALISTA**

## **ABSTRACT**

MOCHAMAD FIKRI ANDRIYANA FAUZAN. 2022. **“COMMUNITY DEVELOPMENT IN INCREASING READING INTEREST THROUGH THE KAMPUNG LITERASI SADAR TERTIB ARSIP PROGRAM (KALISTA)”** (*Study on the Community of RW 12 Perum Kotabaru Kencana, Kotabaru Village, Cibereum District, Tasikmalaya City*). Department of Community Education, Faculty of Educational Sciences and Teacher’s Training, Siliwangi University.

*The Kampung Literasi Sadar Tertib Arsip (KALISTA) program was formed on the basis of problems that arose in the RW.12 environment, namely the widespread use of gadgets and online games among children so that it would have an impact on the level of public interest in reading. The KALISTA program was initiated by the community to save their children who tend to be interested in playing games rather than reading and studying. The purpose of this research is to find out deductively community development in Kotabaru Village, then inductively find out the operation of the KALISTA program in an effort to interest in reading and the impact of the KALISTA program on the level of public interest in reading. The method used in this research is qualitative with a descriptive approach. Data collection techniques used are observation, interviews, and documentation. The results of the study explain that community development carried out by LPM Kotabaru is in the form of organizing activities that are held in accordance with the problems and needs of the target community. Meanwhile, in the operation of the KALISTA program carried out by the manager, it can have an impact on the smooth running of activities to increase people's interest in reading by optimizing the management, collection of readings, service mechanisms, facilities and infrastructure as well as program realization towards efforts to increase reading interest and social development of the community from the KALISTA program. The conclusion of this research is the existence of the KALISTA program in the RW. 12 increases their reading interest and has a good impact on the level of social development through closer kinship, harmony, and friendship between residents.*

**Keywords:** *Community Development, Reading Interest, KALISTA Program*