

The Strategy of the Office of Archives and Library of the Mentawai Islands in the Development of Library Services to Increase Community's Reading Interest

*Ponilala¹, Desna Aromatica², Fatia Fatimah³

¹Master Program of Public Administration Science, Universitas Terbuka

²Study Program of Public Administration, Universitas Andalas

³Study Program of Mathematics, Universitas Terbuka

*E-mail: ponimaharaja78@gmail.com

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ABSTRACT

This article aims to look at the strategy of the office of archives and library of the Mentawai Islands Regency in developing library services to increase public interest in reading in the Mentawai Islands Regency. The strategy in this study uses a Strength, Weakness, Opportunity, and Threat (SWOT) analysis. The research method used in this research is descriptive research with a qualitative approach. The results of the research obtained indicate that several factors make the implementation and performance of policies on libraries in the Mentawai Islands Regency not run well, namely the limitations of competent human resources in the field of libraries owned by the office of archives and library of the Mentawai Islands Regency, facilities and infrastructure owned still inadequate due to the lack of APBD owned by the government, less than optimal communication and library promotion, the attitude of the people who still consider education to be not so important, and the economic condition of the community due to the COVID-19 pandemic affecting people's focus, causing people's interest in reading to be low.

Keywords: Strategy, Library Policy, Reading Interest, Mentawai Islands



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INTRODUCTION

The development of information currently has developed very rapidly, along with the progress of the times, and has an important role in human life. In its progress, the public must follow the development of this information. Information can be obtained not only from formal education, the environment, or the internet but through reading books, by reading books, new information can be obtained. One of the places to get information is the library (Holmberg et al., 2009). The library is one of the most important educational infrastructures in the entire learning resource center. This is because the library is one of the educational facilities that function as a center for disseminating information (Edwards, 2009). The library is a window to the world for all knowledge, which contains books arranged according to certain criteria as well as archives of certain publications that are not traded, but books can be borrowed or read by the general public. According to Law No. 43/2007 concerning "libraries", libraries are intended for the wider community as a place for learning without distinction between a person's age, gender, race, ethnicity, religion, and social level (Ariyani et al., 2022). It is by law that the library was established as the foundation of a reading information center from various sources for the surrounding community.

Everyone has the same right to get services in the library. Therefore, it has become a must if each region or province has its regional library so that the literacy center of the

surrounding community is fulfilled and the creation of superior and competitive human resources in terms of literacy and information. In the field of education in the Mentawai Islands Regency, the library itself has a very important role as a support for community facilities to meet their needs for knowledge, education, and information through a collection of books owned by the public library of the Mentawai Islands Regency.

The office of archives and library of the Mentawai Islands Regency is one of the regional libraries located in the Mentawai Islands Regency, West Sumatra province. Along with the development of the times, there are changes or the emergence of new policies from the center of government that have an impact on the regions. One of these changes is a change in nomenclature, especially the organization of regional apparatus in the Mentawai Islands Regency Government. With the establishment of the new nomenclature, the office of archives and library of the Mentawai Islands Regency changed classes from the echelon III official structure to the echelon II official structure. Based on article 61 of the Regulation of the Regent of the Mentawai Islands Regency No. 47/2016 concerning "the Organizational Structure and Work Procedures of Regional Apparatus", the office of archives and library is the implementing element of Government Affairs which is the regional authority in the field of archives and libraries, the office of archives and library has the task of assisting the regent in carrying out Government Affairs which is the regional authority in the field of archives and libraries as well as auxiliary duties given to the area. This regulation refers to the Law of the Republic of Indonesia 34/2017 concerning "Libraries" which explains how important the function of libraries is to improve the quality of education owned by each region (Aziz, 2022).

The office of archives and library as the implementing agent for library activities in the Mentawai Islands Regency also carries out mobile library activities to meet the needs of the community for reading materials by visiting schools and recreational areas. This is done solely to carry out the function of the government as a support in providing proper information and education for the community. In addition, The office of archives and library of the Mentawai Islands Regency innovated in the form of a library House caring for community archives. This activity is in the form of providing loans for reading books to as many family members in each house in each village within a certain time, when completed, the book will be replaced with other books, in addition to providing book loans by going directly to residents' homes.

The Mentawai Islands Regency Government, to improve the function and role of the Mentawai Islands Regency Government, found various kinds of problems that must be faced (Arlym et al., 2018; Mutmainah & Putra, 2018). The capacity of institutions supported by government personnel or employees who are oriented towards governance and good governance is very necessary, so that community expectations are by the accountability of public services provided. However, in reality, The office of archives and library of the Mentawai Islands Regency is faced with various problems in carrying out its functions and duties. Especially in library governance by library staff to increase the interest in reading owned by the community.

Based on preliminary observations carried out by the author, several weaknesses of the Archives and Library Service Office were found as follows: 1) There is still a lack of adequate facilities provided. Especially the shelves for placing books, causing the books to be not arranged all on the bookshelves and some others only placed in cardboard, as well as the lack of availability of chair and table facilities for readers, making some visitors comfortable because they have to read while standing; 2) The library management and administration system is not well managed. This can be seen from the absence of availability of library cards, resulting in books from the library being difficult for readers to access. Lack of professional human resources owned by the office of library and

archives in Padang City library management; and 3) Such as the lack of staff of library employees who manage the library well.

Based on some of the descriptions that have been stated above, the regional library in the office of archives and library of the Mentawai Islands Regency should always develop its organization by what is the needs of the community, which is also inseparable from the development of technology and information. Therefore, an analytical activity was held to explain the potentials that exist.

Regional libraries in the office of archives and libraries in the Mentawai Islands Regency in their strategic development plan are required to pay attention to several existing factors such as SWOT that exist so that the preparation of a strategic plan to be made will be by user needs and the development of information technology. Strategic planning is the systematic result of a thought process that allows the organization of libraries and information centers to organize the efforts necessary to carry out its decisions and to measure decisions to obtain the desired expectations through organized and systematic feedback and various adjustments (Stueart & Moran, 2002).

Based on this definition, it can be interpreted that in preparing a strategic plan, a thought process and analysis of factors within the organizational environment are needed. The Mentawai Islands Regency Regional Library has both internal and external factors that influence people's reading interests. One of the strategic management approaches taken to increase public interest in reading is through SWOT analysis. This SWOT analysis will produce strategic formulations (concepts) in increasing public interest in reading, more realistic eading, to tone and purpose. Based on the context of the study as mentioned above, the author feels the need to know more deeply that libraries have very important values for society by bringing them up in the following research title: "The Strategy of the Office of Archives and Library of the Mentawai Islands in the Development of Library Services to Increase Community's Reading Interest".

METHODS

The research method carried out in this study is descriptive research with a qualitative approach. The qualitative descriptive method is to explain or describe the problems in the field about the problems that have been formulated to find out and disclose the facts in the field. According to Moleong (2005), a qualitative research method is research that intends to understand the phenomena experienced by the research subjects. For example, behavior, perception, motivation, action, etc., holistically, and by way of description in the form of words and language, in a special natural context, and by utilizing various natural methods.

This study uses a qualitative approach because it is considered relevant, aiming to find out and describe in detail and in-depth the strategy of the office of archives and library of the Mentawai Islands Regency in the office of the library to increase public interest in reading in the Mentawai Islands Regency by analyzing various interview results, writings or notes, photos, or other documents containing information about regional libraries. Qualitative research in this study explains the occurrence, how, and who is involved in carrying out the development of library services in regional libraries in the office of archives and library of the Mentawai Islands Regency so that this research can provide a clear picture of the problems to be studied.

RESULTS

The Mentawai Islands Regency in general has 3 large islands whose location and distance are separated by the sea and are said to be far enough so that in many ways, the services of the office of archives and library of this Regency often experience obstacles. The three major islands include 1) Siberut Island (the largest island); 2) Sipora Island is located in the middle of the Mentawai Islands area where the capital of the Mentawai Islands; and 3) Pagai Island where there are several sub-districts, namely North Pagai and South Pagai (Putra & Mutmainah, 2016; Mutmainah & Putra, 2017).

Based on the locus, it can be analyzed as related to the services of the office of archives and library in the Mentawai Islands Regency, related to the services provided by the service such as borrowing books to increase the interest in reading by the local community to increase the knowledge of the local community, it seems that there will be many obstacles where inevitably the service must bring the service closer by visiting the islands so that the community can borrow the books provided. The problem that then arises from the geographical location of the Mentawai islands is, the Government in this case the office of archives and library of the Mentawai Islands Local Government should routinely visit Siberut Island, and Pagai Island by bringing several books and service location officers. Of course, such a service will experience various problems of the risk of sinking ships with often erratic weather conditions. The result of an interview with the Head of the office of archives and library stated that: "The obstacle experienced by the Mentawai Islands Library and Archives Service is in terms of service because the geographical location is spread where the Mentawai Islands area is separated by the sea so we must bring the library closer to the community so that they are motivated to increase their interest in reading. Moreover, with a land area of around 6,000 Km² and a density of only 2-15 people/Km², this condition causes the reading literacy index of the Mentawai Islands Regency to be only 11.8 lowest in West Sumatra. Meanwhile, the percentage of reading preferences of the population is around 30%. It is also the lowest in West Sumatra". Furthermore, based on the results of the interview, it can be analyzed that the geographical conditions that are scattered are the cause of the difficulty of the office of the library and archives to carry out reading services to the community.

The office of library and archives in the Mentawai Islands Regency currently has supporting infrastructure including 1) The library is integrated with the office; 2) Two mobile library cars but this only serves on Sipora Island and one mobile library service motor rickshaw; and 3) Book Collections that owned by this Office about 1000 more with categories of religious, scientific, science, elementary, middle and high school textbooks, and novel books. Does this research answer two research questions including 1) What are the internal and external environmental conditions of regional libraries in the office of archives and library; and 2) how does the library service development strategy in increasing reading interest resulting from a SWOT analysis which is then poured into the concept of short-term and long-term strategies that will be applied to the office of archives and library of the Mentawai Islands Regency in the future? To convey this intention, the following subsection describes the research findings.

The office of archives and library of the Mentawai Islands Regency Regency Government system always strives to meet the aspirations of the community. In planning the development of the archives and libraries, the achievement of the development goals and objectives carried out, not only considers the vision and mission of the office of archives and library, but also the conditions with the objectives of the Mentawai Islands Regency, the West Sumatra Provincial Government, and the National. The realization of

good and accountable governance is the hope of all parties. Therefore, it is necessary to develop and implement an appropriate, clear, measurable accountability system so that government administration and development can take place in an efficient, effective, clean and responsible manner. This is in line with Law No. 28/1999 concerning "the Implementation of a Clean and Free State from Corruption, Collusion, and Nepotism", Government Regulation No. 8/2006 concerning "Financial Reporting and Performance of Government Agencies", Presidential Instruction of the Republic of Indonesia No. 7/1999 concerning "Accountability for the Performance of Government Agencies", Presidential Instruction of the Republic of Indonesia No. 5/2004 concerning "the Acceleration of Corruption Eradication", and Presidential Regulation No. 29/2014 concerning "the Performance Accountability System Government Agencies". In one of its articles, it is stated that the general *azas* of state administration includes legal certainty, *azas* orderly state administration, *azas* public interest, *azas* openness, *azas* proportionality and professionalism, and accountability. *Azas* accountability is that every activity and the final result of the activities of state organizers must be accounted to the community or the people as the holders of state sovereignty by the provisions of the applicable laws and regulations. To provide government services in the field of library public services, this service is supported by an echelon II-b organizational structure, and to run the wheels of government organizations in achieving organizational goals according to the vision and mission that has been set, the organization must be driven by all existing elements, both structural officials, functional officials, and staff. In general, the number of human resources in the office of archives and the Library of the Mentawai Islands Regency is based on the level of education as of February 2022.

The office of archives and library of the Mentawai Islands Regency is located on Street. Raya Tua Pejat Km 8. This location was chosen because it is the center of the Mentawai Islands Regency Government and is considered in terms of access that is very easy to reach with various types of public or private vehicles. The office of archives and library has 2 buildings, consisting of a library building and an archives building. The condition of the two buildings is still far from the standards of libraries and archives. In addition, in terms of asset ownership, the archives and library building is currently a former *Balai Benih Utama* (BBU) building owned by the Agricultural Service. So that in terms of facilities, it does not yet have a building that is by the standards of the archives and library Depot building. This needs to be considered as a priority in the construction of facilities for the Mentawai Islands Regency Government office building while the number of other facilities and infrastructures such as official vehicles, computers, and other equipment until the end of 2021 Strategic Aspects are a very important factor influencing the achievement of organizational goals, where the government begins to build Good Governance with 3 (three) pillars, namely: Transportation; Government; and Accountable.

The Strategic Plan (RENSTRA) requires strategy. Strategy is steps containing programs to realize vision and mission. The formulation of a strategy is a statement that explains how the goals will be achieved, which is further clarified by a series of policies. The strategy to achieve the vision and mission of the office of archives and library of the Mentawai Islands Regency is produced from the results of an environmental strategic analysis, namely S–O (Strengths–Opportunity) which leads to strength or excellence to seize existing opportunities and challenges. The formulation of a strategy is a statement that explains how the goals will be achieved, the strategies set to achieve the goals are as follows: 1) Improving archival facilities and infrastructure; 2) Improving the quality of archival human resources; 3) Improving library facilities and infrastructure; and 4) Improving the quality of library human resources improving the quality of community.

Based on the results of an interview with the Head of the library sector, the main

problems (strategic issues) being faced by the organization. The problems faced by the office of archives and library of the Mentawai Islands Regency in carrying out their duties and functions are as follows: 1) There is no office building of the office of archives and library (Archives Depot Building and Library building) (Based on the interview results, this building belongs to the Department of Agriculture for Food Crops of the Mentawai Islands Regency). Lack of human resources, both library managers/librarians and archivists/archivists. Based on the results of an interview with the head of the library division, there were only 3 young librarians (findings of secondary data from the General Staffing) and interviews with the Head of the Library District. Library management has not been by the National Library Standards (based on the results of an interview with the Head of Archives and Libraries of the Mentawai Islands Regency). Low awareness of the apparatus in management (based on the results of an interview with the head of archives and library of the Mentawai Islands Regency). There is still a low understanding of archive management (based on the results of an interview with the head of archives and library of the Mentawai Islands Regency). The reading interest of the people of the Mentawai Islands Regency is still low (based on the results of an interview with the head of the archives and library of the Mentawai Islands Regency). The utilization and development of library and archives information technology are still low (based on the results of an interview with the head of the library division). Library management is not by the National Library Standards. The quality and quantity of human resources managing libraries and archives are still limited (based on the results of an interview with the head of the library division). The low budget approved for the improvement and management of activities in the office of archives and library of the Mentawai Islands Regency (based on the results of an interview with the head of archives and library of the Mentawai Islands Regency).

Observing the strategic plan (RENSTRA) of the office of archives and library 2018 – 2022 which will end this year, is medium-term planning that contains an overview of the targets or conditions of the results to be achieved within five years by the office of archives and library along with the strategies that will be carried out to achieve the targets by the duties, functions, and roles mandated. The Strategic Plan of the office of archives and library of the Mentawai Islands Regency is an elaboration of the Mentawai Islands Regency Medium-Term Development Plan (RPJM) for 2018-2022 which is domiciled as a 5 (five) year master planning document in the Mentawai Islands Regency. The Strategic Plan of the Mentawai Islands Regency Archives and Library Office describes how each strategic issue will be planned, thus encompassing several measures designed to achieve each strategy launched, including the accountability of a program and activity. Thus, the strategic plan drawn up has reached out to the substance of the duties and functions of the office of archives and library of the Mentawai Islands Regency. The strategic plan defines the strategic direction of the organization, ways to achieve it, and the methodology of measuring the process of achieving it. In achieving an organizational goal, of course, a clear vision and mission and an appropriate strategy are needed. To be more focused and focused in implementing the strategic plan, indicators are needed. This indicator will be a benchmark for success because it lists the targets that must be achieved. The main performance indicators of the office of archives and library of the Mentawai Islands Regency refer to the Strategic Plan of the office of archives and library.

These indicators are contained in the performance agreement which is drawn up at the beginning of the activity year with targets that have been set annually and is the responsibility of the head of the office of archives and library. To achieve the performance indicators that have been set, a program/activity is compiled which is the responsibility of each field in the office of archives and library of the Mentawai Islands Regency. The results of interviews with outsiders (user communities) stated that they still find it difficult

to access the library because of the distance from the library office. They started when they wanted to go to the library too far. Although there is already a mobile library, most books are still mostly intended for school-age children, while technical knowledge books for the community are still limited.

Geographical conditions are realized by the community to be limited to the office of archives and library of the Mentawai Islands Regency in carrying out services. And this was also realized by his Service Chief. To overcome this problem, the department has expanded its services by providing two mobile library cars and one motor rickshaw. It's just that the ministry is still new around Tua Pejat. Meanwhile, Siberut and Pagai, whose residents are quite a lot concentrated there, still cannot be carried out services.

The results of observations and interviews with the local office can be analyzed that the low interest in reading by the community is true. Based on the observations of three islands other than Sipora, so far, they have never been visited by a mobile library car. This is due to the large operational costs of moving the car from Tua Pejat to the island in the Mentawai Islands. Another external condition felt by The Office of Archives and Library of the Mentawai Islands Regency is that public interest in reading is still low. This is evidenced by the low level of public visits to the library. Some of those who come to the library are students of both middle and high schools who are looking for textbooks assigned by teachers to their schools. Before they entered the library room, they filled out the visiting books. After that, they can enter the library room by first looking at the book catalog and bookshelves based on the catalog. Based on secondary data obtained from the guest book from 2019-2021, the following data were obtained: The number of visitors to the Mentawai public library in 2018 = 5327 people; in 2019=10273 people; and in 2020=718. Based on this data, it can be analyzed that public visits and interest in books are increasing every year, but due to the COVID-19 pandemic, in 2020 it has decreased drastically.

Based on interviews with some visitors to the library during business hours, they replied: "looking for 8th-grade textbooks on history subjects." Then when asked if they got what they were looking for? he replied, "Yes, it seems that one eighth-grade school textbook title for history lessons, the book is quite a lot which is about 8 copies." Another external condition related to the regional library of the Mentawai Islands Regency is the large number of book donations obtained from voluntary donors, and this continues to grow. This donation comes from various parties and even foreign donations that want to advance the Mentawai community in general. Regional libraries also get several book donations from external local governments that are non-binding, including regularly obtaining book supplies from the Ministry of National Education, National Library, and Regional Library of West Sumatra Province. Some individual donations averaging 100 books are always received annually accumulatively.

CONCLUSIONS

The conclusions from this research are 1) The internal and external environmental conditions of the regional library at the office of archives and library of the Mentawai Islands Regency. The office of archives and library of the Mentawai Islands Regency has more weaknesses than strengths; more challenges than opportunities in addressing library management issues include; 2) The building is still claimed to belong to the agriculture and food security department; 3) Librarians are still limited; 4) The low budget approved for

the improvement and management of activities in the office of archives and library of the Mentawai Islands Regency; 5) Book Catalog is still manual; and 6) Library management is not by the National Library Standards. Meanwhile, the threats ahead that are still being chased include: 1) Visitors are still limited; 2) The geographical location of the Mentawai islands is blocked by the sea; and 3) The increasing popularity of using e-books through gadgets. Based on the research, the researchers here suggest the following: 1) Increase the affordability of mobile libraries, so that people's interest in reading increases; 2) Use the book e-catalog to make it easy for people to access books; 3) Apply books in the library to become ebooks so that people can easily access books from anywhere; and 4) Improve an adequate internet network so that people can access ebooks from anywhere.

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