



EVALUATION OF READING PARK MANAGEMENT BASED ON THE CIPP MODEL IN INCREASING CHILDREN'S INTEREST IN READING

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Article info	ABSTRACT
<p>Corresponding Author: Syarifudin Yunus syarif.yunus@gmail.com Universitas Indraprasta PGRI</p>	<p>Reading parks play an important role in increasing children's interest in reading. This study aims to measure the effectiveness of reading park management in Bogor Regency, using the CIPP (Context, Input, Process, Product) model qualitatively. The instruments used include document studies, interviews, questionnaires, observations, and focus group discussions. Data analysis is an interactive analysis that is presented in its entirety. The results of the study describe that the evaluation of the context component is classified as good with a score of 4.03, the input component is sufficient - 3.29, the process component is sufficient - 3.40, and the product component is sufficient - 3.55. It is concluded that the evaluation of the management of reading parks in Bogor Regency is classified as "quite effective", with an average score of 3.56. There are three challenges faced by reading parks, namely 1) minimal government attention, 2) low public awareness, and 3) a small collection of books. The management of reading parks must ensure that there are readers, books, and commitment from the managers. So that reading parks can increase children's interest in reading, in addition to being a catalyst for improving the quality of human resources to boost Indonesia's Human Development Index (HDI).</p> <p>Keywords: <i>evaluation, management, reading park, CIPP model</i></p>
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INTRODUCTION

The presence of community reading parks is also closely related to the development of community literacy. Literacy is a person's ability to process and understand information, including in reading and writing activities. According to the Education Development Center (EDC), literacy is more than just the ability to read and write. Literacy is the ability of individuals to use all their potential and abilities in their lives. Literacy that can broaden horizons and knowledge, helps critical thinking in making decisions so that the brain can work more optimally. Literate humans mean honing the ability to capture and understand information from reading. The importance of literacy as a movement can also help raise awareness for the next generation, especially each student in expressing opinions, ideas or other thoughts. Literacy that empowers to help increase community knowledge by reading various useful information. A person can improve understanding in drawing conclusions from the information read and provide critical assessments of a policy. Even more than that, literacy can also develop good character in a person and increase a person's personality

values. So one concrete form of the literacy movement can be done through community reading park activities.

Data from the National Library of Indonesia in 2017 stated that the reading interest of Indonesian people is still low when compared to other countries. The average reading frequency of Indonesians is only 3-4 times per week. Meanwhile, the number of books read on average is only 5 to 9 books per year. Therefore, efforts to increase reading interest must be fought for and improved. The reading interest of people in the regions is still lacking due to the minimal access to reading books. Due to this reality, the existence of community reading parks is increasingly needed in society. The low interest in reading is a classic problem. Many efforts have been made by various parties, but the results have not yet reached the word "success".

A community reading park is a place deliberately created by individuals or the government, self-managed and self-help by the community to provide reading materials and foster reading interest in the community. As one of the non-formal education programs and to help educate the nation's life and improve the quality of superior human resources, community reading parks are the choice. During the onslaught of the digital era and as one form of implementation of "Independent Learning", community reading parks remain focused on developing literacy movements and reading culture in Indonesian society.

Based on the study "Most Littered Nation in the World" in March 2016, conducted by Central Connecticut State University, Indonesia was ranked 60th out of 61 countries in terms of reading interest. Indonesia is just below Thailand (59) and above Botswana (61). Indicators of growing reading interest should start from access to reading books, building reading habits, and then becoming a culture. Central Connecticut State University data also states that the reading interest of the Indonesian people is only 0.01 percent or one in ten thousand residents.

One of the problems currently faced is the management of reading parks is not optimal. Maybe because of its social nature, so the management is not serious. Added to the lack of creativity of reading park managers, low public awareness, even government attention is almost non-existent. Therefore, Community Reading Parks (TBM) should have a more effective and efficient management system. So that Community Reading Parks (TBM) as non-formal educational institutions can play an important role in increasing the community's enthusiasm for reading, in addition to improving the quality of human resources in various regions.

Governance is very necessary for achieving the goals of the reading park organization based on the vision and mission is very much needed. In addition, efforts to evaluate the governance of reading parks as part of educational management are very much needed. The benefits of community reading parks are to foster interest in reading and a love of reading to enrich the learning experience for residents and increase insight into science and technology. In addition to providing convenience in obtaining reading materials needed by the community, community reading parks also carry out various activities to foster interest and a love of reading so that they can carry out their functions properly.

Management means the ability to manage resources more efficiently and lead to the right decision making. Lessambo (2014:3) states that governance is an organization's obligation to customers, stakeholders, and supervisory authorities who carry out the function of establishing rules on how the organization should be managed. Efforts to improve

governance mean going through a series of processes to improve the quality of the organization's implementation.

Governance will be realized if it has principles that inspire trust such as accountability, effective, efficient, oriented, participatory, and transparent. So, a good management system includes good procedures, mechanisms, and procedures in organizing organizations and administration based on principles and measures of accountability that can be accounted for, transparent, efficient, effective, and based on integrity (Appel-Meulenbroek, 2021).

Governance is often defined as a form or process of organizing authority and administration in managing problems faced by involving all stakeholders, such as: the public sector, the private sector, and the third sector, namely civil society. Therefore, governance is interpreted as an interaction system where organizational and administrative processes are carried out democratically, accountably, and participatory by involving all actors and stakeholders (Asaduzzaman, 2020).

One way to find out the level of organizational governance is through a community reading park (TBM). TBM is a social institution that provides reading materials and services to increase public interest in reading. Kalida (2014:1) emphasized that the community pays attention and care to the Community Reading Park (TBM) to increase the community's reading hobby. TBM is often identified with community libraries, and its presence during the community is a manifestation of the management's commitment to enlightening the nation's life and building a quality generation through a reading culture according to the mandate of Law No. 43 of 2007 concerning libraries.

In addition to being an institution that fosters a love of reading, TBM must be supported by effective and efficient governance capabilities. Given the importance of TBM, the ability, skills and performance of TBM managers must be improved by implementing good practices in reading park governance. Whether or not the management of community reading parks is effective, evaluation should be carried out. Evaluation is to make assessments, a process to find the value of program services according to the needs of participants or users of its services. Cronbach, Stufflebeam, Alkin, and MacIcolm quoted by Mesiono (2017:4) state that evaluation is the difference between what exists and a certain standard to determine whether there is a difference. According to Winarno (2013:240), evaluation is a complicated and complex process. This process involves various interests of individuals involved in the evaluation process. The complexity is related to the use of predetermined criteria to conduct the evaluation. This means that failure to determine the criteria will hinder the evaluation process that will be carried out.

To measure the effectiveness of reading park governance. One evaluation model that can be applied is the CIPP (Context, Input, Process, Product) evaluation model. The CIPP model is a comprehensive framework for conducting formative and summative evaluations of projects, personnel, products, organizations, and evaluation systems (Stufflebeam & Shinkfield, 2007:325). The CIPP model is based on the view that the most important goal of program evaluation is not to prove, but to improve. CIPP is categorized as an evaluation approach based on program improvement (improvement-oriented evaluation) or development evaluation (evaluation for development). On that basis, research on the evaluation of reading park management in increasing reading interest in Bogor Regency is worth conducting. Through this research, the effectiveness of reading park management as a means of increasing reading interest in the community in Bogor Regency can be known.

METHOD

The research method contains research specifications, types of research, approach methods, data collection techniques, and data analysis methods used in the research. The research method is written descriptively.

This evaluation research of reading parks in Bogor Regency uses the CIPP (Context, Input, Process, Product) model program evaluation method to measure the effectiveness of reading park management in Bogor Regency. using the CIPP Model (Context, Input, Process, Product). In-depth analysis is carried out for each evaluation component. The context component concerns policies, needs analysis, goals, and targets. The input component examines the organizational structure, program devices, procedures and mechanisms, human resources, supporting facilities, coaching systems, budgets, and achievement of goals. The process component examines planning, implementation and coordination, program reports, socialization, evaluation, and community support. The product component describes the achievement of results (output), achievement of impact (outcome), benefits, development, and reputation.

The research instruments include document studies (for reading park and literacy policies), interviews with regulators and literacy activists, questionnaires, observations to reading parks, and focus group discussions with reading park managers in Bogor Regency. Data analysis is an interactive analysis (interactive of analysis) presented in a comprehensive manner. Through triangulation, a multi-method approach when collecting and analyzing data is expected to be able to obtain a high level of truth if approached from various perspectives.

RESULT AND DISCUSSION

The limited collection of reading books and the "half-hearted" commitment of reading park managers can actually weaken the public's interest in reading. Based on the questionnaire responded to by 13 reading parks in Bogor Regency, reading parks are expected to be able to become fun and enjoyable places to read. In the future, reading parks must have at least 5 (five) service functions in the community, namely: 1) providing access to reading and library references (*widya pustaka*), 2) becoming a center for scientific and learning activities (*widya loka*), 3) becoming a place for preserving culture and local wisdom (*widya budaya*), 4) becoming a means of forming good and positive character and temperament (*widya pekerti*), and 5) becoming a place for good practices and real actions that are beneficial to many people (*widya krida*). Evaluation of the management of reading parks with the CIPP model at Community Reading Parks (TBM) in Bogor Regency, using a rating scale with a range of values from 1 (the lowest) to 5 (the highest), obtained the following levels of effectiveness of reading park management:

1. Evaluation of context components, including aspects of a) policy, b) needs analysis, c) objectives and d) targets obtained average value of 4.03 or can be categorized as "good".
2. Evaluation of input components including aspects of a) organizational structure, b) program equipment, c) procedures and mechanisms, d) human resources, e) supporting facilities, f) coaching system, g) budget, and h) achievement of objectives obtained an average value of 3.29 or can be categorized as "sufficient".
3. Evaluation of process components includes aspects of a) planning, b) implementation and coordination, c) reporting, d) socialization, e) evaluation, and f) community support, with an average value of 3.40 or can be categorized as "sufficient"

4. Evaluation of product components includes aspects of a) achievement of results (output), b) achievement of impact (outcome), c) benefits, d) development, and e) reputation, with an average value of 3.55 or can be categorized as "sufficient".

On that basis, the evaluation of the management of reading parks in Bogor Regency can be stated as "quite effective", with an average effectiveness score of 3.56. In more detail, the evaluation of 23 indicators in 4 (four) components of its distribution consists of: a) "good" category in 5 (five) aspects (needs analysis, goals, targets, organizational structure, benefits), b) "sufficient" category in 17 (seventeen) aspects (policies, program tools, procedures and mechanisms, human resources, supporting facilities, coaching systems, goal achievement, planning, coordination, reports, socialization, evaluation, community support, achievement of results (output), achievement of impact (outcome), development, reputation), and c) "less good" category in 1 (one) aspect (budget).

In this study, the problems faced by reading parks in increasing public interest in reading were also obtained, namely:

1. Volunteer problems - limited human resources. It was found that 40% of existing reading parks only have less than 5 volunteers, 30% of reading parks have between 5-10 volunteers, and 30% of other reading parks have more than 10 volunteers.
2. The problem of inadequate operational costs. It was found that 65% of reading parks require operational costs of less than Rp. 25,000,000 per year, 25% of reading parks require costs between Rp. 25,000,000 to Rp. 50,000,000, and 10% of reading parks require costs of more than Rp. 50,000,000 per year.
3. The problem of operational schedules that are still minimal. It was found that 60% of reading parks only operate 2-3 days a week, 25% of reading parks operate 4-5 days, and only 15% of reading parks operate every day.
4. The problem of ignored legality. It was found that 60% of reading parks do not have formal legality in the form of a foundation and 40% of reading parks already have a foundation.
5. The problem of non-existent funding sources. It was found that 75% of reading parks were funded from "own pockets", 15% of reading parks from CSR, and 10% of reading parks from private donors.

As a social institution that provides reading materials and services to increase public interest in reading, Community Reading Parks (TBM) in Bogor Regency are faced with 8 (eight) crucial problems, namely: 1) low public awareness, 2) few volunteers, 3) inadequate reading rooms, 4) small book collections, 5) inadequate facilities and infrastructure, 6) problematic operational funds, 7) a management team that lacks commitment, and 8) lack of attention from the local government/related agencies. For this reason, all stakeholders of reading parks, without exception, such as the central government, local governments, TBM managers, volunteers, the private sector, and the community must collaborate to actively participate in perpetuating the existence of reading parks. If not, it is very possible that reading parks will not be able to maintain their existence in their areas or become "half-dead". Thus, evaluation of the management of reading parks in Bogor Regency must continue to be improved. All stakeholders, such as: the Bogor Regency Archives and Library Service (DAP), literacy movement communities, local governments at the sub-district and village levels, managers of community reading parks and the community in each region should play an active role and contribute to reading parks.

CONCLUSION

Reading parks are an important social movement in increasing people's interest in reading, in addition to being a catalyst for improving the quality of superior human resources. Evaluation of the management of reading parks in Bogor Regency can be concluded that the management aspect is classified as "quite effective" with an average effectiveness value of 3.56. However, reading parks are still faced with serious challenges, especially regarding government attention, public awareness, and the collection of available reading books. Therefore, reading parks are not enough to be seen only as policies, but what is important is that there is support from various parties and synergy in increasing interest in reading through reading parks in their respective regions. In reading parks, there must be readers, books, and commitment from the managers.

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