

## ANALYSIS OF THE PROBLEMS FACED BY LIBRARIANS IN MAJENE REGENCY IN INCREASING THE READING INTEREST OF THE MAJENE COMMUNITY

Muhammad Ridwan<sup>1</sup>, Iskandar<sup>2</sup>, Muh Quraisy Mathar<sup>3</sup>

<sup>1,2,3</sup>, UIN Alauddin Makassar

[muhridwan15121998@gmail.com](mailto:muhridwan15121998@gmail.com)<sup>1</sup>, [iskandar@uin-alauddin.ac.id](mailto:iskandar@uin-alauddin.ac.id)<sup>2</sup>, [muhquraisymathar@uin-alauddin.ac.id](mailto:muhquraisymathar@uin-alauddin.ac.id)<sup>3</sup>

### ABSTRACT

The Reading interest index in Indonesia is very low, at only 0.001%, meaning that only one person out of every thousand residents is considered an avid reader. One way to respond to this data is to improve the Reading infrastructure within the community, such as by ensuring librarians have the explicit knowledge needed regarding library facilities. The purpose of this research is to analyze the issues faced by librarians in increasing reading interest among the people of Majene. This type of research is descriptive. The approach used is qualitative. Data sources consist of primary and secondary data. Data was collected through observation, interviews, and documents. Data were analyzed using the principles of Miles and Huberman, which comprise three methods: data reduction, data presentation, and conclusion. The research findings indicate that librarians in enhancing people's Reading interest in Majene face several comprehensive problems, including limited facilities and infrastructure, a lack of book collections that meet user needs, low public Reading interest, and insufficient strategies for socializing library services. As a practical implication of this research, the local government needs to place greater emphasis on libraries by allocating a larger budget to procure book collections, improve facilities and infrastructure, and train librarians.

### Keywords:

Library, Librarian,  
Reading Interest.

### ABSTRACT

Indeks minat baca di Indonesia tercatat sangat rendah, yaitu hanya 0,001%, artinya hanya satu orang dari seribu penduduk yang tergolong rajin membaca. Salah satu cara untuk merespon data itu adalah memperbaiki infrastruktur baca dalam masyarakat, seperti pustakawan yang harus memiliki kapasitas pengetahuan terkhusus pada fasilitas perpustakaan. Tujuan penelitian ini adalah untuk menganalisis problematika pustakawan dalam meningkatkan minat baca masyarakat Majene. Jenis penelitian ini deskriptif. Pendekatan yang digunakan adalah pendekatan kualitatif. Sumber data terdiri dari data primer dan sekunder. Data dikumpulkan dengan cara observasi, wawancara dan dokumen. Data dianalisis dengan menggunakan prinsip dari *Mile* dan *Huberman* yang terdiri dari tiga cara, yaitu; reduksi data, penyajian data dan menarik kesimpulan. Hasil penelitian

**Kata Kunci:**

Perpustakaan,  
Pustakawan, Minat  
Baca.

menemukan bahwa pustakawan dalam meningkatkan minat baca masyarakat Majene menghadapi beberapa problem yang komprehensif, diantaranya adalah; keterbatasan sarana dan prasarana, kurangnya koleksi buku yang sesuai dengan kebutuhan pemustaka, rendahnya minat baca masyarakat, serta kurangnya strategi sosialisasi layanan perpustakaan. Sebagai implikasi prktis dari penelitian ini, Pemerintah Daerah perlu meningkatkan perhatian terhadap perpustakaan dengan memberikan anggaran yang lebih besar untuk pengadaan koleksi buku, perbaikan sarana dan prasarana, serta pelatihan pustakawan.

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## INTRODUCTION

Increasing public interest in Reading is one of the key pillars of human resource development. The Reading interest index in Indonesia is very low, at only 0.001%, meaning that only one person in a thousand is classified as an avid reader (Meinita, 2021). This condition lags far behind that of other countries, indicating fundamental problems with access, facilities, and the community's literacy culture. This low interest in Reading affects the quality of education, the competitiveness of the human resources sector, and the community's ability to access critical information (Perpusnas, 2020). A study conducted by UNESCO (2019) also shows that Indonesia ranks 60th out of 61 countries in interest in Reading, underscoring the urgency of improving the national literacy system. Nationally, the National Library of Indonesia emphasizes that efforts to increase Reading interest must be understood "from upstream to downstream," starting from the availability of authors and publishers to the distribution of books to remote areas (Meinita, 2021). However, challenges in areas such as Majene Regency are more complex due to limited infrastructure, low public awareness of the importance of Reading, and a lack of innovation in library services (Sulbar Express, 2022). Regional libraries, as the spearhead of literacy development, often face obstacles such as limited book collections, a lack of competent librarians, and minimal budgets for literacy programs (Maulida, 2015).

In addition, librarian competence is also a critical issue. Sungadi (2016) revealed that, in the context of functional librarian positions, some librarians are still appointed through a process without adequate competence preparation, resulting in service performance considered suboptimal (Sungadi, 2016). This problem is exacerbated by conservative bureaucracy and unclear librarian competency standards (Priyanto, 2010). In Majene Regency, the Library and Archives Office have sought to develop library services to increase public interest in Reading. One of its initiatives was the launch of the Digital Reading Corner (Pocadi) in 2022, which provides the public with access to digital information (Sulbar Express, 2022). However, the effectiveness of this program still needs to be studied in more depth, given challenges such as low digital literacy among rural communities and limited internet access in some areas (Rahmawati, 2018). In

addition, low public Reading interest is influenced by external factors such as excessive gadget use, television viewing, and the public's purchasing power for quality information sources (Permatasari, 2019). Librarians are required to be proactive and creative in carrying out their mission to develop Reading interest, including by identifying the information needs of library users and increasing the availability of quality collections (Rahmawati, 2018).

In Majene Regency, various community service studies emphasize the need to strengthen literacy communities as supporters of formal libraries. Utami et al. (2021) show that the development of community-based Reading parks in Coci Hamlet effectively increases local literacy activities. According to *the American Library Association*, libraries are an important means of providing everyone with the opportunity to learn, explore new ideas, and acquire knowledge (ALA, 2020). Utami and Prasetyo (2023) reveal that sociologically, the existence of libraries cannot be separated from the social order. Libraries must move away from the old paradigm of being book storage warehouses and transform into socially inclusive libraries that provide broad benefits to the community. Library services should not only be oriented towards the management and development of book collections. However, they must also address their existential correlation by involving the community in actively using the library. In addition to providing information, libraries must also provide a place where everyone who uses library services can interact socially and develop their creative ideas. As explained by Allah SWT in QS. Yunus: 108, which reads:

قُلْ يَٰٓأَيُّهَا النَّاسُ قَدْ جَاءَكُمُ الْحَقُّ مِن رَّبِّكُمْ ۖ فَمَنِ اهْتَدَىٰ فَإِنَّمَا يَهْتَدِي  
 لِنَفْسِهِ ۖ وَمَن ضَلَّ فَإِنَّمَا يَضِلُّ عَلَيْهَا ۖ وَمَا أَنَا عَلَيْكُم بِوَكِيلٍ

Translation:

“Say (Prophet Muhammad), “O humanity, indeed the truth (the Qur’an) has come to you from your Lord. So whoever is guided is doing so for his own good. Whoever goes astray, indeed, his straying is against himself. I am not responsible for you.” ( Qur’an Online Kemenag RI, 2022)

This verse explains that a person can receive guidance and can also go astray, depending on how they respond to it. For those who believe, appreciate, and practice it, they will receive guidance. The Qur’an, in its function, can serve as a source of guidance regarding the scale of global information development today. Libraries with good services and adequate facilities can support the intellectual development of society. The definition of library services has evolved dynamically in line with the community's needs and understanding of information. Initially, library services referred to the provision of library materials owned by the library to patrons who came to the library. Librarians would provide services when patrons came to the library (Rahayu, 2021). Library services are not a rigid concept, but instead continue to evolve in line with the dynamics of society's needs and understanding of information. The initial library services, which were reactive in nature, i.e., only providing library materials when patrons came to the library, have transformed. Library services today are expected to be more proactive, adaptive, and integrated with developments in information technology to meet the needs of modern society, which wants fast, flexible access to information.

According to Andi Arisal (2016), service quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. Therefore, service quality is related to the fulfillment of customer expectations or needs. There are three

main activities in a library. First, collecting all information relevant to the institution's field of activity and mission, as well as to the community it serves, and second, preserving, maintaining, and caring for the entire library collection so that it remains in good condition, intact, usable, and not easily damaged, either due to use or age. Third, providing various sources of information for the use or empowerment of its users. When linking libraries and service activities, various literature mentions that libraries are institutions or organizations engaged in the service sector (Sukaesih, 2019). From the above description, the problem formulation in this study is what problems are faced by the Regional Librarian of Majene Regency in increasing the Reading interest of the people of Majene. The purpose of this study is to analyze the problems faced by the Regional Librarian of Majene Regency in increasing the Reading interest of the people of Majene.

## **METHODOLOGY**

This type of research is descriptive. The approach used is qualitative. Data sources consist of primary and secondary data. Data was collected through observation, interviews, and documents. Data were analyzed using the principles of Miles and Huberman (Sugiyono 2017), which comprise three methods: data reduction, data presentation, and conclusion.

## **RESULTS AND DISCUSSION OF THE RESEARCH**

### **A. Research Results.**

The following are the results of the author's interviews with informants regarding the problems librarians face in increasing Reading interest in the Majene community.

#### **1. Limitations of Facilities and Infrastructure.**

Based on the author's interview with informant one regarding the main obstacles faced by librarians, who said that:

“Our main obstacle is the inadequate budget allocation for facility development. This has resulted in delays to the Reading Room renovation and a shortage of books. We continue to coordinate with the local government to increase budget priorities, but competition with other sectors such as health and road infrastructure remains a challenge.” (Personal Interview, Majene, Monday, January 6)

The results of the author's interview with informant two regarding services that still use a manual system, who said that:

“The existing facilities need improvement to support modern information services. Limited facilities, especially in technology and Reading rooms, significantly affect the quality of services we can provide to the community. There is no specific information technology used in library services; everything is done manually.” (Personal Interview, January 6, 2025)

Then, an interview with informant four regarding the effects of the lack of library facilities and infrastructure, who stated that:

“I once visited the Majene Library, but for some reason, we felt uncomfortable and did not feel at home there. This may be due to the atmosphere, such as uncomfortable chairs and the arrangement of tables or Reading areas, which need to be changed. Additionally, the color design of the library also needs to be considered because, psychologically, this affects the comfort of a library user.” (Personal Interview, January 17, 2025).

The results of the author's interview with informant three also stated the same thing. They said:

“Besides budget issues, the condition of outdated facilities is also a challenge. For example, the available computers are minimal, and some are no longer functioning

optimally. We want to update the technology for digital services, but this remains constrained by the budget. As a result, service processes such as book borrowing or catalog searches still rely on manual systems, which are inefficient and make it difficult for library users." (Personal interview, January 6, 2025).

Based on the interview data from the four informants, the author concludes that budget constraints are the main problem faced by almost all regional libraries, including the Majene Library Office. This has resulted in delays in upgrading library facilities, such as adding to the book collection and renovating the Reading room. Psychologically, the arrangement of Reading areas and wall colors must also be considered, as they affect user comfort.

## **2. Inadequate Book Collection**

Based on the author's interview with informant three regarding the insufficient book collection, informant three said:

"The obstacle often faced in carrying out duties as a librarian is the lack of available book collections needed by library users. Sometimes library users cannot find the books they need in the library." (Personal interview, January 6, 2025).

Furthermore, based on the author's interview with informant 2, who stated that:

"We realize that the availability of a collection that meets the needs of library users is critical to increase Reading interest and library utilization. The obstacles we face in this regard include budget constraints and the time required to procure new books. However, we are committed to continuing our efforts to meet the needs of library users by collaborating with relevant parties, including publishers, book distributors, and other supporting institutions." (Personal interview, January 6, 2025).

The following are the results of an interview with informant 4, who said that:

"Most of the books I need are not available in this library, so I have to look for them outside the city or access digital sources." (Personal interview, January 17, 2025).

Informant 1 also said the same thing, stating that:

"Based on the results of the questionnaire we distributed to library users, it was found that many of the books they needed were not available in the library. This is a major concern for us because one of the library's purposes is to provide materials relevant to users' needs. In the questionnaire, library users also listed the titles of books or specific themes that they considered important but were not yet available. We have taken note of this input and will use it as evaluation material for future collection procurement." (Personal interview, January 6, 2025).

Based on interviews with the four informants above, the author concludes that the limited book collection is also a significant problem at the Majene Library, driven by budget constraints and the slow book procurement process. This has resulted in low Reading interest among the community, as evidenced by complaints from library users who are forced to look for books outside the region or access digital sources. Nevertheless, the library is committed to improving its services by prioritizing user input through questionnaires and collaborating with publishers, distributors, and supporting institutions.

### **3. Low Reading Interest Among the Community**

Based on the author's interview with informant 1, the lack of budget and creative programs is an obstacle to increasing Reading interest. Informant 1 said:

“The challenges we usually face are also the lack of public awareness of the importance of Reading, which is also a big problem. Many residents still consider libraries only as places to store books, not as centers of learning or places to obtain useful information.” (Personal interview, January 6, 2025).

Similarly, informant 2 said that community behavior and family roles are important in building Reading habits. Informant 2 said that:

“Many people come to the library just to use the free Wi-Fi or do their homework, not to read. In fact, some visitors are more interested in playing with their cell phones than opening a book. We once held a story time session for children, but only a handful of people were interested. Parents do not encourage their children to read, even though we have a collection of picture books. In my opinion, there needs to be cooperation with schools and parents to build Reading habits from an early age.” (Personal interview, January 6, 2025).

Not only informant two but also informant 3 mentioned low interest in Reading due to challenges with technology adoption and a lack of digital literacy education. Informant 3 said:

On the other hand, the community's low interest in Reading is also a challenge. Many citizens, especially younger people, are more interested in technology-based entertainment, such as social media, than in Reading books. This means we have to work extra hard to make the library more attractive, but without adequate facilities, the effort feels difficult. We also do not yet have a digital system to facilitate public access to existing collections.” (Personal interview, January 6, 2025).

The same point was also raised by informant 4, who stated that:

“One of the major obstacles we see in the Majene community is the lack of awareness of the importance of Reading. Many people still consider Reading to be only for academic purposes, not as part of everyday life. This can be seen from the lack of Reading habits at home and the low number of visits to the library, especially among teenagers.” (Personal interview, January 17, 2025).

Based on the author's interviews with the four informants above, the community's low interest in Majene stems from its own habits. These include a lack of awareness of Reading's importance, the dominance of digital entertainment, the lack of a family role in building Reading habits, and the absence of attractive library facilities and programs. The community still views Reading as an academic activity rather than a daily necessity, while the younger generation is more interested in social media activities.

### **4. Lack of Socialization Strategies**

Based on the author's interview with informant 1, one of the obstacles causing the low Reading interest among the people of Majene is the lack of a socialization strategy for library services to the community. Informant 1 said:

“One of the main obstacles we face is the lack of a strategy to socialize library services to the community. Libraries actually offer programs and services that can increase Reading interest, but the community is often unaware of them. Strategies for socialization include collaborating with literacy activists, conducting mobile libraries, and having librarians whose job is to promote directly to schools.” (Personal interview, January 6, 2025).

Furthermore, the results of the author's interview with informant 2 stated that:

“We realize that libraries in Majene need to be more proactive in introducing themselves to the community. However, infrastructure limitations, including adequate access to information technology, make it difficult for us to reach the wider community, especially the younger generation. Therefore, a more planned strategy and support from various parties, including literacy communities and schools, are needed so that library outreach can be more effective and on target.” (Personal interview, January 6, 2025).

Furthermore, informant three also provided information regarding the lack of promotion. Informant 3 said:

“As librarians, we see that one of the main obstacles is the low level of community visits to the library, and this is partly due to a lack of socialization. Many people are not even aware that libraries offer services such as digital Reading corner programs. If the public better understood the benefits of libraries, I am confident that visitation rates would increase.” (Personal interview, January 6, 2025).

The same point was also explained by informant 4, who said that:

“As a literacy community, we often encounter people who are unaware of library programs, such as digital Reading corners or free book lending services. One way to expand outreach, aside from using social media, is to collaborate with village governments and communities to organize activities such as literacy workshops so that the community understands that libraries can be a solution to their daily information needs.” (Personal interview, January 17, 2025).

Based on interviews with four informants, the author concludes that low Reading interest in the Majene community is closely related to the lack of effective outreach strategies to promote library services and programs. In addition to maximizing social media use, collaborating with the village government can be a good way to promote library program activities.

## **B. Discussion**

### **Challenges Faced by Librarians in Increasing the Reading Interest of the Majene Community.**

#### **1. Limited Facilities and Infrastructure**

Facilities and infrastructure are important elements in supporting library operations. Adequate facilities not only support the comfort of library users but also increase service efficiency. However, at the Majene Regency Library, the available facilities need to be improved to provide better service and comfort for library users. These limitations in facilities and infrastructure stem from inadequate budget allocations. This results in the book collection not being updated regularly and the Reading room not being renovated. Budget constraints often lead to stagnant library development in rural areas, especially when the government prioritizes physical infrastructure and the health sector. As a result, libraries struggle to adapt to the needs of library users, causing their appeal as centers of literacy to decline. Technology is also a significant challenge. Services that still rely on manual systems, such as conventional borrowing records and the lack of digital catalogs, leave libraries lagging in the digital age. In fact, a study by Singh and Mulla confirms that integrating technology into library services can increase community participation, especially among the younger generation who are familiar with digital devices. Without system modernization, libraries risk losing their relevance to users accustomed to easy online access to information (Singh and Mulla, 2019).

The layout and physical comfort of libraries also influence visitor interest. Non-ergonomic table and chair arrangements, monotonous color designs, and suboptimal lighting create an



uncomfortable atmosphere for visitors. As Abbas's research shows, inspiring and ergonomic Reading room designs significantly increase the duration of visits and user interaction with book collections (Abbas, 2018). In Majene, this discomfort makes people reluctant to stay in the library for long and even to avoid it. This shows that the psychological and aesthetic aspects of space should not be ignored in building an inclusive literacy ecosystem. These problems are interrelated. Budget constraints hinder the repair or improvement of physical and technological facilities, while the absence of modern services and uncomfortable spaces further reduces interest in visiting. As a result, libraries find it difficult to prove their contribution to improving literacy, so the budget continues to be prioritized for other sectors. A study released by IFLA suggests a comprehensive approach to library development, in which budget increases must be accompanied by strategic planning for technological modernization and space revitalization. Without this synergy, efforts to increase Reading interest will be difficult to achieve, especially amid competition with more attractive digital information sources (IFLA, 2017)

This holistic or comprehensive approach ensures that libraries not only receive additional funding but also optimize their facilities and infrastructure to compete with increasingly attractive digital information sources. Thus, libraries can create a comfortable environment that attracts and retains, and even increases, the community's Reading interest. The Qur'an strongly emphasizes the importance of knowledge and the means to support it as key elements in the development of civilization. As in QS. Al-Mujadilah (58:11), Allah says:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا إِذَا قِيلَ لَكُمْ تَفَسَّحُوا فِي الْمَجَالِسِ فَافْسَحُوا يَفْسَحِ اللَّهُ  
لَكُمْ وَإِذَا قِيلَ أَنْشُرُوا فَأَنْشُرُوا يَرْفَعِ اللَّهُ الَّذِينَ ءَامَنُوا مِنْكُمْ وَالَّذِينَ أُوتُوا  
الْعِلْمَ دَرَجَاتٍ وَاللَّهُ بِمَا تَعْمَلُونَ خَبِيرٌ

Translation:

“O you who believe, when you are told to make room in assemblies, then make room; Allah will make room for you. Moreover, when you are told to rise, then rise; Allah will raise those of you who believe and those who have been given knowledge to high ranks. Allah is fully aware of what you do.” (Qur'an Online Ministry of Religious Affairs of the Republic of Indonesia, 2022)

According to M. Quraish Shihab, in a journal by Rahmatika, the words *tafassahu* and *ifsahu* are derived from the word *fasaha*, meaning spacious. Meanwhile, the word *unsyuzu* is derived from *nusyuz*, which means “high place”. What is meant by a high place here is moving to another place to give those who are more deserving the opportunity to sit or be in that place, or moving or getting up to do positive activities. The word *majalis* comes from the word *majlis*, which means a place to sit. In this context, it refers to the place where the Prophet Muhammad gave religious guidance at that time. The purpose of the demand or command in this verse is to give a reasonable place and yield to respected or weak people. The verse does not explicitly state that Allah will elevate the status of those with knowledge, but it also emphasizes that they have a status higher than that of just being a believer. What is meant by *alladzina utu al-ilmi*/those who are given knowledge are those who believe and adorn themselves with knowledge. The above verse means dividing believers into two large groups: the first are those who believe and are righteous; the second are those who believe, do righteous deeds, and have knowledge. The knowledge referred to in the above verse is not only religious, but also practical knowledge (Astuti et al., 2023).



It can be said that this verse emphasizes the high position of knowledge in Islam. In the context of libraries, providing adequate facilities and infrastructure is part of supporting the development of knowledge. Facilities such as Reading rooms, information technology, and digital catalogs facilitate access to knowledge, thereby increasing the community's capacity to achieve higher levels of knowledge.

## **2. Inadequate Book Collection**

The book collection is an important element of library services because it is the community's primary source of information. The availability of an adequate and relevant collection to the needs of library users is an indicator of the quality of library services. However, at the Majene Regency Library, the limited book collection is one of the main obstacles that needs serious attention. The results of a study by Novita Pitri (2021) reveal that limited budgets, facilities, and human resources are the main obstacles to procuring a comprehensive, relevant book collection to meet library users' needs. These findings are in line with conditions at the Majene Regency Library, where an inadequate book collection is one of the problems that needs to be addressed immediately to improve the quality of library services and support the community's interest in Reading. There is a gap between the needs of library users and the library's available collections. This emphasizes the importance of periodic evaluation of library collections to ensure that the materials provided are relevant to library users' needs. In other words, it is still common for library users to be unable to find the references or books they need at the Majene Library. This creates disappointment and reduces their motivation to return. The availability of collections that are relevant to users' needs is a key factor in increasing interest in Reading. When the collection is inadequate, the library loses its appeal as a reliable source of information, making the community reluctant to use its services.

Many library users complain about the absence of books they need, both for academic and personal purposes. They even provide input in the form of lists of titles or themes of books that are considered important but are not yet available. According to N. Sivathaasan's research, 11.1% of user satisfaction is influenced by the library collection, confirming the collection's important role in determining the level of satisfaction and interest in Reading (Sivathaasan, 2013). This is in line with the situation at the Majene Regency Library, where there is a gap between library users' needs and the available collection. Therefore, periodic evaluation of the library collection is necessary to ensure that the library materials provided are genuinely relevant to the needs of library users. By increasing the availability of appropriate collections, libraries can maintain their appeal as a reliable source of information, thereby increasing the community's interest in Reading. Due to the limitations of the collection, library users must search elsewhere or access digital sources. This condition shows that highly motivated readers, such as library users, are forced to seek alternatives outside the library. In a study by Dong Geun Oh in South Korea, it is explained that the quality of library services, including personnel, resources, and facilities, has a significant positive impact on customer satisfaction and loyalty. Customer satisfaction is an important factor in encouraging user loyalty to return and recommend the library to others. This shows the importance of service quality in maintaining users' interest in Reading and engagement (Oh, 2020). However, at the Majene Regency Library, the opposite is true. The limited collection of books available forces library users to seek references outside the library or to access digital sources. This could reduce the library's appeal as a primary source of information in the community. Although the quality of library services can affect user satisfaction, if the required collection is unavailable, people with high Reading motivation will be forced to seek alternatives, such as using digital platforms or searching for books outside the library. This condition weakens libraries' role as centers of literacy. It reduces the likelihood that library users

will return or recommend libraries to others, ultimately undermining user loyalty and libraries' ability to increase public interest in Reading.

### **3. Low Reading Interest Among the Community**

The community's low interest in Majene Regency is a complex problem influenced by various factors, including the environment, habits, and culture, particularly a lack of awareness of the importance of Reading. Many residents still consider libraries only as places to store books, not as learning centers or sources of helpful information. This shows that the community does not fully understand the role of literacy in improving the quality of life. Research published by UNESCO reveals that awareness of the importance of Reading is the primary foundation for building a culture of literacy. Without this awareness, efforts to increase Reading interest will be difficult to achieve, even if library facilities are improved (UNESCO, 2017). Community behavior and family roles are also important factors in building Reading habits. Many library visitors come only to use the free Wi-Fi or do their homework, not to read. In fact, most of them are more interested in playing with their cell phones than opening a book. This shows that Reading is not yet a priority in everyday life. In addition, parents do not encourage their children to read, even though libraries provide a collection of picture books that are attractive to children and teenagers. Research by Clark and Rumbold confirms that the family, especially parents, plays a vital role in fostering Reading habits from an early age. Without this support, children's interest in Reading will be challenging to develop (Clark and Rumbold, 2006).

Furthermore, low interest in Reading is also related to the public perception that Reading is only for academic purposes, not as part of daily life. This can be seen in the lack of Reading habits at home and the low number of library visits, especially among teenagers. Research conducted by Krashen shows that Reading for pleasure significantly positively impacts a person's cognitive and emotional development. Therefore, efforts are needed to change the public perception that Reading is not only beneficial for academic purposes but also for self-development and quality of life (Singh and Mulla, 2019). It can be said that the lack of interest in Reading is not only institutional (library conditions), but also involves cultural factors or community habits. The community needs to understand that Reading is an investment in self-development across social, economic, and spiritual aspects of life. This is also due to the lack of literacy support from home. Reading habits are not built early on in the family environment, making it difficult for a culture of Reading to develop in the community.

### **4. Lack of Socialization Strategies**

Promoting library services is a strategic step in raising public awareness of libraries and their benefits. Effective promotional strategies can help attract more library users and increase the utilization of library facilities. However, at the Majene Regency Library, promotional efforts still face various obstacles, resulting in limited reach and an inability to reach all segments of society optimally. Library service promotion strategies remain limited. Mobile library programs and collaborations with schools are the main steps taken, but they have not effectively reached all segments of society. This case was also written about by Nur Afifah (2023), who stated that mobile library services play a significant role in increasing people's interest in Reading. However, their effectiveness is often hampered by poor promotion, so many people are unaware of this service.

Although libraries offer various programs that could increase Reading interest, such as digital Reading corners and mobile libraries, the community is often unaware of them. This shows that promotional and socialization efforts have not been carried out optimally. Adequate socialization is the key to increasing public awareness of the benefits of libraries. Without the right promotional strategy, these programs will not achieve their expected goals. Infrastructure limitations, including inadequate access to information technology, also hinder widespread outreach. Libraries often

find it challenging to reach the public, especially the younger generation, who are more accustomed to digital media. In fact, the younger generation is a potential target group for increasing participation in literacy activities. In a study by Serly Maretno, the use of social media to promote libraries offers many benefits and advantages compared to conventional media. Using social media to promote libraries can be carried out quickly and cheaply, and it can also foster more intense interaction between librarians and users (Maretno and Marlini, 2021). In fact, the Majene library's social media platform, such as Instagram, is already available but not being used effectively. This indicates a gap between the existence of digital infrastructure (social media platforms) and usage strategies. Organized efforts are needed to reach audiences, especially younger people who primarily use social media, so that the promotion of services and activities is conveyed effectively.

## CONCLUSION

In conclusion, librarians, as one of the pillars for increasing the Reading interest of the Majene community, face several comprehensive problems, including limited facilities and infrastructure, a lack of book collections that meet the needs of library users, low Reading interest among the community, and a lack of strategies for promoting library services. With this analysis of the problems, it is hoped that the local government will provide support by increasing its attention to libraries through providing a larger budget for the procurement of book collections, the improvement of facilities and infrastructure, and the training of librarians. In this way, the researcher sees that there is still hope that Reading can become a culture within the community.

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