

Moving the Wheels of Literacy: Bangkalan Literacy Building Innovation (Banglabang) in Building a Reading Culture in the Bangkalan Regency Community

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Abstract

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One of the key innovations of the Bangkalan Regency Library and Archives Service is Bangkalan Literacy Building (BangLaBang). This innovation integrates mobile library car visits with the socialization of reading culture across all levels of society in Bangkalan Regency. BangLaBang serves as a strategic medium for developing a culture of reading, particularly among students. Through mobile library activities, students gain access to diverse reading materials, which increases their enthusiasm for reading and allows them to broaden their knowledge. This program aims to strengthen reading culture among students and the wider community. Based on the 2022 Reading Enthusiasm Level (TGM) survey conducted by the Bangkalan Regency Library and Archives Service in collaboration with Airlangga University, Bangkalan Regency achieved a TGM index of 67.02, categorized as high and ranked fifth in East Java. To further improve this achievement, DISPUSIP Bangkalan continues to implement BangLaBang strategies, including the introduction of the E_Becah digital book application and Book Reading Spots, to sustainably foster a culture of reading.

1. Introduction

To strengthen literacy development in Bangkalan Regency, the local government issued Bangkalan Regent Regulation No. 74 of 2022 concerning the Literacy Movement. This regulation aims to improve literacy culture through coordinated literacy movements by enhancing synergy among stakeholders, fostering a love of reading, and ultimately increasing the Community Literacy Development Index (*Indeks Pembangunan Literasi Masyarakat/IPLM*) in Bangkalan Regency. One of the flagship initiatives under this policy is the BangLabang Innovation (*Bangun Literasi Bangkalan*), a literacy movement designed to cultivate reading interest beginning within families, schools, and the wider community.

The BangLabang innovation emerged from the need to improve access to reading materials both physically and digitally and to increase the community's reading interest index. This need is supported by data from a 2019 survey conducted by Airlangga University (UNAIR), which showed that Bangkalan Regency ranked the lowest in literacy index among nine regencies/cities in East Java. In the same year, Bangkalan's Reading Interest Level (*Tingkat Gemar Membaca/TGM*) was ranked seventh, with a score of 27.8, indicating a relatively low literacy culture compared to other regions.

In response to these conditions, the Bangkalan Regency Library and Archives Service introduced an innovative literacy strategy through mobile library car visits (*Kunjungan Perpustakaan Mobil Keliling/KUBILING*). This program involves regular mobile library visits combined with socialization activities promoting a culture of reading for educational institutions and communities across Bangkalan Regency. The

mobile library enables access to library services for communities in remote and underserved areas, including schools located far from permanent public libraries.

Mobile libraries play a crucial role in fostering a reading culture by bringing reading materials directly to communities that lack adequate library infrastructure. According to Dewi et al.,¹ a mobile library is a traveling library service that carries books, magazines, newspapers, and other materials to areas not reached by permanent public libraries. Similarly, Fany and Rifqi² emphasize that mobile library services are expected to increase public and student reading interest. By utilizing mobile library facilities, schools can develop literacy-based innovations that enhance students' reading habits and overall literacy quality.³

Several studies support the effectiveness of mobile libraries in increasing reading interest. Suprihatin⁴ argues that mobile library visits are an effective innovation for boosting students' reading motivation, particularly in remote educational institutions. Dewi et al.⁵ further notes that mobile libraries encourage both children and adults to enjoy reading as a means of broadening knowledge and

¹ Lies Kumara Dewi, Asmaria Asmaria, and Eka Ubaya Taruna Rauf. "Pengelolaan Perpustakaan Keliling Dalam Upaya Peningkatan Pelayanan Pada Dinas Perpustakaan Dan Kearsipan Provinsi Lampung." In *Prosiding Seminar Nasional Penelitian dan Pengabdian kepada Masyarakat*, vol. 1, no. 1, pp. 271-280. 2020.

² Azahroh Hasanatul Fany and Ainur Rifqi. "Strategi Pustakawan dalam Meningkatkan Minat Baca Siswa di Sekolah." *Inspirasi Manajemen Pendidikan* (2022): 699-708.

³ Halimatus Sa'diyah and Luluk Dewi Purwati. "The Role of the Library in Enhancing Student Literacy at MA Sumber Bungur Pakong Pamekasan." *Ghurur: International Journal of Teacher Education* 1, no. 1 (2024): 58-66.

⁴ Suprihatin Suprihatin. "Strategi pustakawan dalam optimalisasi meningkatkan minat baca peserta didik di perpustakaan sekolah." *Buletin Perpustakaan* 5, no. 2 (2022): 219-232.

⁵ Lies Kumara Dewi, Asmaria Asmaria, and Eka Ubaya Taruna Rauf. "Pengelolaan Perpustakaan Keliling Dalam Upaya Peningkatan Pelayanan Pada Dinas Perpustakaan Dan Kearsipan Provinsi Lampung." In *Prosiding Seminar Nasional Penelitian dan Pengabdian kepada Masyarakat*, vol. 1, no. 1, pp. 271-280. 2020.

entertainment. These services are particularly beneficial for families that lack access to adequate reading materials at home.

Interest in reading can be continuously cultivated and developed into a lifelong habit. Reading is a fundamental component of lifelong learning and critical thinking development. A sustainable learning culture is therefore essential to ensure that learning remains relevant amid rapid social and technological changes.⁶ Increasing reading literacy not only enhances comprehension skills but also encourages individuals to process information critically and make reading an enjoyable, generational habit.

Despite its importance, reading interest in Indonesia remains relatively low, especially among students. Technological advancement and digitalization are often cited as factors that reduce traditional reading habits, as digital information is perceived as faster and more accessible than books.⁷ Nevertheless, effective strategies such as mobile library programs can bridge this gap by integrating accessibility with reading culture development.

In 2024, Bangkalan Regency's IPLM score reached 40.26, indicating that literacy potential remains low compared to other regions. This condition reinforces the importance of innovative literacy programs. Through the BangLabang initiative, which integrates mobile library visits and reading culture socialization, the Bangkalan Regency Library and Archives Service seeks to improve students' literacy skills and

⁶ Ebba SI Ossiannilsson. "Resilient agile education for lifelong learning post-pandemic to meet the United Nations sustainability goals." *Sustainability* 14, no. 16 (2022): 10376.

⁷ Shafa Shafina Putri Andita. "Manfaat Perpustakaan Digital Dalam Meningkatkan Minat Baca Generasi Milenial di Era Globalisasi." *LIBRLA* 14, no. 2 (2022): 122-142.

strengthen reading culture across communities. The mobile library program is particularly valuable for villages and sub-districts that do not yet have permanent libraries, ensuring equitable access to knowledge and supporting lifelong literacy development.⁸

2. Literature Review

2.1. Literacy Development and Policy Dynamics in Indonesia (2015–2025)

Over the past decade, the concept of literacy has expanded significantly beyond basic reading and writing skills to include the ability to think critically, understand information, and effectively use knowledge in various contexts (Ministry of Education and Culture, 2017). This paradigm shift is reflected in Indonesia's national literacy agenda, particularly through the National Literacy Movement (*Gerakan Literasi Nasional/GLN*), which emphasizes literacy as a foundation for lifelong learning and social participation. Recent studies indicate that community literacy levels are strongly influenced by access to reading materials, social environments, and policy interventions implemented at the regional level (UNESCO, 2020–2023). Regions that successfully adopt community-based and technology-driven literacy innovations have demonstrated measurable increases in reading interest and literacy engagement.⁹

⁸ Maria Stevania Fantiola, Lodowik Nikodemus Kedoh, and Intan Mustafa. "Perpustakaan Keliling Dinas Kearsipan dan Perpustakaan Kabupaten Sikka sebagai Sarana Pelayanan Publik." *Arus Jurnal Sosial dan Humaniora* 4, no. 3 (2024): 2282-2291.

⁹ Hanifah Noviandari. "Strategi Peningkatan Minat Baca di Rumah Literasi: Analisis Faktor Pendukung dan Penghambat." *Salam Institute Islamic Studies* 1, no. 2 (2024): 21-30.

In parallel, Indonesia's literacy policy landscape has undergone notable development during the last ten years. The GLN places strategic responsibility on local governments to initiate and sustain literacy innovations (Ministry of Education and Culture, 2017). This approach is reinforced by the Social Inclusion-Based Library Transformation program initiated by the National Library, which promotes libraries as active learning and empowerment spaces rather than mere repositories of books (2018–2024). Furthermore, the decentralization of innovation through public service innovation competitions (KIPP) has encouraged local governments to develop context-specific literacy programs (LAN RI, 2019–2024). Collectively, these policies highlight the critical role of regional governments in strengthening reading culture through inclusive, accessible, and sustainable literacy initiatives.

2.2. Regional Literacy Innovation and the Relevance of Banglabang in Rural Contexts

Literacy studies conducted between 2016 and 2024 consistently show that rural and outlying areas in Indonesia face persistent literacy challenges, including limited access to libraries, insufficient quality reading materials, low digital literacy, and family environments that do not actively support reading habits. In regions such as Madura, these challenges are compounded by geographic isolation and socioeconomic constraints. Consequently, literacy innovations that are adaptive, community-oriented, and locally grounded are essential. From this perspective, Banglabang (*Bangun Literasi Bangkalan*) represents a highly relevant regional response tailored to local needs.

Literature on public service innovation in Indonesia emphasizes that successful innovations are rooted in local problem-solving, involve multi-stakeholder collaboration, adopt participatory approaches, leverage digital technology, and demonstrate sustainability rather than short-term implementation (LAN RI, 2020–2024). Over the last decade, various regions have implemented literacy initiatives such as mobile libraries, digital reading parks, literacy villages, and community reading corners, reinforcing the effectiveness of localized innovation models. Additionally, studies on reading culture indicate that literacy development is most effective when integrated into community life, public spaces, digital ecosystems, and local socio-cultural activities.

In line with UNESCO's emphasis on community-based literacy (2020–2023), Banglabang has strong potential to foster a sustainable literacy ecosystem by mobilizing schools, village governments, libraries, and communities. By overcoming geographic barriers and promoting community participation, Banglabang aligns with contemporary literacy movement trends that position literacy as a collective social movement rather than solely a government program.

3. Methods

This study employs a case study research approach to examine the implementation of the BangLabang (Bangkalan Literacy Building) Innovation as a strategy for developing students' interest in reading through mobile library car visits. The BangLabang program is designed as an inclusive literacy service that brings reading resources closer to the community. Mobile library services are delivered to

various locations, including educational institutions, Islamic boarding schools, village libraries, correctional facilities, and social foundations throughout Bangkalan Regency. These services are strengthened by the integration of digital literacy support through the e-Becah application, which provides access to digital books, and Book Reading Spots (e-Pusbang) located at the Bangkalan Public Library. This combination enables the program to reach diverse community groups and makes literacy services more accessible and user-friendly.

The research was conducted in accordance with a routine and scheduled implementation of the BangLabang program. Mobile library visits were carried out alternately from Monday to Thursday, between 09.00 and 10.00 WIB, coinciding with students' break times. During these visits, the mobile library car was parked in school yards, allowing students to freely select and read a variety of books. Prior to the reading activities, the Reading Habit Cultivation Team conducted literacy socialization sessions, introducing students to basic literacy concepts, the three literacy axes, the e-Becah digital library, and available reading facilities. To increase engagement, students who actively participated were rewarded with books.

4. Results and Discussion

The benefits of the BangLabang innovation include increased enthusiasm among the community, especially school students, for reading activities. Access to reading materials has become easier through the mobile library. In addition, the number of group visits to the Bangkalan public library has increased. This innovation has succeeded in increasing public awareness and enthusiasm for the importance of

reading. Socialization carried out in various schools and communities by bringing a mobile library car was welcomed positively by students, teachers and the community. Reports show an increase in community participation in reading activities. The results of the Reading Enthusiasm Level Survey (TGM) conducted by the Bangkalan Regency Library and Archives Service in collaboration with Airlangga University for three years from 2022-2024 are as follows: 2022: 67.02 (with the locus of Kamal sub-district, Bangkalan sub-district, and Kwanyar sub-district). 2023: 70.02 (with loci in Tanah Merah, Burneh, Socah districts). 2024: 76.17 (with locus of sub-districts of arosbaya, labang, klampis)

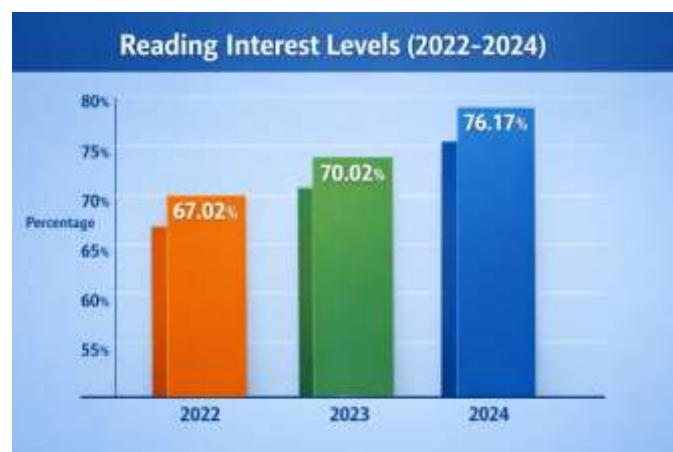


Figure.1 Graph of the Reading Enthusiasm Index in Bangkalan Regency

The index shows a significant increase in scores after the Bangkalan Literacy Initiative (Bandung Literacy) innovation was implemented. This innovation process was relatively easy due to the support of good cooperation between the school and the Bangkalan Regency Library and Archives Office. The Literacy Movement team

was able to quickly schedule visits and provide books through the mobile library van. The existence of MoUs and cooperation agreements with educational institutions from kindergarten to university level, as well as with village libraries, allows for easy implementation and replication of this innovation. The Bangkalan Regency Library and Archives Office has demonstrated a strong commitment to developing a reading culture through mobile library visits. The strategies implemented include collaborating with educational institutions, determining visit schedules, and providing engaging reading materials to increase reading interest.



Figure.2 Mobile library car visit to SDN Kajuanak 2, Galis district



Figure.3 Mobile library car visit to SDN Dlambah Dajah 2, Tanah Merah district

Figure.4 Cooperation Agreement (PKS) between the Library and Archives Department and RA Miftahul Ulum.



Figure.5 The passion for reading at Padurungan State Kindergarten, Tanah Merah Pembina District, Bangkalan District



Figure.6 Socialization of the e_BECAH Application in Regional Devices
And Bangkalan Regency e_BECAH APPLICATION

Realizing a love of reading or literacy activities in the midst of isolated school conditions is a challenge in itself to create strategies to foster students' love of reading.¹⁰ Literacy is a mandatory and crucial activity for students' future lives. The team to cultivate a love of reading together with the school as much as possible to raise students' enthusiasm first to feel happy with the presence of books, One way or strategy to foster students' love of reading is by bringing mobile library cars to various educational institutions. Mobile library cars provide adequate book facilities compared to books in school libraries, which mostly only contain textbooks.¹¹ Mobile library staff carry approximately 200 book titles. from various types of library materials ranging from general knowledge books, novels, fairy tales, dictionaries, folk tales, textbooks, religious books, magazines, and others. After the mobile library arrived, the reading culture team invited all students to come and read books at the mobile library so they could read books according to their interests/likes. Through strategic efforts to develop culture Fostering a love of reading through mobile libraries requires development, innovation, and consistency from all parties involved. Various parties need to recognize that efforts to improve literacy must be carried out

¹⁰ Sri Riyanti, Syarwani Ahmad, and Helmi Harris. "Strategi Kepala Sekolah Dalam Penguatan Pendidikan Karakter Melalui Gerakan Literasi Sekolah." *JDMP (Jurnal Dinamika Manajemen Pendidikan)* 5, no. 2 (2021): 120-129.

¹¹ Dwi Utami Lestari. "Layanan dan Fasilitas Perpustakaan dalam Meningkatkan Minat Baca Siswa (Studi Kasus SMA LTI IGM Palembang)." *SIGNIFICANT: Journal Of Research And Multidisciplinary* 3, no. 02 (2024): 131-143.

in an integrated manner. This means that not only schools play a role, but also parents and the community. More specifically, the obligation to increase public interest in reading is regulated by Law Number 43 of 2007 concerning Libraries. This law explains that increasing reading interest requires synergy between the government and the community.¹²

A reading habit is a person's tendency or habit to read frequently and enjoy the activity of reading.¹³ This can include various types of texts such as books, newspapers, magazines, etc. A reading habit can be developed from an early age and become a sustainable habit in adulthood. Reading can provide many benefits for readers, such as improving language competence, increasing vocabulary, improving critical thinking skills, and increasing creativity. A reading habit can also increase access to information and knowledge, which can assist individuals in the learning process and decision-making. In addition, mobile libraries are also used as a medium for self-expression, training students' thinking skills, a communication medium for exchanging stories/sharing with other students, and of course as a medium to develop a culture of reading in schools.

5. Conclusion

The innovation carried out through the Bangkalan Literacy Building program is considered effective and alternative because the mobile library brings many

¹² Sri Riyanti, Syarwani Ahmad, and Helmi Harris. "Strategi Kepala Sekolah Dalam Penguatan Pendidikan Karakter Melalui Gerakan Literasi Sekolah." *JDMP (Jurnal Dinamika Manajemen Pendidikan)* 5, no. 2 (2021): 120-129.

¹³ Aini Hidayah and Erna Zumrotun. "Peran perpustakaan keliling daerah dalam meningkatkan minat baca siswa sekolah dasar negeri Demangan." *Ideguru: Jurnal Karya Ilmiah Guru* 9, no. 2 (2024): 649-655.

interesting and easily accessible books to schools that may not have good library facilities, making it easier for readers to access and attract students' interest. Therefore, the mobile library is a solution to grow and develop a culture of reading in various educational institutions, especially those far from the Bangkalan Regency Regional Public Library. With the existence of the mobile library, it is hoped that it will be able to grow and develop a culture of reading in schools with strategies that they are invited, encouraged, and accompanied actively and consistently by participating or contributing directly in the implementation of reading culture activities. The mobile library is used as a forum or facility provided to students to play an active role and move consistently in growing a culture of reading both in learning and outside of learning. The existence of a mobile library is able to foster enthusiasm in cultivating a love of reading in the school environment because they can read books of various types, can explore the broad knowledge they will gain when reading books, and can learn through reading. A good culture will become a habit. This is done continuously and develops, such as a culture of reading. This is what makes students enthusiastic about reading books in the mobile library. The Head of the Bangkalan Regency Library and Archives Service is committed to continuing the BangLabang Innovation by expanding the target of mobile library car visits to remote villages, in addition to increasing the collection of library materials, both printed and digital, on an ongoing basis based on the Budget.

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