

Persuasive Communication Strategy of Karang Taruna Village, Ceper District, Klaten Regency in Improving Citizens' Reading Culture

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ABSTRACT

Keywords

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This study explores the effectiveness of persuasive communication strategies employed by the Karang Taruna organization in Karangasem Village, aimed at enhancing community literacy. Recognizing reading as fundamental to societal development, the research underscores the pivotal role of local initiatives in fostering a culture of reading, particularly among children and adolescents. Despite economic stability, the village faces challenges such as limited library resources, reflecting broader rural literacy issues. Adopting a qualitative approach, the study employs in-depth interviews, observations, and documentation to comprehensively capture the perceptions and impacts of Karang Taruna's initiatives. Conducted over three months, the research focuses on how persuasive communication influences reading behavior within the community. Findings reveal that while the village youth organization has successfully organized Reading Day events and cultivated a modest library, sustaining community engagement remains a challenge due to varying levels of participation and ongoing societal influences. Key strategies include enhancing communication within the organization and forging stronger partnerships with external stakeholders, including local government and donors. The study highlights the importance of maintaining group cohesion and defining clear objectives to sustain long-term literacy initiatives. Furthermore, it emphasizes the need for infrastructure support, such as improved library facilities and access to digital resources, to bolster reading habits among residents.

1. Introduction

Reading plays an important role as the main pillar in forming an intelligent and knowledgeable generation. According to Maimunah Hasan (in Rahayu & Widiastuti, 2018), reading is not only a skill but also a right that must be taught from an early age because it makes a significant contribution to the quality of life of society as a whole. Homes and libraries have a crucial role in ensuring the continuity of children's education (Setiawati, 2017), while reading activities are the foundation for critical thinking skills in society.

At the local level, such as Karangasem Village, Reading Day activities were initiated to encourage the development of a young generation who are intelligent and have the potential to become strong leaders. Formal schools support this program, while villages as centers of social and cultural interaction play a key role in preserving reading traditions. A village is not only a geographical entity, but also a symbol of social, economic and political unity that has a significant impact on the development of its community.

Even though the economy of Karangasem Village is relatively stable with adequate main access, the village library's lack of facilities is a challenge in itself. However, this program has been able to

reach elementary to middle school children, building a strong literacy base among them. This research aims to identify the positive impact of this activity on the local community, especially children.

The Persuasive Communication Strategy implemented by the Karangasem Village Youth Organization is the main focus in efforts to improve literacy culture. Through this approach, it is hoped that we will be able to change the perception of low interest in reading into a sustainable enthusiasm. The village library, although small, is the center of this activity with a collection of books donated by residents and Karang Taruna itself, illustrating their commitment to expanding access to education and information.

However, challenges such as low enthusiasm and participation from residents and Karang Taruna members show that there is still work that needs to be done. This research also looks at the obstacles faced in achieving the goal of increasing literacy, including understanding environmental conditions that influence children's interest in reading.

Thus, this research aims to dig deeper into the effectiveness of the communication strategies implemented and to identify solutions to the obstacles faced. It is hoped that the results of this research can make a real contribution to improving the reading culture in Karangasem Village and become a guide for similar efforts in other places.

2. Method

This research method adopts a qualitative approach to understand the phenomenon of persuasive communication strategies implemented by the Karangasem Village Youth Organization in improving the reading culture of residents. A qualitative approach is considered appropriate because it can explore in depth the perceptions, motivations and steps taken by Karang Taruna, as well as their impact on society holistically. This research will use a qualitative descriptive type of research, which aims to provide a detailed description of the persuasive communication strategies used by Karang Taruna (Moleong, 2007). The location of this research was carried out in Karangasem Village, which is located in Ceper District, Klaten Regency. This village was chosen because it is an environment that implements active initiatives in improving reading culture through Karang Taruna. Thus, the research will focus on activities and interactions in these local communities, aiming to provide a comprehensive understanding of the efforts undertaken. This research will last for 3 months, starting from July to September 2023. It is hoped that this long research period will provide the opportunity to obtain in-depth data and also see changes or evolution in the implementation of persuasive communication strategies over the relevant time period.

The data collection techniques used were in-depth interviews, observation and documentation. In-depth interviews will be conducted with several key informants such as the Chair of the Karangasem Village Youth Organization, active members of the Compulsory Reading Day activities, and the person in charge of these activities. Observations will be carried out to directly observe the activities carried out by Karang Taruna as well as community participation in reading activities. Meanwhile, documentation will involve collecting photos of activities, accessing social media, as well as documentation from relevant sources. In data analysis, this research will apply the data analysis model of Miles, Huberman, and Saldana (2014). This analysis technique includes data condensation, data display, and drawing and verifying conclusions, which will help in organizing, managing, and finding significant patterns and findings from the qualitative data obtained. Data validation will be carried out through source triangulation techniques, namely by comparing data obtained from various sources to ensure the validity and consistency of research results.

3. Result and Discussion

3.1. Result

This research will discuss the research results that have been obtained which focus on how the persuasive communication strategy of the Karang Taruna Village, Karangasem Village, Ceper District, Klaten Regency, is improving the reading culture of residents. The Karangasem Village Youth Organization, like other Karang Taruna organizations, is a local youth organization with a legal

basis under Decree 13/HUK/EP/1981 of the Minister of Social Affairs of the Republic of Indonesia, which governs the organization's structure and procedures.

The Karangasem Village Youth Organization organizes several constructive activities for its residents. Karang Taruna Karangasem Village has implemented numerous measures to promote reading culture, including developing a library community, providing reading materials, and organizing reading days. Reading Day events are the cornerstone initiative of Karangasem Village Youth Organization, encouraging citizen literacy and instilling a love of reading in village residents. It's only that this action has progressively turned inactive. Several factors contribute to deficits in Everyday reading activity. In addition to low citizen motivation, the availability of devices has an impact on society, leading to a revival of the reading culture through library programs and events. According to Aina, Ogungpeni, Adigun, and Ogundipe, people may lose interest in reading when other possibilities become more appealing over time (Aina et al., 2011).

The locals' enthusiasm diminished, affecting the morale of the Karangasem Village Youth Organization. Other issues to consider include the management members' busy schedules. The Karangasem Village Youth Organization has dwindling interest when programs are held concurrently. This might be attributed to a lack of support from people. Unfortunately, the residents of Karang Taruna Karangasem hamlet show little enthusiasm in developing a reading culture. The syndrome is characterized by low activity. Today's youth face a reading dilemma. The Karang Taruna management in Karangasem village is promoting cultural literacy through member solidarity and excitement (Simorangkir et al., 2014). Additionally, the Covid-19 epidemic has curtailed inhabitants' mobility options. Young inhabitants tend to engage in activities outside of the village, leading to an increase in their presence in the village environment. The management of Karang Taruna Village Karangasem aimed to reintroduce activities, including reading days, to promote literacy among inhabitants. This research aims to examine the persuasive communication strategies used by Karang Taruna village in Karangasem to promote a reading culture among village residents. This approach is based on the theory of maintenance energy and effective energy, which considers psychodynamic strategies, sociocultural strategies and the meaning construction strategy.

3.2. Discussion

1. Psychodynamic strategies

The psychodynamic strategy in the context of persuasive communication to enhance the reading culture in Karang Taruna Village, Karangasem can be understood through the concept of Maintenance Energy theory. Maintenance energy necessitates direct activities aimed at achieving group cohesion. According to Stones (1987), maintenance energy refers to the energy focused on the development and sustenance of groups. Group leaders must prioritize energy maintenance to ensure the sustainability of their groups. This theory illustrates how individuals sustain energy and motivation to engage in specific activities or behaviors. In this case, Karang Taruna can employ psychodynamic strategies to build and sustain interest and motivation among residents towards reading.

Maintaining consistency in message delivery and activities related to the reading culture is crucial. Through consistency, such as holding regular activities like book clubs, discussions on recent books, or even group reading sessions, Karang Taruna can foster positive expectations and sustained reading habits within the community. This aligns with Maintenance Energy theory, which emphasizes the need for consistent energy investment to maintain positive behaviors (D'Oca et al., 2014).

Values within the group should be developed, preserved, and shared by all members. These principles serve as unifying factors among group members, fostering collective commitment to achieving organizational goals. These values can be valuable assets for the organization to prioritize their well-being during challenging times. When facing friction or disputes, it is important to strengthen group unity around organizational values. Karang Taruna Village, Karangasem should prioritize open communication, active listening, and understanding of their members' challenges. In the next phase, the Youth Organization of Karangasem Village requires management from key figures to ensure its success (Suryaningsih, 2020). One example is involving an advisory council. These advisors play a vital role as a crucial link between the vision, mission, and group achievements. Advisors should effectively optimize their functions for group progress, demonstrate concern for the group, address their needs, ignite enthusiasm, promote strong dedication and commitment, and

involve passive members. Once internal conditions are more solid, the next step can be taken. Restructuring communication techniques to promote reading culture among residents.

Internal members of Karang Taruna Village, Karangasem face additional challenges due to inadequate support from village authorities. The village government only grants permission for daily operations without financial support, donations, or related infrastructure support. Infrastructure support is crucial to promoting reading culture among residents and ensuring the success of programs such as Reading Day. Examples include library revitalization, providing appropriate reading materials, and internet access for e-books and other resources. Financial support from the village government is essential to creating synergy within the community. The village government plays a crucial role in managing social processes and providing adequate social services to ensure the welfare, peace, and justice of residents.

If local administration provides financial support for infrastructure, such as establishing a complete library, this can enhance the interest of group members and effectively support activities. When internal group members are encouraged and motivated, this impacts the external environment. They will actively promote visits to the library, foster a reading culture, and ensure the success of Reading Day initiatives. The lack of financial support from the village government is disappointing, especially considering potential resources like the Village Fund Allocation (ADD) from the Regional Budget (APBD), representing 10% of the local budget (Sari, 2015). Management hopes that these activities will attract special attention from village authorities.

Furthermore, Karang Taruna can also utilize positive reinforcement as part of the psychodynamic strategy. Providing rewards, recognition, or other incentives to individuals or groups actively involved in reading can enhance motivation and the desire to continue engaging in reading activities. This can create a positive cycle where individuals feel valued and motivated to participate more actively in the reading culture promoted by Karang Taruna. Moreover, to address potential motivation decline or long-term fatigue, it is important to consider variation and innovation in reading activities. Karang Taruna could try different approaches, such as holding writing workshops, seminars on digital literacy, or even local book festivals involving the community at large. Thus, they not only maintain but also develop new interests in reading among the community.

The psychodynamic strategy can also be strengthened through a personal and deep approach to individuals. Karang Taruna can involve residents directly in the planning and implementation of reading activities. Through this approach, they can understand the needs and preferences of different individuals, thus adapting more relevant and engaging reading programs for the local community. To optimize the psychodynamic strategy, it is important to build strong and trusting relationships between Karang Taruna and the community. Open and transparent communication about the goals and benefits of reading activities can help build sustainable support from residents. This will strengthen their commitment to reading culture as part of the social and cultural identity at the local level.

In implementing the psychodynamic strategy, it is important to consider individual psychological factors such as the need for recognition, achievement, and self-development. Karang Taruna can create an environment that supports and facilitates personal growth through reading activities, such as providing guidance or support for those looking to improve their literacy skills. The psychodynamic strategy should be applied with a deep understanding of social dynamics and individual needs at the community level. Through a holistic and sustainable approach, Karang Taruna can become an effective agent of change in enhancing reading culture, not only as a routine activity but also as an integral part of personal and social development within their community.

2. Sociocultural strategies

The sociocultural strategy in the context of persuasive communication to enhance the reading culture in Karang Taruna Village, Karangasem utilizes the Effective Energy theory. This theory describes how social and cultural energies can be used to influence understanding and practices within society (Stones, 1987). Thus, this strategy focuses on cultural values, norms, and practices that can strengthen reading activities within the community. Karang Taruna can leverage strong local values as a foundation to promote reading culture. In a sociocultural context, this means considering collectively valued norms in the community, such as local knowledge or cultural heritage, which can

be linked to reading activities. Therefore, reading culture becomes not only an individual activity but also a part of the community's collective identity and pride.

This strategy can be reinforced through active collaboration with respected community figures and religious leaders in the village. They can act as powerful agents in supporting and promoting reading culture as part of important social and religious activities. Their involvement can broaden the reach of messages about the importance of reading among residents, thus reinforcing social norms that encourage participation in reading activities. Therefore, it is important for Karang Taruna to adopt an inclusive approach in designing reading programs. This involves considering social and cultural diversity within the community, including various age groups, educational backgrounds, and personal interests (Caroline & Yohana, 2018). By listening to these diverse needs and perspectives, they can develop programs that are more relevant and acceptable to the entire community.

The sociocultural strategy relies on the role of local media and traditional communication tools in disseminating messages about reading. Karang Taruna can collaborate with local media, such as community radio or village newspapers, to convey information, inspirational stories, or book reviews to the community at large. These media outlets serve not only as information channels but also as important forms of social recognition for participation in the reading culture (Restianto & Rahaju, 2020). Karang Taruna needs to consider a sensitive approach to the social and economic dynamics within the community. This includes understanding the challenges faced by various groups in accessing reading materials or leisure time for reading. By offering practical solutions, such as mobile libraries or providing free access to reading materials, they can overcome these barriers and make reading more accessible to all residents.

Furthermore, it is important to build a strong digital footprint in promoting reading culture efforts. This includes activating social media and online platforms to share information about reading activities, literacy tips, and book reviews. Thus, Karang Taruna can reach younger generations and technologically connected community members, thereby expanding the impact of their programs (Nabawi et al., 2018). Additionally, collaboration with local educational institutions can further strengthen this sociocultural strategy. Involving schools or universities in reading activities can build sustainable relationships between formal and informal education. This not only supports learning in classrooms but also enhances awareness of the importance of reading among younger generations, which is a long-term investment in shaping reading culture in society. To ensure the sustainability of these sociocultural efforts, it is crucial to build a strong network of cooperation with non-governmental organizations, local agencies, and other relevant stakeholders. By sharing resources, experiences, and knowledge, Karang Taruna can strengthen their role in promoting reading culture sustainably and effectively at the village level.

3. The meaning construction strategy

The Meaning Construction strategy in the context of persuasive communication to enhance the reading culture in Karang Taruna Village, Karangasem, can be understood through the concept of Meaning Construction theory. This theory emphasizes how individuals and communities collectively construct meaning from their experiences, including reading practices, and how persuasive communication can influence this process.

Karang Taruna can utilize strong narratives as part of the Meaning Construction strategy. Telling inspirational stories about how reading has transformed individuals' lives within the community can inspire and motivate residents to get involved. These narratives not only convey the practical benefits of reading but also build shared understanding of the importance of literacy in personal and societal development. Therefore, facilitating deep discussions and reflections on the meanings and values associated with reading is crucial. Karang Taruna can organize discussion sessions or forums that explore various perspectives on how reading enriches personal and social life. By providing space for residents to share their experiences and thoughts, they can deepen the collective understanding of the significance of reading culture (Rohayati, 2011).

This strategy can also be strengthened by building supportive learning communities. Karang Taruna can organize small groups or book clubs that provide platforms for members to share insights, recommend readings, and develop shared understanding. Through such social interaction and collaboration, individuals can broaden their perspectives and deepen the meanings they construct from

reading activities (D'Oca et al., 2014). Therefore, it is important to consider the critical role of media and technology in the meaning construction process. Karang Taruna can use them to disseminate content that supports positive meaning construction about reading, such as book reviews, inspirational articles, or short videos promoting literacy. Thus, they can reach a wider audience and expand the impact of their meaning construction efforts. In implementing the Meaning Construction strategy, Karang Taruna needs to consider an approach that is responsive to the needs and interests of individuals. This may include providing access to various types of reading materials that appeal to different age groups and backgrounds. By meeting these needs, they can facilitate a more personal and meaningful process of meaning construction for each community member.

This strategy can also leverage evidence-based approaches to strengthen the messages conveyed. Karang Taruna can gather data or case studies on the impact of reading on personal development, skill enhancement, or improved quality of life. This information can be used to convince the community of the real benefits of reading and reinforce their understanding of the importance of literacy. Collaborating with local researchers or academics can also be an integral part of the Meaning Construction strategy (Zaenuri, 2017). Involving them in the analysis and interpretation of data or findings on reading can provide scientific legitimacy and accuracy in conveying messages about literacy to the community. This will help build stronger belief and support for the reading culture in the community. To ensure the sustainability of this Meaning Construction strategy, it is important to implement ongoing evaluation of the effectiveness of the programs conducted. By collecting feedback from the community and analyzing the long-term impact of reading activities, Karang Taruna can continue to adapt and improve their approaches to constructing positive meanings related to reading. Thus, they can ensure that their efforts are not only successful in inspiring but also in changing reading behaviors in the community.

4. Conclusion

Karang Taruna Desa Karangasem faces multifaceted challenges in promoting a reading culture within their community. Despite these obstacles, they have employed effective communication tactics that prioritize harmony and inclusivity, both internally and with external partners. The management of Karang Taruna Desa Karangasem has demonstrated proactive efforts in achieving their objectives. This includes strategic initiatives rooted in psychodynamic, sociocultural, and meaning construction theories to foster sustainable engagement in reading activities. The psychodynamic strategy emphasizes maintaining energy levels through consistent activities like book clubs, discussions, and shared reading sessions. These efforts aim to sustain interest and motivation among community members, aligning with the Maintenance Energy theory (Stones, 1987). By nurturing a supportive community environment and recognizing individual contributions, Karang Taruna encourages active participation and cultivates a positive reading habit.

On the sociocultural front, effective energy theory (Stones, 1987) guides initiatives that leverage local values, norms, and influential community figures to promote reading. Collaborations with respected leaders and cultural influencers enhance social norms around reading, embedding it deeper into the community's social fabric. By utilizing local media and cultural events, Karang Taruna extends their reach and reinforces the cultural significance of reading as a communal activity. The Meaning Construction strategy focuses on collectively constructing meaning around reading through storytelling, community discussions, and educational initiatives. By sharing inspiring narratives and facilitating reflective dialogues, Karang Taruna enhances communal understanding of the transformative power of literacy (Rohayati, 2011). Engaging diverse age groups and tailoring reading materials to varied interests ensures inclusivity and relevance, fostering a meaningful reading experience for all members of the community. To sustain these efforts, ongoing evaluation and adaptation are crucial. Karang Taruna should continue to assess the impact of their programs, gather feedback, and refine strategies based on community needs and evolving societal dynamics. This iterative approach ensures that their initiatives not only inspire but also effectively nurture a lasting reading culture.

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