

Optimization of City Library and Archives Services Yogyakarta Through Literacy Introduction Tour Program at the Library City Yogyakarta

Hawa Fitri Ani ¹and Yolan Priatna ²

¹Library Science, Universitas Terbuka, Jakarta, Indonesia

² Islamic Library & Information Science Universitas Islam Negeri Syarif
Hidayatullah, Ponorogo, Indonesia

Corresponding email: yolan.priatna@gmail.com

Article history:

Received: Accepted: 2025-04-10 Published: 2025-04-30

Abstract

This article discusses efforts to optimize services at the Yogyakarta City Library through the Literacy Introduction Tour program at the Yogyakarta City Library (TALITA). The research method used is qualitative which is analysed using descriptive analysis techniques. Data collection was carried out by interviewing 3 (three) informants who were divided into key, main and additional informants as well as a study of various relevant literature. The results of the study indicate that the TALITA program is effective in increasing public interest and understanding of literacy. The implication of this study is the importance of developing innovative programs in expanding access and increasing community involvement in the world of literacy, especially through the use of library services. It is hoped that this study can provide a positive contribution to the development of library and literacy services in the city of Yogyakarta and become a reference for other regions in efforts to improve public literacy.

Keywords: TALITA; library services; literacy tours; literacy

INTRODUCTION

Children are valuable assets for the future of a nation. In an era where access to information is getting easier, the role of libraries in forming interest in reading and literacy on children become the more important. Man need education in his life, because with education humans can develop their potential and develop his mind (Suwarno, 2015). This is in line with IFLA *Guidelines for Library Service to Children aged 0-18* states that children's services at libraries are important for children because libraries are the second place after school. a home that teaches lessons about the future. Children should get source Power Which interesting, rich and diverse, and every child must be comfortable with libraries, for that there are many big challenges in management and services for children. Children's services can also be referred to as an effort by public libraries to attract as many readers as possible and introduce the library directly to children from an early age. This service is aimed at children both in terms of collection, children's play equipment, etc. (Husna, 2023).

Service library is Wrong One activity technical Which on its implementation requires planning in its implementation (Elva, 2019). In various literature has put forward that library participate play a role important in support development knowledge become the wider and used public as reference for increase quality his life (Nove et al, 2019). Library services are not limited to the process of borrowing library materials, they go further. from That is provide environment Study Which pleasant, supported by completeness of relevant collections and competent library staff (Barowi, N., & Nasuka, M, 2021). However, in practice, services in libraries, especially children's services, are often faced with on various challenge Which hinder efforts for create environment learning Which stimulate and inclusive for them.

One of the main problems faced in children's services in libraries is declining interest in reading among children. In the era of technology and social media, interest read book often lost compete with entertainment Which more instant and entertaining. As a result, children tend to spend more of their time on front screen than dive into the pages book. Challenge This force libraries to find creative and innovative strategies to attract children's interest. return to world literacy. Library should be own creativity Which wide in serving visitors or library members, maybe it could be more unique, visiting the library can be discussed to enter information service park or ride the humanist in get education (Muhsin, 2015).

Besides That, accessibility Also become problem Serious in service child in libraries. Many children from underprivileged communities do not have access to adequate to library, Good Because factor geographical and economy. Lack of transportation

facilities, long distances, or even lack of suitable book collections. with their needs and interests, become real obstacles that prevent children from for utilise service library in a way optimal. Furthermore, quality service children in the library are also a major concern. Although many libraries have provided special programs for children, not all these programs can bemeet their expectations and needs. Lack of quality Programs, lack of trainingstaff library in serve children, and lack of adjustment with development need children becomes problems Which need overcome in a way Serious.

To address these challenges, it is important to understand in a way deep problems Which faced in service child in library. With understanding in-depth, it is hoped that strategies can be formulated which more effective for increase quality service, expand accessibility, and develop interest read and literacy on children. Tour is activity journey Which done by somebody or a group person with visit place certain for objective recreation, development personal, or learn uniquenessstourist attraction which are visited in a temporary period (Sedarmayanti, 2018). Tourism is a variety of activities that are usually carried out by individuals or groups. group to enjoy an object or tourist attraction at a destination tour. Temporary That, activity tour is all activity Which done in in and outside or around power tourist attraction (Sari, 2018).

Laurie & Whitehead in Siti (2019), stated that children's literacy is an ability related to reading, writing, listening and speaking. Literacy is ability speak which are owned by individual in communicate "read, speak, listen to and write" with different ways according to their purpose. Literacy can be said to be the ability thatowned somebody in matter communicate or communicate with people (Arianti,2021). Literacy is base in formation personality multi educated (Indriyani, V., Zaim, M., & Ramadan, 2019).

Literacy today is not only interpreted as an ability read and write but has meaning and implications from skills read and write base to acquisition and manipulation of knowledge through written text, from analysis metalinguistics unit grammatical to structure text oral and written, And impact history man to consequence philosophical and social education west (Musfiroh & Listyorini, 2016). Literacy is ability put, evaluate, use and communicate through a variety of resources including text, visual, voice, And video (Nurmalina, 2020). Literacy means the ability to acquire information and use it to develop useful knowledge. for society. Literacy becomes a medium in increase public knowledge, in literacy can open new horizons of knowledge for individuals and people Lots including student so that can help they develop its capabilities. Based on the various opinions above, the Program tour literacy is A design activity real, systematic and integrated Which implemented by the agency as a means of recreation in the form of information and education for students. According to Ibda in Prasetyo and Rini (2021),

literacy tourism is a tourist attraction that offers facilities to improve language skills (listening, reading, write, and speak).

Regulation Area Yogyakarta No.11- y e a r 2022 on Libraries chapter 19 confirm acculturation hobby read on unit education can done with develop and utilise Library as process learning. Development And utilization Library done through learning based on Library. Library present as facilitator in improving literacy. Library accessible by anyone for free, so that it becomes media strategic for fostering interest in reading among the community. Completeness collection book and other literacy media increase potential public from all circles to learn literacy. In response to this, libraries are beginning to realize its position by carrying out a series of programs in increase ability literacy specifically child.

Wrong One Program Service Which There is in library City Yogyakarta is Literacy Introduction Tour Program at the Library Yogyakarta City (TALITA). Program TALITA is an activity that introduces literacy to children age SD and junior high school in Yogyakarta City area. In short, TALITA is a program visit the library and spend time with do related activities with literacy (*library tour*). *Library activities tour* has impact positive in increase reading interest of students, university students and the community general (Hermanto, 2020). In *library tour* activities, students receive facts and guidance from the librarian about method to explore and look for origin of facts on the internet.

Overall, the activity This *library tour* fulfils the basic literacy aspects, library literacy and literacy technology (Willow) And Rohana, 2018). Referring on the facts that have been served previously, the author own A question at a time objective from writing article This. That is, how impact program TALITA as effort optimization service Library City Yogyakarta in increasing interest and understanding society towards literacy.

METHOD

Article This use method qualitative. Technique collection data done through observation and interview direct with librarian Service Library and Archives City Yogyakarta on Wednesday, May 15, 2024. Technique collection data done through observation and direct interviews with three (three) informants with the following details: 1 (one) librarian as key informant, 1 (one) (one) accompanying teacher as a supporting informant and 1 (one) participant as the main informant. Informant chosen based on criteria Which relevant with objective study and have experience or have participate in TALITA program activities. In addition, information is also obtained through several reading materials as review library for support process writing article This. The collected data was then analysed using descriptive analysis techniques.

RESULTS AND DISCUSSION

At a glance about Library City Yogyakarta

Library City Yogyakarta, which is at in city education, making the Yogyakarta City Library have a very important role in support the process education with provide various information required. By carrying the motto *The Dynamic Library*, the Yogyakarta City Library strives continue to be a public facility that is open to various kinds of community activities. In addition, give service material library and become center source Study public, Library City Yogyakarta Also committed on satisfaction public to service in library.

The Yogyakarta City Library has a vision, namely "Making archives a source of information and accountability material to future generations and making libraries a source of information, research, and development of science". Yogyakarta City Library Yogyakarta Also has missions including (dpk.Jogja, 2025):

1. Cultivating a culture of orderly archiving within the government apparatus.
2. Developing human resources, systems, archival facilities and infrastructure, as well as implementing the socialization and utilization of archives.
3. Maintain, save, preserve, and provide archives as a source of information.
4. Improving services to the community through excellent service, promoting a love of reading and increasing public awareness of the importance of libraries, increasing the role, participation and contribution of the community in efforts to develop and empower libraries.

In line with the vision and mission of the Yogyakarta City Library in terms of increasing the role as well as, participation and contribution public in effort develop and empowering library and make library Which dynamic, Library The city of Yogyakarta strives to carry out activities that are informative, educational, recreational and build insight into cultural values.

Implementation Tour Introduction Literacy

Nowadays, many different activities are needed to arouse love. read on child. By Because That, need existence service child for support reading ability in a child. One of them is the party that has a role is a library. The library is a library for the wider community as a place learn without discrimination age, type sex, ethnic group, race, religion and position social economy (Fadilla, 2020). Children's services in libraries are oriented towards services that intended for librarians, all activities of which are carried out solely for fulfil need information librarian child (Sartika & Syamsudin,

2020). In terms of literacy education, it is said to be good when all resources are used approach to the information needs and growth and development of children. This child's bias Of course need planning Which careful, because service child Of course very differentwith when provide services to people mature.

The Yogyakarta City Library Literacy Introduction Tour (TALITA) has been underway since year 2019. Activity This is Wrong One type of service child on Service Library and Archives (DPK) of Yogyakarta City. TALITA aims to introduceservices available at the City Library for children, so that they become closer and more familiar with them. function library as centre Study. Service child in activity TALITA This become a form of service implementation as stipulated in the Republic of Indonesia Law No. 43 of 2007, that one of the services available in the library are children's services. This TALITA activity also becomes actualization service which has been stated in the Regulations Area City Yogyakarta No. 11 Article 6 of 2022 states that one of the forms of guidance provided by city libraries is education literacy.



Figure 1. Library session tour area outdoor

This TALITA activity was carried out at two service points, namely at the integrated libraryKotabaru and the unit library at PEVITA. Based on the evaluation results during the activities TALITA served, form activity always experience development. In the beginning TALITA just introduces library services in the form of *library tours, storytelling, watch film literacy*, to be continued with activity read and education users. Starting in 2022, with the aim of providing a meaningful impression of the functionlibrary, reading activities for children are developed into literacy activities collection based. The addition of literacy activities is one of the characteristics of education literacy in library City Yogyakarta.



Figure 2. Library session indoor tour and know collection library



Figure 3. Session storytelling and literacy films together librarian



Figure 4. Session make creation literacy

Cognitive activities that involve the process of absorbing knowledge, understanding, analysis and evaluation skills, one of which is reading books. A child Which has habit read have knowledge Which wide, imaginationhigh, and open and advanced thinking. However, lack of interest in reading is still a common problem in

society. This is caused by several factors like eligibility collection in environment House and Still low motivation visits centre information like library. Wrong One initiative Service the Yogyakarta City Library and Treasury (DPK) is organizing TALITA program, namely a reading and writing introduction tour at the Yogyakarta City Library, as one of the government facilities for the community.

Anna as librarian on Library City Yogyakarta Which on during the interview on May 15, 2024, reveals:

"For increase interest read child since early, like with introduce library since early, required active role various parties such as parents, teachers, and government. The purpose of this activity is to introduce the library and stimulate children's interest in reading. This activity is open to school base in region City Yogyakarta. Activity done with various approach Study, so that children enthusiastic follow whole series of activities."

In an interview with Mrs. Sulistiani on May 15, 2024, as a companion teacher for participants activity TALITA her convey that:

"The activity is good, interesting and can foster interest." read on child and children happy to visit to library."

Results interview with participant Also show If activity TALITA interesting for student school in City Yogyakarta. Kirana, student SD participant activity TALITA too said:

"Like very follow activity TALITA in City Centre Yogyakarta", invited to get to know the city library, listen to stories, read book and play in the Library."

Optimization Service through Program TALITA

Optimization service library through program TALITA offer approach Which innovative and effective for increase interaction public with library as well as expand the impact in education and culture local. Following are some of the strategies used in implementing literacy tourism to increase library services. First, it is necessary to develop an interesting literacy tour. Activities This is designed for provide visitors with an interactive experience, including activity flow and session story Which adjusted to themes big day library.

Second, through the TALITA program, libraries can teach children in be creative with literacy guidelines Which clear. Third, the integration of technology in the TALITA program can increase accessibility. And involvement. Library can utilise application or platform digital for organize tour virtual, make map interactive from collection library, or provide content digital Which support exploration literacy in places related around the library. Fourth, there will be several collaborations with the community to expand scope of cooperation. This includes holding joint programs, promoting TALITA program destination, or holding a joint event that introduces it library as a goal visit Which interesting.

By implementing the strategy Nowadays, the library is not only a place for borrowing books but also becoming a dynamic and integral centre for literacy activities in community life. The TALITA program enables libraries to expand its reach of influence, inspires interest in reading, and strengthens relationships with community in a way overall.

Impact Activity Program TALITA

Program TALITA in Library City Yogyakarta give impact positive which is significant with increase the number of visitors and optimize services Which offered. Wrong One the effect is improvement visit in a way direct to library. In 2020, the number of visits to the Yogyakarta City Library experienced a decrease in visitors of around 49% due to the Covid-19 pandemic. Then on year 2021 start experience increase 30% from year 2020, matter the Also because various literacy activities have started to become active again, one of which is the program TALITA. Proven with existence improvement visit on Library City Yogyakarta (Kotabaru and Pevita) every year starting from 2021 as many as 37,447, year 2022 as many as 64,910, and on year 2023 as many as 67,655 visits.

With introduce library as objective tour educative, Program- Programs such as library tours, writing workshops, and special book fairs attract interest. from various circles, including local people and tourists. Visitors who are interested in follow activity literacy This Not only fill in room library with activity Which beneficial but also give encouragement positive to image library as an educational and cultural centre Which dynamic.

Furthermore, program TALITA Also help optimize service library with provide experience interactive and educate. Programs such as discussion book, workshop creative, and creation literacy not only add mark education for visitors but also increase their involvement in literacy. In this way, libraries can design more varied

and relevant services. according to the needs and interests of the community. This also provides an opportunity for library for expand the impact in support development literacy in community around.

In addition, the TALITA program can also strengthen the relationship between libraries. and its community. Through participation in the TALITA program, the community feels more involved and own ownership to library as part integral from their community. Support obtained from this community can have a positive impact in increasing access to literacy resources, as well as increasing participation in Programs library. In general, overall program TALITA not only increase the number of library visitors but also optimize services by a sustainable way and have a positive impact on the development of libraries as institution education and culture.

CONCLUSION

In this study, the TALITA program was proven to be an effective strategy for optimize service in Service Library and Archives City Yogyakarta. The implementation of literacy tourism not only increases visits to the library, but also expanding interest, understanding and participation public in activity literacy. Results study shows that literacy tourism can also change the image of the library as an institution that stiff to become an interesting educational destination for the community, especially students. With involving various groups, related agencies and the library community can expand its impact in advance literacy and enrich cultural life of society City Yogyakarta. Steps furthermore including increase technology integration in literacy tourism experiences, observing and evaluating the impact long term of this Program, as well as expanding the network of cooperation. Thus, Service Library and Archives City Yogyakarta can Keep going play role key in increase literacy, support education, and enrich culture local throughprogram TALITA.

REFERENCE

- Arianti, R. (2021). *Strategi Taman Baca Masyarakat (TBM) Pinisi Nusantara 1986 Dalam Pemberdayaan Masyarakat Berbasis Literasi Di Kabupaten Bulukumba*. Makassar: Universitas Islam Negeri Alauddin Makassar.
- Barowi, N., & Nasuka, M (2021). Manajemen Perpustakaan Dalam Peningkatan Kualitas Layanan Dan Minat Baca Library Management On Improving The Quality Of Service And Reading Interest. *Intelegensia: Jurnal Pendidikan Islam*, 9(10) 24-39
- Dinas Perpustakaan Kearsipan Yogyakarta.(2025). *Visi Misi Dinas Perpustakaan dan Kerasipan Yogyakarta*. <https://dpk.jogjakota.go.id/page/visi-misi>

- Elva Rahmah, dkk. (2019). *Manajemen Perpustakaan : Penerapan TQM dan CRM*. Depok: Rajagrafindo Persada.
- Fadilla, N. (2020). Kesenjangan digital di era revolusi industri 4.0 dan hubungannya dengan perpustakaan sebagai penyedia informasi. *Libria*, 12(1), 1-14. <https://jurnal.ar-raniry.ac.id/index.php/libria/article/view/7674/4588>
- Indriyani, V., Zaim, M., & Ramadhan, S. (2019). Literasi Baca Tulis dan Inovasi Kurikulum Bahasa. *Kembara: Jurnal Keilmuan Bahasa, Sastra, dan Pengajarannya*, 5(1), 108-111. Retrieved From <https://ejournal.umm.ac.id/index.php/kembara/article/view/7842>
- Hermanto, B. (2020). Pengembangan Layanan library tour perpustakaan Universitas Sebelas Maret. *Jurnal Pustaka Ilmiah*, 6(2), 1030-1035.
- Husna, R. (2023). Analisis Layanan Anak Dalam Pengembangan Kreativitas Anak Di Dinas Perpustakaan Dan Arsip Daerah Kota Tebing Tinggi (Doctoral dissertation, UIN Ar-Raniry Fakultas Adab dan Humaniora). <https://repository.ar-raniry.ac.id/id/eprint/26574/>
- Muhsin Kalida. (2015). *Capacity Building Perpustakaan*. Yogyakarta: Cakruk Publishing.
- Musfiroh, T., & Listyorini, B. (2016). Konstruksi Kompetensi Literasi untuk Siswa Sekolah Dasar, *Litera*, 15(1), 1-12. Retrieved from <https://journal.uny.ac.id/index.php/litera/article/view/9751>
- Nove E. Variant Anna, dkk. (2019). *Transformasi Perpustakaan Perguruan Tinggi Indonesia*. Yogyakarta: Suluh Media.
- Nurmalina. (2020). *Literasi Media dalam Bahasa dan Sastra*. Yogyakarta: Bintang Pustaka Madani.
- Pemerintah Kota Yogyakarta. (2022). *Peraturan Daerah (Perda) Kota Yogyakarta Nomor 11 Tahun 2022 tentang Perpustakaan* <https://peraturan.bpk.go.id/Details/242857/perda-kota-yogyakarta-no-11-tahun-2022>
- Prasetyo, H., & Rini, H. P. (2021). Meningkatkan Keterampilan Literasi Informasi Masyarakat Melalui Program Wisata Literasi. *Baca: Jurnal Dokumentasi dan Informasi*, 42(2), 227-286. Retrieved From <https://jurnalBaca.pdii.lipi.go.id/baca/article/view/812>
- Sari, D. P. (2018). Apakah Ada Peranan Aktivitas Wisata Dalam Peningkatan Ekonomi Daerah Di Kota Bogor. *Jurnal Administrasi Bisnis Fisipol Unmul*, 10(4), 313-319. Retrieved From <https://e-journals.unmul.ac.id/index.php/jadbis/article/view/8987>
- Sartika, D., Rum, M., & Syamsuddin, S. (2020). *Pengembangan Koleksi Layanan Anak Pada Dinas Perpustakaan dan Arsip Daerah Provinsi Jambi* (Doctoral dissertation, UIN Sulthan Thaha
- Sedarmayanti, H. Gumelar S. Sastrayuda, & Lia Afriza. (2018). *Pembangunan & Pengembangan Pariwisata*. Bandung: Refika Aditama.
- Siti, M. (2019, September). Sinergisitas Guru Dan Orang Tua Dengan Konsep Ki Hadjar Dewantara Dalam Pengenalan Literasi Pada Anak Usia Dini. In *Prosiding Seminar Nasional Manajemen Pendidikan*.

Suwarno, Wiji. (2015). *Pengetahuan Dasar Kepustakaan : Sisi Penting Perpustakaan dan Pustakawan*. Bogor: Ghalia Indonesia.

Widuri, N.R. dan Rohana, A. (2018). Library tour sebagai implementasi gerakan literasi sekolah di MAN 1 Kota Bandung. *Li-braria*, 6(1), 193-216.