

## Program cinta membaca sebagai sarana menumbuhkan minat baca anak di Perpustakaan Yayasan Pustaka Kelana = Program cinta membaca as a means of growing children's reading interest in Library of Yayasan Pustaka Kelana

Mazarani Oktavia Myzar, author

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### Abstrak

Penelitian ini membahas mengenai pembinaan minat baca melalui Program Cinta Membaca di Perpustakaan Yayasan Pustaka Kelana. Tujuan penelitian ini untuk menggambarkan Program Cinta Membaca, dan mengetahui kendala yang dialami Perpustakaan Yayasan Pustaka Kelana dalam menumbuhkan minat baca anak melalui Program Cinta Membaca. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus.

Hasil dari penelitian ini adalah mendeskripsikan kategori peserta Program Cinta Membaca, proses Program Cinta Membaca, pembinaan minat baca melalui Program Cinta Membaca, kendala pembinaan minat baca pada Program Cinta Membaca, manfaat Program Cinta Membaca dalam menumbuhkan minat baca, serta sikap gemar membaca melalui Program Cinta Membaca. Program Cinta Membaca mampu menumbuhkan minat baca anak melalui pembinaan minat baca dengan hadiah wisata yang menjadi motivasi eksternal anak.

.....This study discusses the fostering of reading interest through Program Cinta Membaca in Library of Yayasan Pustaka Kelana. The purpose of this study is to describe Program Cinta Membaca, and to know the obstacles experienced by the Library of Yayasan Pustaka Kelana in growing children's reading interest through Program Cinta Membaca. This research is a qualitative research with case study method. Methods of data collection conducted by observation, interview and document studies.

The result of this research is describing the categories of participants in Program Cinta Membaca, process of Program Cinta Membaca, build interest in reading through Program Cinta Membaca, constraints in building reading interest on Program Cinta Membaca, responses of Program Cinta Membaca in growing children's reading interest, and reading attitude through Program Cinta Membaca. Program Cinta Membaca is able to foster children's reading interest through build interest in reading with educational tour prizes that become external motivation of children.