

ABSTRAK

Helma Melia Putri Hasibuan (1212010048): Strategi Pelayanan Perpustakaan Sekolah dalam Meningkatkan Minat Baca Siswa (Penelitian di SMA Mekar Arum Kab. Bandung)

Penelitian ini dilatarbelakangi oleh rendahnya minat baca siswa di SMA Mekar Arum Kabupaten Bandung, meskipun fasilitas perpustakaan yang tersedia cukup memadai. Perpustakaan sebagai pusat sumber belajar seharusnya mendorong terbentuknya budaya literasi. Namun, tingkat kunjungan siswa dan partisipasi dalam kegiatan literasi masih rendah, sehingga diperlukan strategi pelayanan perpustakaan yang mampu menarik perhatian siswa untuk lebih aktif membaca.

Penelitian ini bertujuan untuk menggambarkan dan menganalisis strategi pelayanan perpustakaan dalam meningkatkan minat baca siswa. Fokus kajian mencakup strategi layanan sirkulasi, referensi, pembaca, dan informasi yang diterapkan di SMA Mekar Arum, serta upaya penyediaan bahan bacaan relevan, kenyamanan ruang baca, keterlibatan guru dan pustakawan, hingga pengalaman membaca siswa. Penelitian ini juga mengkaji persepsi siswa dan guru terhadap layanan perpustakaan serta mengidentifikasi faktor pendukung dan penghambat dalam pelaksanaannya.

Penelitian ini mengacu pada teori strategi pelayanan perpustakaan oleh Abdul Haris et. al (2022) dan konsep minat baca menurut Supriyadi (2020), yang menekankan empat aspek penting yaitu ketersediaan bacaan, kenyamanan fasilitas, peran fasilitator, serta pengalaman membaca yang menyenangkan.

Metode yang digunakan dalam penelitian ini adalah pendekatan kualitatif dengan jenis deskriptif. Teknik pengumpulan data meliputi observasi, wawancara mendalam dan dokumentasi dari pustakawan, guru, dan siswa sebagai subjek penelitian. Data yang diperoleh dianalisis melalui proses reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa strategi pelayanan perpustakaan memberikan kontribusi nyata terhadap peningkatan minat baca siswa. Strategi layanan sirkulasi mendorong siswa lebih mudah meminjam dan mengakses buku, layanan referensi membantu siswa menemukan bahan bacaan sesuai kebutuhan, sementara layanan pembaca dan informasi memperkuat peran pustakawan dalam membangun budaya literasi. Siswa dan guru umumnya merespons positif terhadap pelayanan yang ada, terutama kenyamanan ruang baca dan keramahan pustakawan, meskipun masih mengharapkan adanya pembaruan koleksi dan variasi kegiatan literasi. Faktor pendukung utama antara lain kolaborasi guru dan pustakawan serta dukungan fasilitas, sedangkan kendala utama meliputi keterbatasan koleksi bacaan, kurangnya SDM, belum optimalnya digitalisasi layanan, dan terbatasnya waktu operasional. Oleh karena itu, diperlukan penguatan layanan berbasis digital, inovasi program-program literasi, serta sinergi lintas elemen sekolah agar perpustakaan dapat berfungsi maksimal sebagai pusat literasi yang aktif dan menarik bagi siswa.

Kata Kunci: Strategi Layanan Perpustakaan, Minat Baca, Literasi Siswa.

ABSTRAC

Helma Melia Putri Hasibuan (1212010048): *The Strategy of School Library Services in Increasing Students' Reading Interest (A Case Study at SMA Mekar Arum, Bandung Regency)*

This research is motivated by the low reading interest among students at SMA Mekar Arum, Bandung Regency, despite the availability of adequate library facilities. As a center for learning resources, the school library should ideally foster a culture of literacy. However, student visits and participation in literacy activities remain low, indicating the need for library service strategies that can attract students to be more actively engaged in reading.

This study aims to describe and analyze library service strategies in enhancing students' reading interest. The focus includes the implementation of circulation, reference, reader, and information services at SMA Mekar Arum, along with efforts to provide relevant reading materials, create a comfortable reading space, involve teachers and librarians, and shape students' positive reading experiences. This research also examines the perceptions of students and teachers regarding library services and identifies the supporting and inhibiting factors in its implementation.

This study is based on the theory of library service strategies by Abdul Haris et al. (2022) and the concept of reading interest by Supriyadi (2020), which emphasizes four key aspects: the availability of reading materials, the comfort of facilities, the role of facilitators, and enjoyable reading experiences.

The study uses a descriptive qualitative approach. Data collection techniques include observation, in-depth interviews with librarians, teachers, and students, as well as documentation. The data were analyzed through the processes of data reduction, presentation, and conclusion drawing.

The findings show that library service strategies significantly contribute to improving students' reading interest. Circulation services facilitate book borrowing and access, reference services help students find materials based on their needs, while reader and information services strengthen the librarian's role in promoting literacy. Both students and teachers generally responded positively to the services, especially regarding the reading space and the friendliness of the librarian, though they still expect updates to the collection and more varied literacy programs. The main supporting factors include collaboration between teachers and librarians, as well as adequate facilities, while the primary obstacles are limited collections, a shortage of human resources, suboptimal digital services, and restricted operational hours. Therefore, strengthening digital-based services, innovating literacy programs, and building synergy across school elements are essential for optimizing the library's function as an active and engaging center for literacy.

Keywords: *Library Service Strategies, Reading Interest, Student Literacy.*