



Integrated Learning Strategy Through Film Analysis as an Effort to Improve Students' Reading Interest at SMP Negeri I Cigugur

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ABSTRACT

Improving students' reading interest is a crucial aspect that educational institutions must prioritize. Despite the prevalence of social media as a primary source of information for students, there is a tendency to overlook the importance of cultivating a reading culture. **Purpose Research.** This study explores strategies for enhancing students' reading interest through movie analysis assignments, focusing on a case study at SMP Negeri I Cigugur. **Research Method:** The research employs a qualitative descriptive method, utilizing data collection through observation, interviews, and literature review. The study identifies factors contributing to the decline in students' reading interest. It proposes strategies for improvement through movie analysis assignments, using SMP Negeri I Cigugur as a case study. **Results.** The reading interest of students at SMP Negeri I Cigugur is significantly low. To address this issue, teachers implement a double-learning instructional strategy. This involves a movie analysis session and reading books relevant to the movie's content. The integrated learning strategy through movie analysis positively impacts students' reading interests. Furthermore, this approach indirectly imparts lessons on cinematography to the students.

Keywords: *Film Analysis, Integrated Learning, Reading Interest, Strategy.*

A. INTRODUCTION

As a developing country, Indonesia has a lot of human resources. The large number of human resources can benefit the country if balanced with the quality of human resources. According to projections by the Central Statistics Agency (BPS), Indonesia's population is expected to reach 278.8 million by 2023. (Ayu 2023). One of the components of the country that must exist is having quality human resources and making a real contribution to Indonesia's development. Efforts to improve the quality of human resources require a good education, an education system, and a curriculum relevant to current human resource needs.

In addition to the education system, interest in reading culture needs to be considered. Because reading is an essential aspect of improving literacy, one of which is reading literacy. This reading activity analyzes vocabulary, the essence of writing, or sentence structure. So that readers can find out data and information from the writing they read. This aligns with Magfirah's (2018) opinion that reading is the process of understanding a written text.

Meanwhile, according to (Sibagariang et al., 2021), an intellectual activity or process that aims to explore the various information contained in a text. Therefore, reading is a practical skill and a form of deep intellectual investment, opening the door to broader understanding and more critical thinking. As a window to knowledge, reading provides access to abundant sources that can enrich knowledge and expand one's horizons. (Sugiarti 2012).

Libraries, as institutions that manage collections of written works, play an essential role in efforts to increase interest in reading. According to Law Number 43 of 2007, Article 3 states that libraries have a role as a means of education, research, preservation, information providers, and recreation to increase intelligence and community empowerment. Likewise, the reality of libraries today is rarely visited by the public; this phenomenon is one sign that public interest in reading needs to be improved. As explained by UNESCO and the Ministry of Communication and Information, the level of interest in reading in Indonesia can be pretty low. Indonesian people have a reading interest level of 0.001 percent, which means that only one person is interested in reading out of 1000 people. Other data, such as in 2020, the Reading Interest Index in Indonesia recorded by the National Library (Perpusnas) reached 55.74, falling into the medium category. This figure has increased by 1.9 points from 2019, reaching 53.84 (Bayu, 2021).

A practical library, whether at the school or university level, should benefit its patrons significantly, especially in educational institutions that make it a research center and a source of information and knowledge for students. (Ridwan et al. 2021). In addition, complete facilities are also an essential influence in fostering students' interest in reading. Essentially, a library that does not have complete facilities will cause visitors to feel a lack of motivation to visit the library because the facilities are inadequate. Not only facilities, as stated (Rodin, 2013), but the library also has a role as an information service responsible for managing, collecting, and providing information its users need.

Teachers have an essential role in supporting students' interest in reading. In addition to their role as classroom teachers, teachers are also required to enrich the learning experience in the classroom. Teachers need to be wise in utilizing opportunities and situations so that students are actively participating in lessons by incorporating various available learning resources. One of the steps teachers can take is to give assignments that refer to sources in the library, encourage students to read, and foster a love for books from an early age. Therefore, this is a step in developing and increasing reading interest and reading habits in the school environment. (Lestari dan Harisuna 2019).

In the Big Indonesian Dictionary (KBBI), interest means a high inclination towards something, passion, or desire. At the same time, interest, according to (Slameto, 2010), is a manifestation of deep preference and interest in a thing or

activity, which arises naturally without any encouragement or orders from other parties.

From the above explanation, it can be concluded that the essence of interest involves acceptance of the connection between oneself and elements outside oneself—the closer or stronger the connection, the higher the level of interest. Therefore, reading interest itself means an effort from oneself to carry out reading activities. Meanwhile, Dalman (Dalman, 2013) states that reading is an action or cognitive process that aims to explore the various information contained in writing. This indicates that reading involves thinking activities to understand the text's content. Every individual has different interests, depending on their interests. In this context, not all students have the same interests; some like reading, and others do not. Crow and Crow also said in their research (Lestari & Harisuna, 2019) that four factors influence students' reading interest, including *physical condition*, good health, and optimal physical condition, which will provide stability to students. This will impact students' participation in various activities, such as reading books. *Emotional Condition*: Emotional state is crucial here because when one is in an unfavorable mood, the student may find it difficult to respond well to tasks, including book reading.

Conversely, when a student is in a positive mood, he or she will likely engage in reading activities happily. *Social Environment*: The environment also has an impact on one's behavior. If students are in an environment that encourages reading activities, they will indirectly tend to be active in reading books.

In general, the term analysis, according to the Big Indonesian Dictionary (KBBI), is the decomposition of a subject into its various parts and the study of the parts themselves and the relationship between the parts to obtain a precise understanding and understanding of the meaning of the whole. Meanwhile, according to Komarudin in his research (Hannum & Aslami, 2023), it is a thought process that aims to break down a whole into small elements, thus enabling recognition of the signs of each element, the relationship between elements and the function of each element in an integrated whole. The definition of *film* is an audio-visual tool in the form of a collection of projected images that give the impression of life and movement. (Ningsih & Widiarto, 2014). From the two definitions above, it can be concluded that film analysis is a process of in-depth investigation and understanding of the audio-visual elements that make up a film work. It involves critically analyzing various aspects of a movie, such as cinematography, editing, sound, script, and other artistic elements. Film analysis aims to reveal the meaning, message, or impact intended by the filmmaker, as well as to understand the technical and artistic means used in conveying stories and emotions to the audience.

This study received support from several previous research references in the literature. Research on strategies to increase students' interest in reading, among others, was conducted by Suryadi & Zulkifli (2021) with the title "Pai Teacher's Strategy in Implementing a Literacy Culture to Increase Students' Reading Interest at NW Suralaga High School" with the research location at NW Suralaga High School. This research was prepared using a qualitative approach and descriptive method, using the type of *field research*. This study concluded that increasing the



reading interest of NW Suralaga High School students can be done through guidelines and strategies, habituation, and organizing events or meetings with literacy communities. In addition, regular visits to the East Lombok Regional Library every week can also be a practical step.

Research on strategies to increase students' interest in reading conducted by Faridah et al. (2023) with the title "Teacher's Strategy in Increasing Students' Interest in Reading at SD Negeri 2 Tambang Ulang" with the research location at SD Negeri 2 Tambang Ulang. This research was prepared with a qualitative and descriptive approach. This study concluded that group cooperation can present discussions that make reading material more enthusiastic to be discussed. Furthermore, cooperation techniques can also arouse students' interest in reading and curiosity about books and develop speaking and listening skills. Group discussion also helps students recognize the meaning of the text, connect information, and stimulate critical reflection. Based on previous research, it can be revealed that the research that has been done shows some differences. The object of research using integrated learning through film analysis as the primary strategy to increase students' interest in reading; the location object of this research was at SMP Negeri 1 Cigugur, and data collection through library report documentation as a comparison indicator.

SMP Negeri 1 Cigugur is one of the educational institutions under the auspices of the Disdikpora Pangandaran Regency. As one of the public schools, SMP Negeri 1 Cigugur has library facilities to optimize student learning. The library facilities are quite complete, and the book facilities are pretty varied, although there are some collections whose books are still classic and less relevant to the current situation. Nevertheless, as good as the library is if no one uses it, it will still be less suitable in carrying out its role, namely increasing students' interest in reading.

The problem that often occurs is the need for more interest in reading by students unwilling to visit the library. This problem seems general, but it must be addressed that SMP Negeri 1 Cigugur also has the same problem for students: a lack of interest in reading. Students at SMP Negeri 1 Cigugur prefer telling stories in class, playing, and going to the canteen rather than visiting and reading in the library. This study aims to provide knowledge about the role of the library and teachers as components that encourage students' interest in reading at SMP Negeri 1 Cigugur and provide strategies to increase students' interest in reading through integrated learning of film analysis. This is in line with research conducted by (Walidaini et al., 2018), who stated that from a sociological aspect, students watch more movies or videos as a medium of entertainment and a source of information, including social media, which students dominantly use. From the background of the problem above, the researcher is interested in studying integrated learning strategies through film analysis to increase students' interest in reading at SMP Negeri 1 Cigugur.



B. METHODS

This research applies a qualitative approach and is categorized as descriptive research with a case study method. The research focuses on providing a thorough description of the strategy to increase students' interest in reading through movie analysis assignments. In another perspective, (Sugiyono, 2016) notes that in qualitative descriptive research, data is collected in a *natural context (natural setting)*. The data in this study was collected through three main techniques: observation, interviews, and literature study. The observation process involved honest communication with informants throughout the research regarding strategies to increase students' interest in reading at SMP Negeri I Cigugur. Interviews were conducted with a semi-structured approach to the informants. The literature study in this research involved several sources such as laws, books, journals, articles, and reports from related institutions. The data analysis technique involves the steps of data reduction, presentation, and conclusion drawing or verification.

The data analysis involves data reduction, presentation, and drawing conclusions or verifying data. Initially, data reduction is undertaken to simplify the data by selecting, classifying, or summarizing relevant information. Subsequently, the reduced data is systematically presented through tables, graphs, or other visualizations to enhance understanding. The final step involves drawing conclusions or verifying data, wherein analysts utilize the results of data reduction and presentation to draw conclusions or test existing hypotheses. Thus, data analysis techniques play a crucial role in transforming data into meaningful information that can be utilized for decision-making.

Schedule and Place of Research

This research was conducted on December 2-25, 2023, with the research location at SMP Negeri I Cigugur at Jalan Jurago No.178, Cigugur District, Pangandaran Regency, West Java Province 46392. To obtain data, researchers utilized two types of data sources. Primary data was obtained through interviews with the Head of Library of SMP Negeri I Cigugur and observation. This data source was used to explore information about the planning and implementation of the strategy, as well as to identify obstacles that may arise and propose solutions to increase students' interest in reading through integrated learning of film analysis at SMP Negeri I Cigugur. Secondary data in this study includes information obtained from other sources, not directly from the same research subject. This secondary data is in the form of existing documentation or reports and can be accessed by the public relations and library staff of SMP Negeri I Cigugur.



C. RESULTS AND DISCUSSION

Through interviews with the school, especially the head of the library, it was found that students' interest in reading is still low. The cause of this low interest in reading is the need for more internal motivation from the students. This finding can be seen from the infrequent traffic of student visits to the library. Students prefer to go to the canteen for snacks, tell stories in class, and joke around, rather than reading books in the library. Students' lack of interest in reading at SMP Negeri 1 Cigugur is caused by various factors, including a lack of motivation and attention to the usefulness of reading books because it is felt that reading books is no longer relevant today. After all, information is more accessible through gadgets. With this lack of motivation in students, teachers continue to explore students' desires, including methods so that students want to read and know the urgency of reading compared to *scrolling* on social media. Students will realize and know the importance of reading after knowing their desires. This is in line with the theory put forward (Rahim, 2008) that reading interest is an intense desire accompanied by a person's efforts to carry out reading activities.

Reading interest is an important aspect that must be built in students. Currently, reading literacy in Indonesia is much higher. In this case, the teacher is the next influencing factor because the teacher interacts directly with students daily. In this case, the teacher must provide space for students to explore themselves and do reading activities as they please. Teachers must be able to take advantage of opportunities so that students continue to do reading activities, even if it is because they are forced to. This is in line with Triatma's (2016) opinion that learning strategies must adapt to the needs of their students and give them tasks that lead to completing their assignments at the library.

In this case, SMP Negeri 1 Cigugur has implemented the concept in the 7th-grade Indonesian language subject, with the concept of integrated learning, by giving assignments for students to try to analyze films and connect to novels. A learning model that students favor will slowly increase their interest in reading. The application of the integrated learning model through movie analysis is in line with the learning models and learning strategies needed to vary depending on the learning context, the characteristics of the material, and the type of learning desired by Tennyson and Posey's research. (1992). SMP Negeri 1 Cigugur has implemented a different assignment system to increase students' interest in reading, namely by giving assignments to students to analyze films or resume films. However, the films are based on novels, so students must resume the films from films connected to novels. Therefore, students will go to the library and discuss and read books/novels as material for completing their assignments.

Implementing Indonesian Language Subjects in Grade 7 is the main target for implementing this concept. Because grade 7 has the least number of visits to the library. In addition, 7th-grade students need more motivation to read the book. After a more in-depth study by the Indonesian Language Teacher, it turned out that the average student's hobby was watching movies. As a plan, the teacher also conducted a survey in advance related to the movies that students like, including the genre of the movie to the cast. The *output* of the assignment is that students



can add insights related to film analysis and good messages from the film to students' interest in reading novels further because the novel's storyline is complete compared to the movie. 25 films have been used as material for student assignment film analysis, including:

Table 1. List of Movie Titles and Novels for Film Analysis

Movie Title	Novel Title
Perahu Kertas (Hanung Bramantyo)	Perahu Kertas (Dewi Lestari)
5 Cm (Rizal Mantovani)	5 Cm (Donny Dhiringantoro)
Yuni (Kamila Andini)	Yuni (Ade Ubaidil)
Thank You Salma (Kuntz Agus)	Thank You Salma (Erisca Febriani)
Imperfect (Ernest Prakasa)	Imperfect (Meira Anastasia)

Based on the results of the interview, Devi Srimulyani, S.Pd, the Head of the SMP Negeri 1 Cigugur Library, said that after routine assignments like this, the impact on student psychology, including in arousing the appetite for reading books, is immensely increased. Many students are more curious about the movie given, so students not only get value but also get inspiring information from reading the book. The next factor that increases students' interest in reading is the presence of a library. The library aspect has an impact on students' interest in reading. The library is considered a learning resource that should motivate students to read. Therefore, library management must be done well. One example is implementing a computerized system to make it easier for students to find the book titles they are looking for. In addition, the level of student visits to the library is a benchmark for the success of increasing student interest in reading. SMP Negeri 1 Cigugur has a significant level of visits per month during 2023.

Based on the graph above, it can be seen that the level of library visits in 2023 at SMP Negeri 1 Cigugur is divided into 2 phases. January to June was the phase before implementing the integrated learning strategy of movie analysis, and the number of visits was still evenly distributed and even decreased. July to December is the phase of implementing integrated learning strategies through film analysis as a driving force to increase student interest in reading, and it can be seen that there is a significant increase. Until December 2023, 75 students had visited the library, out of 176 students.

A practical library must create a comfortable atmosphere, maintain cleanliness, tidy up the book collection, and organize the reading area well so that students feel happy to be in the library. The integrated learning strategy of film analysis carried out by SMP Negeri 1 Cigugur is empirical evidence that it is evident that students are increasingly diligent in visiting the library and reading books according to their hobbies. A pleasant atmosphere can attract students to spend time in the library and increase their interest in reading. SMP Negeri 1 Cigugur



already has a library with complete facilities and a varied collection of books. However, digital computerization has yet to be done to access the search for book collections since this has yet to be done because the computerization system can run when the book collection is in large quantities.

D. CONCLUSION

Educational institutions can try to increase students' interest in reading when that interest is lacking. SMP Negeri 1 Cigugur has proven that the different activities of today's students, anything digital, digital news, digital entertainment, and digital learning, are not a barrier to maintaining a culture of reading books as a source of knowledge. Reading interest, a problem for students today is considered very urgent and needs to be resolved immediately. A concrete strategy to overcome the low interest in reading at SMP Negeri 1 Cigugur is the implementation of integrated learning through film analysis. Teachers combine students' current activities, namely watching movies and being encouraged to read books in the library. Therefore, teachers implement integrated learning by giving assignments in Indonesian subjects for students to analyze films (*film analysis*) and continue by reading novels or books. The integrated learning strategy through movie analysis shows a change in students' interest in reading for the better. Not only that, this strategy also provides lessons about cinematography that students indirectly learn.

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