

## Strong Literacy, Great Village: Building Villages Through Literacy Culture in Bima Regency

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### Abstract

*Mandala Village is a remote village and most of the people work as farmers. The community views the movement to cultivate literacy as if it has no connection or correlation with their daily work and there is even no availability of infrastructure to support literacy, such as the absence of a village library or literacy park. The implementation and methods of community service are as follows: (1) Socialization stage (2) Seminar stage, (3) Counseling stage and finally (4) Stage of providing a mandala literacy park. Based on the results of Community Service, this activity was carried out to increase public awareness and improve the quality of human resources so that it had an impact on improving community skills. This service activity has been achieved, namely the implementation of socialization, counseling and seminars which have been carried out to increase the empowerment, awareness and quality of human resources in the Mandala Village community and the construction of the Mandala literacy park has been completed and has been officially inaugurated.*

**Keywords:** *Literacy Culture; Building a Village*

### INTRODUCTION

The 21st century is the century of globalization, which means that human life in the 21st century is experiencing fundamental changes that are different from the way of life in the previous century or that are currently sweeping through and have created transformations in all aspects of life. Especially in the educational, social and economic fields. Every individual is required to make changes in the order of daily life in accordance with health protocol rules. Thus, the learning process, especially in the education sector, is increasingly difficult to develop sustainably. In this community service program, strong literacy will be developed, Great Village: building villages through a culture of literacy. Building villages through a culture of literacy has a goal, namely improving the quality of natural resources by fostering an understanding of the importance of knowledge, especially in developing community literacy. Therefore, literacy culture needs to be improved again, one way is through the provision of literacy facilities in the form of a literacy park in the Mandala Village area, Wera District, Wera Regency.

Literacy culture can also influence the quality of the population without having to

take higher education. With literacy, all the information needed will be a force in improving the quality of human resources. However, science can develop rapidly, one of the ways is through a reading culture. The average time Indonesian people spend reading is only 30-59 minutes per day (less than one hour), while in developed countries the average is 6-8 hours per day. Most Indonesians can spend 5.5 hours a day playing with devices or gadgets [1]. This is truly ironic when technology is increasingly advanced but literacy culture is increasingly low. Therefore, literacy culture needs to be improved again, one way is through the provision of literacy facilities in the form of reading parks or libraries. Garut Regency has developed the concept of a reading garden in an effort to improve literacy culture among the community. It is hoped that the Community Service activities carried out by the STIA LAN Bandung Polytechnic can campaign and improve literacy culture among village residents. Factors that cause a weak literacy culture in rural areas are parents' low awareness of controlling their children, there is no easy access to reading materials. For village people, reading is an unfamiliar activity and

even parents prefer to see their children holding cakes rather than books [2].

Literacy culture itself is not just reading literacy, but can also be concluded as the ability to utilize the results of reading for the reader's life skills. If the substance of the meaning of literacy is like that, good life skills are suitable if prioritized in rural areas. The basis is that village communities are able to build self-awakening, both from a rational and economic perspective, through a good, positive understanding of various contemporary information. If this is the case, literacy culture in the context of reading and writing will again become a need that must be met and cannot be separated from everyday life.

Mandala Village, Wera District, Bima Regency, NTB is one of the remote villages and most of the people have a profession as farmers. From morning to evening they are in the garden to grow crops, very few people or students pay attention on an ongoing basis to promoting a culture of literacy in the village. This could be a cause of the lack of human resources, and the community views that the movement to cultivate literacy as if it has no connection or correlation with their daily work and there is even a complete lack of infrastructure to support literacy such as the absence of village libraries or literacy garden. The implementation of this literacy culture must always originate from the needs of the community, village youth and students, so that the program has great potential to be successful. As the era develops, literacy experiences a development in meaning so that literacy or literacy no longer has a single meaning but rather multiple interpretations. There is computer literacy, information, technology, economics, education, morals, critical, sensitive to the social environment and even politics.

Apart from that, the village government does not support the literacy culture movement, this is aimed at the lack of utilization of community empowerment and village development policies such as village libraries and literacy parks in the village environment. The factors that cause the decline in literacy culture in society are internal and

external factors. His research aims to revive a culture of literacy for the community and village youth, thereby improving the quality of human resources and developing community knowledge due to the rich knowledge possessed by the community [3]. The causative factors are the village government's lack of support for the literacy culture movement due to the lack of availability of infrastructure to support literacy such as the absence of a village library, the community considering literacy to be an obligation for children and teenagers, and academic circles lacking socialization or education to the community about the importance of literacy in the village. , and the results achieved were able to increase public awareness of literacy culture as seen from the enthusiasm of the community in participating in various activities held by KPM participants. Literacy culture needs to be improved by reviving literacy culture through outreach to village children and youth [4]. There are still many people whose thinking has not yet developed, especially in the field of education, and there is a lack of knowledge in managing the economy which can be maximized by processing local products available in Karihkil Village, so that community empowerment in the field of literacy needs to be increased and the results achieved are community enthusiasm, the creation of new products innovative ones, and increasing public knowledge in the health sector [5].

The factor that influences the lack of literacy culture in the Mandala Village environment is human resources, and the community views that the movement to cultivate literacy as if it has no connection or correlation with their daily work and there is even no availability of infrastructure to support literacy such as there is no village library or literacy park. With this in mind, the aim of this community service is to empower the community to build great villages through a culture of literacy by holding seminars and counseling for local communities as well as providing literacy parks as support for building great villages, and also that rural areas do not always have the connotation of being left behind and backwardness. Rather, rural people

are capable in life because they have a good understanding of literacy. Educating rural communities to become intelligent and mature participants helps support the regional development process.

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The aim of this activity is to increase public awareness and improve the quality of human resources so that it has an impact on improving the skills of the community, village youth and students in Mandala Village, Wera District, Bima Regency.

Increasing literacy culture in the village environment is a serious problem for the community, village youth and students in Mandala village, Wera District, Bima Regency, NTB. No efforts have been made by the village government to improve literacy culture through village libraries or literacy parks to build great villages. Great at optimizing education, economics, politics, technology, morals and being sensitive to the surrounding environment.

Apart from that, to improve literacy culture there must also be collaboration with the village government to improve the quality of human resources through counseling and seminars so that the community, village youth and students are aware of the importance of literacy culture to build a great village from all sides.

In this community partnership program, seminars and counseling will be held to support the way of thinking of the community, village youth and students to cultivate good literacy, and provide a literacy park to support a great village. In this innovation, the literacy

park will attract the interest and awareness of the local community regarding the importance of literacy culture to produce or handle problems according to their needs.

Providing this literacy park will involve collaboration between the village government, village youth, students and the community itself. It is hoped that this activity can increase awareness and quality of human resources in Mandala Village, Wera District, Bima Regency, NTB to reach 85% and provide a literacy park to 95%.

Mandala Village is not yet included in the great village category because it has not produced creativity that is useful for the local community, so in this activity seminars, counseling and the provision of a literacy park will be held. This activity was carried out to increase public awareness and improve the quality of human resources so that it had an impact on improving the skills of the community, village youth and students in Mandala Village, Wera District, Bima Regency.

## RELEVANT RESEARCH

Results of community service with the title problems of literacy culture in the community in Wera District. The background to this service refers to the literacy ranking of Indonesian society based on the results of research conducted by PISA (Program for International Student Assessment) in 2019 which has not increased significantly compared to the previous year. Meanwhile, the Indonesian government has carried out a literacy improvement program, especially in primary and secondary schools. Meanwhile, in each region there are still many people, especially students, who still lack literacy culture, both reading, writing and even technological literacy in the village environment.

The research results show that there are four literacy problems faced by the community in a literacy culture, namely (1) the lack of availability of facilities in the form of mobile libraries and literacy parks by the village government, (2) a reading environment that is less conducive and supportive [1]. Likewise,

building a literacy culture in the community in the Bogor Regency area. The aim is to achieve acceleration and effectiveness of development programs which is characterized by improving the quality of community life, participation and existence of the community in development programs. The integrated thematic KKN activity at Ibn Khaldun University Bogor in 2017 is one of the activities with a community development approach, where in implementing this activity the planning process is carried out as well as the action of the mentoring program. Gunung Mulya Village, Tenjolaya subdistrict has a heterogeneous or diverse community so that in preparing and planning a The program is adapted to conditions, situations and potential. Economy is an important element in people's lives. This condition has also made people aware of how to earn a living for their families, children and wives. Most of the people of Gunung Mulya Village make their living as farmers [7]. This research has the same goal of developing villages through a culture of literacy to achieve acceleration and effectiveness of development programs, which is characterized by improving the quality of community life, participation and existence of the community in development programs.

The results of the service regarding Building a Literacy Culture in the Pekon Sukananti Community, Way Tenong District, West Lampung Regency through the Village Library and Community Reading Park, aim to describe the causes of the low interest in reading in the community, especially the younger generation of school age, diagnose various causes of the low interest in reading in the Pekon Sukananti community and design activity programs Reading is an effort that can encourage people to want to read so that a culture of literacy can be realized, especially in the younger generation of school age, through the provision of village libraries and community reading parks (TBM). The approach used in implementing this program and service is a qualitative approach in the form of a case study by examining incidents or events related to interest in reading and literacy culture. Data collection techniques through

observation, interviews and data recording. Data analysis techniques are carried out through presentation, analysis, description and presentation of data related to people's reading interests and culture. In this case, to be able to build and increase interest in reading in order to foster a culture of literacy, it is necessary to carry out various strategies and programs that can reach all levels of society, such as providing IT-based village library facilities, providing community reading parks, and can be pursued through involving KKN students to teach. reading and writing for two to three months, and requires collaboration with nearby schools to provide access for people who have dropped out of school to get the opportunity to learn [8]. What this service has in common is designing a reading activity program as an effort to encourage people to want to read so that a culture of literacy can be realized, especially in the younger generation of school age, through the provision of village libraries and community reading parks (TBM).

## METHOD

The service method is a way of reading that does not exist, the problems faced are the lack of public awareness of the importance of literacy culture in the village environment, there have never been seminars or counseling related to the importance of literacy culture by the village government and the absence of literacy supporting infrastructure such as village libraries or parks. literacy. Based on the problems above, this service is to be carried out in Mandala Village through the following implementation and methods: (1) Socialization stage, namely, approaching the community, being a companion who socializes in the community, and motivational training so that there is an understanding of existing problems. , and a useful program is arranged according to the problem. (2) Seminar stage, carrying out literacy culture seminars in the digital era. (3) The outreach stage is carried out to strengthen public understanding of literacy culture in the digital era. and finally (4) The opening stage of the Mandala Literacy Park, namely the provision of a Mandala Literacy Park and socialization of the Literacy Park, the



implementation of the Mandala Literacy Park program as a knowledge center for the surrounding community.

For this activity, as shown in the following chart:

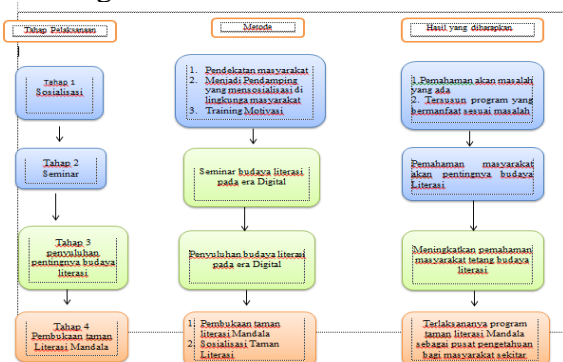


Diagram 1. Activity Stages

## RESULTS

Community service activities regarding Strong Literacy, Great Villages: Building Villages through Literacy Culture in Mandala Village, Wera District, Bima Regency, West Nusa Tenggara. This activity was carried out involving two lecturers and three students. In implementing cultural literacy activities, there are many activities that can be provided to participants in community service activities. However, time limitations should be considered according to the plans that have been set. Socialization activities for the village, youth and community that implementing literacy culture activities through seminars, counseling and holding a Mandala literacy park are stages that must be carried out to support literacy culture.

Implementation of cultural literacy activities begins with outreach with village officials, youth and the local community to help organize a place that can be used as a mandala literacy park. Extension activities, seminars, and the provision of mandala literacy parks invite the local community to take part in implementing community service activities. With socialization, counseling and seminars, it provides color and cultivates literacy by optimizing the provision of mandala literacy parks. Mandala literacy gardens have many functions other than literacy centers but can become village libraries. To improve the services of this literacy park, the Bima district regional library is taking part in adding to the

book collection from seminar activities at the same time as the inauguration of the literacy park. The literacy park facilities and infrastructure provide a more conducive and neatly arranged atmosphere, such as a reading corner for children and the general public. Literacy activities are not only reading and writing, but are a place to be creative in art such as drawing objects in the book collection or nearby.

From implementing community service activities, beginners can develop literacy at the village level. The result of this program, namely "Great Villages," refers to the positive impacts that occur when villages have a strong literacy culture. The following are program achievements resulting from community service activities through the Strong Literacy, Great Village: Building Villages through Literacy Culture program.

1. Increased Access to Education
2. Improve Reading and Writing Skills
3. Economic Empowerment
4. Improved Quality of Life
5. Community Development
6. Organizing Cultural and Arts Events
7. Participation in Sustainable Development
8. Improving the Quality of Public Services
9. Improved Social Relations
10. Encouraging Young Leaders

This activity was carried out to increase public awareness and improve the quality of human resources so that it had an impact on improving the skills of the community, village youth and students in Mandala Village, Wera District, Bima Regency. In accordance with the planned target, what has been achieved in this service activity is that socialization, counseling and seminars have been carried out to increase the empowerment, awareness and quality of human resources in the Mandala Village NTB community and the procurement of the Mandala literacy park has been completed and has been officially inaugurated.



Figure 1.  
Socialization with the village



Figure 2  
Socialization at the Bima district library



Figure 3.  
Implementation of Seminar Activities



Figure 4.  
Official inauguration of the Mandala Literacy  
Park by the Regional Secretariat II of Bima  
Regency



Figure 5

Book Delivery from  
Bima Regency Regional Library

The results of "Strong Literacy, Great Village" create villages that are more inclusive, empowered and develop sustainably. This program focuses on community empowerment through literacy, which in turn contributes to better overall village development.

## CONCLUSION

### Conclusion

Overall, implementing community service activities related to Strong Literacy, the Great Village gives a new color and improves the quality of human resources, especially building villages through Literacy Culture in Bima Regency.

### Suggestion

Hopefully future readers and researchers will be able to fill in the gaps in this community service implementation activity, especially those related to literacy culture to become a great village. The development of a mandala literacy park must be carried out continuously by partners, some of the developments include book collections, bookshelves, management systems, and so on.

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