



## Initiating the Digitization of Community Literacy Through GEMATI-POKDES I (Gerakan Jumat Literasi - Pojok Desa Menginspirasi)

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### ABSTRAK

Community service aims to create a Literacy Village at the village level. This community service program is to provide assistance in preparing digital literacy materials for the community in the village through GEMATI-POKDESI (*Gerakan Jumat Berliterasi - Pojok Desa Menginspirasi*). The purpose of the activity is to provide assistance to cadets in the village environment so that they can develop a culture of community literacy through the management of digitalization of information literacy in the village corner. The method of implementing community service activities is carried out through lectures (socialization of the formation of literacy villages), information editing activities, displaying digital information on the Website. . In addition to being displayed on the Sukoharjo Village website, digital text from Sukoharjo village youth is pasted in the corner of the village. The results of the activities provide social changes in the Sukoharjo Village environment both in the fields of education, lifestyle, and community literacy culture.

## **INTRODUCTION**

The people of Sukoharjo Village are villages that are strategically located in the heart of Sukoharjo. The area is 494,955 ha consisting of 320.9 ha of paddy fields and 174,055 ha of dry land. The boundaries of Sukoharjo Village are the north bordering Bulakrejo Village, the east bordering Gayam Village, the south bordering Jetis Village, the west bordering Dukuh Village (Sukoharjo, n.d.). Sukoharjo Village has a population of 10,605 people, consisting of 5,309 men and 5,296 women, the number of families consists of 3,546 families (Sukoharjo, n.d.). The livelihoods of Sukoharjo sub-district residents are very diverse, some are farmers, private employees, self-employed and freelance daily workers (Dinas Perhubungan, 2021). Based on the distribution of livelihoods above, there is a need for several activities to be able to improve the quality of life in Sukoharjo sub-district. Especially when it comes to literacy.

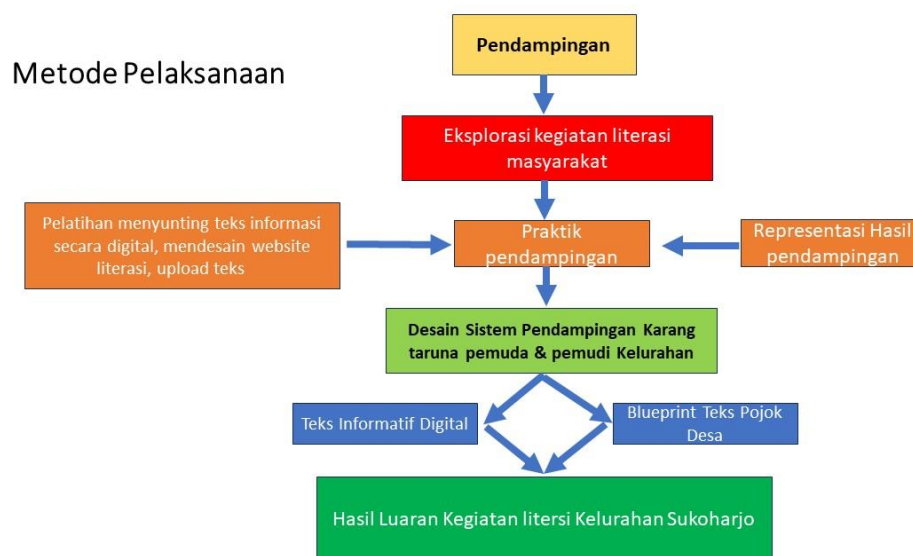
Analysis of the situation and condition of partners by referring to the livelihoods of the community, the majority of which are private employees and farmers, there are several considerations that must be maximized. Among others: a) Evaluation of the level of literacy of the community in general becomes a starting point. It includes understanding how well people can read, write, understand, and use information to cope with everyday problems; b) public access to literacy resources such as books, journals, libraries, and the internet has not been maximized; c) Social and economic conditions, people with low income levels have limited access to literacy resources due to financial limitations. In addition, factors such as employment, education, and social status can also influence motivation and opportunities to improve literacy; d) the context of literate culture in an environment that has not been maximized; e) The level of community participation in available literacy activities, such as reading together programs, book clubs, or writing workshops is minimal.

The purpose of this activity is to provide assistance to youth organizations or cadet reefs (cadet reefs in Rt 02, Rt 03, and Rt 04) in Sukoharjo village so that they can develop a culture of community literacy through the management of information digitization or information broadcasting through the village corner information center. The target of activities is to realize an information-literate village through literacy activities. The hope is to increase awareness of the importance of literacy in community life both for personal development and educational, social, and economic progress. In addition, this activity is used to improve the Higher Education Key Performance Indicators (IKU 2): Students and lecturers gain off-campus experience through village project activities. **IMPLEMENTATION AND METHODS**

The method of this community service activity program uses qualitative methods with a case study approach. According to Cresswell (2015:20) A case study is a research strategy in which researchers carefully investigate a program, event, activity, process or group of individuals. The informant selection technique using purposive sampling is the selection of informants with certain criteria. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2013: 124). Meanwhile, according to Arikunto (2007: 97) said purposive sampling is a sampling technique used by researchers if researchers have certain considerations in sampling.

Alternative community service activities through Sukoharjo Village Youth Assistance through GEMATI-POKDESI (Gerakan Jumat Literasi - Pojok Desa Menginspirasi). In one village in Sukoharjo, there are 49 Neighborhood Pillars (Rt) and 24 Neighborhood Pillars (RW). One Rukun Masyarakat (Rw) oversees 4 Neighborhood

Pillars (Rt). This Community Service activity will start from Rukun Masyarakat (Rw 01). There are 3 reefs of youth cadets and young women there. Through mentoring, representatives of these youth cadets and women will be trained to accompany residents in their respective environments according to the instructions of the activities carried out. The methods of community service are as follows:



Gambar 1 Metode Pelaksanaan Pengabdian Masyarakat

## RESULTS AND DISCUSSION

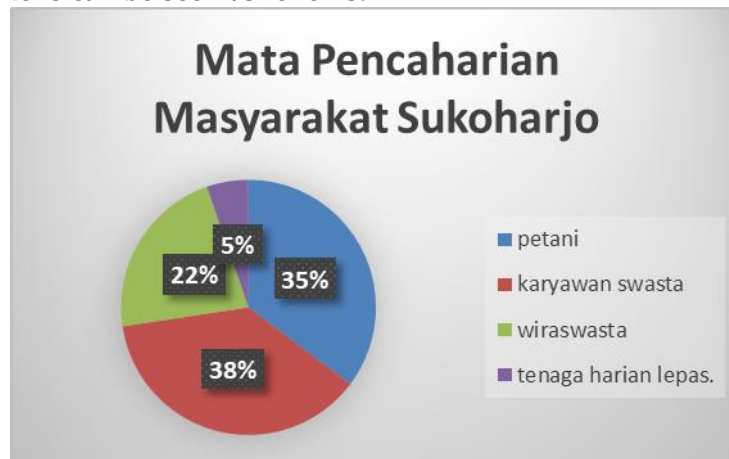
The results of this service are described through several components of the procession of the implementation of activities. Furthermore, each component of implementation will be described according to the state of community service time in the village environment. In addition, the last sub-title of the discussion topic describes the impact of social change in people's mindset. The description of the components of the implementation of activities is as follows.

### **Pioneering Background GEMATI-POKDESI**

Socio-economic conditions in the Rw. 01 area of Sukoharjo Village can be said to be very diverse. Starting from office employees, civil servants, traders, masons, house cleaners, porters in the market, parking attendants, or unemployed. The environment in the Rw. 01 area is indeed in the neighborhood around the traditional market. It can be said that 75% of the indigenous people in the neighborhood are middle to lower income. The average income is approximately between Rp 1.500.000,- to Rp 2.000.000,-. Mostly with this income, residents cannot send their children to college, even if there are they have to dig holes to close the holes (debts) when the need is urgent.

Looking at the social condition of the environment of Rw. 01 Sukoharjo Village that needs attention. The condition of children in the Rw. 01 environment, by looking at the profession of their parents, children get less attention from their parents. In the sense of attention in terms of learning. This is because parents are busy looking for financial income for the family, on the other hand if there is free time, parents prefer to

take a break because of fatigue rather than accompanying their children to study. One of these reasons is that we are moved to develop literacy activities through GEMATI-POKDESI (Gerakan Jumat Berliterasi Pojok Desa Menginspirasi). The diagram of community citizens can be seen as follows.



Gambar 2 Diagram Mata Pencaharian

The purpose of existence GEMATI-POKDESI (Gerakan Jumat Berliterasi Pojok Desa Menginspirasi) It is a movement to foster a culture of literacy from an early age so that people are information literate by providing digital text or hard files that are pasted at the announcement place of the village corner. Advancing the movement GEMATI-POKDESI (Gerakan Jumat Berliterasi Pojok Desa Menginspirasi) Teenagers and children in the hope of changing the mindset or mindset of literacy well. This activity is carried out every Friday in the second and fourth week of each month. Activities rotate every second week and fourth week. Pioneering a literacy village as a target village for the Indonesian Language and Literature Education study program. In addition, the increasing literacy culture of children, adolescents, and youth in filtering news or information-information circulating in the community (counteracting hoax news). The realization of social changes in the community around the neighborhood of Rw. 01 Sukoharjo Village both in the fields of education, economy, social, and culture. In the end, the realization of an independent and creative society and avoid information that cannot be accounted for in the environment.

Various efforts have been made to cultivate literacy from an early age, one of which is through the school literacy movement. The School Literacy Movement aims to improve life skills through reading activities, listening, writing, viewing, and/or speaking (Faizah, dkk, 2016:2). The school literacy movement can develop a culture of reading. This is in line with a study conducted by Komalasari & Wihaskoro that the purpose of implementing the school literacy movement is to form a culture of learning to read (Komalasari et al., 2018).

#### ***GEMATI-POKDESI (Gerakan Jumat Berliterasi Pojok Desa Menginspirasi)***

The Friday Literacy Movement is one of the Movement programs carried out by the community service team of the Indonesian Language and Literature Education study program, FKIP, Universitas Veteran Bangun Nusantara. This movement has been running for approximately two and a half months. In a fairly short period of time, the community has been able to reap the maximum benefits in carrying it out. This activity was carried out in turns at the representative house of Rw. 01 residents of

Sukoharjo Village. As for the dock. This activity was carried out in turns at the representative house of Rw. 01 residents of Sukoharjo Village. The documentation of activities looks as follows.



**Gambar 2 Kegiatan Sosialisasi Kegiatan**

Before the implementation is carried out, the Community Service Team provides socialization and provides knowledge about activities *GEMATI-POKDESI (Gerakan Jumat Berliterasi Pojok Desa Menginspirasi)*. Activities are carried out in one of the residents' houses. Activities are carried out in a relaxed situation and condition, like an ordinary discussion. In essence, the community service team provides training to community representatives to be able to carry out these activities. The documentation of these activities is as follows.



**Gambar 3 Penjelasan Pelaksanaan Kegiatan**

Based on the documentation in figure 3 above, it can be seen that participants are very enthusiastic in paying attention to the technical explanation of the activity *GEMATI-POKDESI (Gerakan Jumat Berliterasi Pojok Desa Menginspirasi)* in Rw 01 neighborhood of Sukoharjo Village. The activity in the first picture was carried out in one of the residents' houses. While the second picture was carried out in a restaurant. The second picture is the solidification of the implementation of activities. Socialization activities contain starting from the explanation of activities, planning activities, implementing activities, and evaluation. The most important thing is that when the community service program activities are completed, the youth and women team in the Rw 01 environment can continue it.

The most crucial thing in this activity program is the issue of program socialization. This activity program should provide socialization, awareness, and guidance for the community to want to use and utilize reading gardens and learning

centers to increase knowledge and insight (Pandapotan et al., 2020). Based on these socialization activities, it is hoped that people will be aware of the importance of literacy.

Changes in rural communities can run quickly according to what is desired, so the government carries out planned change activities through development activities. According to (Kurnadi Shahab, 2013) said social change is a variation of ways of life that have been accepted both due to changes in geographical conditions, material culture, population composition, ideology.

There are many ways that can be done by all parties to build a village. It can start from a few simple things we can do for the village. One of the efforts to build a village is to build the mindset and habits of the village community through cultivating literacy. With the diffusion or new discoveries in society briefly (Rahmawati et al., 2020).

### **Dampak Perubahan Sosial Pola Pikir atau *Mindset* masyarakat**

Changes in the mindset or mindset of the people of Rw. 01 Sukoharjo Village, little by little experiencing changes. Judging from the changes felt by the community, namely the formation of literacy communities at the Rw level. Most people only graduate from high school / vocational schools. The existence of GEMATI-POKDESI (Gerakan Jumat Berliterasi Pojok Desa Menginspirasi) masyarakat Rw 01 Kelurahan Sukoharjo dapat menerima sikap akan hal-hal baru. Pada saat ini, setelah adanya GEMATI-POKDESI (Gerakan Jumat Berliterasi Pojok Desa Menginspirasi) The community began to be moved to send their children to school at least graduates to college.

The importance of literacy is introduced to the community, one of which is so that people can be wiser in utilizing the information they have and be independent in sorting out choosing useful data and information. In financial literacy, for example, there are still many people who do not understand until they are deceived by irresponsible parties. For example, some are still deceived by cases of "mama ask for credit", "ask for PIN", and so on. This indicates that the person is still weak in the field of financial literacy (Kemdikbud.go.id).

Literacy culture begins with the ability of individuals to read, write, and add abilities that make a person able to think critically, communicate effectively, be able to solve problems and develop his potential in life. Then these skills will turn into habits so that they grow in patterns of literacy abilities between individuals with each other so that literacy culture is not only technical skills of reading and writing individuals but a group of communities, School and community members (Juminingsih, 2019).

In addition, this change was felt by one of the administrators in the Rt 03 /Rw 01 environment named Waluyo. Waluyo felt the changes in people's mindset. Not only limited to society, especially the children of the current generation must be more advanced in their knowledge and insight. It is hoped that in the future the pioneering of this activity can be continued by the youth and supervised by the management father/ mother in their respective neighborhoods. In line with the results of research by Muslimah and Roro Ismawati, the movement in empowering the Literacy Village has an impact on social changes that occur in the Literacy Village, namely social changes in various fields such as education, economics, culture, and social fields (Muslimah & Isyawati, 2019).

The impact felt by youth in the Rw 01 environment of Sukoharjo Village is the increase in digital literacy. This can be seen in the attitude of young people who are not seen in a hurry to immediately share news or information whose source is not yet clear. When youth want to share news or information, always check the source of the news or information. This is the initial capital for youth to be transmitted to the community in general in their respective RT environments.

Currently, the culture of reading must continue to be developed considering that through reading, a high quality of education can be created. All elements must help each other so that this reading habit becomes a necessity at the family, school, and community levels. The Literacy Movement is not only the responsibility of the government but families, schools, and communities are the pillars for the success of the literacy movement (Sanusi & Agung Prasetyo, 2019)

The key in developing this literacy activity program is youth who are creative, innovative, and have the spirit to build. One of the steps taken by the youth to bring this nation to a better direction is the active participation of Indonesian youth in community development efforts. Youth participation in rural areas is very important considering that youth is the hope that can bring a region forward (Salsabila, 2019).

## **CONCLUSIONS AND RECOMMENDATIONS**

This Community Service Program through GEMATI-POKDESI (Gerakan Jumat Berliterasi Pojok Desa Menginspirasi) in the Rw. 01 neighborhood of Sukoharjo Village has succeeded in accordance with the desired target. The desired target starts from improving the literacy culture of children, adolescents, and youth in the Rw. 01 neighborhood of Sukoharjo Village through GEMATI-POKDESI (Gerakan Jumat Berliterasi Pojok Desa Menginspirasi). Based on the increase in literacy, residents of Rw 01 Sukoharjo Village are careful in providing information whose source is not yet clear. In addition, the target that has been achieved is to develop literacy, insight, knowledge, and experience of children, adolescents, and youth in the Rw. 01 Sukoharjo Village environment GEMATI-POKDESI (Gerakan Jumat Berliterasi Pojok Desa Menginspirasi) packaged through Friday Reading activities, surfing to find information according to actual data to ward off hoaxes, and a culture of digital literacy.

Advice for teams that will carry out similar community service activities, please be able to condition the target partner community. The community service team has problems communicating humanely and willing to be listened to by community members. This communication needs to be built properly so that no jugs appear in the future.

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