

ABSTRACT

NUR INDAH LESTARI KUSUMA, 2024. PARENTS' EFFORTS IN INCREASING CHILDREN'S READING INTEREST (A Study on Parents with Children Aged 6-10 Years at TBM KALISTA Perum Kotabaru Kencana Tasikmalaya). Department of Community Education, Faculty of Teacher Training and Education, Universitas Siliwangi.

The low reading interest among children aged 6-10 years indicates that children's interest in reading at this reading garden is still lacking. This is due to their decreased interest in reading, which has shifted towards watching habits. Many children are more interested in using gadgets, which have now become their main source of entertainment, causing electronic devices to shift children's focus from reading to other activities. The aim of this study is to explore and describe the efforts made by parents to increase reading interest in children aged 6-10 years at the KALISTA Reading Garden. The method used in this study is Descriptive Qualitative. Data collection techniques included interviews, observations, and documentation. The respondents in this study were the managers of the KALISTA Reading Garden and parents with children aged 6-10 years. The research findings revealed three indicators used, namely: 1) parental involvement, 2) parental accessibility, and 3) parental responsibility. From these three indicators, it was found that the role of parents is very important in increasing children's interest in reading. Parents can do this by providing positive examples such as reading together regularly, supporting children in the reading process, involving children in choosing books, using varied reading techniques, visiting bookstores and reading gardens, monitoring children's reading development, and showing enthusiasm towards reading. Therefore, it can be concluded that through these efforts, parents can cultivate reading habits to foster children's love for books, and there is also support from the managers in enhancing reading interest programs for children in the KALISTA environment.

Keywords: Parents, Reading Interest, Children