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EFFORTS TO INCREASE ELEMENTARY SCHOOL STUDENTS' INTEREST IN READING

Aidul Hajji Siregar[1], Juli Rambe[2]
[1,2]Elementary School Teacher Eduaction, Faculty of Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara
Email: [1] aidulhajji74@gmail.com , [2] Julirambe65@gmail.com

Abstract
The low interest in reading in our society greatly affects the quality of the Indonesian nation, because with low interest in reading, we cannot know and follow developments in science and information in the world. This research aims to find alternative ways to increase students' interest in reading, especially in elementary schools. Interest in reading is a big influence on students. Efforts to increase elementary school students' interest in reading are a shared responsibility, between the students themselves, teachers and parents. In an effort to increase elementary school students' interest in reading, students should be given support so that the interest in reading emerges from themselves and introduced to reading materials so that students get used to reading, therefore the reading habits of students when they are in elementary school will foster a high interest in reading until students grow up. This research was carried out by formulating a research problem, looking for references from relevant and similar journals to analyze the data, journals were collected by searching the internet via Google Chendikia and/or Google Scholar. The data obtained was analyzed and compared. This research method used a descriptive research type with a quantitative approach. From the results of the analysis, it can increase elementary school students' reading interest.

Keywords : Interest in reading, elementary school students.

Introduction

"Reading is a means to learn something so that you can expand your knowledge and explore written messages in reading material which can ultimately be expressed in written form, namely writing" (Dafit, 2017). Interest in reading is a desire or high tendency (passion) to read (Siregar, 2004). Reading is a desire and willingness to move towards progress and success. This interest in reading can be obtained by students who are in elementary school, through the habit of reading since they were in elementary school, by reading a lot, students will have new knowledge and the ability to read with the flow of thought that students have acquired and interest in reading can be grown and developed so that the habit of reading can expand your knowledge further. With activities to increase elementary school students' reading activities, high interest in reading is something that is expected by both students themselves, teachers and other people. However, elementary school students' low interest in reading is an obstacle, there is a lack of learning being taught and teachers do not require students to read books. Books are a source of new knowledge through reading, so students' interest in reading needs to be developed further so that students can understand the meaning of what they read. Based on the results of research in efforts to increase elementary school students' interest in reading, not much has been carried out which is influenced by the low interest in reading of students themselves. Based on several of these problems, the author will conduct a literature review based on articles relevant to the topic to be discussed with the aim of (1) Elementary School Students' Interest in Reading (2) Low interest in reading and (3) efforts to increase elementary school students' interest in

reading. "An interest in reading is the key to knowledge and an important tool for progress and success" (Farid Ahmadi, 2010). "Reading interest is a form of pronunciation of a symbol, symbol or pattern so that meaning can be drawn from the shape or pattern.

Research Methodology

This research uses a quantitative approach. Quantitative research is carried out by finding data in written form. This research describes according to articles that aim to analyze what is already known. The data analysis used is descriptive data analysis by reducing data, analyzing and synthesizing relationships and interpretations in accordance with the research objectives in order to obtain a comprehensive picture regarding the optimization of school reading interest movements in increasing students' reading interest. Regarding "Efforts to Increase Elementary School Students' Interest in Reading" this research obtained Data collection was carried out by searching articles in online journals Google Scholar and/or Scholar. In this research, data source triangulation was used to collect data by searching for articles from various sources.

Result & Discussion
Interest
Understanding Interest

Interest is a person's tendency towards something or you could say what someone likes and wants to do. Interest is also an activity that a person can do continuously in the learning process. The activities here are activities that are paid attention to continuously and are accompanied by a feeling of pleasure until you get satisfaction (Anjani et al., 2019). So interest in something is a learning result and supports subsequent learning outcomes. The general assumption states that interest will help someone who studies. Meanwhile, according to Ellis Ormarod (2008: 1001), interest, the perception that an activity arouses curiosity and is interesting, is usually accompanied by positive cognitive and effective involvement. Meanwhile, according to Crow and Crow in Abd. Rachman Aboro (1003: 112) interest is related to the driving force that drives us to tend or feel interested in people, objects, activities or can be affective experiences felt by the activity itself. Tidjan, et al 92008: 87) explains that if an individual has an interest it will encourage the individual to do something. According to statistical data from UNESCO (2003), Indonesian people's interest in reading is very worrying, namely only 0.001%. That means, out of 1,000 people, there is only 1 person who reads diligently in Indonesia. Salma & Mudzanatun (2019) stated that the factors causing the lack of interest in reading in Indonesia are influenced by problems that occur in the school environment and outside the school environment which include several things (1) Limited reading facilities and infrastructure, such as the availability of varied reading book libraries, is one of the factors causing the low culture of interest in reading in elementary schools (2) In learning situations that do not motivate students to study certain books outside of textbooks (3) The lack of role models (from among teachers) for students means that there are still some teachers who have not made reading a necessity in education (4) The development of information technology has caused a lack of public interest in reading books (5) The development of cellphones and the internet has caused a lack of human interest in books (6) Many families have not yet instilled the habit of mandatory reading. In forming a child who has an interest in reading, of course it must start from the child's closest environment, namely the family.

Understanding Reading

Reading is an understanding of the content of what is written in a book. Reading also aims to form the reader's understanding of what is being read. According to Puji Santoso (2009), reading is an activity to understand written language. Messages from a text or other printed material can be received if the reader can read it correctly, but sometimes readers also receive text messages or printed materials incorrectly when the reader reads them incorrectly. According to Gondmen (1067:127) states that reading is an activity of gaining meaning or understanding not only from the written rows of words (reading the lines), but also the meaning behind the rows between the lines (reading between the lines). According to FM Hodgson in a book entitled Learning Modern Languages (1960), reading is a process of obtaining messages conveyed by writers through the media in the form of words or written language. According to Mery Finocchiaro and Micahel Bonomo in the book entitled The Foreign Language Learner: A Guide for Teachers (1973), reading is retrieving and understanding the meaning contained in written language.

Low interest in reading

Low interest in reading can have a negative impact on both students themselves and others. The main cause of students' low interest in reading could be the family environment and school environment which does not support reading activities. Low support from parents, teachers or peers results in students' lack of interest in reading and has a negative impact on student development, learning activities do not require students to read Hardjoprakosa (2005:145) states that what causes low interest in reading is that parents do not encourage children to prioritize buying books over toys. According to Winarno (2012:37), regarding the problem of reading, there are no friends who encourage their friends to read. That peers at school influence students' interest in reading in elementary school. Students can get bored because in learning students just sit and be quiet without reading first before learning takes place.

Efforts to increase students' interest in reading

Efforts to increase interest in reading need to be made a habit from the start of learning so that students can understand the meaning of the content of the written text they have read. Reading can be done as long as there is desire, willingness and encouragement within the individual student as a teacher and parents should provide support. According to Adzim (2004, pp. 52-67), several things that have been done to increase interest in reading include: (1) Parents become figures in reading to children (2) Choose reading that is appropriate for your child (3) Create reading time with your child. Meanwhile, according to Astuti (2013. P. 28) efforts to improve can be carried out as follows: (a) motivation of parents and teachers (b) promote the movement to love reading in the school environment (c) give awards to children who like to read (d) attractive book packaging.Thus, increasing interest in reading is closely related to the AIDA action framework (Attention, Interest, Desire and Action). A sense of curiosity or attention towards an object (book/text) that is read can create a feeling of interest or interest in that object (Interest). , a feeling of interest will give rise to a desire and desire to read. Efforts that can be made to increase students' interest in reading include: (1) need support from parents, teachers and friends (2) get students used to reading books before learning takes place (3) choose reading that students like but is still educational (4) provide a positive influence so that students enjoy reading (5) utilize existing facilities and infrastructure. Salma & Mudzanatun (2019) stated that the factors causing the lack of interest in reading in Indonesia are influenced by problems that occur in the school environment and outside the school environment which include several things.

1) Limited reading facilities and infrastructure, such as the availability of varied reading book libraries, is one of the factors causing the low culture of interest in reading in elementary schools.
2) In learning situations that do not motivate students to study certain books outside of textbooks.
3) The lack of role models (from among teachers) for students means that there are still some teachers who have not made reading a necessity in education.
4) The development of information technology has caused a lack of public interest in reading books.
5) The development of cellphones and the internet has caused a lack of human interest in books
6) Many families have not yet instilled the habit of mandatory reading. In forming a child who has an interest in reading, of course it must start from the child's closest environment, namely the family.

Conclusion

The activity of liking reading must continue to be increased and must even be made into a culture for the bright future of each of the nation's next generations.   Low interest in reading is a problem that must be overcome. The steps that must be taken to overcome this problem of low interest in reading are optimizing literacy movements for students in elementary schools.   Based on the research results and discussion, it can be concluded that efforts to increase elementary school students' reading interest are still low. How to increase interest in reading is a shared responsibility for parents, teachers, schools, peers in the surrounding environment. Students are given support so that interest in reading arises from the students themselves. In educational institutions, teachers should increase students' interest in reading, so that within students there is also a desire and willingness. Efforts that can be made by teachers include setting up a reading corner and changing books at any time so that children feel interested in reading.

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