READING INTEREST STRATEGY AND STUDENT SATISFACTION ANALYSIS AT STATE ISLAMIC UNIVERSITY OF NORTH SUMATRA

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Abstrac

Library is something that is very often heard by the community including students. The lack of interest in reading today makes it a challenge for libraries to develop their strategies to be more attractive to their readers. Interest in reading is closely related to the ability to read. That is, only people who have high reading skills are able to apply the pattern of reading culture as the most important part that can guide their lives. The research method carried out in this study uses qualitative descriptive methods. By using this research method, researchers found several reading interest strategies carried out by libraries to increase students' reading interest. In this study also found percentages for questionnaires given to several users and the results.

INTRODUCTION

Library is a tool that is needed in world development education. Education will not be possible to be carried out properly if it is not supported by sources of learning facilities needed in teaching and learning activities. Library as The information resource center is the backbone of the progress of an institution, especially educational institutions, where the demands for adaptation to the development of information are very high
(Suwarno, 2010: 37)

The library can be said to be an institution for the community. Especially when talking about the development of libraries generally in Indonesia, it cannot be separated by society and civilization. Initially, libraries in Indonesia could not be known with certainty, but the statement could not be proven.

Discussing the history of Indonesian libraries is not easy because it turns out that its development coincides with the history of the struggle of the Indonesian nation The development of libraries in Indonesia can be distinguished into five (5) periods, namely: first the idea before the colonial era (local kingdoms), the second colonial period of the Dutch East

Indies, the third period of Japanese colonization, the fourth period after independence, and the fifth period of the new order.

When discussing libraries, of course, it cannot be separated from oral culture that has been passed down from generation to generation and is still attached to the community around us and society in general. The habit of people who prefer to talk rather than read, makes it a challenge for stakeholders to change habit patterns that are considered bad into habits that are more useful and turn them into reading interests.

The role of public libraries can play a role in increasing public interest in reading generally to students to be able to obtain information for library materials read and gain a deep understanding of an event. But interest in reading is still very low, this is due to various factors, namely in some communities, the high price of books, uneven distribution of books, the physical form of books, the level of "literacy" is still low, low reading habits, and book publishing in Indonesia is still low (Abraham, 1998: 9-10).

Understanding Library

The term library in English is library, maktabah (Arabic), biblioteca (Italian), bibliotheqke (French), bibliothek (German) and bibliotheck (Dutch). Understanding A library is a collection of information materials consisting of materials books/book materials and non-book materials/non-book materialsprepared with a certain system that is prepared for the benefits to be taken/meaning.

The word library comes from the root word "library" which gets the prefix "per" and the suffix "an" which means book or book. In foreign languages the same terms mean library among others: library in English, bibliotheek in Dutch, bibliothek in German, bibliotheek, bibliothek, bibliotheque and biblioteca are bibles from Greek which means book. From the same root formed the term bible which means book (P. Sumardji, 1991: 11).

Library is a word that is familiar to our ears. However, the understanding of libraries for some people, seems to be still conventional. The library is still considered a place to store books, or a book warehouse. On the terms with more .The development of knowledge, functions, and tasks of libraries also develops. Thus, some people's understanding of libraries has also developed. There is no doubt that libraries are a very important / vital means for all levels of society, both for developed countries, developing countries and even poor countries.

According to the Random House Dictionary of the English Language, a library is a place, in the form of a room or building containing books and other materials for reading, study and reference. The definition according to Encyclopedia Britannica is as follows: a library (from the word liber book) is a collection of written materials

or printed organized and organized for the purpose of study and research or general reading or both, while according to the Dictionary of Library Terms and Documentation published by the Center for Language Development and Development, library is defined as (1) a collection of books, magazines, and other library materials stored to be read, studied, and discussed; (2) a place, building, or room reserved for the maintenance and use of a book collection.

Library is a building in which there are various kinds of collections in print such as books, magazines, newspapers and also non-print which are managed and arranged and arranged in such a way that makes it easier when readers need the collection. The existing collection is used as a source of information needed and is also very useful by users. Therefore, in order for the existing collection to be maintained, maintenance and care must be carried out so that it can still be used by users.

According to the Random House Dictionary of the English Language, A library is a place, in the form of a room or building contains books and other materials for reading, study and reference. The definition according to the Encyclopedia Britannica is as follows: a A library (from the word liber book) is a collection of written materials or printed matter arranged and organized for study purposes and research or general reading or both, while according to Dictionary of Library and Documentation Terms published by the Center Language Guidance and Development, library is defined as (1) collections of books, magazines and other library materials that are stored to read, study, and talk about; (2) a place, building, or room provided for the maintenance and use of the book collection.

A library is a place or deposit of knowledge, a source of information important things that can reveal past history and can be used as a basis prepare plans and research for the future. Library is universal, meaning anyone, any age, whatever occupation can study and search for information in the library. The library is in Libraries can be found everywhere, in villages and cities although with different types, extent and quality.

Nowadays libraries have experienced quite rapid progress. Many libraries have used modern equipment such as computers in carrying out activities starting from the procurement process, member registration, searching for library materials, borrowing and returning books to statistics on library activities. All systems can run well if supported by reliable human resources, who continuously learn and explore knowledge and observe and study scientific developments in this information era.

Undesdtanding Strategy

Strategy comes from the Greek strategia which means the science of war or warlords. Based on this understanding, strategy is an art planning operations in war, such as ways of arranging positions or tactics fighting army or navy. In general, it is often stated that strategy

is a technique used to achieve a goal.

According to Arifin in his book, strategy is all conditional decisions about the actions that will be carried out, in order to achieve the goal. 6 Strategy used in every way to achieve the stated goals. Goals will not be easy to achieve without strategy, because basically All actions or deeds cannot be separated from strategy. Strategy that is well structured, concentrated and conceptualized can beresulting in implementation that is called strategic. According to Hisyam Alie, To achieve a strategic strategy you have to pay attention to things

as follows:

a. Strength.

b. Weakness.

c. Opportunity

d. Threats.

According to Hamel and Prahalad who stated that "strategy is an action that is incremental (always increasing) and continuously, and is done based on the point of view of what is expected by customers in the future. Thus, strategy always start from what can happen and not from what is happen. The speed of new market innovation and changing patterns occurs consumers need core competencies. Companies need looking for core competencies in the business being carried out".

In the library context, strategy refers to a plan or approach designed to achieve the library's goals and mission. This involves management of collections, services to users, development of information technology, and promotion of literacy activities.

Library strategies often include steps such as:

1. Collection development: Selecting and updating materials that suit the needs and interests of library users.

2. User services: Providing services that meet users' information needs, including reference assistance, user training, and access to electronic resources.

3. Technology development: Adopting and integrating the latest information technology to improve user access and services, such as library management systems and online portals.

4. Partnerships and collaboration: Partnering with other institutions or community organizations to improve library services and resources.

5. Promotion of literacy: Organizing literacy and education programs to encourage interest in reading and use of library resources.

6. By designing and implementing effective strategies, libraries can be more efficient in achieving their goals of providing quality information services to the public

Reading Interest

According to the Big Dictionary Indonesian (2005: 83), reading is seeing and understanding the content of what is written. Reading is a process carried out and used by readers to obtain the message that the author wants to convey through the medium of written words / language. In other words, reading is picking and understanding the meaning or meaning contained in written material.

Herman Wahadaniah (1997: 16) interest in reading is a strong and deep concern accompanied by a feeling of pleasure in reading activities so that it can direct someone to read with their own will or encouragement from outside. Interest in reading is also a person's feeling of pleasure towards reading because of the thought that by reading it can be obtained benefits for him.

Aspects of reading interest that a student must have are awareness of the benefits of reading, high attention to reading activities, having a sense of pleasure in reading activities and frequency in doing reading activities (Harris &; Sippay, 1980).

Efforts to increase people's interest in reading must be done together, not by one individual alone. There are driving factors that are expected to increase people's interest in reading, one of which is having an interest in finding new information in various media, both print and digital media. The condition is that the information provided must be of high quality and useful to help the process of learning activities to be more effective.

UIN North Sumatra Library as one type of university library is expected to be a library that has book collection needs for readers, both conventional and digital libraries. Users at UIN North Sumatra are found in various types of groups such as students, lecturers, and employees. The collection owned by this library is very complete and also diverse, so it is very unfortunate if the reading enthusiasts are lacking, especially the interest in reading

students. From the statistical data that has been noticed, the number of visitors in this library has increased and the presentation is classified as high for the library.

From the problems that have been revealed, researchers are interested in conducting research discussing the problems and efforts that have been made to reveal the strategy of reading interest and also user satisfaction that has been done by the UIN North Sumatra library.

Reading interest in the library refers to an individual's tendency to actively read and access various information sources available in the library. This includes intrinsic interest, namely the internal drive to read, as well as extrinsic interest which is influenced by external factors such as the environment, library policies, and the surrounding reading culture.

Reading interest in libraries is not only limited to books, but also includes magazines, journals, newspapers and other available sources of information. Individuals with a high interest in reading tend to have a strong desire to continue learning and exploring new topics.

Factors that influence interest in reading in the library include:

1. Family Environment: Support and examples provided by the family can form an interest in reading from an early age.

2. Education: An educational process that encourages reading skills and develops interest in literacy.

3. Accessibility and Availability: The availability of various types of reading materials in the library and easy access can increase individual interest in reading.

4. Innovation and Technology: Modern libraries use technology to provide digital access to various sources of information, which can attract readers' interest.

5. Reading Interest Promotion Programs: Programs designed to increase reading interest, such as book clubs, writers' meetings, and other literacy activities, can influence individual reading interest.

By understanding the meaning and factors that influence reading interest in libraries, we can develop strategies to increase people's reading interest and expand access to information.

RESEARCH METHODS

This research is a descriptive research using a qualitative data analysis approach. Qualitative analysis prioritizes content analysis that is focused on appreciation and deepening of the data studied, by analyzing the data allows the research results to be achieved adequately. The method carried out in this study went through several procedures, namely interviews, observations, and documentation. In essence, qualitative descriptive research is a method of

examining the status of a group of humans, an object with the aim of making descriptive, drawing, or painting systematically, factually and accurately about the facts or phenomena investigated.

The student satisfaction questionnaire was used to obtain an overview of the level of student satisfaction and reading interest strategies at the State Islamic University of North Sumatra. The number of questionnaire statement items is 5 numbers. The criteria for obtaining data using questionnaire tables and data graphs, namely strongly agree (SS), agree (S), disagree less (KS), and disagree (TS). The processed questionnaire scores were further converted into four interest categories: very high, high, medium, low, and very low.

This research was conducted on Wednesday, May 8, 2024 at the UIN North Sumatra library Jl. William Iskandar Ps. V, Medan Estate, Percut Sei Tuan District, Deli Serdang Regency, North Sumatra 20371 by conducting interviews with library staff and also conducting interviews with several users who were carrying out their activities. Researchers made observations of several objects in the library, after which they did documentation.

RESULTS AND DISCUSSION

1. Reading Interest Strategy of UIN North Sumatra Library

Slameto (2007: 57) said that interest is a fixed tendency to pay attention and reminisce about some activities. Activities that a person is interested in are noticed continuously which is accompanied by a sense of pleasure. Interest is always followed by feelings of pleasure and from these feelings of pleasure is obtained a satisfaction of its own. According to Tarigan (1982), stated interest in reading is the ability of a person to communicate with oneself to capture the meaning contained in writing so as to provide experience

Emotions result from a form of deep attention to the meaning of reading.

Interest in reading is something that needs to be considered more deeply because the desire to read now tends to be reduced, many factors cause the lack of interest including internal and external factors. Internal factors, one of which is the habit of reading that is not honed from an early age affects the lack of interest in reading. External factors are also very influential on reading interest, one of which is technological factors, technological developments that are growing rapidly causing people including students to spend more time on social media, watching videos, and also playing games which results in low interest in reading books.

According to Quin James, a strategy is a form or plan that

Integrate the main objectives, policies and series of actions in an organization into a unified whole. The strategy, if formulated well, will help organize and allocate the resources owned by the library into a unique and sustainable form. A good strategy is a strategy that is prepared based on the

internal capabilities of the library, library weaknesses and anticipation of changes in the environmentRelated to fostering student reading interest, this is inseparable from the participation of libraries and librarians in providing quality and up to date reading materials and providing materials needed by students to complete assignments given by lecturers or educators on campus.

Based on the results of the research conducted, there are several strategies to increase reading interest that have been carried out in the UIN North Sumatra library, some of which are 1. Improve the quality of service

Librarians and libraries have the same duties, activities, functions, namely to collect (collect and collect), to preserve (process, maintain, maintain, preserve), to make available (package, present and empower, as well as utilize and serve users) (Erma, 2016).

Service is essentially a series of activities in the process of fulfilling needs through the activities of others, therefore service is a process. As a process, service takes place regularly and continuously (Moenir, 1995: 27). After conducting interviews with the staff in charge, it turned out that they carried out a service strategy he considered to increase interest in visiting students. The quality of service also refers to the needs of students, by meeting the needs and expectations of users. Good and friendly service is expected to increase the interest in visits and increase students' reading interest.

2. Facilitates digital libraries

According to Lasa Hs (2009), a digital library is a library system that has various services and information objects that support access to information objects through digital devices. A digital library is a collection of digital objects, including text, video, audio stored in electronic media formats equipped with ways to access and download, as well as the selection, organization and maintenance of such collections (Witten, Bainbridge, Nichols, 2010).

UIN North Sumatra Library can be accessed by downloading an application that can be used on a cellphone and registering online via email with this digital library is considered to make it easier for students, lecturers, and other staff to read and also find references.

3. Cooperation strategies carried out by librarians with lecturers in increasing students' interest in reading

The collaboration strategy carried out by the library with lecturers is considered to be able to increase students' reading interest in the library. The collaboration in question is that most lecturers tell their students to look for reference books that are not directly through *e-books* Which makes students inevitably have to look for references in the library. This strategy is considered to be able to increase students' reading interest.

4. Strategy of library facilities and infrastructure

The strategy of library facilities and infrastructure is carried out by 1) Facilitating books with new titles. 2) Arrangement of bookshelves neatly and attractively. 3) Provide a conducive room atmosphere so that users are comfortable to read. With the implementation of this strategy, it can increase the comfort of users to carry out activities comfortably.

It can be concluded from some of the strategies above, the UIN North Sumatra library is always crowded with visitors every day. Librarians apply this strategy to increase public interest in reading, especially students.

5. Student User Satisfaction at UIN North Sumatra

From the results of research to several users regarding student satisfaction in the library can be seen from the following tables and graphs.

1. Table

Table of student user satisfaction at UIN North Sumatra, questionnaire was conducted to 11 users **0 pax**
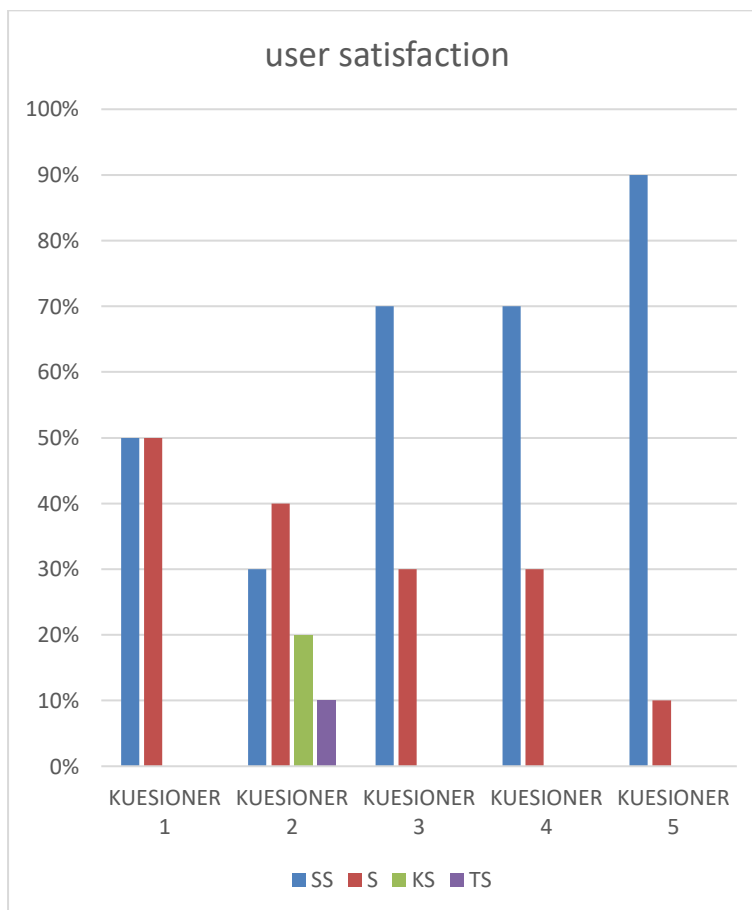
questionnaire	Vol. -, No. -, Month Year	[	Disagree less	3
3	5 persons	[	Vol. -, No. -, Month Year	0 pax
The library provides programs and activities that benefit students	3 persons	4 persons	2 persons	1 person
This library has a collection of books relevant to my academic needs	7 persons	3 persons	0 pax	0 pax
I find it easy to find references in this library	7 persons	3 persons	0 pax	0 pax

I feel comfortable with the facilities available in this library. Such as seating and study rooms	9 persons	1 person	0 pax 0 pax

Table of student user satisfaction at UIN North Sumatra, questionnaire conducted   To 10 users from the table above, it can be concluded that student satisfaction about libraries at UIN North Sumatra experiencing good satisfaction, can be seen from The questionnaire that has been submitted has a fairly good response from users.

2. Graphs

The data graph obtained from the user questionnaire is as follows

The percentage of student user satisfaction at UIN North Sumatra experienced a good percentage

6. Results of the strategies that have been implemented

From the efforts that have been made by library staff, both adding collections, fulfilling facilities and services that are considered quite feasible, interest in reading at the UIN North Sumatra library every day has increased visitors every day. Many users who do many activities in the library make the library never empty of visitors. The activities start from borrowing books, returning books, looking for references and so on.

From the results that have been observed, researchers can draw conclusions that the UIN North Sumatra library has increased and is never empty of visitors. Observations made by researchers are seen from library visitor files. Researchers also saw the satisfaction and comfort of students to read and do other activities.

CONCLUSION

From the results of this study it can be concluded that the strategy carried out by library staff is to improve the quality of service, . The quality of service also refers to the needs of students, by meeting the needs and expectations of users. Good and friendly service is expected to increase the interest in visits and increase students' reading interest. Facilitating digital libraries, UIN North Sumatra Library can be accessed by downloading applications that can be used on mobile phones and registering online via email with this digital library is considered to make it easier for students, lecturers, and other staff to read and also find references. The collaboration between teachers and lecturers is that most lecturers tell their students to look for reference books that are not directly through *e-books* that make students inevitably have to look for references in the library. This strategy is considered to be able to increase students' reading interest. The strategy of library facilities and infrastructure is carried out by 1) Facilitating books with new titles. 2) Arrangement of bookshelves neatly and attractively. 3) Provide a conducive room atmosphere so that users are comfortable to read. Judging from the table and also the graph of user satisfaction, it can be seen that the percentage is high for the UIN North Sumatra library.

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