

# Literacy-Based Coffee Shop as an Effort to Increase Interest of Reading in Paser Regency

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**Abstract:** Library as the information center did not escape from various problems. The development of information and communication technologies such as android based gadgets, and low interest in reading is a problem that must be overcome with various innovations. The low interest in reading society today is a serious threat faced by the Indonesian nation. Index reading in Indonesia is still in the range of very low numbers that affect the level of quality of human resources owned.

The library as an institution in charge of increasing interest in reading needs to innovate so that reading interest of the community can increase. A literacy-based coffee shop is a library that combines the design of libraries with coffee shops while still emphasizing the purpose and role of libraries. The purpose of this literacy-based coffee shop development is to give a positive impression on the library in the form of a comfortable and pleasant place so as to increase reading interest, which will affect the improvement of nation and state intelligence.

The literacy-based coffee shop is designed like a coffee shop with the convenience of visitors as well as the provision of collections and applications that can attract the attention of the public to read. The development of this literacy-based coffee shop is an effort to optimize the main tasks and functions of the library, increasing the interest of reading the community and as a medium of social interaction of the community.

**Keywords:** Coffee Shop, Literacy, Library, Reading Interest

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Date of Submission: 05-11-2022

Date of Acceptance: 20-11-2022

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## I. Introduction

Globalization era demand the flow of information to grow rapidly to become the solution of the problem in nation development issues. This can be seen from people's interest in reading which began to increase, although it is not quite a significant figure. Our nation's interest in reading is so far behind other nations. Based on UNESCO data, Indonesian interest in reading is in range of 0,001% meaning that from 1000 persons only 1 that have the interest in reading. This data is supported by BKLM Kemendikbud data, that the interest in reading literacy in Indonesia is ranked 60 of 61 surveyed countries. Riset PISA (Program for International Student Assessment) is also shows that the average literacy ability of Indonesia is at 369, meanwhile the average literacy ability of the world is at 493). In other research, it is shown that the Indonesian children only able to read 27 of book pages in a year, this case is called the zero-book tragedy (tragedy nolbuku).

Reading is still not considered as daily necessity. This is happening because of the speaking, listening, and questioning culture is still strong in our society. Reading should be the main prerequisite to become learning society.

Libraries have the important role to increase the interest of reading in our society. Libraries as institution of information dan science have the task and the big opportunity to participate actively in effort to educate the nation's life which is the ideals of Indonesia as stated in the preamble of the 1945 Constitution (UUD 1945). This is in line with the vision of Paser's Archives and Libraries Department, which is to realize Paser Regency interest in reading and archiving. Paser itself have 312 community libraries consisting of 81 village libraries, and 202 school libraries.

The government of Paser Regency itself in principle always trying to strengthen and facilitate the development of libraries to realize the improvement of reading interest that is relevant to the need of nation development. The lack of interest in reading phenomenon in our society especially Paser's teenager need to be improved, given reading is the heart of education, and education is the root foundation of nation. If education is the indicator to develop civilization in a nation, therefore the low interest in reading become one of the serious problems.

The low interest in reading is also made worse by the swift flow of telecommunication, where gadget/smartphone is diverting the interest of children, teenagers, and even adults. The children's addiction of gadget seems inevitable. This is the prove that children nowadays are on digital culture. An era that seems modern with more to see and hear, but without any reading culture, they are actually still not in the modern era.

Another factor that also affecting the interest of reading in society is the lack of accommodation of supporting facilities in the library which affecting the interest of library existence. Hence, in a library there is a need for supporting facility which can be entertaining and packaged in appealing nuances. Library with the concept of coffee shop can be an alternative in order to improve the interest in reading of our society. In addition to educate our nation, there is also profit generated to support the library's operational, consequently decreasing the government's budget.

The innovation of libraries is an important action to take, given the interest of reading in Indonesian society is still crawling. Other than that, it is time to visually metamorphose the library with a mora elegant and attractive face. It is time that the image of library which identical to scary and boring place is turn into a fun and wanted facility. Library with Literacy-Based Coffee Shop concept is expected to fulfill those criteria, in order to become the ideal concept of library.

Literacy-Based Coffee Shop is also becoming one of the innovations that supporting several Mission in Paser Regency 2016-2021, among them is improving basic service in education, strengthen the economical foundation which based on local potential and sustainable, also strengthen social, culture, and the local custom cohesiveness.

## **II. Material And Methods**

The research method used to write this paper is descriptive method and through literature review. Literature review is obtained from books about library, journal articles, magazines/online articles also through articles that discuss about Literature-Based Coffee Shop. The writing of this paper started with the selection of title that suits with the topic determine, the information collection for literature source and the making of abstract concept.

### **Literature Review**

#### **A. Interest of Reading**

In the official Indonesian dictionary, the word interest is defined as the high inclination of heart towards something, passion, desire. Interest is characterized by liking and being related to a thing or activity without any instruction from anyone. Therefore, the sign of interest can be seen by the acceptance of relation between themselves and the thing they are related to. The stronger or bigger the relationship, the closer the person's interest is.

Reading is a way to absorb information by empowering several types of senses at the same time. Reading is also a more effective method to absorb an information rather than listening method. It will affect the sense of creativity of a person in a positive way.

The interest of reading is a desire from within oneself about how a person read. A person with strong interest of reading will be realized by the willingness to get the reading material and then read them by his own desire, so that the correct meaning is obtained towards the intended understanding.

Reading in developed country environment is a routine habit. It is different in Indonesia, which is reading is only done by certain group, such as academicians and is done as a task, and not a routine. Conditions like this cause Indonesia to be in a worse and backward condition, left behind by countries whose inhabitants are diligent in reading. This can be seen from the progress of the country, the resulting innovations and the competence of human resources who are to compete. DetikFinance in their article on 28 September 2017 wrote that based on Global Competitiveness Report 2015-2016 data which released by WEF (World Economic Forum) convey that Indonesia is with rank 36 behind 3 neighboring countries namely Thailand which ranked 32nd, Malaysia in 23rd position, and Singapore in 3rd position. The result of this report shown that the quality of human resources in Indonesia is still low.

One way to improve human resources is to develop and improve nation's culture through a culture of reading. With reading, society can absorb information and science. With that knowledge human will be improving their quality of life. Because the nation's literacy level can be used to measure the Human Development Index (HDI). CNN Indonesia in their article on 22 march 2017 reported that United Nation Development Program (UNDP) in 2016 Human Development Report is recorded that Indonesia's HDI in 2015 is ranked 113rd, down from 110th position in 2014.

## **B. Library**

The definition of library in Constitution no. 43 of 2007 concerning libraries in Chapter 1 Article 1 states that library is an institution that manages the collection of written works, printed works, and/or recorded works in a professional manner with a standard system to meet the needs of education, research, preservation, information, and recreation of users.

The presence of library has the important role to improve the quality of education. Library must be able to become a source of adequate information center, in terms of quality, quantity, and capacity. Library must be able to anticipate the growth of science world so as not to seem to walk in place and the theory center in the library becomes outdated. Every effort to eradicate illiterate will be in vain if not supported by the effort to build libraries and documentation information center. This is because people who have been introduced to letters and look for letters to satisfy their curiosity about information in every fields.

Maintaining the role of libraries, of course, need to make changes that are able to meet user needs that able to face the competition of information technology. Libraries also need to make innovations in terms of services, activities, and in the provision of facilities and infrastructures. The development of libraries is stated in Constitution no. 43 of 2007 about Libraries Chapter 4 Article 19 about libraries development is an effort to improve resource, services, and management, in both quality and quantity.

## **C. Libraries Condition in Paser**

The National Library Standard is consisting of:

### **1. Collection Standard**

The collection type of district's/city's community libraries is consisting of reference collection, children's collection, teenager's collection, adult's collection, children's and adult's reference collection, special collection, newspapers, magazines, and non-printed collection. Based on Libraries and Archives data, Paser itself has 17.120 collection of books, consisting of 6243 titles with general classification, philosophy, religion and social, language, pure science, applied science, arts, entertainment and sports, literature, geography and history. There is also a collection of fiction, children's, magazines, bulletins, and newspapers.

### **2. Facilities and Infrastructures**

Facilities and Infrastructures of district's/city's community libraries based on the National Library Standard is buildings, locations/lands, library rooms, work facilities and infrastructures, provision of internet computers. Library is located at Sudirmanstreet, Tanah Grogot. The last data received; every library located in Paser have not been accredited. The facilities and infrastructures needed is mostly not provided, such as deposit box, CCTV, digital members card, and book detection tools.

### **3. Library Services**

The reference of library service based on National Library Standard is consisting of at least 8 hours opening hours each day, and the library also need to have several kinds of services such as: circulation service, on-site reading service, reference service, storytelling service, mobile service, and member consultation service.

### **4. Librarian**

Based on National Library Standard, the total librarian in one district is minimum 1 every 5000 persons in that district. Meanwhile, the total librarian with library field background is minimum 1 every district. Paser's Library itself do not have librarian with certification. Other than that, it is found that the staff of service section is working concurrently as librarian, which should be filled by a group of functional position in library field.

The Paser Regency Regional Public Library Office was established in 1982 based on Paser Regency Regional Regulation No. 2 of 2002. There are 312 libraries spread across Paser Regency consisting of 81 village libraries, and 202 school libraries, namely 120 elementary schools, 45 junior high schools and 37 high schools/vocational high schools libraries

## **D. Coffee Shop**

A coffee shop is an organization which essentially providing coffee or other hot beverages. It has the several characteristics of a bar, and several characteristics of a restaurant, however a coffee shop is different than a normal shop. Like their name, coffee shop is focusing to provide coffee and tea even snacks. Many coffee shops in Middle East and in immigrant territories of West Asia and the Western world also provide shisha (nargile in Turkish and Greek), with variations of flavor that are kneaded with tobacco and then smoked through a hookah.

From a cultural perspective, many coffee shops provide services as centers of social interaction: coffee shops are seen as providing opportunities for social members to gather, talk, write, read, entertain one another, or relaxing, either individually or in small groups.

In United States of America, the France word for coffee shop is kafe which mean an unofficial restaurant, which provide some hot and cold dish. (Wikipedia, 2017).

### **III. Resultand Discussion**

#### **A. Unique Concept of Literature-based Coffee Shop**

People in the past was gathered and interact in coffee shop, at first it is to strengthen the brotherhood and to build communication. Coffee shop is becoming the place to meet for whoever that like to discuss about literation, politics, economy, life styles, etc. Coffee shop lover nowadays is not only dominated by male and elderly, female and teenager also spend their time in coffee shop. Coffee shop nowadays is becoming the choice as the place to communicate.

#### **B. Stages in Organizing Literacy-based Coffee Shop**

To achieve the organization of a Literacy-Based Coffee Shop, there are several stages, which include:

##### **a. Planning Stage**

###### **1) Strategic Location Selection**

The selection of location as a library is the first stage the must be done to attract visitors. The wall of coffee shop is also wallpapered with designs about pictures of tourist attractions in Paser, genealogy and history of the Paser Kingdom, or other things that are identical to Paser. The wall decoration can be made to use a classic frame made of used materials; this decoration contains a collection of Paser art galleries. So, without even reading a book, after returning from Literacy-Based Coffee Shop, visitors have gained knowledge.

###### **2) Installation of Internet or Wi-Fi**

Internet as a library support facility that ease the access of reading materials needs to be installed. Other than that, visitors can access the latest news and information which may not contain in the provided reading materials. When visitor's login into the Wi-Fi, visitors automatically connected to the special site of Literacy-Based Coffee Shop.

###### **3) Collection and Services**

Literacy-Based Coffee Shop will be providing collections of many journals, magazines, newspaper, and on-site reading place. Literacy-Based Coffee Shop will give a book recommendation to visitor when ordering foods and/or beverages. This service is given to all visitors of Literacy-Based Coffee Shop. This coffee shop also will try to apply "digital library" which providing a corner of virtual library that contains several computers that are connected to the server of district and college library in Paser to ease the access of e-book, so that people do not have to bother looking for books in library cabinets

**Picture no 1 :Library Digital Scheme.**



###### **4) Technical**

For the technical, Literacy-Based Coffee Shop is design as close to general coffee shop which clean and comfortable. Besides that, this Literacy-Based Coffee Shop also equipped with friendly and proactive waiters and librarians. Literacy-Based Coffee Shop have several furniture, table and chair that is made of used materials such as left-over pallet wood and used tire that arranged as neatly as possible. The furniture such as plates and glasses, will be designed with Paser vocabulary in one of their sides. Books that are placed on the table will be change every day. This is done to minimize visitor boredom. Paser traditional music also occasionally played to create a unique Paser atmosphere. Reward system is also implemented every six months for the people who borrowed the most books and visited the Literacy-Based Coffee Shop the most during those

six months. This program was held with the aim of increasing the public's interest and enthusiasm to visit Literacy-Based Coffee Shops and read books in the library.

### **b. Implementation Stage**

#### 1) Organizing

The preparation of personnel in Literacy-Based Coffee Shops requires a chairperson and other fields such as those in community library in general, as well as librarians who will assist the people in their reading activities in Literacy-Based Coffee Shops.

#### 2) Mobilization

Mobilization stage can be done in formal or non-formal way, for example once a week, meeting is held with communities in Paser, journalism training, literacy training, design training, photography training, film review agenda, book review and so on that can upgrade the understanding and skills of the Paser community.

#### 3) Coaching

This includes supervision. Supervision is done by the manager of the Literacy-Based Coffee Shops to the their staffs about the available reading materials and services provided

### **c. Evaluation**

The final purpose of Literacy-Based Coffee Shop is that our society can improved their love to books and improve the reading culture in Paser society. Several indicators that can be benchmark of the Literacy-Based Coffee Shops success are the increase of people request for the variation of books provided by libraries, theres also a change in people behavior, and the increasing of people's purchasing power of books.

There are several benefits that can be obtained with the establishment of Literacy-Based Coffee Shops.

1) Educate the nation with transforming the society to love to visits library, so that the interest of reading is improved.

2) Gaining profits that can be used as operational cost of library, so that the library can be independent and does not always depend on funding from the central and local governments as well as stakeholders.

Innovation of library is an important action to do, so that the interest of reading in Paser society can be improved. It is time that the face of Paser library is transformed into more elegant and fun. It is time the library image that isWH identical to classics and monotonous to metamorphose into a place that is fun and missed by many people. Literacy-Based Coffee Shops are expected to be able to meet these criteria, so that they can actually become an ideal library concept.

## **IV. Conclusion and Suggestion**

### **A. Conclusion**

The Literacy-Based Coffee Shops is a unique library development model that currently allows it to be developed in an effort to increase public interest in reading and is a place that can be developed as a medium of social interaction for people who have little time to gather with friends, co-workers and family. With this library concept, it is hoped that the community will feel at home in the library so that it can increase the interest in reading the existing collections in the library which in the future can improve the intelligence, quality, and competitiveness of the nation.

### **B. Suggestion**

To successfully applied this Literacy-Based Coffee Shop format, there are several suggestions the writer can give, the suggestions is:

1. We recommend that the books contained in the Literacy-Based Coffee Shop are not only used for interior purposes.

2. We suggest that the manager of the Literacy-Based Coffee Shop must understand the basic concept of library first.

3. It is better if the manager of the Literacy-Based Coffee Shop serves dishes that are suitable for the community, so that visitors get a double dish, namely getting food and gaining knowledge.

4. There is a need for special training for librarians on duty, because there are different service formats.

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Apriyal Fakhri. "Literacy-Based Coffee Shop as an Effort to Increase Interest of Reading in Paser Regency." *IOSR Journal of Agriculture and Veterinary Science (IOSR-JAVS)*, 15(11), 2022, pp. 14-19.