

## **Library Office Innovation of the Makassar City: Influence on Increasing Public Reading Interest**

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### **ABSTRACT**

Public interest in reading is decreasing. Nowadays people prefer to fill their spare time by playing with gadgets. According to the UNESCO report, the level of interest in reading among Indonesians is in the second lowest position. The Makassar City Library Service has made various efforts in order to increase public interest in reading. The success of these innovations is certainly highly expected because public interest in reading is related to the development of the quality of national education. Therefore, this study was directed to determine the effect of Makassar City Library Office innovation on increasing reading interest. The quantitative research method was chosen to make it easier to see the effect of innovation on reading interest. The research respondents consisted of 46 people. The data obtained from the results of the questionnaire were strengthened by secondary data. The research findings show that the influence of Makassar City Library Service innovation on increasing public interest in reading is only 4.9%, with a calculated F value of 3.448 which is greater than F table 3.21. The probability value is 0.041. According to the research, it was found that innovation is not only related to the use of technology, this research shows that the most important innovation in organizations, especially concerning organizational performance to increase reading interest, is administrative innovation and organizational strategy. Technological innovation is a complement to the changes in the administrative system and organizational strategy in achieving quality performance. For the innovations that have been implemented by the Makassar City Library Service Performance to maximize public interest in reading, it is necessary to increase the complementary innovation of the two main innovations, namely increasing the use of technology.

**Keywords:** Reading interest, Innovation, Library Service

### **INTRODUCTION**

Reading is a basic academic skill (Khoirunnisa & Safitri, 2018), which is needed as a prerequisite in carrying out various daily activities (Walgermo et al., 2018). Through reading a person can learn all kinds of knowledge and increase knowledge (Rahmawati, 2020). Reading interest can be because someone perceives reading as a desirable activity, or as an important activity to do (Pezoa et al., 2019).

Over time, public reading interest has decreased (Jaya et al., 2021; Walgermo et al., 2018). According to UNESCO data in 2020, the reading interest of the Indonesian people is ranked second from the bottom, with a percentage rate of only 0.001% (Rahmawati, 2020; Retno, 2021). Limited access to reading materials, infrastructure, low interest and purchasing power of books, and low reading behavior are factors that cause low reading interest in Indonesia (Kemendikbud, 2019). In addition, technological advances make people more

focused on getting information through television, social media, and other online media (Priyadi et al., 2020).

Based on experience in teaching, students' lack reading interest has an impact on their knowledge. Almost every student relies on technology as reference material. However, they lack the skills to process the information, so the information they get does not provide an increase in knowledge. If this continues to be ignored, it will not only have an impact on increasing the number of illiterates (Rahmawati, 2020), but will have a negative impact on educational progress and the academic success of the community (Metsäpelto et al., 2017).

In response to the poor reading interest of the community, the government has made several efforts, such as the provision of public library facilities and schools, as a form of implementing the Literacy Movement program that has been established by the government since 2015 (Kemendikbud, 2019; Rahmawati, 2020), the infrastructure needed to increase public reading interest. However, this infrastructure improvement has not been able to increase public reading interest (Kemendikbud, 2019). The results of the National Library of Indonesia survey noted that only about 35% of Indonesians spend their spare time reading, and the remaining 65% spend their spare time doing other activities.

The government's lack of success in increasing reading interest through the Literacy Movement program has become a lesson for the government to innovate in overcoming the problems of public reading interest. Library Office of the Makassar City 2017 initiated an innovation called "Touch Pustaka". The purpose of the innovation is "Create an Intelligent Society Through Love of Reading by Empowering Libraries". From the existing innovations, the Makassar city government has succeeded in empowering the library by increasing the number of visitors (Pendidikan, 2020).

Through this research, research will be conducted to see the effect of innovations made by the Library Office of the Makassar City on increasing public reading interest. Seen by the increase in the number of library visitors, it is expected that there will also be an increase in public reading interest.

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## METHOD

This study uses quantitative research methods to make it easier for researchers to measure the level of influence of the Makassar City Library Office's innovation on people's reading interests. The data in this study were obtained from the results of filling out questionnaires distributed to 46 respondents. The research respondents are all employees of the Makassar City Library Service. In addition, researchers also conducted interviews and analyzed several reports obtained from the Makassar City Library Service to support the quantitative data obtained.

Variable X in this study is Organizational Innovation consisting of three dimensions, and Variable Y, namely a public interest in reading, consists of six dimensions. Each dimension of the variable is tested by descriptive statistics to see the dimensions that contribution to each variable. The analysis of the influence of the X variable on the Y variable was carried out using a simple linear regression method. Each process of testing both descriptive statistical tests and simple linear regression is assisted by the SPSS 26 application.

## RESULT AND DISCUSSION

### Descriptive Organizational Innovation

Organizational innovation in this research is tested with several questions that represent each dimension it has. These dimensions consist of 1) Technological Innovation; 2) Administrative Innovation, and 3) Strategy Innovation. The results of the descriptive analysis of organizational innovation variables can be seen in the following table:

**Table 1.**

**Descriptive Statistics Of Organizational Innovation**

	N	Minimum	Maximum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
Technological Innovation	46	7	20	17.17	.417	2.831
Administrative Innovation	46	20	42	29.65	.676	4.586
Strategy Innovation	46	11	25	19.67	.452	3.063
Valid N (listwise)	46					

Source: Results of Data Processed Using SPSS 26.0

As seen in the table above, the dimension of administrative innovation according to the mean value has the largest contribution compared to the other two dimensions, namely strategic innovation and technological innovation. This indicates that the innovations made by the Library Office of Makassar City are more directed at administrative improvements, such as changing work procedures, work rules, employee roles, and structures as well as improving communication between employees. Meanwhile, according to the table above, technological innovation has the lowest mean value of the three dimensions of innovation, which indicates that the use and motivation of the Library Office of the Makassar City employees in using technology to carry out tasks are still low.

### Descriptive of Community Reading Interest

In this study, the variable of people's reading interest was tested with 27 questions. Each question represented each dimension which included: 1) The need for reading; 2) Actions to search for readings; 3) enjoyment of reading; 4) reading interest; 5) The desire to always read; 6) Follow up on what has been read. The results of the descriptive analysis have been presented in the following table 2:

**Tabel 2.**

**Descriptive Statistics of Community Reading Interest**

	N Statistic	Minimum Statistic	Maximum Statistic	Mean		Std. Deviation Statistic
				Statistic	Std. Error	
The Need for Reading	46	9	25	19.96	.530	3.596
Action To search Reading	46	14	35	23.96	.907	6.150
Feeling Good about Reading	46	5	14	10.35	.264	1.792
Reading interest	46	4	10	7.35	.214	1.449
The desire to always read	46	7	18	13.89	.510	3.459
Following up on what you've read	46	9	26	19.41	.740	5.018
Valid N (listwise)	46					

Source: Results of Data Processed Using SPSS 26.0

Table 2 shows that of the 6 dimensions on the variable of people's reading interest, the second dimension, namely people's reading interest, has the highest average value compared to other dimensions, which means that this dimension contributes the most to people's reading interest. This indicates that someone is doing reading activities because of an interest in learning, researching, developing knowledge, or just to fill entertainment time. Meanwhile, people who read because they are interested in reading are the last reason for someone according to the results of existing research.

**Regression Analysis of the Effect of Organizational Innovation on People's Reading Interest**

To find out the influence of organizational innovation on people's reading interests, the researcher conducted simple linear regression analysis. In the results of the analysis, what must be considered to see the effect is the calculated F value, the significance probability value, and the R square value. The results of the analysis are presented in the following table:

**Tabel 3.**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	758.616	1	758.616	3.448	.041 <sup>b</sup>
	Residual	14846.536	44	337.421		
	Total	15605.152	45			

a. Dependent Variable: Reading Interest

b. Predictors: (Constant), Organizational Innovation

**Tabel 4.****Model Summary<sup>b</sup>**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>	<b>Durbin-Watson</b>
1	.220 <sup>a</sup>	.049	.027	18.369	2.383

a. Predictors: (Constant), Organizational Innovation

b. Dependent Variable: Reading Interest

In the research method, it has been stated that the number of respondents consists of 46 people, therefore the F table is 3.21. Table 3 shows that the calculated F value obtained is 3,248. This means that the calculated F is greater than the F table, which is 3.21. The significance probability value according to table 3 is 0.041, smaller than 0.05. The meaning of organizational innovation has an influence on people's reading interest. As seen in table 4, the value of R Square is 0.049. This shows the effect of organizational innovation on people's reading interest by 4.9%.

From the results of the above data processing, it is known that the influence of the innovation carried out by the Library Office of Makassar City in increasing people's reading interest is very small. Where according to the results of the study did not reach 50%. This indicates that the innovation carried out by the Makassar City Library Service still needs to be improved.

## Discussion

Organizational creativity that contributes to organizational development is seen in the innovations made (Azeem et al., 2021). Innovation in organizations is applied and adopted in the implementation of organizational strategies and practices (Zeb et al., 2021). From the results of previous researchers, it is known that organizational innovation is a potential factor needed so that organizations can maintain their existence in overcoming all problems effectively and efficiently (Azeem et al., 2021; Fartash et al., 2018; Liao et al., 2012).

As seen in the presentation of research results, each dimension of organizational innovation has a larger mean value when compared to the standard deviation value. This means that organizational innovation in this case the Library Office of the Makassar City is in a good category. Of the three dimensions, it is the administrative innovation dimension that has the highest contribution to the Makassar City Library Service. This finding strengthens the research conducted by (Hutagalung et al., 2021) that innovation in the organization needs to be done first to make changes and improvements which are the managerial aspects. When this can run well then other innovations will be easier to do, and this administrative innovation is the basis for other innovations. The changes that need to be made include making changes to the order of work procedures, work rules, employee exchanges, organizational structures, and employee communication, which are the duties of an organizational leader.

Library Office of the Makassar City in an effort to increase public reading interest has made several programs. These programs include Dongkel with the library, Can Confidence

Library Card, Touch Pustaka, Kusuka Service, and Independent Internship. One of the programs launched by the Library Office of the Makassar City that has received a lot of interest from the public is the Pustaka Touch Card Program. Through this program, the community gets several benefits, namely, ease of accessing books online from several publishers, and discounted prices if people buy books from publishers that have collaborated with the Makassar City Library Service. The benefits obtained by the community from the program made by the Library Office of the Makassar City have made it easier for the public to get reading material, and this relates to the dimension of action to find reading on the variable of people's reading interest.

Regarding strategic innovation, the Library Office of the Makassar City has made plans to continue to make improvements in an effort to increase public reading interest. Currently, the Library Office of the Makassar City has built a public library. According to the plan, the library will be designed as attractive as possible, and complete the collection of reading materials, so that people can feel comfortable when they are in the library. In addition, from the long-term plan owned by the Makassar City Library Service, every year a new program is sought to be launched. When this continues, it is possible that innovations made by the Library Office of the Makassar City can affect performance which has a positive impact on increasing public reading interest. The relationship of this strategic innovation to people's reading interest is in the dimension of pleasure in reading because the plans owned by the Library Office of the Makassar City can create a supportive place for the community to read and the availability of interesting books. The findings on the dimensions of strategic innovation have similarities with those carried out by (Kristanti, 2020; Niswaty et al., 2021; Suprianto & Arhas, 2022) that strategic innovation has an influence on organizational performance.

Furthermore, related to technological innovation, which is related to the adoption of new ideas in providing services to the community, the Library Office of the Makassar City currently does not utilize technology. In providing services to the public in order to increase reading interest, the Library Office of the Makassar City optimizes the use of available facilities, namely cars which are used as mobile library facilities. Through these facilities, the Library Office of the Makassar City makes visits to schools. Not only providing books, when the Library Service provides services through a mobile library, the Library Service also holds competitions. These activities are intended to attract children's attention. This, if associated with the dimension of reading interest, will affect the pleasure of reading material.

## CONCLUSION

Organizational innovation affects an increasing public reading interest by 4.9%. Administrative innovation has a very large contribution to the Library Office of the Makassar City compared to the other two dimensions. Technological innovation and strategic innovation can increase people's enjoyment of reading materials. Meanwhile, Administrative Innovation which has a mean value of 29.65 has an influence on actions to find reading material. In order to maximize the increase in people's reading interest in Makassar City, the Library Office of the Makassar City needs to increase innovation in the use of technology.

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