

**EMPOWERMENT OF VILLAGE LIBRARY IN INCREASING COMMUNITY
READING INTEREST AS IMPLICATION OF DECREE OF THE MINISTER OF
HOME AFFAIRS AND REGIONAL AUTONOMY NUMBER 3 OF 2001**

**(A Study As Dissemination Material For Library Observers On Community Service
At Abimanyu Library, Tulangan, Sidoarjo Regency)**

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ABSTRACT

The study intends to describe: (1). Empowerment of village libraries as an implication of the implementation of the formation of village libraries. (2). The role of village libraries in increasing people's interest in reading (3). Constraints in increasing reading interest in rural communities. The research object is based on the village library empowerment content. The scope of research focuses on the realization of implementation management and the role of village libraries to increase people's interest in reading. This study uses a historical approach as a critical thinking analyst on social reality. Primary data as a primary source of information, data retrieval methods use a research library.

The analysis uses descriptive qualitative analysis, relying on sources of analysis from various studies of literature containing theoretical, research and non-research studies. Observation is used to support theoretical constructs and content analysis to analyze the meaning of the concept of implementing the library formation in increasing reading interest in rural communities.

The research results include; (1) Empowerment of Village Libraries is obliged to carry out as much as possible towards: (a). human Resource Management. (b). collection management. (c). service management. (d). marketing Management. (2). The role of village libraries in increasing people's interest in reading includes: (a). increase reading interest evenly in various regions. (b). become a place for learning activities. (c). support the improvement of literacy and reading skills (d). support increased information literacy. (3). Barriers to increasing reading interest in rural communities include: (a). access to information is still low. (b). the level of public education is still below standard. (c). generally low socioeconomic conditions. (d). library services are not evenly distributed. (e). appreciation and public response is still low.

Keywords: *Reading Interest, Implementation and Formation, Village Library*

INTRODUCTION

Village administration is part of the Indonesian state government system, which has a structure consisting of villages / wards, sub-districts, districts / cities, provinces and central government. The main tasks and functions of the village government are to organize governance, society and development, which are then translated into public services and protection to all levels of society. All the potential that exists in every village really needs to be continuously, regularly and continuously developed and empowered to improve the welfare of the community. The village is a government institution with a jurisdiction that has a position directly facing the community.

Every village in all parts of Indonesia has a very strategic position and position, because it is integrated with the community in a harmonious village life, namely life with values, norms, customs, culture, level of kinship, local wisdom, nuances of life. religious and environmental friendliness. As expressed by Akhmad Alvian Nanda (2015: 1), [1], that village government is one part of the government system in the State of Indonesia. Village government has a structure consisting of villages or sub-districts, districts, districts or cities, provinces, and finally up to the central government. The village is a government institution that directly interacts with the community.

The village is the organizer of regional government which has the main task and function of administering governance, society and development, including public services and protection for all levels of society. In order to fulfill its main duties and functions, village government urgently needs the establishment of social service institutions and public services. The goal is to be able to meet the needs and provide optimal services needed by the community. One of them is the existence of a library which is an institution to improve science, technology and information as well as public welfare, namely the library. The library is a public service institution engaged in information services which is increasingly becoming very crucial and urgent in its existence in rural communities. As expressed by Bakhtiyar (2016: 5-6), [2], that:

"One of the crucial areas of public service is information services. In information services, it is an aspect of regulation and legality of various fields of community activity that is determined by state administrative officials through certain procedures. Information services concern two sides of interest, namely: (1) the interest of the regional government to regulate certain activities carried out by the community to suit the planning, conditions and needs of the regional government. (2) the interests of the community's need to obtain certainty in conducting business and activities related to information which have social, economic, political effects and ."

Library as a center of information that is needed by the community. According to Sulisty Basuki (1991: 3), [3], a library is a room or building used to store books and other publications, which are usually stored according to a certain arrangement used by readers and not for sale. The existence of a library is expected to help users, both in the field of learning and entertainment or recreation. Libraries are also expected to provide convenience for users so that current millennial users do not rule out the existence of libraries. According to the definition of Law no. 43 of 2007 article 1 paragraph 1, [4], states that

"A library is an institution that manages collections of written works, printed works, and / or recorded works in a professional manner with a standardized system to meet the educational, research, information and recreational needs of visitors."

In Law no. 43 of 2007 article 1 paragraph 1 clearly explains that a library is an institution that manages collections of written works, printed works, and / or recorded works in a professional manner with a standard system to meet the needs of education, research, preservation, information and recreation for visitors. According to Sulistyo Basuki (1993), [5], a library is built and formed with the intention of:

- 1) Being a place to collect / collect information in an active sense, the library has continuous activities to be able to collect as many sources of information as possible for collection.
- 2) As a place to process or process all library materials using certain methods / systems, namely registration, classification, cataloging, and various other forms of equipment either manually or by using information technology facilities, making other equipment so that all collections are easy to use.
- 3) Being a place to store and maintain so that there are activities to organize, organize, organize, maintain, and care for. The existence of libraries cannot be separated from human civilization and culture. The level of a civilization of a nation can be seen and measured from the condition of the library owned. The library acts as a management system for recording ideas, thoughts, experiences and knowledge of mankind. Besides that, libraries have the main function of preserving human cultural products, especially those in the form of printed documents and other recorded works. Libraries also play an active role in conveying ideas, thoughts, experiences, and human knowledge, to future generations. The targets and objectives of the implementation of library functions are none other than the formation of a society with a reading culture, lifelong learning and a high level of information literacy.

Many types of libraries include; public library, school library, special library, and so on. One type of public library in Indonesia is the village library. Village library can be interpreted as an institution or unit in the form of a library that is domiciled in the village / kelurahan. in an area. Village libraries in general have a complex collection, ranging from the numbered collection numbered 000 to 900. Besides that, they have all kinds of collections, be it textbooks, references, and periodicals. In addition, seen from the shape, there are two types of collections, namely print and electronic collections, so that the village library has a target target, namely visitors of all ages, from the elderly, adolescents to children.

The village library program is a program that must be implemented by the government. The establishment of village libraries throughout Indonesia is intended to be able to support government efforts in developing community life. The Village Library is intended for the community and is managed by the community to fulfill information needs. Also emphasized in the Decree (SK) of the Minister of Home Affairs and Regional Autonomy Number 3 of 2001, [6], the village library is one of the means to improve and greatly support the educational activities of rural communities. Besides that, the library is very important because it is an integral part of the development activities of the village.

Nowadays information has become a basic need for society. Every element of society always needs information in their daily life, in order to support the process towards a

dignified and prosperous life. One of the ways that must be done in order to obtain information is by reading. Reading is the most important form of activity for humans. It can be said that all learning processes are always based on reading ability. Reading activities carried out by someone will get new information and knowledge.

This new knowledge can then be used in everyday life, or just used as additional information and entertainment. Therefore it is very important to implement the Decree (SK) of the Minister of Home Affairs and Regional Autonomy Number 3 of 2001, so that the existence of village libraries has a strategic role in achieving village development goals. The implication is that the empowerment of village libraries is urgently needed, because the existence of libraries is expected to be able to develop and maintain a culture of reading in society, considering that everyday life, people really need information, science and technology to be able to maintain their lives.

Based on the description above, the purpose of this writing is to find out about: (1). Implementation of the formation of a village library. (2). The role of village libraries in increasing people's interest in reading. (3). Constraints in efforts to increase reading interest in rural communities. In fact, the study of village library empowerment has been going on for a very long time and is never ending to be discussed, because various scientific disciplines can be used as an analysis knife. Therefore, in this study it is very necessary to limit its scope by using a management perspective.

THEORETICAL FRAMEWORK

Quite a lot of studies and research on empowering libraries in village communities, including; The first research was conducted by Muhammad Syafik Bahaudin and Joko Wasisto, (t.thn., t.hal). aims to determine the role of the "Pelita" library in community empowerment in Muntang Village, Kemangkon District, Purbalingga Regency. The research used descriptive qualitative methods, taking five informants with purposive sampling technique and data collection techniques using observation and interviews.

The implementation of data analysis techniques is carried out by data reduction, data presentation, and drawing conclusions. The approach is carried out by triangulation which is a test of data validity. The result of the research is that the "Pelita" library plays an empowerment role through community education. Community education is manifested in routine and temporary library activities. The activities carried out by the "Pelita" library have had a very positive impact on young people, housewives, and the people of Muntang village.

The two studies were conducted by Lastiyani, M. N. (2020, January 7) [8]. In his study which has the aim of describing the empowerment of libraries in society. The results of the study show that library empowerment is a continuous effort without stopping, in order to achieve optimal service by giving satisfaction to the village community. The government and its managers are obliged to implement the concept of balance and equality, as well as openness to continually improve village library services. Cooperation and communication are very important to do both internally and externally, in order to achieve the success of library empowerment

METHODS

1) Object of research.

The research object rests on the discussion by conducting an in-depth study of the very urgent content (Bakhtiyar, 2020: 35), [9], the implementation of the formation of libraries in increasing the reading interest of rural communities has a serious impact that urgently requires optimal empowerment of village libraries. The village library has a very important role in increasing the information literacy of rural communities, as a result of the development of information in various aspects of life. The existence of libraries is increasingly becoming urgent in the midst of people's lives, so that empowerment is very necessary to be able to increase information literacy quickly and precisely.

2) Scope and Focus of the Study.

The scope of research is very focused on basic or elementary studies in discussing analysis (Bakhtiyar, 2020: 76), [10], on the realization of village library empowerment through the implementation of maximum village library management, in order to develop and promote a community reading culture so that it has literacy high information. The success in achieving a high level of information literacy has implications for achieving a decent level of living for rural communities.

3) Approach and Study Method

This study uses a historical approach as a critical and realistic thought-analysis towards the application of conceptual thinking in a period that has occurred and is currently occurring. The dominant feature of the historical approach is that it is a critical investigation of the development of thought both in the past and present (Bakhtiyar, 2020). : 55), [11].

Primary data is considered a primary source of information (Bakhtiyar, 2019: 14), [12], and the study method for searching data containing important information is using a research library, (Bakhtiyar, 2018: 78), [13], by reading various literature which has the subject of discussion of empowerment and management of village library management in increasing reading interest in rural communities.

4) Study Conceptualization and Analysis

Library empowerment is actually carrying out the teaching and learning process through the use of library services with all the facilities and infrastructure available in the library by involving the active participation of the community. In reality, the implementation of village library empowerment in increasing the reading interest of rural communities is not as easy as turning a palm, but can only be taken through a long process and in the end a tangible form is obtained, namely the realization of a high reading and literacy culture and the achievement of high literacy quality as well rural community life.

Research on the implementation of library formation in increasing reading interest in rural communities is carried out using qualitative descriptive analysis, relying on sources of analysis from various studies of library materials that contain theoretical, research and studies that have non-research characteristics (Bakhtiyar, 2020: 61), [14], content analysis is also used in this study with the intention of analyzing the meaning (Bakhtiyar, 2020: 40), [15], which is included in the concept of implementing library formation and its application in the realities of rural community life.

Research is very dominated by descriptions and evaluations of various factual facts, so that it is able to produce various solutions to solve various problems found in phenomena

that have developed in society (Bakhtiyar, 2019: 6-7), [16]. Observation is used as an element that can complement in supporting the implementation of theoretical construction (Bakhtiyar, 2020: 11833), [17], especially regarding meaning, empowering village libraries in increasing reading interest so that rural communities have a high level of information literacy.

DISCUSSION

Conceptualization of Village Libraries

According to the Decree (SK) of the Minister of Home Affairs and Regional Autonomy Number 3 of 2001, the Village / Kelurahan library is "a community library as a means / media to improve and support the education activities of rural communities, which are an integral part of village / kelurahan development activities. "

If the analysis is simple, there are 3 (three) main elements in the Village Library, namely: (a). Library as a means, (b). Libraries as supporting education, (c) Village Libraries are integrated with village development. The implication of the existence of libraries is very urgent in rural communities, because libraries have a strategic role and position to achieve the goals of village development, so their existence is very important.

Purpose and Function of Village Libraries

The execution of orders and the empowerment of village libraries were none other than for a specific purpose and very mulian. In detail, the development of the village library aims to:

1. Supporting compulsory education activities.
2. Supporting life education and information literacy activities for the community.
3. Providing books of knowledge and skills to support village community activities in various fields of work.
4. Promote people's interest and reading culture by utilizing free time to read in order to create a creative, productive and independent society.
5. Save and utilize various cultural documents as a source of information, and add insight to rural communities.
6. Provide enthusiasm and healthy entertainment in the use of free time.
7. Educate the public to go up and make use of library materials appropriately and effectively.

Along with this purpose, the village library must have a very urgent and strategic function in rural communities. The functions that must be carried out by the Village / Sub-District Library are as follows:

1. Collecting, organizing and making use of printed and recorded library materials.
2. Disseminating the benefits of library services.
3. Bring books and other library materials closer to the community.
4. Provide Village/Subdistrict Libraries as a communication and information center.
5. Providing Village/Subdistrict Libraries as a place of recreation by providing healthy entertainment reading.

Implementation of the establishment and empowerment of village libraries

Village/ Kelurahan Libraries as non-formal educational institutions and information providers in the Village / Kelurahan community, must have a good performance and be supported by adequate management mastery and understanding, so that all their activities lead to efforts to achieve the stated goals.

The village library is expected to be able to help the surrounding community, both those who need information and those who do not need information. The village library is considered as one of the means used to increase the knowledge and insight possessed by the surrounding community. Not infrequently the village library is also used as a place to gain insight into the skills possessed by residents.

Therefore, the village library can be said to be an agent of change in society and is an institution that can function to empower the community in increasing information literacy. Village libraries can function as community empowerment institutions due to several rationalizations or reasons as follows;

1. The village library has an important role in serving the local community who visits the library.
2. The village library also plays a major role in increasing the reading interest of the people in the village.
3. Provide facilities needed by the village community when they are in the library.
4. Provide a means to realize that the library is not only about information but also recreation.
5. Providing sources of information related to the interests, talents and expertise of residents in the form of books and electronics.
6. Through the library, the community can be taught skills that can support positive community activities and improve their respective entrepreneurial abilities.
7. Save and utilize various cultural documents as a source of information for the village community.

In the proper and correct management of village libraries, empowerment is needed in all lines of activity of the library organization, so that it runs optimally in order to provide excellent library services to the community. Therefore village libraries really need to carry out empowerment optimally in the implementation of village libraries, namely by implementing; (1). Human Resource Management. (2). Collection management. (3). Service management. (4). Marketing or promotion management

Empowerment of human resource management

The management of a village / kelurahan library requires good managerial skills, so that the overall direction of work activities is in accordance with the desired goals. Management capability is needed to maintain a balance of different goals, to be able to be applied and implemented effectively and efficiently. Certainly, the management of the village library really needs a librarian who understands and understands the work / fields handled by the parent institution. Handling the library requires an "expert" in the field / subject being handled. This will make it easier for the library to provide what the demands and needs of its users.

According to Sumardji (1998: 83), [18], staffing or filling a position is defined as filling a position in the organizational structure by identifying labor requirements, registering existing workforce, recruiting, selecting, placing, promoting, assessing, rewarding and train the necessary people. This staffing function is also closely related to the organizing function.

"Human resources (HR) is a factor that has a big influence on the success of public services in the field of information services in libraries. The librarian consists of librarians, administrative staff and vocational staff. Libraries will not be able to carry out their functions if they are not supported by competent, qualified and professional officers in carrying out library activities Librarians are the driving force in library organizations that are manifested in an optimal role to carry out their duties and functions. In order to carry out the duties and functions of the library optimally, it needs to be supported by management and organizational structure with the right format in accordance with the characteristics and scope of the subjects served by the library. "(Bakhtiyar, 2018: 64), [19]

The processing process in the village library, in principle, is not much different from the library in general. Only usually in the processing process is required to pay more attention to speed in information retrieval and presentation. So that sometimes in the classification, for example, it is adjusted to the needs and character of the village library.

Empowerment of collection management

Libraries have a function as information service institutions acting as a link between the two worlds, namely the community as users and sources of information, both printed and non-printed. Therefore, any library material or information required by the user should be provided as much as possible by the library. Besides, the library must be able to guarantee that any information or collection in any form is easily accessible to all people who need it. In the opinion of Bakhtiyar (2014: 33), [20], firmly states that:

"The main element of the library is the availability of reading material collections. The library collection is the main factor that determines the criteria and type of library. Determining the procurement of library collections is the basis for the initial formulation of being able to select and organize collections related to the vision, mission and main tasks as well as organizational policies. In particular, collection development is related to each type of library. "

In order for information or library materials Sutarno (2004: 45), [21], to explain that in libraries it can be used or recovered easily, a good and systematic management system is needed which is commonly called processing of library materials or services. technical (technical service). Library material processing activities in the library usually include several activities: Fostering and developing collections, inventory, cataloging, classification, and physical completeness of books.

Collection development is a series of processes or activities aimed at meeting the needs of users with recorded information in a library environment which includes activities: compiling collection development policies, selecting collections, procuring collections, weeding collections, and evaluating collection utilization. Library materials that are already owned by the library, whether obtained by purchasing, gifts, grants, exchange or borrowing, must be recorded in the main book or library inventory book, this is intended to facilitate the preparation of reports on the development of collections owned by the library. library. The inventory activities include entering into the main book, and providing a stamp of ownership (ownership rights). The library as an information system functions to store knowledge in various forms and arrangements in such a way that the required information can be retrieved

quickly and accurately. For this reason, the information in the library needs to be processed by a cataloging system (cataloging).

Service management empowerment

Library services are the efforts of libraries in providing added value to users and organizations / parent bodies that oversees them. For this reason, library managers need to always provide alternatives in delivering information to its users. The service aspect is important to pay attention to because the demands of the need for fast, accurate and up-to-date information are always available. The circulation service is one of the library services which is the first to have direct contact with library users.

"The role of librarian is even more important, because the demands and expectations of the information society must be met quickly, precisely and accurately. When users are confused about choosing sources of information and knowledge, the librarian is the one who chooses the fast and precise way so that the results are in accordance with the needs of the readers. Thanks to their expertise, a librarian can choose and ensure that the information and knowledge of his choice is not wrong Librarians are also able to find the most appropriate types of information sources according to the profile of the users who need them. Librarians' expertise and skills can ensure that all needs can be met quickly and precisely according to the demands of the users. "(Bakhtiyar, 2014: 49), [22]

The activity of the circulation section concerns the issue of library image, whether or not the library is closely related to how circulation services are provided to users. Types of work for the Circulation Services section are as follows: (a). Registration. (b). Borrowing. (c). Return. (d). Extension. (e). Billing. (f). Collection of fines, (g). Giving Sanctions. (h). Statistics. (i). Library Free. (j). Library Regulations

In providing library information services, there must be a service delivery system that can be applied. As for the system for carrying out library circulation service activities, it can be divided into two systems, namely:

1. Open system (Open Access), allows users to select and take collections on the shelf freely without going through the officer.
2. Closed system (Close Access), users in using the collection on the shelf must go through the officer.

Marketing or promotion management empowerment

Marketing or promotion is an important thing that needs to be done in a village library. Promotion aims to facilitate communication between libraries and potential users. Because one of the successes of a library can be seen from the level of user visits and the utilization of information (collections) by users. The important thing to think about is support from management, because promotion should be included in the library budget and integrated into the library planning process.

Main Duties of Village Libraries

The main task of the Village / Kelurahan Library is to serve the community by providing library / reading material according to their needs. In addition, the Village Library must be able to meet information needs. Both the need for entertainment, news, and

technology that have developed / spread in society in general. In implementing the formation of village libraries, there are duties and work procedures for village libraries which consist of: Collecting, utilizing, fostering and maintaining permanently the materials collected in the library in the form of books, magazines, and so on for the benefit of the community.

1. Processing in the sense of managing the materials referred to by a system, procedure and mechanism which, among other things, includes cataloging, classification, coding records and various other types of library activities to serve borrowing.
2. Redistribute it, in the sense that it can serve the community according to their needs for the library, assist researchers in finding new discoveries, and assist students, students and the public with an interest in the village / kelurahan library.

In order to support the smooth running of all village library activities in fulfilling their functions and duties, the village library has guidelines derived from the National Library Standards (SNP) specifically for village libraries. With these standards, the village library is expected to be able to carry out its role as a provider of information sources for rural communities, including:

1. Library collections such as numbers, types of collections, and how to repair and maintain them.
2. Adequate services and can support the needs of residents.
3. Having cooperation with other libraries, both village libraries and other types of libraries.
4. Adequate infrastructure.
5. Strategic location so that every citizen has no difficulty accessing it.
6. Library personnel who are fulfilled and skilled.

Empowerment of Village Libraries in Increasing Public Reading Interest

The village library program is a program implemented by the government which refers to the Decree (SK) of the Minister of Home Affairs and Regional Autonomy Number 3 of 2001. The establishment of village libraries throughout Indonesia is intended to support the government's efforts to develop people's lives. The Village Library is intended for the community and managed by the community to meet information needs. Village / Kelurahan libraries are "community libraries as a means / media to increase and support rural community education activities, which are an integral part of village / kelurahan development activities".

Galibnya village libraries actually have a very important and strategic role to meet the information needs of the community, so it is expected that the ability to help increase the interest in reading that is in the community. In order to attract visitors, the village library is obliged to create programs that are unique and different from the others. The Village Library has its own uniqueness, including providing sub-services in the form of a Mobile Library that lends collections of library materials to the community. In general, the management of the Village Library is a village employee who really understands and pays attention to the condition of the community. He really realizes that increasing people's interest in reading has an important meaning for the existence of a nation. Therefore, he is very enthusiastic and eager to build and develop various library programs. In essence the village library has an important and strategic role, it will be realized if there are activities that are always carried out by the village library, be it activities that are micro or macro in nature.

The role of the village library is very central in fostering and fostering reading awareness. Reading activities cannot be separated from the existence and availability of adequate reading material both in terms of quantity and quality of reading. Therefore, the village library should procure collections through careful planning by prioritizing the quality elements of the collection in an effort to increase public interest in reading.

Reading interest is "a high heart tendency towards a particular reading source" (Sutarno, 2001: 27), [23]. As explained by Sutarno, reading interest is formed through a person's tendency to a reading source, either out of curiosity or out of habit. According to Bond in (Ministry of National Education, 2008: 5), [24], reading interest is a description of the scope of content, activity, and intensity of a person in reading the selected reading. Meanwhile, according to the opinion expressed by Tingkers (Ministry of National Education, 2008: 5-6), [25], defines reading interest as a gradually acquired mental tendency to respond selectively, positively and accompanied by a sense of satisfaction with specific things read. . Based on the three definitions above, the conclusion that reading interest in (Ministry of National Education, 2008: 6), [26], is a mental tendency that is obtained in a gradual way to respond to activities selectively and positively, which makes a person interested and satisfied. against the reading he chooses. "

Furthermore, Suryabrata (Ministry of National Education, 2008: 6), [27], said that whether a person's reading habit is recognized or not is closely related to his reading interest. Someone who is interested in something will be serious about doing something that he is interested in, as well as someone's reading interest in a reading. If you are interested in reading something, you will seriously read the reading you are interested in to get various information or other purposes from the reading.

"Interest is one of the dimensions of the affective aspect which plays a role in a person's life, especially in the learning life of a student. The affective aspect is the aspect that identifies the feeling dimensions of emotional awareness, disposition, and will that affect one's thoughts and actions. " Stiggins in (Ansor, 2007: 6), [28].

Meanwhile, the notion of reading "is a process of building understanding from the written text." Based on these two definitions, it can be concluded that reading interest is "as a level of strong pleasure (excitement) in carrying out reading activities which it chooses because it is fun and gives value to it.

Based on data from the Central Statistics Agency (BPS) in 2013, it was stated that only 20% of Indonesians enjoyed reading while the remaining 80% preferred watching TV and listening to the radio. A person's reading interest can be interpreted as the tendency of the person's high heart to a particular reading source (Sutarno, 2006: 27), [29].

There are many groups of reading interest in each society in a country, each of which has different levels of gradation. The reading interest of Indonesians can be classified as follows:

1. A group who rarely read or read once in a while.
2. The group who reads at a glance.
3. The group who occasionally reads
4. The group who reads but likes picture stories.
5. The group who likes to read as entertainment

6. Those who read magazines or newspapers only want to know the content of certain information, for example reading historical sites, advertisements, job vacancies and other light news.
7. Groups who read books seriously in order to get the knowledge contained in the book.

Reading habits must be cultivated as a necessity of life so that they can become a culture. Some of the factors that can motivate a person to read are the availability of adequate, varied and easy-to-find reading material that can fulfill the reader's desire. The factors that influence people's reading interest:

1. Curiosity about facts, reality, theories, principles, knowledge and technology and information.
2. The availability of very interesting, quality, and varied reading materials.
3. There is a desire to be able to update the information actually.

A collection of quality reading materials will greatly support people's interest in visiting the library to read. Therefore, the quality of collections must be prioritized by libraries in their procurement, because collections are the most important element in increasing people's interest in reading. Collections that are varied, complete, and interesting will keep people motivated to read, which in turn will foster interest in reading so as to create a reading culture in the community.

Hermawan (2007: 3), [30], states that the reading interest of the Indonesian people for the Southeast Asian region is in fourth place, after Malaysia, Thailand and Singapore. In addition, according to data released by the Central Statistics Agency (BPS) [31], in 2006 it was stated that our society had not made reading as the main source to get information, people prefer to watch TV (85.9%) and / or listen to the radio (40.3%) than reading newspapers (23.5%). The data above, shows that Indonesian people prefer and like audio-visual media rather than reading books. Coupled with the development of the era of globalization, which gave rise to various kinds of new technologies in the field of information, causing humans to be increasingly spoiled with instant information originating from audio-visual media, the work of the brain network is light because it is accepting. Conversely, if the information received comes from reading, then the work of the brain network is heavier. The brain will work to be able to analyze every word and language, understand the content of the reading, and be able to draw conclusions on information so that the information obtained is more logical and of quality.

Therefore, the community's interest in reading is very urgent to be developed and enhanced through the existence of a village library. The objectives of holding the village library are as follows:

1. Generating and increasing public interest in reading evenly in various regions, so as to achieve an intelligent community who always follows developments in science and technology.
2. Become a forum and vehicle for community learning activities.
3. Supporting the improvement of literacy skills in the eradication of illiteracy so as to improve the reading ability of the community.
4. Supporting the improvement of information literacy in rural communities.

Suwarno (2010: 3), [32], in the Role of Libraries in Fostering Reading Interest, revealed that humans will be motivated to do something if their needs have not been fulfilled (demanding fulfillment). Such motivation becomes a force that can encourage people to carry

out activities to fulfill their needs in order to achieve the expected goals. Meanwhile, Purwono (2010: 7), [33] states that drive is a motivational power, which can encourage the birth of behavior that leads to the achievement of a goal. The motivation in question is motivation that is not limited to certain behaviors, but also any behavior related to the basic needs that a person wants. The development of a person's reading interest motivation urgently needs the development of reading interest that must be carried out by the library.

The development of reading interest is a continuous, gradual and continuous process, in order to help each individual's reading interest develop. In fact, developing interest in reading is a type of library service, which can provide assistance and guidance to the people it serves. The purpose of developing reading interest is none other than to develop reading interest, taste in reading, skilled in selecting and utilizing books, so that they have the ability to evaluate reading material and effective reading habits when reading information, and have a high hobby of reading.

Motive stimulation can be done by providing something that can attract the motive to actively achieve its goals. Something interesting can be in the form of providing quality collections, attractive reading room designs, unique services, and so on. Thus, it is hoped that the development of reading interest can achieve the goals of developing reading interest itself. The role of the village library is very central in fostering and fostering public awareness to read. Therefore, one of the efforts made by libraries in fostering reading interest in the context of providing external motivation (which comes from the outside environment) is by providing a quality collection that aims to attract readers' interest. The aspects of reading interest can be stated as follows:

1. Enjoy reading activities
2. Awareness and knowledge of the value of the benefits of reading
3. reading intensity
4. The number of books and types of reading collections read.

The above aspects can illustrate that reading interest is greatly influenced by one's pleasure. In reading then one's awareness of the need to obtain information. More than that, reading habits also greatly influence someone to read new books, in addition to the number of books that have been read. The existence of libraries is always directly related to the activities of reading, writing, studying, seeking information, research and similar activities, so that people become more aware of their own will to take full advantage of library information services. Given that reading, looking for and digging up various scientific and technological information in the library is very economical or does not incur large costs.

Constraints in efforts to increase reading interest in rural communities through libraries

The village library is a library that is domiciled in the village / kelurahan, which is organized and implemented by the village government and its management is carried out by the village community. The functions and duties of the library are the same as other public libraries, because the village library is a type of public library. The holding of the village library is actually intended for village communities, therefore the village library also has various kinds of collections and can be visited by anyone. The community can use it optimally and as best as possible to help their interests in the learning process and to improve the quality and welfare of life, by utilizing collections that can support and suit the profession of the villagers.

There are two kinds of obstacles faced by the village library, namely internal factors and external factors. Barriers that come from internal factors include; (1) library resources (elements of organizing library activities), (2) administration (leaders, staff, and technical implementation of library operations), (3) management (leadership, organizing, controlling, directing subordinates, compliance, cohesiveness, cooperation, order organization and management). The obstacles from external factors include; (1) the existence of a distance or gap between the library and the community, (2) limited access to information and communication, (3) the response or response and public attention to the library is still relatively low, (4) perceptions or views are very wrong and not so complete about libraries, (5) people's interest in libraries is still relatively low, (6) the level of busyness / availability of time for the community is limited.

Efforts to increase the interest of various rural communities are not as easy as turning a palm, because many other factors influence it. The factors that limit interest and low reading culture (Sutarno, 2006: 257), [34] are as follows:

- 1) Access to information from and to the library
- 2) The level of public education is still below standard.
- 3) Generally, the socio-economic conditions are less favorable.
- 4) Library services to the community are not evenly distributed.
- 5) Public appreciation and response still need to be improved.

Limited access to information from libraries is more caused by several, among others: lack of socialization, publication through brochures, less strategic location of libraries and limited library activities that are known and followed by the public. Limitations and the absence of signposts for libraries in strategic places, the level of activity of community groups should be library customers or consumers and so on.

This limitation becomes an obstacle for the community in maximizing the use of library information services. In addition, the big challenges that are being faced by village libraries include the rapid emergence and development of other information centers, the growth of entertainment venues, television programs that are increasingly developing very rapidly and are more interesting than their existence. library.

Libraries are directly related to reading, learning, information, research and similar activities, so that certain people do not have the awareness of their own will to use the library. Some members of the community, incidentally, have not been lucky enough to have socio-economic conditions, so the attention to buying or owning books is still considered lacking. Automatically, the habit of reading at home is also limited and even rarely reads, so interest in the library to read also diminishes. The conclusion that can be drawn is that the socio-economic conditions have not improved, which greatly affects people's interest in reading to the library.

Services that are felt to be uneven are also the cause, while in order to obtain library services, it turns out that the community must also be active, for example visiting the library. The public must be active to be more intense in visiting libraries in their area. Appreciation and public response to libraries is closely related to reading habits, education level and conditions and environment, it can be said that it is not yet supportive. Therefore it has direct implications for the appreciation and response of the community to the existence of libraries.

CONCLUSION

1. The establishment of a Village Library must pay attention to elements that are very important and must be understood, fulfilled and controlled, which include: (a). human Resource Management. (b). collection management. (c). service management. (d). marketing or promotion management.
2. The role of the village library in increasing people's interest in reading is very urgent as follows: (a). growing public interest in reading evenly in various regions. (b). become a vehicle for learning activities for the community. (c). support the improvement of literacy skills so as to improve the reading ability of the community. (d) support the improvement of information literacy in rural communities.
3. Constraints in increasing the reading interest of rural communities include: (a). Access to information from and to the library. (b). The level of public education is still below standard. (c). Generally, the socio-economic conditions are less favorable. (d). Library services to the community are not evenly distributed. (e). Public appreciation and response still need to be improved.

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