

Peningkatan minat dan budaya baca masyarakat : upaya forum Indonesia membaca dalam bersinergi menuju masyarakat melek informasi

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Deskripsi Lengkap: <http://lib.ui.ac.id/detail?id=20160927&lokasi=lokal>

Abstrak

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Penelitian ini membahas mengenai peningkatan minat dan budaya baca masyarakat, upaya forum Indonesia membaca dalam bersinergi menuju masyarakat melek informasi. Forum Indonesia Membaca adalah sebuah komunitas literasi yang memberikan andil dalam upaya peningkatan minat dan budaya baca masyarakat. Komunitas ini bergerak dalam menasyarakatkan kegiatan membaca dan memberikan pengaruh serta dorongan pada masyarakat melalui kegiatan-kegiatan yang melibatkan masyarakat secara langsung. Seluruh masyarakat, baik orang tua, remaja, maupun anak-anak dapat berpartisipasi secara langsung sesuai dengan topik yang menjadi minatnya masing-masing. Forum Indonesia Membaca merupakan objek dalam penelitian ini karena komunitas ini telah menjadi fasilitator bagi komunitas-komunitas literasi di Indonesia. Kegiatan yang dilakukan oleh Forum Indonesia Membaca adalah sebagai fasilitator bagi komunitas literasi dengan berbagai strategi yang dapat menarik masyarakat agar gemar membaca, serta bersinergi dengan pihak terkait untuk mewujudkan masyarakat yang melek informasi. Penelitian ini adalah penelitian kualitatif. Agar peneliti mendapatkan hasil yang diinginkan, maka peneliti menggunakan metode dan pendekatan fokus grup. penyebaran kuesioner secara acak juga digunakan sebagai verifikasi data. Peneliti menyimpulkan bahwa komunitas literasi dapat berkontribusi dalam meningkatkan minat dan budaya baca masyarakat, mampu merangkul masyarakat untuk mewujudkan masyarakat melek informasi dengan mengadakan kegiatan-kegiatan yang dekat dengan keseharian masyarakat serta membantu memberikan ide serta konsep untuk menggerakkan sekelompok masyarakat yang memiliki potensi untuk diberdayakan.;

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ABSTRACT

This study is about The Increasing of Public Reading Interest and Reading Culture: efforts of Forum Indonesia Membaca in synergy with the Formation of Information Literate Society. The literacy community that have contributed in improving the reading interest and reading culture of the society. In socializing reading activities, the communities give a lot of influences and encouragement through activities related to the effort to build information literate society. The entire community, both parents, adolescents, and children can participate in accordance with their respective interest. This research takes Forum Indonesia Membaca as the object because this community is looked up as a facilitator by other literacy community The activities that can be done by the Forum Indonesia Membaca as one of the literacy community to increase public reading interest and reading culture, the strategies with those communities involved to attract the people to love reading and their efforts in synergy to create information literate society. This study was a qualitative research and using qualitative methods with Focus Group approach in order to reach an appropriate result. I conclude that the community can contribute in improving reading culture interests of society, able to embrace the community to create information literate society by organizing activities that are close to 'people's daily activities, and helping to give ideas and concepts to drive a group of the society who have the

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