

The Shaping of Children's Literacy: The Case of Kampung Warna-Warni Jodipan, Malang, Indonesia

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Abstract: - In this paper we attempt to describe our efforts towards countering literacy by a community project in one of tourism yet marginalized areas in Malang, Indonesia. The area in question is Kampung Warna-Warni Jodipan. Indonesia is currently classified as low in the culture of interest in reading, this is evidenced by Indonesia's position which is ranked second with the index of 0.001 out of 61 countries in the culture of reading interest (Puspita & Irwansyah, 2018). Based on the survey, the lack of interest in reading in Indonesia as a result of Indonesian culture that prefers listening and oral culture and with its presence the internet becomes an additional challenge in the culture of reading interest. The lack of a culture of reading interest can have an impact on various factors, one of which is illiteracy. One of the causes the decline in interest in reading is derived from internal factors and also external factors where the person lives. Based on the data our main urgency is to overcome illiteracy for children in marginalized areas, beginning with Jodipan. Our goal to overcome this begins with overcoming illiteracy in the Jodipan area starting with children from the age of 6-10 years old, expecting that it would bring benefits in the form of increased human resources capacity for the people of Jodipan, so that it would also affect the economic conditions of the local community.

Keywords: literacy, children, tourism area, marginal communities

I. BACKGROUND OF OUR PROJECT

Indonesia is currently classified as low in the culture of interest in reading, this is evidenced by Indonesia's position which is ranked second with the index of 0.001 out of 61 countries in the culture of reading interest (Puspita & Irwansyah, 2018). Based on the survey, the lack of interest in reading in Indonesia due to the culture of Indonesian people who prefer to hear and oral culture and with its presence the internet becomes an additional challenge in the culture of reading interest. The lack of a culture of reading interest can have an impact on various factors, one of which is illiteracy. One of the causes of decreased interest in reading is derived from internal factors and also external factors where the person lives. Based on these data the urgency of our main purpose in carrying out this activity is to overcome illiteracy. Our goal to overcome this problem began with overcoming illiteracy in the Jodipan area, with the hope that it would bring benefits in the form of increased human resources for the people of Jodipan, so that it would also have an impact on the economic conditions of the local community. When the community's economy increases it will also have an impact on decreasing crime rates. Our program is about increasing media literacy in young children in Jodipan. The importance of this

activity is to help early childhood children at the age of 5-11 years old (children) to be *literate* media so that they are able to absorb information well, and are able to sort out information so that later they can process the information obtained critically.

Based on the results of the we's interview with Mr. Parin as Chairman of the local RW, the current condition of the people of Jodipan in the education sector is an average of SMK (vocational high school) graduates, while fewer than five persons continue to go to college. This condition occurs because the awareness and economic capacity that Jodipan residents lacked. The majority of the livelihoods of the people of Jodipan are traders (stalls), parking attendants and nomads. This has happened since Jodipan became a tourism area yet is still marginalized. Most adults worked odd jobs and had a fairly high crime rate, such as cockfighting, drinking, and gambling. Based on statements from local leaders, Kampung Jodipan is dominated by the productive age population but the productive age community chooses to migrate so that Jodipan is currently inhabited by fathers and housewives and early childhood children. Early childhood activities only go to school in the morning, played during the day, and sometimes recited the Koran in the afternoon. The activities that have been carried out by these children have not been related to media literacy activities and there is no definite information whether the parents actively monitored their children reading habits. Due to these reasons, we wanted to make activities aimed at increasing media literacy in childhood age in Jodipan. In addition we created a program "Week of Fairytale" and discussion and play sessions. In the discussion and play sessions we invited children to read and talk about interesting stories to the children of Jodipan in hopes of attracting attention to come to the library, borrow and read books according to age category of books. To realize the activity, we will utilize the reading room facilities that have been established by entrepreneurial students of FEB UB. Existing facilities include bookshelves, fiction and non-fiction books and children's magazines. Based on the variations of the existing books, there were already quite a lot, however, there is no supervision and further care from the entrepreneurship student of FEB UB 2017 and the surrounding residents so there is no renewal of the existing books. This has an impact on the decline in reading interest of children who are not as enthusiastic as the first time this reading room was opened. Based on the problem, we designed an activity to increase media literacy by empowering the

existing reading room. The empowerment that the we will undertake seeks to make the existing library more well-maintained by means of the efforts of the we who will re-socialize to the KampungWarna-Warna community and it is hoped that the residents of Kampung Warna-Warna have an awareness of ownership of the library.

II. AN INSIGHT INTO JODIPAN

Kampung Warna-WarniJodipan is located in Jodipan Village, Blimbing District, Malang City was originally a slum village and was right on the banks of the Brantas River and also under the railroad tracks which gave a negative image to the village. With this, news emerged that Jodipan would be evicted and local residents asked to move to flats (Wulandari, 2017). With the news that the slum would be evicted by the local government, a number of UMM (*Universitas Muhammadiyah Malang*—Muhammadiyah University of Malang) students arrived with the intention of turning the slum into a tourist village in order to avoid evictions that had been planned by the local government. The UMM student saw that the slum located in the middle of the city and in the lowlands had the potential to become a tourist village. In addition, UMM students also thought that the strategic location because if they succeeded in turning it into a tourist village (*Kampung Warna-Warni/Colorful Kampung of Jodipan*), it would attract the attention of the community and the village would be a special attraction to be visited by domestic and even foreign tourists, as well as its location in the lowlands will be a beautiful and striking sight which will also be an attraction for tourists flocking to visit the tourist village.

With the existence of Jodipan, it turned out to provide many changes and positive impacts for local residents, especially on the socio-economic conditions of Jodipan residents. The area is now relatively clean. In addition, local residents have also left the old habit of throwing garbage into the river. The change in the status of slums to tourist villages has also had an impact on the economy of local residents, such as reduced unemployment. However, other problems occurred.

According to the statement from the Chairman of RW 02 Jodipanin April 2019, SoniParin said that the majority of the population in Jodipan is in the productive age category. However, the population included in this productive age category would rather migrate than have to survive in the village. Finally, the inhabitants of the village are only inhabited by fathers and mothers and children at an early age. Parin also said that the activities of early childhood children only attend school in the morning, play in the afternoon, and read the Koran in the afternoon .

From these conditions, the team deemed it necessary to organize a media iteration program both as an effort to build interest in reading and to build awareness of the use of healthy mass media. In areas developed as tourist destinations such as Jodipan, it is absolutely essential for citizens to be literate and

to read, especially since residents are exposed to social interaction with various visitors from various places. Good media literacy will be able to bring about the impact of better information knowledge and broaden people's horizons. Therefore the development of media literacy in the community is needed (Herawati, 2018) .

III. PROBLEMS IN JODIPAN

Jodipan became a village that experienced a lot of changes starting from the physical condition to the economy of the local community since the creation of a program from UMM students to turn this village into a tourist village. Even in social conditions, residents also become not as wild as they used to have high crime rates, and tend to throw garbage in rivers. Garbage and criminal cases can be resolved, youths who used to get drunk are now reduced and almost nonexistent. It was also stated by the Chairman of RW 02 that the number of children and youth in this village is fairly high. However, the level of education and learning motivation are still lacking. According to the data obtained by the we through surveys and secondary data, there is already a reading room that was previously made by the Student Entrepreneurship Department of FEB UB for the source of local citizen literacy. However, because the motivation to learn and read is still relatively low, now the reading room is neglected and most of the books that have been damaged.

Another partnership that the we will do is in the form of cooperation with the storyteller group. The we will collaborate with the storyteller group which comes from students majoring in psychology, FISIP UB The storyteller group will be involved in 2 activities, namely on April 1 and 15, 2019. The aim of collaborating with the storyteller is that it is expected to be able to help the we in educating and attracting reading interest in early childhood in the Jodipan. Increasing children's enthusiasm is the main target that wes will aim at as an early stage so that children will often visit the library to borrow and read books so that children can also be more able to choose to use their free time in the midst of conventional play and learning activities at school by reading books that are appropriate for children her age.

IV. SOLUTIONS OFFERED

Based on the explanation of the partner's problems above and also various discussions with the proposing team, the solution offered is to hold discussions and play activities in Jodipan. For discussion and play activities selected by the proposing team, it is hoped that it can foster children's courage in giving opinions and fostering the ability to be good listeners and respect the opinions of others. This discussion will be wrapped in a game so that it does not make children feel bored. The theme of the discussion will be related to literacy especially in forming reading habits through fun activities designed for children.

Then for the Jodipan storytelling activity, it will be done in the Jodipan reading room by presenting a storyteller who provides education about the importance of reading early and caring for the existing reading room for Jodipan children. In this activity, children can be directly involved in reading room care as well as a method of building children's enthusiasm in reading.

V. OUR REASONS FOR CHOOSING LITERACY AS OUR PROGRAM

The target and output of this activity is literacy among children in Jodipan Multicolored Village. When children have a high interest in reading, they will become more critical in receiving information and using more time for productive things.

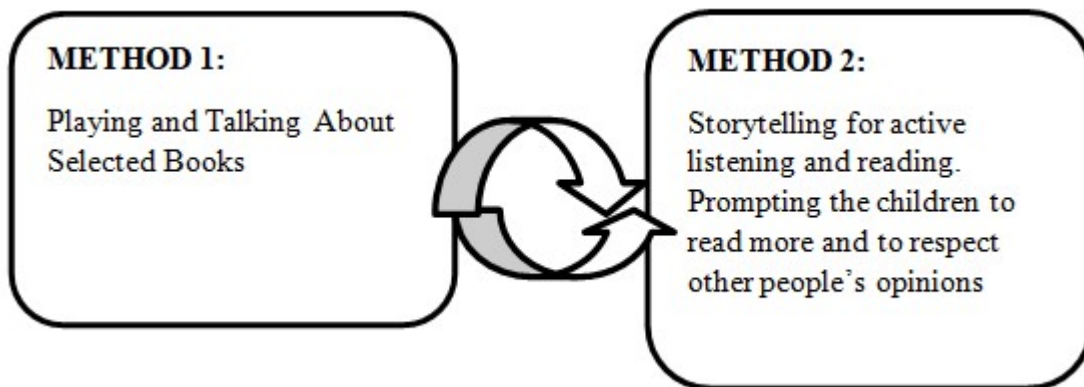
The we targets this program in early childhood, because basically the formation of habit patterns on something is easier to do in early childhood. Quoting from kumparan.com, in the opinion of Carol Leroy, reciting the Reading Language Center of the University of Alberta, Canada, the ideal age for reading is when children are around 6 years old. From this statement the wes assume, that this program will be easier to do with the target of vulnerable children aged 6-11 years. In children aged 6 years the wes target an increase in reading skills, while at the age of 7-11

wes instill the habit of reading and sorting out good information for them. For the use of gadgets and the internet wisely the wes target all ages of vulnerable ages 6-10 years.

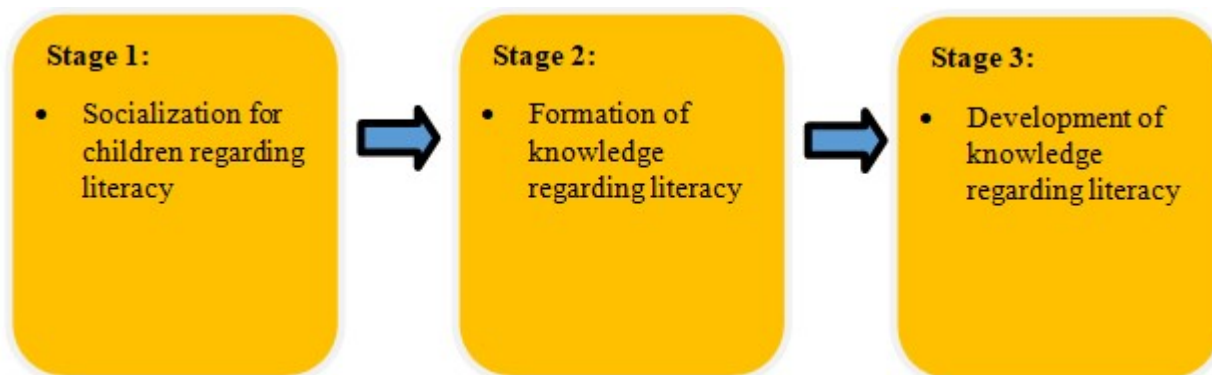
VI. OUR TARGET AND OUTPUT CONCERNING LITERACY

The target and output of this activity is literacy among children in Jodipan. When children have a high interest in reading, are wise in using devices and the internet, children in the future will become more critical in receiving information and using more time for productive things.

We created this program for early childhood-age children, because basically the formation of habit patterns on something is easier to do in early childhood. Quoting from kumparan.com, in the opinion of Carol Leroy, reciting the Reading Language Center of the University of Alberta, Canada, the ideal age for reading is when children are around 6 years old. From this statement the authors assume, that this program will be easier to do with the target of vulnerable children aged 6-11 years. In children aged 6 years the authors target an increase in reading skills, while at the age of 7-11 authors instill the habit of reading and sorting out good information for them. For the use of gadgets and the internet wisely the authors target all ages of vulnerable ages 6-10 years.



Picture1. Our Methodical Approach to Children



Picture 2. Expected Outcome

On Friday, March 22, 2019 at 13.45 West Indonesian Time, members of community service in Jodipan arrived there to survey the location in the Jodipan book shelves. After completing the site survey activity, we went straight to the house of RW 02 Jodipan Chairman to ask for permission to hold activities in the area and also to explain related activities to be carried out.

After obtaining permission from the Chairperson of RW 02 Jodipan, on March 23, 2019 at 10.15 WIB the members of the community service had arrived in Jodipan. After reaching the members immediately spread to divide the activities of the task activities. The division of tasks namely, Hafick and Aji was tasked with meeting Mr. Soni Parin as Chairman of RW 02 Jodipan to ask for a sign of approval that was still lacking, while April, Agatha, Nabil, and Sania carried out cleaning of the library before being painted and tidied up.

On April 4, 2019, at 11:00 The members of the dedication traveled to Jodipan. We made preparations such as re-tidying up the location which would be used on Saturday, April 6, 2019. The activity carried out was to paint the storage of books and tables, and cleaned up the location. The activity carried out is to continue the previous activities that have not been completed because of limited time. After the tidying and painting of the library was completed, then on the following day and week the members of the service immediately carried out the execution of activities with the children of Jodipan. The activity which was previously expected to receive a little appreciation from Jodipan's children is actually inversely proportional to this assumption because of the large number of children involved in this activity. The first activity took place with a coloring and storytelling contest, followed by watching children's films with a theme of media literacy and the last was a storytelling and decorating R.A Kartini character to commemorate her achievement.



Picture 4. Our team at Jodipan Book Shelves

Source: Research Documents (2019)



Picture2. Coloring and Storytelling for Jodipan Children

Source: Research Documents (2019)



Picture 6. After Movie Watching and Drawing With Children in Jodipan

Source: Research Documents (2019)