Librarian Strategy in Developing the Mastrip Pare Mobile Library Services (Pusling) to Improve Children's Literacy in Kediri Regency

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ABSTRACT

Purpose Research. This study aims to determine librarians' strategies and obstacles in developing mobile library services to improve children's literacy in Kediri Regency. This research started from the low interest in reading children and limited access to reading materials, especially in areas far from libraries. **Research Methods.** This study uses a qualitative approach with a descriptive method. Data was collected by observing mobile library activities in several locations, such as schools, car-free days, and city parks. Then in-depth interviews with librarians and library staff who were directly involved. As well as documentation of various activities. **Analysis Data**. Data analysis was carried out using Miles and Huberman's theory, consisting of three stages: data reduction, data presentation, and conclusion/verification. **Result.** The study results show that librarian strategies in developing mobile library services include providing educational reading, adjusting collections to children's age development, fun services, storytelling, and using facilities. However, there are various obstacles, such as limited facilities, librarians, collections, the use of technology, and low interest in reading in some schools. **Conclusion.** The Mastrip Pare Mobile Library has a positive impact on improving children's literacy. Still, it faces obstacles in its management that can be overcome by strengthening promotional strategies, increasing the number of collections, and utilizing digital technology to expand its reach. For further research, they can explore digital-based mobile library services and collaborate with literacy communities to increase the effectiveness of services.

Keywords: Librarian strategy, library services, mobile library, children's literacy

A. INTRODUCTION

Literacy is one of the key factors in building the quality of human resources, especially in children in the developmental phase. Literacy skills improve critical thinking, communication, and academic achievement (Marie et al., 2023). However, a UNESCO report shows that the reading index in Indonesia is still very low, which is only 0.001%, which means that only one in a thousand people have a high interest in reading (Nasrullah & Tawakkal, 2021). Various factors influence the low literacy

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level in Indonesia, one of them being limited access to quality reading materials, especially in areas far from city centres.

Kediri Regency has several areas that do not have libraries, so it is difficult for children in these areas to get adequate reading materials. To overcome this problem, the Mastrip Pare Mobile Library developed a service to expand the range of reading materials for the community, especially children. Although mobile library services have been running in recent years, the number of visitors has been unstable. In 2022, there were 1,401 visitors, a drastic decrease to 673 in 2023. Until October 2024, the number of visitors increased again to 1,017, which is still low compared to 2022. The data shows that the effectiveness of mobile library services in improving children's literacy still needs further evaluation.

Previous research shows that mobile library services impact children's literacy, but the increase is still insignificant. A study noted that the Kediri City Mobile Library could only increase children's literacy by 6.2% (Fatimatuz, 2024). Another study in Solok Regency, West Sumatra, found that the main strategies in developing mobile libraries include adding service points and increasing the number of visits yearly. The supporting factors for the success of this program are the annual budget allocation and the improvement of facilities (Ayu, 2023). Meanwhile, research in Tidore Islands City shows that librarians increase children's interest in reading by increasing book collections, introducing books to children, arranging library spaces to make them more attractive, and utilizing mobile libraries in community activities such as Car Free Day. However, this study also found obstacles in the form of limited funds and the number of children's book collections that are still minimal (Muhammad, 2023). The authors conducted this study to fill the gap of these studies with a focus on the Mastrip Pare Mobile Library in Kediri Regency, which has different challenges, such as the coverage of the service area. In addition, this study is more specific in exploring librarians' strategies in developing services to improve children's literacy, not just increasing the number of visitors. This study evaluates existing strategies and provides recommendations for other libraries so that mobile library services are more effective and sustainable.

Strategy is a series of actions designed to achieve an institution's goals by a predetermined mission within a certain period (Hijriani, 2024). Meanwhile, a librarian has the competence, knowledge, skills, professional attitudes, and values necessary to provide information services to users (Iztihana & Arfa, 2020). Library services are a series of facilities and activities provided by libraries to meet users' information needs precisely, quickly, and accurately. These services include various types, such as circulation services, references, reading rooms, internet access,

audiovisual collections, photocopying, literature search, user education, information literacy, flash information, dissemination of selected information, creation of information packages, interlibrary borrowing, translation, special reader groups, and mobile libraries. (Misbah, 2021)

Several strategies can be applied in mobile library services to improve children's literacy, including providing educational reading, collections appropriate for children's age, fun services, interest storytelling, and supporting facilities (Inderiyeni, 2020). This study aims to determine the strategies used in developing mobile library services to improve children's literacy and the various obstacles faced in its implementation. The main focus of this research is the strategy librarians apply in developing mobile library services to improve children's literacy in Kediri Regency. By examining the librarian strategy in more depth, this research can provide insight for other libraries in developing mobile library services and become a reference in efforts to improve children's literacy in Indonesia.

B. METHODS

This study uses a qualitative approach with a descriptive method to explore the strategies applied by librarians in mobile library services and the obstacles faced during their implementation. The purposive sampling technique determined the informants in this study and the selection of informants directly related to the research (Sugiyono, 2017). Five informants were interviewed in this study: three librarians, an electronic library manager, and a library administration officer. The data collection techniques in this study are divided into primary and secondary data sources. Primary data sources include: 1) Observations, which are carried out directly at mobile library service locations, such as schools, SLG green parks, and Car Free Day (CFD). 2) Interviews, conducted with informants to explore information. 3) Documentation, including reports on mobile library activities and visit statistics. Meanwhile, secondary data sources are in the form of: books, articles, journals, and previous research. Data analysis in this study uses Miles and Huberman's theory (Sugiyono, 2017), which consists of three stages: 1) Data reduction, data obtained from interviews, observations, and documentation. 2) Data presentation: Data that has been reduced is presented as a narrative description. 3) Conclusion/verification, finding patterns and relationships between librarians' strategies and improving children's literacy. To ensure the validity and reliability of the data, this study uses source triangulation techniques and methods: 1) Triangulation of sources, information is compared from various sources, such as librarian interviews, direct observations, and document analysis. 2) Triangulation

methods, using more than one data collection method (observation, interview, and documentation) to test the consistency of research findings.

C. RESULT AND DISCUSSION

Mastrip Pare Library is a public library that has operated since the 1980s in Pare District, Kediri Regency. The Mastrip Pare Mobile Library service reaches various locations, such as schools, SLG green parks, and Car Free Day (CFD) events. The reading materials provided include children's books, educational books, novels, and general reading. This service aims to improve children's access to literacy by providing interesting and educational reading, especially for areas inaccessible by libraries.

Librarian's Strategy in the Development of Mastrip Pare Mobile Library Services

Strategies implemented by librarians in improving the effectiveness of mobile library services include:

1. Educational Reading Preparation

   One of the strategies of librarians to improve children's literacy through mobile library services is to provide educational but still fun reading. So that it will increase the love of reading which is the reason for visiting schools. As stated by the following informant 2.

   > "We have a program "Gemar Membaca". One of them is to bring books closer to children because they don't like to read the books are not interesting. If the picture book is good, they want to read it." (EH, interview on November 21, 2024)

   Informant 3 also added similar things related to the facility for providing educational reading.

   > "The facilities in the mobile library are children's, teenagers, and general reading books. For children in the basket, there are fairy tales, legends, science." (AA, interview on November 21, 2024)

   This statement shows that the provision of educational reading materials that are interesting and by the needs of children is one of the main strategies of librarians to improve literacy. A diverse collection of readings such as fairy

tales, legends, and science books is provided to interest children. (See Figure 1.)

Figure 1. Mobile library collection from 000-900

2. Collections that Suit Children's Age Development

The collection provided by the Mastrip Pare mobile library has been adjusted to the development of children's age, both in terms of the type and presentation of books, as stated by informant 3 regarding the adjustment of collections to the needs of children in each location.

> *"We adjust it first, for example, today the visit to kindergarten or elementary school, we present books for children including fairy tales, comics, and interesting books with many pictures. Meanwhile, in junior high school, we do not put out the children's books, but we take out the ones in the car, such as novels, agriculture, cooking, and religion."* (AA, interview on November 21, 2024)

Informant 4 also stated the same thing regarding the adjustment of the pusling collection.

> *"The car has 3 doors, right, left, and rear. The right and left ones are usually opened for junior high level and above, in SLG or CFD. For kindergarten/elementary school that is opened, only the back, so just take a basket."* (DF, interview on November 21, 2024)

From informant 4, it can be seen that the collection is adjusted based on the location of the visit (kindergarten, elementary, junior high school) by the statement of informant 5.

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> *"If the schedule goes to kindergarten, it means that the children's baskets are lowered. In elementary school, we look at the class first, if it is in grades 1-3, we take out children's books."* (AD, interview on November 21, 2024)

From the three informants, it can be concluded that the Mastrip Pare Mobile Library has a special strategy for adjusting the book collection to the development of children's ages in each location visited. For visits to kindergartens and elementary schools in grades 1-3, the collection provided is in the form of children's books such as fairy tales, comics, and interesting picture books. (See Figure 2.)

Figure 2. Children's reading materials collection

3. Pleasant Service

   Librarians also provide fun services for children so that they feel comfortable and happy when using mobile library services, such as those carried out by the Mastrip Pare Mobile Library by holding fun activities such as coloring competitions as obtained by the author from the statement of informant 2 regarding the special strategy of the mobile library.

   > *"Yesterday we held a coloring competition, in collaboration with Unesa students. Hopefully, children will want to go to the library to see the books."* (EH, interview on November 21, 2024)

   The author also obtained information related to the library's special strategy, by structured scheduling and it is also proven that librarians have provided pleasant services with many requests that show the enthusiasm of visitors such as the statement of informant 3.

   > *"We schedule from Monday to Thursday, even though there are many requests for mobile libraries that are not scheduled, they ask for regular visits every month."* (Informant 3, interview on November 21, 2024)

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From the informant's statement, it can be concluded that the Mastrip Pare Mobile Library implements a fun service strategy by implementing one of its strategies, holding interactive activities such as coloring competitions that involve collaboration with external parties, such as UNESA students, to create a friendly and fun atmosphere for children. (See Figure 3.)

Figure 3. Coloring competition activities
Source: Instagram @perpustakaan_mastripkab.kediri

4. Interesting Storytelling

A special strategy carried out by the mobile library is to hold storytelling by involving librarians and third parties according to the following statement of informant 1.

> *"To entice children to read, we collaborate with third parties during activities such as storytelling or read aloud to accompany."* (HH, interview on November 19, 2024)

The statement of informant 2 also shows that storytelling is one of the strategies used to attract children's interest in reading and support literacy improvement.

> *"The first strategy is that we have to make a schedule, then the books are interesting because if the books are not interesting, the children are also less interested, then we do storytelling. One way to attract young children is with storytelling."* (EH, interview on November 21, 2024)

Informant 3 also described the practice of storytelling, where children are encouraged to retell the content of the book they read. This strategy helps improve children's speaking skills, comprehension, and interest in reading.

> *"The strategy is that every visit we ask students who read books to recount what books they have read in front of other children."* (AA, interview on November 21, 2024)

From the three informant statements, it can be concluded the storytelling strategy in the Mastrip Pare mobile library involves librarians and children as well as third parties or parents/guardians in increasing literacy. This strategy is carried out by choosing interesting books, holding read-aloud and storytelling activities, and asking children to retell stories about the books they have read. This strategy is effective in engaging children in reading while developing their speaking and comprehension skills. (See Figure 4.)

Figure 4. Application of storytelling strategies

5. Supporting Facilities

The facilities that support the activities of the Pare Mobile Library are very diverse, there are technological facilities by utilize the internet to access the form link for applications such as the following statement of informant 1.

> *"We use the internet/link by filling out the form for the application. Let the service be fast."* (HH, interview on November 19, 2024)

Informant 4 also stated similar things related to technology facilities.

> *"Starting from August/September we will distribute e-books in the form of posters to schools."* (DF, interview on November 21, 2024)

Another facility that is also very important is the library car to facilitate access to books for visitors at school and in crowded places such as Car Free Day and SLG Green Park as stated by informant 2.

> *"In the past, the bus was damaged, and then we replaced the current Hilux car."* (EH, interview on November 21, 2024)

From this statement, it can be concluded that the facilities that support the activities of the Mastrip Pare Mobile Library include technology, digital services, and transportation facilities that support accessibility. Technological

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facilities such as the internet and the use of online forms help speed up the service process, such as submitting applications for library services.

Constraints of Librarians in the Development of Mastrip Pare Mobile Library Services

In the development of mobile library services, librarians certainly face several obstacles, including the following.

1. Limited facilities and infrastructure

    Facilities in the form of vehicles and other equipment are the main key to running mobile library services. However, often these facilities are not enough to meet the needs in the field as conveyed by informant 1.

    > *"The reach is wide, the infrastructure is lacking, the human resources are also lacking, and the collection is limited. There should be a rolling once a month, but we can't do that because of the lack of energy and also the time limitation with dense demand."* (HH, interview on November 19, 2024)

    Informant 2 also complained about similar things related to the limitations of facilities, such as the following statement.

    > *"The obstacle is the lack of facilities, so there is only one car, while the demand is many. If we want to add more cars, no one does it. But if we don't add it, the queue is long because there is only one car, while our area is large."* (EH, interview on November 21, 2024)

    From the informant's statement, it can be seen that limited facilities are the main obstacle in the implementation of mobile library services. These limitations include the lack of vehicles, lack of book collections, and limited human resources.

2. Limited time and resources of librarians

    The inadequate number of librarians is another obstacle faced by the Mastrip Pare mobile library, as conveyed by the following informant 2.

    > *"We only have 8 people, while we have proposed until now there is still no additional manpower."* (EH, interview on November 21, 2024)

    Informant 3 also expressed his difficulty in fulfilling the demand for mobile library services.

    > *"For the staff, we are limited, we handle 26 sub-districts while there are 9 staff."* (AA, interview on November 21, 2024)

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Based on interviews with informants, it is known that one of the main obstacles faced by the Mastrip Pare Mobile Library is the limited number of librarians.

3. Limited collection of library materials

A varied collection of library materials is very important to attract the interest of the public, especially children, to use mobile library services. However, collections are often limited as the following statement of informant 1.

> *"The collection is also limited, there should be rolling once a month, but we can't do it because of time and energy limitations."* (HH, interview on November 19, 2024)

In addition, damage to library materials is also an obstacle as stated by informant 2.

> *"The library materials are minimal, then there is a risk that if you use a mobile car, the books are easily damaged."* (EH, interview on November 21, 2024)

From the statements of the two informants, it can be concluded that the limited collection of library materials and the risk of damage during operations are the main obstacles to mobile library services.

4. Limitations in the use of technology

Technology is very helpful in attracting people's interest in using mobile library services. However, the implementation in the mobile library of Mastrip Pare is still minimal as conveyed by the following informant 1.

> *"There are development plans, such as the "Pusling Internet" program to provide internet facilities and e-book collections, but the reality has not been realized."* (HH, interview on November 19, 2024)

There are obstacles in improving mobile library services with technology, such as the internet and e-books as conveyed by Informant 2

> *"There should be internet, videotrons to watch motivational movies, or music to attract children, but it still hasn't been implemented."* (EH, interview on November 21, 2024)

Statements from the two informants indicate that although there are plans to develop mobile library services with technology such as the Internet and e-books, the implementation has not been implemented yet.

5. Limited interest in reading in some schools

According to one of the informants, in addition to operational constraints, the problem of interest in reading is also an obstacle faced by librarians as conveyed by informant 4.

> *"So there are schools with high interest in reading, some when it's 10/11 o'clock students scattered everywhere"* (DF, interview on November 21, 2024)

Informant 5 also conveyed the same thing.

> *"There is a problem that children do not want to read books."* (AD, interview on November 21, 2024)

Statements from informants show that students' interest in reading in some schools is still low.

DISCUSSION
Librarian's Strategy in the Development of Mastrip Pare Mobile Library Services

1. Educational Reading Preparation
   Interactive book design effectively increases children's interest in reading, with visual appeal that will attract their attention (Septyaningsih, 2024). Visualization of book cover design has a significant relationship with children's interest in reading, as visualization can foster their imagination and interest in reading (Saputri, 2023). These findings confirm that providing visually appealing and interactive reading materials is important in increasing children's interest in reading and literacy. This is in line with the opinion of Inderiyeni (2020), who emphasized that to increase reading interest among children, it is necessary to provide adequate reading books, both in terms of the number of titles and the quality of books. Interview results and theories Inderiyeni (2020) shows that providing educational reading in the Pare Mobile Library helps overcome the problem of low interest in reading by providing reading that suits children's tastes.

2. Collections that Suit Children's Age Development
   For visits to junior high school levels and above or public locations such as SLG Green Park and Car Free Day, the collection is more diverse, including novels, agriculture, religion, and other themes relevant to adolescence and adulthood. This strategy shows the efforts of the Mastrip Pare Mobile Library in understanding the literacy needs of children in Kediri Regency. Libraries

must ensure that the literacy materials provided follow the stage of early childhood development so that they can stimulate their interest in reading effectively (Khairiyah & Zulaikha, 2023). In line with the view of Inderiyeni (2020), mobile library services will attract visitors' attention if the collections provided follow their needs and tastes. The application of this theory can be seen in the Mastrip Pare Mobile Library, which adjusts the collection based on the location of the visit. For example, a collection of fairy tale and picture books for kindergarten and elementary school, as well as novels and religious books for junior high school and above. This strategy proves that the relevance of collections is very important to attract reading interest and support public literacy.

3. Pleasant Service

In addition, the library also implements structured visit scheduling from Monday to Thursday, despite requests from the public for regular visits showing high enthusiasm for the service. This strategy effectively increases the interest and engagement of visitors, especially children, in mobile libraries. Children's Services aims to ensure that children feel happy when they come to the library by providing a wide variety of collections and activities that can support their intelligence during their growing years through a fun approach (Husna, 2023), in line with the theory put forward by Inderiyeni (2020) which states that in arousing interest in reading, librarians in mobile libraries must provide friendly, educated, responsible, and professional services. Librarians with this attitude can create an environment that supports children to feel comfortable and interested in visiting, as well as be more active in participating in activities such as coloring competitions or other activities. Overall, implementing the Inderiyeni strategy (2020) at the Pare Library positively impacts children's interest in reading and literacy in Kediri Regency. The mobile library has created a pleasant atmosphere, accompanied by friendly, educated, and professional service from the librarians, encouraging children to use library services more often and improve their literacy.

4. Interesting Storytelling

A study states that storytelling can increase early childhood reading interest, especially when the chosen book is interesting and according to their interests. By holding activities such as read-aloud or storytelling, children can listen to the story enthusiastically, encouraging them to read more (Purnia et al., 2024). Other research shows that storytelling can encourage children to think reflectively, which is an important skill in learning (Ariani, 2023). According to these findings, the theory of Inderiyeni (2020) revealed that skilled story

readers can increase students' interest in reading. In this context, librarians and third parties act as facilitators who accompany children in telling and understanding the stories they read. The storytelling strategy implemented at the Mastrip Pare Mobile Library shows how important the role of librarians, parents, and interesting books is in increasing children's interest in reading and literacy skills.

5. Supporting Facilities

    Regional mobile libraries significantly increase students' interest in reading (Hidayah & Zumrotun, 2024). Mobile library car makes it easier for people to access books (Harahap et al., 2020). Inderiyeni (2020) stated that adequate library facilities can foster children's interest in reading, thereby encouraging the creation of a reading community. This strategy for developing facilities and services is very relevant in supporting the role of Pusling Pare as a solution to reach people who have difficulty accessing conventional libraries.

Constraints of Librarians in the Development of Mastrip Pare Mobile Library Services

1. Limited facilities and infrastructure

    Facilities and human resources are interrelated in determining the success of mobile library services. This facility's limitations directly impact the waiting time for the community to be served. There is a theory that the lack of a fleet and supporting facilities can reduce the effectiveness of mobile library services (Andry et al., 2022). Thus, strategic solutions are needed to overcome these limitations, such as adding operational vehicles, expanding book collections, and recruiting new workers.

2. Limited time and resources of librarians

    A study states that one of the main obstacles in library services is the limitation of human resources. Internal factors such as inadequate staff numbers and limited competence hinder service development (Widarti, 2020). The interview findings follow the theory of Widarti (2020). The limited number of librarians in the Mastrip Pare Mobile Library is one of the clear examples of internal obstacles that affect the effectiveness of services. To overcome this, a strategy is needed to increase labour allocation, train librarians, and strengthen institutional support so that mobile library services can run more effectively and innovatively..

3. Limited collection of library materials

    According to research on the implementation of mobile libraries, various obstacles are faced, including the limitations of the collections provided

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(Nurcahyadi et al., 2021). This opinion is very relevant to the informant's statement. The informant said that the collection rotation should be carried out every month, but it is constrained by time and energy limitations. The informant stated that the library materials were minimal and prone to damage when used in a mobile car. To overcome this problem, strategies that can be implemented include improving human resources and facilities that support regular collection rotation and protection for library materials so that they are not easily damaged during transportation.

4. Limitations in the use of technology

    Technological limitations hinder service innovation, so efforts to attract the public's interest, especially children, are less than optimal. Digital innovations such as online catalogues, e-books, and digitization of collections can increase information accessibility for the public. However, adopting this technology faces challenges such as the digital infrastructure gap and the need to improve digital skills for library managers and users (Kadek et al., 2024). The author's interviews with informants show that although there are plans to develop digital services such as "Pulling Internet" and Videotron, the implementation has not been implemented. Technological limitations are an obstacle to service innovation. To overcome these obstacles, it is necessary to improve technological infrastructure and digital skills training for librarians and users.

5. Limited interest in reading in some schools

    According to research, several factors affect students' low interest in reading. The availability of inadequate reading facilities in schools is one of the main factors that hinder students from accessing books that are interesting and following their interests (Mutadin et al., 2024). Efforts to increase students' interest in reading should include improving reading facilities in schools, the active role of teachers in encouraging literacy activities, and stronger parental support in providing reading materials and encouraging reading habits at home. If these three factors can be improved, students' interest in reading can increase significantly.

E. CONCLUSION

This study reveals that librarians' strategies in developing Mastrip Pare Mobile Library services are important in improving children's literacy in Kediri Regency. Through providing appropriate collections, storytelling, interactive literacy activities, and the use of technology and supporting facilities, librarians strive to create an environment that supports reading habits among children. However, the study also found challenges that hinder the effectiveness of the service, such as

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limited facilities, an inadequate number of librarians, and a lack of innovative promotional strategies. Although mobile libraries have helped increase access to reading materials, it is necessary to strengthen service strategies by increasing the number of librarians, expanding reading collections, and optimizing facilities and infrastructure, including mobile library vehicles. Digital technology and social media can also be maximized to expand the range of services and increase the promotion of mobile libraries. In addition, cooperation with schools and literacy communities needs to be expanded to create a more structured and sustainable literacy program. For further research, it is recommended that there be a more in-depth study of the effectiveness of digital innovation in mobile library services and the measurement of its impact on increasing children's literacy in the long term.

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