Implementation of i Reading and Literacy Tourism Program at Banjar City Public Library

Rahmat Sudarmaji[1] and Machsun Rifauddin[2]

[1] Library Science Study Program, Faculty of Law, Social and Political Sciences, Universitas Terbuka, South Tangerang, Indonesia
[2]Universitas Islam Negeri Sayyid Ali Rahmatullah, Tulungagung, Indonesia
Corresponding email: machsun.rifauddin@uinsatu.ac.id

Abstract

The purpose of this study is to provide an explanation for the actions taken by the local government work unit in Banjar City to stimulate public interest in reading. The work unit of the Regional Public library, situated on Jalan RE. Kosasih in Banjar City, is the subject of the study. Descriptive qualitative research is employed in conjunction with Campbell J.P.'s theory of effectiveness approach to examine the problem of reading interest services at the Banjar City regional public library in detail and depth, thereby facilitating a more comprehensive discussion of its real-world aspects. the data acquisition process was carried out by interviews, field notes and documentation notes. Based on the data that has been reduced and presented, researchers make conclusions that are supported by strong evidence at the data collection stage. The study's findings show that the effectiveness level is very successful. on the program's sustainability up to this point as well as the target's achievement with community involvement in spite of challenges brought on by the budget shortfall. As a served community, educational services are also met on the program satisfaction criteria; nevertheless, in order to improve library flexibility, collaboration with other stakeholders is required. Excellent planning and resource utilization results in a high level of efficiency in the input and output processes that support activities. In the meantime, the overarching objective of this exercise as a teaching tool has been met with the anticipated success.

Keywords: effectiveness of reading interest; literacy; public library; reading tourism

INTRODUCTION

Community literacy can be improved through strategic steps, namely by improving the quality of reading materials available. Mentioned in Indonesian legislation number 43 of 2007, libraries are invaluable resources that can contribute to the intellectual growth of individuals and the progress of society. Libraries have long been considered the gateway to knowledge, as Soraya & Sazali (2023) that libraries are institutions that have an important role in providing information. Apart from being a provider of information and knowledge, the library also acts as a facilitator and activator in fostering the reading habit of the community, Rahayu et al. (2017). Dynamic information needs cause libraries to adapt along with the times. The library has successfully transformed into more than just a place to store books, but into a dynamic and interactive information resource that supports the community's need for information and learning. As a valid source of information, in this case the credibility of the library is still very high (Winoto, 2016).

However, ironically, the reading interest emergency is still a serious problem in Indonesia today. Scientific studies and research have proven the truth of this fact. In fact, based on the results of the reading literacy survey conducted by PISA 2018, Indonesia is ranked in the last 10 (Utami, 2021). This achievement is a low-ranking category and cannot be proud of. To overcome this, the Indonesian government through PERPUSNAS has tried to solve this problem by investing in library modernization and expansion, Sartika (2023) explains that the financial assistance program through the Special Allocation Fund (DAK) has been distributed as a concrete step in handling the development of interest in reading through library construction. These activities are expected to foster children's love of reading and develop their reading skills.

Basically, like other regions in West Java, the Banjar City Government also supports initiatives to promote libraries in all segments of society. This can be seen with the existence of local regulation number 2 of 2013 on the Implementation of Libraries, which clearly regulates the implementation of the development of a love of reading and broadening of horizons which has an important role in improving the holistic knowledge of the community. In line with this, the Banjar City Government as a beneficiary of the infrastructure improvement program in the form of new library construction wishes to make literacy tourism integrated with other community facility services. (Purniawati, 2021). With the new library building, it is hoped that the community can easily gain access to quality education and foster a love for learning.

Ultimately, by promoting literacy, it is hoped that libraries will have the power to shape individual thinking and inspire a thirst for knowledge. Cahyani (2023) mentions that literacy is an asset to face the harshness of life's competition.

The reading and literacy tourism program is one of the implementations of the regional public library public service innovation program whose implementation began in 2022. Prasetyo & Rini (2021) explained that this reading and literacy tourism program is not just a series of interesting events that can give a positive impression of the library but can foster a sense and encourage diversity and tolerance in early childhood. Likewise, said by Tohri et al. (2021) through reading and literacy tours, there are opportunities for individuals to connect and learn from each other in a maximally inclusive platform between different segments of society. So far, the reading and literacy tourism program has had a huge impact when seen by the increase in community visits to the Banjar City Public Library. However, this program also faces challenges in providing adequate library services and facilities. For this reason, an evaluation is needed so that the achievements of the program implementation can be known whether they are in accordance with the planning.

There are previous studies related to program effectiveness such as those conducted by Jibril (2017) which in detail explained that the Perpuseru program implemented by the Pamekasan Regency Public library has run well even though the four achievements obtained different scores. Likewise, what was done by Majid (2021) Where the results of his research explain the implementation of increasing public interest in reading through the concepts of planning, organizing, supervising and implementing. Based on previous studies, of course, there are similarities and differences in the implementation of the study. The difference in this study lies in the method and type of research approach. If the previous study used descriptive quantitative methods, but in this research study descriptive qualitative methods were used. Regarding the novelty of the study, the difference is in the study methodology, the type of research program, and the location of the research conducted.

Based on the background description previously described, the problem of community reading and literacy services is the basis of the researcher's interest in conducting a study aimed at explaining the effectiveness of the implementation of the Reading and Literacy Tourism service. This is because the Banjar City Public Library has transformed from the infrastructure sector to improve service quality and meet the increasingly diverse needs of users.

METHODS

Researchers use descriptive qualitative research to explore in detail and in depth so that the reality of the problem of reading interest services at the Banjar City regional public library can be discussed more clearly. As Sugiyono (2017) descriptive qualitative research is a method used to obtain a deeper and more comprehensive understanding of a phenomenon that occurs. Meanwhile, descriptive research was chosen by the researcher to present the data in more depth and provide a better understanding of what happened regarding the implementation of reading and literacy tourism services.

The research activities were conducted in November 2023 at the new public library building, local government work unit of Banjar City, West Java province, Indonesia. Primary data in this study is based on discussions with employees of the library work unit consisting of the Head of the Library Division and three library staff, as well as the public who use public library services in Banjar City. The selection of informants is based on their involvement in activities in the field so that they can provide complete information on the theme under study. Secondary data included LAKIP documents of the Banjar City Local Government Work Unit in 2022, data on library visits in 2023 and other data related to reading and literacy tourism services.

The data collection process was carried out through observation, interviews and documentation. Observations were made through observing conditions in the library building, while interviews were conducted with selected informants to explore information on service implementation. The documentation process was carried out through the collection and analysis of documents in a description of the observed subjects related to the effectiveness of the implementation of the reading and literacy tourism program. The data analysis technique is based on Sugiyono (2013) explanation that interactive data analysis is based on indicators of data collection activities, data reduction, data presentation and conclusion drawing.

In this study, descriptive analysis was carried out by first grouping similar data, then interpreted to provide a deep understanding of each aspect and its relationship. Qualitative data analysis based on the data collection component, carried out by searching for research data in the field according to a predetermined method, then reducing the data obtained through observation, interviews and documentation is reduced by summarizing, selecting data in accordance with the research objectives by reducing data by sorting, categorizing and making abstractions from field notes, interviews and documentation. Furthermore, the data presentation process is

presented in the form of interview notes, field notes and documentation notes. Based on the data that has been reduced and presented, researchers make conclusions that are supported by strong evidence at the data collection stage. The conclusion is the answer to the formulation of problems and questions that have been expressed by researchers from the beginning. Meanwhile, the validity of the research data was carried out by triangulating data sources, to verify information about the reading and literacy tourism program. Interviews with library managers as well as *feedback* from the public, program implementation documents and observation during the program.

RESULTS AND DISCUSSION

The results show that the program to foster the community's love of reading has the main objective that the community has new knowledge actively and effectively through reading activities. The existence of the program shows the hard work of the Banjar City Government in its efforts to improve the culture of literacy within the government. With an effective program, library activities can be evaluated in line with the desired goals. Effectiveness is a parameter and reflects the extent to which the target can be achieved (Maryatun, 2020). Therefore, researchers used the theory developed by Campbell in Khoeriyah et al. (2021) to identify effectiveness in general through the following criteria:

Program Success

The fundamental thing to know whether the reading and literacy tourism service abbreviated by Wisata Bali is to see the success of the program. According to Starawaji in Firdaus (2017) program success is an indicator of the extent to which the plan that has been set can achieve the results that have been realized. This measurement plays an important role in assessing the effectiveness of the programs that have been implemented. Starting in early 2022, the design of this public service innovation has the main purpose of introducing the library directly to the community.

> *"The Balinese tourism service still continues until now, the service was previously socialized through a letter containing library service information to the Banjar City Education and Culture Office and the Banjar City Ministry of Religious Affairs". (Interview IG, 2023)*

As a skilled librarian in the Library Division, the informant explained that the activity aims at time efficiency, in this way we do not need to go around to each school or other early childhood education unit to disseminate information on services in the

library. As for the implementation mechanism, it was conveyed by the following informant:

"This Bali tour service used to be implemented using a ball pick-up method, picking up and delivering participants to participate in activities and all for free. However, the implementation mechanism has now been changed and is carried out in the library building for 4 days a week with the aim of achieving the target number of visits". (Interview TR, 2023)

After the new library building, the most prominent impact is the increase in public interest to come to the library is very high, their curiosity about the new library building has also contributed to the increase in the number of visits. Visits to the library increased significantly compared to the number of visits to the old library. In the old library building, the number of visits during 2022 amounted to 273 while in 2023 there were 64,951 visits. These results can be obtained through visit data stored in the library's INLISLite. The increase in visiting interest is also encouraged by the existence of complete library facilities as stated by the following informant:

" We now have four floors where circulation, reference and reading room services are on the 3rd floor while the 4th floor is used for social inclusion services and the Auditorium. This service is carried out in the Widya Pustaka Auditorium room, where participants / visitors can take part in activities in a comfortable atmosphere. In one day the activity is usually scheduled into two sessions where each session lasts 1 (one) hour with a maximum number of participants per session of 100 for kindergarten/early childhood/RA children, 75 for elementary / MI children, 60 for junior / high school and general participants ". (Interview DW, 2023)

Based on the results of interviews conducted by researchers at the Banjar City Public Library, the Bali tour has met the first criterion, namely the success of the program is quite effective. Which is evidenced by the sustainability of the program itself and from the increase in the number of visits to the reading interest program, from 12,407 in 2022 to 81,071 in 2023. In addition, the presence of the new library building has made the Community Literacy Development Index also increase, if in 2022 it was 58.18% to 61.56% in 2023. This statement was conveyed by Sugiarto (2023) that the average number of visitors who come is 200 people every weekday.

This increase in the number of visits to the library shows that the community has high enthusiasm for the library. The next statement also reinforces that this program has been running quite well although it is still not optimal due to budget constraints, this program is still running and is implemented in the new library building. The existence of a new library building has created public interest in using the services

available at the library, resulting in a significant impact on visits. Indicators of the progress of a community can be seen from the intensity of visits and library utilization. (Nurjannah, 2017).

This increase in public interest in the library is a positive thing for the development of literacy in Banjar City. The increase in the number of visitors to the library is of course correlated with other services available in the library. Not only has it succeeded in increasing people's interest in reading, but there has also been an increase in community participation in literacy activities, which means that it has also increased people's understanding of the importance of literacy, knowledge and skills. (Febianti, 2021). Another thing that is specific to the success of this program is that the library has been used appropriately and is useful for the people of Banjar City so that the effectiveness of the program's success has gone well so that it meets the needs and expectations of its users. Antoro et al. (2021).

Goal Success

Success in achieving goals becomes a benchmark for measuring the effectiveness of an organization. Effectiveness is a measure of achievement against predetermined goals. However, this measurement is not only limited to organizational goals, but also involves evaluating the mechanisms used to maintain goal achievement. Basically, in depth analysis and evaluation can provide an accurate and comprehensive picture of the success of program or policy implementation. These activities can help optimize reading services that are utilized by the community. The results of interviews conducted by researchers with informants are as follows :

> *"Early childhood reading interest services are currently excellent in the library, as evidenced by the large number of participants who apply to take part in these activities"*. *(Interview HH, 2023)*

Reading and literacy tourism services can increase community participation in reading. So that reading and literacy tourism services can provide an exciting and educational thing for the community, especially children. As the opinion of the informant in the interview:

> *"This reading and literacy tourism service has the potential to increase community participation in improving public services, especially in terms of reading habit"*. (Interview HH, 2023)

Through the reading and literacy tourism services provided, children can learn to read and write in a more exciting and less boring way. In addition, reading and literacy tourism services can also provide new information and knowledge for the community. This is in accordance with opinion Nurjannah (2017) that the library is not limited to providing library services and increasing the love of reading but also aims to broaden their knowledge horizons. It is hoped that in the future the community can more actively participate in efforts to improve public services, including in increasing interest in early reading. Although the service has a positive impact, it does not rule out the possibility of experiencing various obstacles, one of which is the budget as explained in the interview:

"The reading interest service is now carried out in the library building due to a budget deficit that has an impact on the operational pick-up of Bali tour participants. However, next year we plan to implement it at tourist attractions again". (Interview HH, 2023)

This statement proves that there is planning in the implementation of the reading and literacy service program so that in the future it can be used by the people of Banjar City. Based on the results of this interview, it can be concluded that the second indicator has been met, although there are obstacles in the operational budgeting of these activities. Although this obstacle has no impact on participants who are interested in joining the program, it is important to note that this service is designed with the aim of enriching public services in supporting the love of reading. Thus, there must be careful planning in allocating the operational budget to ensure the smooth running of this program.

Satisfaction With The Program

Satisfaction is a measure of the success of a program in meeting the needs of program recipients. From this explanation, it can be interpreted that if the quality of products and services is increasing, the level of user satisfaction will too. This can have a positive impact on the institution, because it will bring benefits to them. As explained by Wahyudianto (2015) satisfaction is a measure of the success of a program in meeting the needs of program recipients. This definition can be interpreted that if you improve the quality of the products and services provided, the level of customer satisfaction will also increase. This Bali tourism service program has increased community satisfaction with public services in Banjar City, and the teaching staff in the education service is the most instrumental party.

"The existence of the library now can motivate children to study at school, because children like to be invited to recreation while studying at the library". (Interview TR, 2023)

Program participants were also satisfied with their experience. They appreciated the quality of the materials, facilities and support during the program. This positive response reflects the success in achieving the program's objectives and meeting participants' expectations, as explained by informant EU, a teaching staff member of the education unit, in the interview:

""The program is very appropriate for early childhood. Especially if the time is increased so that children will be happy to see and open books that they like or listen to stories so that they can retell what they hear and what they see". (Interview EU, 2023)

Based on the results of interviews conducted by researchers, the effectiveness satisfaction indicator has been met. The service program of children's reading activities has been directly felt by children's education services and the library also continues to improve the efficiency and quality of library services.

"The response from the community is very good, and in the future, it is possible to implement a cooperative program with the parties". (Interview TR, 2023)

Cooperation with various parties is also needed to increase flexibility and response to the information needs of its users. These efforts can be achieved by building networks and synergies with government, schools and community organizations in the form of financing, providing competent personnel and fulfilling adequate facilities and infrastructure. As explained by Suwarno (2014) that library cooperation has several advantages, including increasing accessibility to information. In addition, the fulfillment of library services also needs to be continuously improved, because community satisfaction is influenced by good public services. (Wahyudianto, 2015).

Input and Output Levels

Process efficiency can be determined by comparing the amount of input and output. If the output produced is more than the input used, then the process is considered efficient. However, if the inputs used are more than the outputs produced, the process is considered inefficient. This is as explained by Kariyoto (2018), According to him, this measurement method involves the use of inputs and outputs

as a comparison in program implementation. The level of input in reading and literacy tourism services is seen from the components involved in it consisting of a detailed plan, skilled and experienced employees, as well as adequate facilities and cooperation with various parties such as government, schools and community organizations. The level of effectiveness of inputs as explained by the following informants:

> *"We respond when there is a request for services from the community, and immediately follow up because requests from the community are now increasing quite a lot. So if the request for the implementation of this activity has exceeded the quota, we will notify it to be held on another day. With an average request of 4 to 5 schools per day". (Interview DW, 2023)*

Various activities are carried out in this Bali tour and because it aims to increase reading interest in children, the activities are packaged so that students feel entertained while learning. Educational games, reading fairy tale books, storytelling read by librarians and by being creative with drawing and writing and giving rewards. Storytelling is done by someone to convey a story, advice, or wisdom to children orally. Gunawan et al. (2019), In addition, storytelling aims to introduce the library as a fun place to be. Majid (2021). In addition, there are also other services such as mobile libraries, circulation services, social inclusion services, borrowing services for library collections with other libraries, and audiobook services. However, digital literacy services to increase people's interest in reading have not been carried out.

Banjar City Public Library as the manager of the reading interest development activity program, ensures that each task is performed according to its role. In this activity, there is participation from 15 employees. All committee members are employees who work in the library. To ensure that the activity runs smoothly, they have clearly divided tasks and roles. There is a Chief Executive, Secretary, and Treasurer who are responsible for certain tasks. In addition, there are storytellers, MCs, guitarists, facilities and infrastructure division, documentation and public relations. This aims to create synergy, so action is needed to integrate various capabilities into one entity that can support activities.

The output level describes the results of the community reading interest service. Increasing the reading habit of the community is the most important output of this program.

> *"We once conducted a book review workshop with the theme of writing yuk and resource person Jee Luvina. We carried out this activity after the inauguration of the new building, precisely in April". (Interview HH, 2023)*

Based on the questions asked about the effectiveness measurement indicators, by paying attention to the level of conformity of inputs and outputs, researchers can conclude that the implementation of reading tours has proven effective. However, new innovations need to be made that make people more interested in reading, such as digital literacy to introduce digital technology such as reading electronic books. Likewise, the community's understanding of the importance of literacy needs to be improved, educational activities such as literacy seminars and discussions need to be considered as an effort to understand the importance of literacy. The planning of activities and the utilization of resources in the library have succeeded in increasing people's understanding of the importance of literacy in Banjar City. Yuafi et al. (2021) explained that investment in education must be prioritized to ensure the availability of quality human resources in the future. This means that increasing literacy in a region is a significant indicator of educational success, because literacy plays a major role in human development.

Achievement of Comprehensive Goals

The achievement of these goals reflects the extent to which the organization can carry out its duties in achieving the set goals. The assessment is carried out comprehensively by considering various relevant criteria, resulting in an accurate assessment of the organization's effectiveness. The implementation of the reading and literacy tourism service (Wisata Bali) of the Banjar City library has received a good response, although there are changes in the implementation mechanism, the community can still benefit from the program with the new library building. With easy application for the service, this has succeeded in making the people of Banjar City fulfill their literacy needs. The reading and literacy tourism program has had a positive impact on the community, this is in accordance with the informants' opinions:

> *"The existence of this program has been able to increase the reading interest of the people of Banjar City. This is evident from the increase in the number of community visits". (Interview IG, 2023)*

This statement is in accordance with the opinion of Starawaji in Prasetyo & Rini (2021) that literacy tourism is important to do to improve people's information literacy skills. Likewise, there is also community participation in literacy activities such as in book review workshops, these activities prove that existing programs have succeeded in increasing public understanding of the importance of literacy. In this study, the indicators of achieving overall goals can be met because based on the results of

interviews with informants Bali tourism services have had a positive impact on the community. Indirectly, the Bali tourism program as an educational vehicle provided by the Banjar City Government is in line with the desired expectations.

CONCLUSION

The implementation of increasing public interest in reading at the regional public library work unit in the Banjar City local government work unit is quite successful. In terms of program success indicators, the effectiveness of the program is quite high as can be seen from the sustainability of the program to date. The existence of a new library building has had an impact on the mechanism for implementing activities, from previously being held at tourist attractions to being held inside the building. However, this did not reduce the interest of the participants. On the contrary, the number of visitors to the library has even increased. On the target success indicator, the service was also quite successful. This is evidenced by the increase in community participation, although there were obstacles in implementation due to budget deficits, resulting in no operational costs to pick-up participants. Then, on the effectiveness indicator of program satisfaction, the education service is the party that benefits the most because the service has motivated students to learn. However, to increase flexibility and response to users' information needs, cooperation with other parties can be pursued. The implementation of reading tours has also proven effective. On the indicator of the effectiveness of achieving overall goals, the Bali tourism program as an educational vehicle provided by the Banjar City Government has been in line with the desired expectations.

Reading interest is a key component in building literacy. As an initial foundation, interest in reading will determine the direction and development of literacy outcomes that have been achieved. In line with the findings of this study, the following are some suggestions that are expected to improve the implementation of future programs. The Banjar City Public Library is expected to continue to encourage and play an active role in every literacy activity, namely the need for new innovations that can be implemented to increase public interest in reading and to implement various strategic measures focused on improving literacy and developing reading activities in Banjar City. To increase flexibility and responsiveness to the information needs of users, cooperation can be sought with the government, schools and community organizations in the form of financing, providing competent personnel and fulfilling adequate facilities and infrastructure. Digital literacy services can be considered to introduce digital technology to children to increase their love of reading.

Other educational activities such as literacy workshops and discussions also need to be conducted to increase community understanding of the importance of literacy. The success of the reading and literacy tourism program needs to be carried out in a sustainable manner to ensure that the program remains effective and relevant to the needs of today's society, so that the presence of the library as a gateway to education is not just a jargon.

REFERENCES

Antoro, B., Boeriswati, E., & Leiliyanti, E. (2021). Hubungan Antara Kegiatan Literasi Dengan Prestasi Belajar Siswa Di Smp Negeri 107 Jakarta. *Jurnal Pendidikan Dan Kebudayaan*, *6*(2), 145–157. https://doi.org/10.24832/jpnk.v6i2.2394

Cahyani, E. (2023). *Gedung Perpustakaan Baru, Hadiah Hari Jadi Kota Banjar*. Perpusnas. https://www.perpusnas.go.id/berita/gedung-perpustakaan-baru-hadiah-hari-jadi-kota-banjar

Febianti, F. (2021). Gerakan Literasi Dalam Meningkatkan Minat Baca Masyarakat Melalui Peran Perpustakaan Dan Pustakawan. *Info Bibliotheca: Jurnal Perpustakaan Dan Ilmu Informasi*, *3*(1), 82–108. https://doi.org/10.24036/ib.v3i1.268

Firdaus, K. (2017). Efektifitas Layanan Mobile Application "mLibrary" di Perpustakaan Universitas Gadjah Mada. *Journal Unair*, *6*(4), 1–28.

Gunawan, I., Pujiyanto, P., & Arizal, F. W. (2019). Rebranding Perpustakaan Umum Kota Pasuruan Dalam Upaya Peningkatan Citra Event Story Telling. *MAVIS: Jurnal Desain …*, *1*(2), 72–76.

Jibril, A. (2017). Efektivitas Program Perpuseru Di Perpustakan Umum Kabupaten Pamekasan. *Libri-Net*, *6*(2), 1–8.

Kariyoto. (2018). Pengendalian dan Pengawasan Anggaran Daerah dalam Mendukung Terwujudnya Dean Govemmen. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, *11*(1), 72–82. https://doi.org/https://doi.org/10.32812/jibeka.v11i1.27

Khoeriyah, Y. S., Indah, R. N., & Achmad Syam, R. Z. (2021). Efektivitas Pelaksanaan Program Gerakan Literasi Sekolah Melalui Reading Challenge Di Sma Plus Al-Ghifari Bandung. *Info Bibliotheca: Jurnal Perpustakaan Dan Ilmu Informasi*, *2*(2), 115–126. https://doi.org/10.24036/ib.v2i2.115

Majid, A. A. (2021). Program Pengembangan Minat Baca di Perpustakaan Kota Banjar Patroman. *Pustaka Karya : Jurnal Ilmiah Ilmu Perpustakaan Dan Informasi*, *9*(1), 23–36. https://doi.org/10.18592/pk.v9i1.5163

Maryatun. (2020). Efektivitas Kegiatan Literasi Digital Dalam Meningkatkan Kemampuan Penulisan Karya Ilmiah Bagi Mahasiswa. *Fihris: Jurnal Ilmu Perpustakaan Dan Informasi*, *15*(2), 145. https://doi.org/10.14421/fhrs.2020.152.145-166

Nurjannah, N. (2017). Eksistensi Perpustakaan dalam Melestarikan Khazanah Budaya Bangsa. *Libria*, *9*(2), 147–172.

Prasetyo, H., & Rini, H. P. (2021). Meningkatkan Keterampilan Literasi Informasi Masyarakat Melalui Program Wisata Literasi. *Baca: Jurnal Dokumentasi Dan Informasi*, *42*(2), 277–286. https://doi.org/10.14203/j.baca.v42i2.812

Purniawati, E. (2021). *Kota Banjar Ingin Bangun Perpustakaan Untuk Wisata Literasi*. Perpusnas. https://www.perpusnas.go.id/berita/kota-banjar-ingin-bangun-perpustakaan-untuk-wisata-literasi

Rahayu, L., Anggraeni, R., Sumiati, O., Makariam, L., & Permatasari, R. B. (2017). *Layanan Perpustakaan*. Universitas Terbuka.

Sartika, B. (2023). *Pembudayaan Minat Baca Jadi Tugas Bersama*. Perpusnas. https://www.perpusnas.go.id/berita/pembudayaan-minat-baca-jadi-tugas-bersama

Soraya, E., & Sazali, H. (2023). Implementasi CRM (Customer Relationship Management) Di Perpustakaan Daerah Medan. *Pustaka Karya : Jurnal Ilmiah Ilmu Perpustakaan Dan Informasi*, *11*(1), 23. https://doi.org/10.18592/pk.v11i1.9620

Sugiarto, A. (2023). *Keren! Kota Banjar Buka Wisata Baca Literasi, Inovasi Baru untuk Tingkatkan Minat Baca*. Radar Tasik. https://radartasik.disway.id/read/655645/keren-kota-banjar-buka-wisata-baca-literasi-inovasi-baru-untuk-tingkatkan-minat-baca

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Suwarno, W. (2014). Konsep Dasar Jaringan Kerja Sama Perpustakaan dan Informasi. *Jaringan Kerja Sama Perpustakaan Dan Informasi*, 1–58.

Tohri, M., Hadi, M., & Muslim, B. (2021). Literasi Wisata Pendidikan : Upaya Peningkatan Partisipasi Masyarakat Dalam Pendidikan Serta Pemertahanan Bahasa Daerah Dan Kearifan Lokal. *Jurnalistrendi*, *6*(2), 158–164.

Utami, L. D. (2021). *Tingkat Literasi Indonesia di Dunia Rendah, Ranking 62 Dari 70 Negara*. Perpustakaan Kemendagri. https://perpustakaan.kemendagri.go.id/2021/03/tingkat-literasi-indonesia-di-dunia-rendah-ranking-62-dari-70-negara/

Wahyudianto, H. (2015). Pengukuran Tingkat Kepuasan Masyarakat terhadap Pelaksanaan Kebijakan Pelayanan Pemerintah. *Jurnal Bina Praja*, *07*(04), 331–345. https://doi.org/10.21787/jbp.07.2015.331-345

Winoto, Y. (2016). The Application of Source Credibility Theory in Studies about Library Services. *Edulib*, *5*(2), 1–14. https://doi.org/10.17509/edulib.v5i2.4393

Yuafi, H., Mulyadi, D., & Listiani, T. (2021). Model Implementasi Kebijakan Pengembangan Taman Bacaan Masyarakat (TBM) di Kabupaten Purwakarta. *Jurnal Media Administrasi Terapan*, *2*(1), 10–18. https://doi.org/https://doi.org/10.31113/jmat.v2i1.6