

ABSTRACT

HEMI, 2023. **EFFORTS OF COMMUNITY READING PARK MANAGERS IN INCREASING COMMUNITY READING INTEREST (Study on Community Reading Gardens in SKB Tasikmalaya City).** Department of Community Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.

The problem in this research is how the management of the Payung Geulis Community Reading Gardens at SKB Tasikmalaya City manages to increase public interest in reading. The purpose of this study was to find out how the management of the Payung Geulis community reading garden has managed to increase public interest in reading. The method used in this research is a qualitative descriptive method using data collection techniques through interviews, observation and document study. The analysis technique used is data reduction, data presentation and conclusion drawing. The results of the research the efforts of the TBM Payung Geulis management to increase interest in reading are based on carrying out the function of Community Reading Park and fulfilling their duties as the manager of the Community Reading Park which meets the needs of the community through reading sources available at TBM Payung Geulis at TBM Payung Geulis with target visitors, namely residents studying SKB Tasikmalaya City and the community around TBM Payung Geulis by creating activities that can be an effort to increase people's interest in reading.that has been carried out show that the Payung Geulis Community Reading Park include approaching and socializing the community regarding TBM as well as providing good reading services to the community and creating activities as a form of action in increasing the community's interest in reading, namely Literacy Habituation activities, Parenting, Action Development, Book Collection Campaign.

Keywords: *Community Reading Gardens, Interest in Reading, Efforts, Managers.*