

Local Based Literation Movement Towards The Welfare Of West Lampung Communities

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This article aims to describe and explain the activities of the literacy movement based on local wisdom towards the welfare of the people of West Lampung. The author uses a qualitative design with sampling or determination of informants carried out directly (purposive). In May 2018 West Lampung was declared as a literacy district through promoting reading culture at every level of education, enriching other knowledge, training and skills activities and one library program. With the aim of contributing to the excitement of reading in order to be able to add community knowledge which is an important capital to give birth to a smart, innovative and independent society with dynamic, verifiable and interesting movements.

Keywords: Literacy movement, local wisdom, community welfare

1. INTRODUCTION

West Lampung as a literacy district has a program that can give birth to new generations of smart, innovative and independent. New ideas to develop regional literacy become a means of advocacy and education to improve the ability of human resources, especially in West Lampung Regency.

Smart, innovative and knowledgeable people can become a material base in developing and improving people's welfare. Reading is the key to enriching people's knowledge and references.

The entrance to develop a nation's literacy culture is through the provision of reading material and increased interest in reading. In developing regional literacy, the focus is on contextual but contextual reading given to the community, especially in the social context.

West Lampung which has a lot of local culture but cannot be developed and almost destroyed with the potential of local wisdom that should be introduced and preserved but due to lack of understanding and knowledge the local government certainly makes a literacy movement program for the welfare of the community by maintaining local culture through an approach economy and community efforts by developing the potential of the West Lampung community so that with the aim of people can see, know and enjoy the potential of local social skills of the local community.

Referring to the above reality, community welfare can be built on a continuous literacy movement with the values of local wisdom for long-term sustainability and able to shape understanding and actualized by the community through the literacy movement with the efforts of local communities by paying attention to the value of education and usefulness.

2. METHOD

The focus of this research is to identify literacy movements based on local wisdom with the aim to describe and explain the activities of the literacy movement based on the potential of the existing community of West Lampung.

Qualitative research prioritizes whole descriptive data from the phenomenon under study. Researchers also act as a tool or instrument for data collection. This research also not

only stops until the description of a phenomenon, but will continue to involve the process of interpretation to interpret what is contained in it.

Data collection uses interviews, observation and documentation so that it can help the writer in gathering the required data. Data analysis is carried out on the data collected from the results of documentation, interviews and observations in the literature study to enhance research understanding of cases to be examined and presented to others as findings.

Data analysis is carried out on the data that was collected from the results of documentation, interviews and observations in the literature study to increase the writer's understanding of the problem to be examined and presented to others as findings. Qualitative data, meaning that the data is then analysed with interpretive descriptive techniques that are collected, compiled then interpreted and conclusions are drawn as necessary. Interpretation is done by interpreting the intentions of words or sentences from the data collected based on opinions and theories that have been there before.

3. RESULTS

The results of this study use a descriptive analysis of the literacy movement activities based on and supported by the GLD (Regional Literacy Movement) after it was issued by the West Lampung government in May 2018. As a Regency that declares literacy districts by forming literacy programs from *Pekon* to *Pekon* West Lampung regency through the program promotes a reading culture at every level of education, enrichment of knowledge through activities and training as well as skills and programs in one library.

The Regional Regulation of the regional literacy movement also refers to (RPP) Permendiknas No. 41 of 2007 stated that implementation, learning is the implementation of the RPP. This activity is focused on learning activities according to the Ministry of Education and Culture (2016) which consists of (1) the habituation stage, namely growing interest in reading for knowledge enrichment. (2) the development stage, namely thinking critically and developing the ability to apply local wisdom (3) the learning phase, namely activities related to the potential of local skills that can be developed.

Adab International Conference on Information and Cultural Sciences

4. DISCUSSION

a. Literacy based on local wisdom

Literacy can make people of quality and dignity in living life. The government has launched a national literacy movement in line with the Ministry of Education and Culture in 2017, namely for the community, especially students as the next generation of the nation, not only have the ability to read, write and count, but they are expected to be able to learn science and technology, cultural diversity and citizenship, think critically and be sensitive to the environment around.

One of the contexts applied in the local wisdom literacy movement is promoting reading interest which is not just a school reading book but books about knowledge and encourages reading Lampung language books. This is due to a cultural shift due to the increasingly widespread influence of globalization and social media.

Various kinds of local culture and wisdom in the district of West Lampung that has the potential to be introduced to people outside the district and develop the potential of the community so that it can develop which can ultimately improve the economy and the income of the community. In addition to introducing an interest in reading to the community, it also introduces the use of audio-visual technology that utilizes IT in introducing the products of the potential results of the local community.

b. Beguwai Jejama Philosophy

Conceptually, literacy is adoption and socialization which is not just giving reading and writing activities more than that literacy can be understood as the ability to access, digest, and use information intelligently. Literacy activities are carried out with real work (*beguwai jejama*) as a foundation.

The literacy society can be believed to have a strong character in developing the potential of existing communities through the support of customers' engagement and involvement of literacy activists by building 15 reading house points (slow reading) and 25 library libraries in West Lampung.

The collaboration of the government of the literacy movement and the local community with the aim of bringing reading facilities closer as an indicator of the achievement of community welfare is an important element as a foundation for the development of community resources.

c. Community welfare through dynamic, varied and interesting movements

The application of *Beguwai jejama* philosophy through real work, literacy movement is carried out with real work of synergy between the government, literacy and society. With a dynamic work, varied and attract the attention of the community must be based on careful planning and support of all parties with ongoing monitoring and evaluation.

The purpose of this literacy movement which is a means of advocacy and education is to improve the ability of human resources in West Lampung regency that is correlating to improving the welfare of the community by being innovative, intelligent and knowledgeable.

Closing

Literacy movement for the welfare of the community by developing the natural potential and potential of the people of Lampung can be built in a sustainable manner for long-term sustainability by taking into account the value of education and usefulness. Literacy plays a crucial role and efforts to realize competent Indonesian human resources give birth to intelligent, innovative and independent communities with dynamic, varied and interesting movements so that goals are reached and literacy movement programs.

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