

The Implementation of Library Management in Promoting Reading Interest at the Jombang District Library

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ABSTRACT: This study aims to analyse the implementation of library management in enhancing public reading interest at the Jombang Regency Library. The background to this study stems from the still low level of public reading interest, as well as the challenges faced by libraries in coping with developments in digital technology and resource constraints. The research method employed is a descriptive qualitative approach using a case study design. Data were collected through participatory observation, semi-structured interviews, and documentation, and were subsequently analysed using the Miles, Huberman, and Saldaña interactive model through the stages of data reduction, data presentation, and drawing conclusions. The research findings indicate that library management has been implemented through the POAC functions (planning, organising, actuating, controlling), which encompass the planning of literacy programmes, the organisation of human resources, the delivery of library services, and periodic evaluation of service performance. Efforts to increase reading interest were carried out through the provision of a diverse collection, mobile library services, literacy activities, as well as improvements to facilities and collaboration with various parties. However, challenges were still encountered, such as low public awareness of reading, budget constraints, and the influence of digital technology which has diverted the interest of the younger generation. The conclusions of this study indicate that effective and innovative library management plays a crucial role in

Key words: Library Management, Reading Interest, Literacy, POAC, Regional Library

INTRODUCTION

Advances in information and communication technology have transformed the role of libraries from mere repositories of book collections into centres for information, literacy and community learning. Modern libraries are expected to adapt to the increasingly dynamic needs of the community through technology-based service management, the provision of a diverse range of learning resources, and the creation of inclusive literacy spaces (Nafsi & Octavia, 2024). These changes indicate that libraries are no longer viewed as passive institutions, but rather as active learning ecosystems that help foster a culture of literacy within the community. Library management plays a strategic role in determining the library's success in encouraging the public to read and make use of the services available (Apriwulan et al., 2025). Therefore, professional and adaptive library management is essential in meeting the challenges of the digital age.

Global improvements in literacy levels have shown significant progress, yet a gap remains between developed and developing countries, including Indonesia. The issue of low reading interest remains a serious challenge to the development of human resources (Yoni, 2020), (Ramadhani et al., 2025). The average reading time among Indonesians is still relatively low by international standards (Suryaman, 2015), (Thalib et al., 2026). This situation is exacerbated by the low level of public attendance at public libraries, indicating that the library's role as a community learning centre is not yet functioning optimally. The low level of interest in reading is influenced by various factors, such as the development of digital media, the lack of a culture of literacy within the community, and suboptimal library management. A library management strategy is required that can create services and programmes that are attractive, innovative, and suited to the needs of modern society. Libraries are expected not only to provide reading collections, but also to offer innovative programmes capable of increasing public participation in literacy activities (Jaya, 2024). Consequently, the quality of library management is a key factor in fostering a sustainable reading culture within the community.

The Indonesian government, through the National Literacy Movement, has sought to enhance the public's reading culture through various school and community-based literacy programmes. One form of implementing these programmes involves strengthening the role of libraries as regional literacy centres. However, the implementation of literacy programmes in various regions still faces a number of challenges, particularly regarding limited human resources, infrastructure, and weak library management systems (Panesa et al., 2025). Many local libraries still perform their traditional functions without introducing service innovations capable of attracting public interest (Riwayati & Alamri, 2024). This situation indicates that the success of literacy programmes is not solely determined by the availability of book collections, but is also influenced by the effectiveness of library management in delivering programmes and services on an ongoing basis.

Modern library management conceptually emphasises the application of management functions, which include planning, organising, directing and controlling (Rodin et al., 2021). Planning is carried out through the development of strategic programmes based on community needs and developments in information technology. Organisation relates to human resource management, the allocation of tasks, and the management of library facilities and services. Implementation focuses on the delivery of creative and innovative literacy programmes, whilst monitoring is carried out to evaluate the effectiveness of programmes that have been implemented. Through the optimal application of management functions, the library is expected to be able to create a learning environment that is comfortable, engaging, and relevant to the community's needs (Permata et al., 2023). Therefore, the implementation of management functions is a key indicator of the success of modern library management.

The Jombang Regency Library is one of the regional public libraries that plays a vital role in supporting the improvement of community literacy. In recent years, the library has undertaken various initiatives to develop its services, such as providing more comfortable reading areas, expanding its book collection, organising literacy activities, and running a mobile library programme. These programmes aim to boost the public's interest in reading, particularly among students and the younger generation (Afriatama & Sapri, 2023), (Bodroastuti et al., 2024). However, based on initial observations, public attendance at the library is still not at its optimal level. This situation indicates that efforts to improve literacy through libraries still face various challenges, both internal and external (Febriantini et al., 2025). Consequently, a more innovative and participatory approach to library management is required if libraries are to function effectively as community literacy hubs.

In addition to facing budgetary constraints and a lack of facilities and infrastructure, the management of Jombang Regency Library is also confronted with the challenge of digital technology, which is transforming the way the public accesses information. The younger generation tends to be more interested in social media and digital entertainment platforms than in reading books at the library (Sari et al., 2024). On the other hand, the management of information and promotional materials for the library is still not optimal, meaning that the library is not widely known among the public. The limited skills of staff in managing a digital library are also a hindrance to the development of modern services (Sri et al., 2024), (Fatrizal et al., 2025). This situation indicates that libraries need management strategies that are more adaptive, creative and community-focused in order to remain competitive in the digital age (Yusuf et al., 2026). Therefore, innovation in the management of library services is a crucial step in boosting public interest in reading.

Based on the above, this study is important to examine the implementation of library management in boosting public interest in reading at the Jombang Regency Library. This study focuses on the application of management functions, including planning, organising, executing, and monitoring in library management. Furthermore, this study aims to identify the supporting and inhibiting factors in the implementation of library management, as well as their contribution to increasing public interest in reading. It is hoped that this study will provide a theoretical contribution to the development of library management studies and serve as a practical recommendation for regional libraries in improving the quality of community literacy services. Consequently, the results of this study are expected to strengthen the role of libraries as centres for lifelong learning and drivers of a culture of literacy within the community.

METHOD

The research method employed in this article is a descriptive qualitative approach using a case study design. This approach was chosen because the study aims

to gain an in-depth understanding of how library management is implemented to foster public interest in reading at the Jombang District Library, within a natural context and without manipulating field conditions. Qualitative research allows researchers to explore the meanings, experiences, and social processes occurring within library management activities, particularly regarding the planning, organisation, implementation, and monitoring of literacy programmes. The case study method was used because the research focuses on a specific object, namely the Jombang Regency Library, thereby providing a comprehensive understanding of library management practices and their influence on the community's reading culture. This approach is also relevant because the phenomena of reading interest and library management constitute complex social realities that require contextual analysis through direct interaction between the researcher and the research subjects.

Data collection was carried out using participatory observation, semi-structured interviews and documentation to obtain in-depth and comprehensive data. Observations were made directly of library literacy services and programmes, whilst interviews were conducted with the library manager, librarians, visitors, and the literacy community to obtain information regarding the implementation of library management and strategies to increase public interest in reading. Documentation was used as supporting data in the form of activity reports, visitor data, literacy programme archives, photographs of activities, and library policy documents. Data analysis utilised the interactive model by Miles, Huberman, and Saldaña, which encompasses data collection, data reduction, data presentation, and the drawing of conclusions in a repetitive and reflective manner. Data validity was tested through source triangulation, methodological triangulation, member checking, extended observation, and peer discussion to ensure that the data obtained possessed high levels of credibility, dependability, transferability, and confirmability, thereby ensuring the scientific accountability of the research findings.

RESULTS AND DISCUSSION

1. The Implementation of Library Management at the Jombang Regency Library

The research findings indicate that library management at the Jombang Regency Library has been implemented through the POAC management functions (planning, organising, actuating and controlling). These four functions form the main basis for library management, ensuring that all programmes and services run effectively and in a focused manner (Purwanto & Arisyahidin, 2025). As a public service institution, the library not only serves to provide reading materials but also has a responsibility to improve the literacy levels of the community. The implementation of sound management is a key factor in supporting the library's success in fulfilling its educational, informational, and community reading culture development functions. In terms of planning, the Jombang Regency Library has drawn up an annual work

programme covering the acquisition of new collections, the implementation of literacy programmes, mobile library services, and improvements to reading facilities. This planning demonstrates that the library is committed to the continuous development of its services. The book collection provided is also quite diverse, covering textbooks, literary works, religious books, general reference works, and popular reading material tailored to the community's needs (Ridha & Kusasi, 2024), (Wiliyani et al., 2025). This finding is consistent with the view of Sulistyo Basuki, who states that planning is a crucial foundation for determining programme priorities and the effective use of library resources.

In terms of organisation, the library has an operational structure involving management, librarians, service staff, and administrative staff. This division of tasks facilitates the smooth running of services, particularly in circulation services, collection management, and reference services for the public (Muhammad et al., 2025). Nevertheless, the limited number of staff means that some employees have to take on several roles at once. This situation highlights the fact that strengthening human resource capacity remains a key priority in the development of regional libraries. Modern librarians are also required to possess digital literacy skills and a command of information technology in order to keep pace with the evolving needs of the public in the digital age (Asysyawaly & Marlina, 2025), (Ismail et al., 2025). In terms of implementation, the library has introduced a range of services, such as on-site reading, book lending, a children's reading area, reference services and a mobile library. The provision of these services demonstrates that the library is beginning to adopt the concept of the 'library as a third place', namely the library as a comfortable space for learning and social interaction for the community (Al-ghiffary & Dewi, 2025). Meanwhile, in terms of library monitoring, this involves evaluating visitor numbers, book borrowing data, the condition of the collection, and the effectiveness of service programmes. Such evaluations are important for assessing the development of services and form the basis for making more targeted policy decisions (Arbeni et al., 2024). Consequently, the implementation of continuous monitoring is capable of improving the quality of library services, strengthening the effectiveness of the programmes run, and supporting the creation of library management that is more professional, accountable, and responsive to the needs of the community.

Based on all the research findings, it can be understood that the implementation of library management at the Jombang Regency Library has been proceeding reasonably well, although it still faces several limitations, particularly regarding the digitisation of services, human resource constraints, and the strengthening of long-term development strategies. The efforts undertaken demonstrate the library's commitment to improving the quality of services provided to the community (Hidayatulloh et al., 2019). With more adaptive and innovative management practices, libraries have the potential to develop into modern, inclusive and competitive regional centres of literacy. Ultimately, the

success of library management is reflected not only in the organisation of institutional administration, but also in its ability to build a knowledgeable, critical, and literate society in a sustainable manner.

2. Efforts by Jombang Regency Library to Increase Public Interest in Reading

Based on the findings of the research conducted at the Jombang Regency Library, various strategic efforts have been made to increase public interest in reading. These efforts have been carried out through the development of reading programmes, mobile library services, the provision of relevant collections, the improvement of reading facilities, and collaboration with various educational institutions and communities. These steps demonstrate that the library does not merely fulfil the role of a provider of library materials, but also actively and continuously strives to build a culture of literacy within the community (Sani & Qadri, 2024). In the context of modern education, libraries play a vital role as community learning centres capable of supporting the development of human resources (Indah et al., 2025). The development of reading programmes is a key strategy employed by libraries to boost public interest in reading. Activities such as reading sessions with children, school visits, reading competitions, storytelling, book discussions and writing workshops are all effective ways of encouraging the public to engage with a culture of reading (Maulana et al., 2025). These programmes provide a more engaging learning experience, so that reading is no longer seen as a boring activity. Therefore, libraries must actively organise activities that attract the public to make the most of library services.

Mobile library services are also a form of service innovation that is quite effective in expanding public access to reading materials, in addition to reading programmes. The presence of mobile libraries enables people living far from the main library building to still have access to reading materials (Maulana et al., 2025). This programme is particularly important for primary school pupils and rural communities who have limited access to reading materials (Munthe et al., 2024). Thus, libraries do not merely function passively, waiting for visitors to arrive, but also actively bring their services closer to the community. This strategy demonstrates efforts to promote literacy in a more inclusive manner, with a focus on public service. Efforts to boost reading interest are also undertaken through the acquisition of a diverse collection of books and the provision of comfortable reading facilities. The available collection includes textbooks, novels, religious books, skill-building books, general reference works, and other popular reading material. The availability of a relevant collection is a key factor in increasing public interest in visiting the library (Latif et al., 2024). Furthermore, a clean, well-organised reading room with good lighting and a dedicated children's area also enhances visitors' comfort. These conditions indicate that libraries are beginning to prioritise the quality of the user experience as part of a modern service strategy.

Collaboration with schools, literacy communities and government agencies is also a strategic step in supporting the development of a reading culture within the community. Through such collaborations, libraries can expand the reach of literacy programmes and increase public participation in various educational activities. Boosting public interest in reading requires a comprehensive, innovative, and sustainable approach (Sutoro & Supatmin, 2025). A library must do more than simply provide books; it must also be able to create a literacy environment that is engaging, educational and in step with the times (Triyuwono et al., 2025). Ultimately, libraries that are able to consistently foster a culture of reading will form a vital foundation for creating a society that is intelligent, competitive and of high intellectual calibre. Consequently, synergy between libraries, educational institutions, literacy communities and the government is a key factor in building a sustainable reading culture within society, ensuring that libraries function not only as centres of information, but also as a means of empowering the community to improve the quality of education and the intellectual life of the nation.

3. Supporting and Hindering Factors in Boosting Public Interest in Reading

The research findings indicate that the success of the Jombang District Library in boosting public interest in reading is influenced by interrelated supporting and hindering factors. These factors have a significant impact on the effectiveness of library services in fostering a culture of literacy within the community. In the context of regional libraries, the enhancement of reading interest is not only influenced by the quality of collections and service programmes, but is also linked to the social conditions of the community, technological developments, and support from various parties for library development (Aswan et al., 2025). One of the key contributing factors is the support provided by local authorities for the development of libraries. This support takes the form of budgetary allocations, the development of facilities, the expansion of book collections, and the implementation of community literacy programmes (Karima, 2021). Government support is essential to the sustainability of library services, as most development programmes require adequate policy support and funding. The availability of a diverse collection of books is also a key factor in boosting public interest in reading. A comprehensive and relevant collection can attract the public to visit and actively use library services (Dola, 2024). Other contributing factors include the literacy programmes run by libraries, such as mobile libraries, group reading sessions, school visits and comfortable reading areas. These programmes help to foster a culture of reading amongst the public from an early age and expand access to library services for those who are not yet accustomed to visiting libraries (Salim & Warsito, 2025). The introduction of innovative programmes demonstrates that libraries are striving to build closer relationships with the community through educational and participatory

approaches. As such, libraries are not merely repositories for books, but also centres for community literacy activities.

This study also identified several factors hindering efforts to increase public interest in reading. One of the main obstacles is the low level of reading awareness among some members of the community who still do not regard reading as a primary need. This situation poses a challenge for libraries to continue innovating literacy and community education programmes so that a culture of reading can flourish as an essential part of daily life (Rohmaniyah & Sari, 2024). Another issue identified is that advances in digital technology and social media have contributed to a decline in reading habits, particularly among the younger generation, who are more interested in accessing digital entertainment than reading books. This phenomenon requires libraries to adapt to technological developments by providing digital services and innovative literacy programmes, so that the public's interest in reading—particularly among the younger generation—can be revived in the digital age (Latifah & Sa'diyah, 2024). Another limiting factor is budgetary constraints, which affect the acquisition of new collections, the development of facilities, the implementation of literacy programmes, and the improvement of the quality of library staff. These constraints can hinder the optimisation of library services; therefore, support from various parties—both the government and the public—is required to improve the quality of facilities, collections and literacy programmes on a sustainable basis (Fismanelly et al., 2025). Despite facing various obstacles, the Jombang Regency Library continues to strive to fulfil its role as a community literacy centre through the effective management of services and collaboration with various stakeholders. Based on research findings and theoretical analysis, it is clear that successfully boosting reading interest requires a balanced combination of internal and external support. Therefore, the strengthening of a culture of literacy must be carried out collaboratively between libraries, the government, educational institutions, and the community. Ultimately, a library is not merely a repository of knowledge, but a strategic institution that plays a fundamental role in building the quality of human resources, strengthening intellectual culture, and shaping a more advanced and sustainable society.

CONCLUSION

Based on the research findings, it can be concluded that the implementation of library management at the Jombang Regency Library has been running fairly well through the POAC functions (Planning, Organising, Actuating, and Controlling), as evidenced by the planning of annual work programmes, the structured organisation of staff duties, the provision of various services such as book lending, on-site reading services, as well as a mobile library service, and monitoring through periodic evaluations to maintain service quality. Efforts to increase reading interest are carried out through the provision of a diverse book collection, the regular updating of reading materials, the

provision of comfortable reading facilities, user-friendly service, children's literacy activities, and a mobile library programme that demonstrates the library's active role as a centre for the development of community literacy culture. The implementation of this library management system has made a positive contribution to increasing public interest in reading, although there are still supporting factors such as local government support, the availability of collections, and staff commitment, as well as hindering factors such as low public awareness of the importance of reading, budget constraints, the impact of digital technology, and suboptimal promotion. Consequently, there is a need to strengthen innovation, improve the quality of human resources, optimise the digitisation of services, and expand cross-sectoral cooperation so that libraries can develop into more modern, inclusive, and sustainable centres of literacy.

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