ABSTRACT

Low awareness for reading and visiting library are the problems faced by developing countries, such as Indonesia. The complexity of socio-economic problems is also one of the factors that make these problem still exist. When the information technology develops rapidly and more people tend to read online, on the other hand, access to reading materials and the library are still considered difficult for some people. Government efforts sometimes cannot reach the remote area; so, it still needs support from stakeholders which concern about these issues, including the library.

This paper is written as a result of simple observation in the city of Surabaya, Indonesia about the university library’s social activities. The results showed that two university libraries do a Corporate Social Responsibility (CSR) Program as their community service. The CSR program are the activity to instill awareness for reading and visiting library. The target of this program is the children, who particularly from marginal communities. Airlangga University Library (AUL) has set up a community reading corner at some schools and provided reading materials. To increase the effectiveness of the reading corners, AUL conduct some programs and activities such as, storytelling, movie time, competitions related to reading or education, and training for teacher. The other university library is Petra Christian University Library (PCUL). PCUL has allocated one room in the library as a special room for children’s book. The room was decorated with children ornaments. PCUL also welcome the students from other schools and holds special events at the library. Because of PCUL aware of the important role of teachers and parents in education, PCUL provides some trainings and workshops for them.

Keywords: reading awareness, corporate social responsibility, university library, children, community service.

1. INTRODUCTION

Indonesia is the fourth most populous country in the world with a population of 253 million people in 2014. Consisting of 17,508 islands, Indonesia is also known as the largest archipelagic country in the world. Stretching from Sabang to Merauke, Indonesia consists of various ethnic, linguistic and religious diversities. Indonesia is the one of developing country in the world.

As a developing country, Indonesia still face some problems such as low awareness for reading. There is only one out of 1000 people in Indonesia with good reading awareness (Hazlianazah, 2013). Low awareness to visit libraries is considered as another problem faced by Indonesia. It is apparent in the relatively low number of library visits in some areas, and even getting lower in recent years, for instance Solo (Baihaqi, 2014), Cirebon (Mus, 2014), Rembang (Sov, 2015), Mojokerto (Bejo, 2015), Merangin, Jambi (Saputra, 2014), etc. It is also a common
public perception that automatically assumes libraries in Indonesia as dusty rooms and used only for storing books (Setiawan, 2013).

Several research and observations have been conducted to investigate the causes of these two problems. The result of the studies showed that there were some factors that cause these problems. The first factor is oral tradition. This tradition has influenced Indonesian society in terms of how they spend their time. Most Indonesians prefer to talk or engage in conversation rather than to read books (Ariningsih, 2004). The second factor is socio-economic condition. The socio-economic condition is related to the buying power of the society. When people have lower income, fulfilling their daily needs is the first priority and purchasing books is not. Books are considered as expensive or luxury items for them.

Having access to libraries will be able to alleviate this condition, which unfortunately is not the case for most people in Indonesia especially the low income class. They have very limited access to libraries due to the fact that they usually live in remote areas, which are far from the downtown area where libraries are usually located (Ariningsih, 2004).

Reading also has to compete with entertainment media and information technology, such as television and the Internet. Television is still the preferred mode for common people to obtain information compared to reading books. This is especially true for low-income class, who do not really understand what internet is and how to use it. Television also attracts children to watch broadcasted programs or movies, instead of reading books (Kamsul, 2011). To make matters worse, many libraries do not pay attention to their collection development. A research found that people would visit a library if it provides various books that match to their needs (Marwiyah, 2011). The advances in information technology also poses a challenge in instilling reading awareness. The emergence of the Internet is more widely used for leisure activities in Indonesia, rather than for serious reading or searching for useful information. In Surabaya, teens spend more than 40 hours per month using the Internet for leisure activities (Qomariyah, 2009).

The Indonesian government has made many efforts to raise reading awareness, either through national and local library institutions. As first steps the government has set up Library Visit Month and a Book Day. Not only central government, local governments are also actively taking steps to solve the problems. Local governments – through local library institutions – have built numerous new libraries. In their effort to reach out to remote areas, local libraries provide mobile libraries that visit these remote locations periodically using various means of transportation. However these efforts are still far from adequate. In Indonesia, only 21.281 out of 76,000 villages (28%) have already had libraries established and only 40% can be categorized as well-maintained library (Junaedi in Radhitya, 2012). In East Java province, only 1,734 out of 8,467 villages (20.48%) have already had local libraries established (Anwar, 2012). Van libraries which are provided by the local government of Surabaya can only reach 64 of 463, or 13.82% of the target locations (K.W. I., 2012). Local governments have also built small libraries – known as Community Reading Corners or Taman Bacaan Masyarakat – in some suburbs and poor areas. The Surabaya local government has built 485 reading corners; of which condition are currently not well-maintained (Pakistyaningsih, 2013).
The problems will not be able to be solved by the government alone. Contributions from other stakeholders that concern about raising reading awareness and visiting library are really needed. The contribution can be in the form of Corporate Social Responsibility (CSR) from state or private institutions.

2. THE RELATIONSHIP OF UNIVERSITY LIBRARY AND CSR PROGRAM

The main function of a university library is to support the teaching and learning process of the university. According to Sulistyo-Basuki (1993), university library is a subordinate institution and affiliated to a university. The main function of a university library is to fulfil the information needs, to provide information, learning resources, loan and reference services. A university library will be categorized as a successful library if it manages to fulfill those functions. Most of the Indonesia university libraries are trying to achieve the goal. The next question is, what is the next planning after it has successfully achieved its primary functions? Will the library still focus in only improving itself?

All Indonesian universities hold a mandate called Tridharma or the Three Virtues. Tridharma consists of values in three sectors of higher education life, which are teaching, research, and community service. All universities in Indonesia are required to implement these values (Republik Indonesia, 2012). By definition a university library is also required to implement these values since it is part of a university. Most Indonesian university libraries implement the teaching and research values but tend to ignore community service value. They strive to develop their services and resources, but they forget to reach out the communities that are outside the traditional campus boundaries.

Indonesian university libraries can take the opportunity of doing community services by doing their part to help local governments in solving existing problems in the society, which among them are the low of reading awareness and increasing library visits. By doing community service programs, Indonesian university libraries will be fulfilling the third mandate of the Tridharma as well as becoming invaluable partners for local governments in solving local problems in the society.
3. COLLECTING DATA

For the purpose of this study, some observations have been conducted to university libraries in Surabaya, East Java, Indonesia to find out which university libraries have implemented the community service mandate. Some information were gathered through interviews, email correspondence, and content analysis of the libraries’ website. The result showed that Airlangga University Library and Petra Christian University Library are currently the university libraries in Surabaya that have implemented the community service mandate. These two university libraries show through their programs and activities that they have broken through the traditional campus boundaries in implementing their community service mandate. They not only serve the university members, but also the society; especially, the marginal communities. The implementation of community service value in those libraries are corporate social responsibility (CSR) program in instilling reading awareness and visiting library awareness. Both libraries have implemented programs that reach out to children; especially those from marginal and rural communities and have difficulties to access library and books. The reason why their CSR programs are focused on children is because childhood is the golden age; a good time to instill good values.

4. CORPORATE SOCIAL RESPONSIBILITY PROGRAM OF UNIVERSITY LIBRARIES

A. Airlangga University Libraries (AUL)

Airlangga University is a state university in Surabaya. Airlangga University Libraries serve the information needs of university members in three main campuses where located in different locations. The university members consist of about 27,132 students, 1,642 academic staff, and 1,571 educational staff. Besides running its main functions as a university library, AUL also conducts CSR several programs.

i. Setting up reading corners in early-childhood education schools, kindergartens and elementary schools.

AUL has set up about seven community reading corners in some schools and kindergarten in Surabaya (Kristiawan, 2013). AUL only sets up reading corner in schools where there is currently no community reading corner set up by the local government. AUL provides bookshelves and reading materials, such as books and magazines that are suitable for children in each respective school. Besides physical facilities, AUL also provides trainings for teachers in various topics, such as creative teaching method and library management. The trainings will equip the teachers to be able to improve their teaching methods and to manage the reading corners in their premises. Parents are allowed to borrow reading materials from the reading corners in order to encourage them to do storytelling for their children. Ultimately it is expected that their children will grow to love books, libraries and reading.

In implementing this program, AUL works with students from Library Information Science Department who already joined at loving library community or called Komunitas Cinta Pustaka. Besides set up seven community reading corners in some early childhood schools, kindergartens, AUL has also implemented the CSR program to elementary schools in Bojonegoro, another city in East Java.
ii. Programs and activities in Community Reading Corner

In order to increase the effectiveness of the reading corners, AUL conducts some programs and activities in the reading corners. The activities include storytelling, movie time, and competitions related to reading or education.

iii. Inviting children into Library.

AUL also pays attention to the children living in the surroundings of the campus premises; especially those who are coming from low-income families. On school holiday AUL invites these children to the library and creates an event for them. AUL invites them to come to the library to play some fun edutainment activities. Some games obliged children to run from one room to another room in the library. Through these events, AUL wants to give an experience to children about playing and learning in the library. The prizes of the games are useful items for the students, such as books and school equipment. The purpose of the activities is to instill positive perception of libraries to the children; that libraries are not boring places.
B. Petra Christian University Library

Petra Christian University is a private university in Surabaya. Petra Christian University Library (PCUL) provides information for users in three main campus buildings that are located in one location. The university members consist of about 8000 students, and about 600 academic and educational staff. Besides the main function, PCUL also conducts CSR programs by:

i. **Setting up a special reading room for children.**

PCUL has allocated one room in the library as a special room for children’s books. The room is fully decorated with children ornaments. This cozy atmosphere is expected to make the children feel while they are reading books there.

![Figure 7. Children’s Books room in PCUL](image1)
Source: Personal Collection (2014)

![Figure 8. Ornaments in Children’s Books room](image2)
Source: Personal Collection (2012)

ii. **Welcoming the students from the other schools.**

PCUL invites elementary students around the campus to visit library. There are four elementary schools around campus, of which students are invited regularly to visit the library on certain Fridays of the month. Friday is chosen since on that day the school hours in Indonesian schools is very short. The students are allowed to come to library without becoming a registered member of the library.
PCUL also welcomes students from other schools, who want to learn, to read a book in the library, or to request a program, or simply to visit the library. Programs offered include the library introduction or librarian profession introduction designed for children. Schools are interested in these programs since they want to give an experience on learning or reading in the big library, or simply to introduce the library and librarian profession to the students. These programs are only available on request.

The library introduction program for children and librarian profession are conducted in the library through creative and fun games, movie time, and simple explanation about what the library is, what librarians do, what are library collections, etc. These programs usually end with reading books together in children’s books room.

iii. Special event at the library

PCUL also holds special events at the library for children, such celebrating the International Children’s Day and Indonesian Children’s Day. The special events are attended by children from early-childhood schools, kindergartens, and elementary schools around campus. The programs include storytelling, hand puppets show, and fun games. The purpose of this event is to make children perceive that library is an interesting place, not only for storing books.
iv. Trainings and workshops for teachers

PCUL is aware of the important role of teachers and parents in education and in instilling reading awareness to children. Thus some trainings and workshops are also provided for them. The trainings and workshops conducted include topics such as good storytelling techniques, creating storytelling equipment, and making creative educational tools. The trainings and workshops are expected to equip teachers and parents to do better teaching and storytelling activities in their respective school and family. In implementing this program, PCUL always works with Research and Community Service Bureau, and lecturers from some departments of Petra Christian University. Furthermore, PCUL also provides reading materials related to teaching methods, child psychology, etc. The teachers are also allowed to borrow the books for free through registration process.

![Figure 13 & 14. Making Storytelling Equipment Workshop for Teacher](source: PCUL (2013))

5. CONCLUSION

University libraries can participate in building a better education for local communities, while fulfilling the community service mandate of the Tridharma. Through the community service, university libraries can also break through the traditional campus boundaries. In other words, they do not only serve the campus community, but reaching out the broader society. The community service can also be used as a program to raise reading awareness, to give more access to libraries, and to provide more suitable reading materials for children, teachers, and parents. University libraries can also work with other communities and departments that concern in this issues, such as loving library community and university community service bureau in implementing the program.

REFERENCES


