



Reading Literacy in Management Study Program STIE Bina Karya

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ABSTRAK

Literasi membaca adalah keterampilan penting yang memberdayakan individu untuk memahami, menganalisis, dan terlibat dengan informasi tertulis secara efektif. Pentingnya literasi membaca baik dalam konteks pribadi maupun sosial menyoroti manfaat kognitif dan emosional dari keterampilan membaca yang kuat, termasuk pengetahuan yang diperluas, pemikiran kritis, dan empati. Selain itu, ini membahas peran penting literasi membaca dalam pendidikan, pengembangan karir, dan pembelajaran seumur hidup. Informan penelitian ini adalah 135 mahasiswa yang mewakili setiap semester. Data dianalisis dengan menggunakan metode deskriptif kualitatif. Ditemukan bahwa literasi membaca mahasiswa prodi manajemen hampir sama dengan prodi lainnya. Mereka lebih suka membaca e-book daripada membeli di toko buku offline atau online. Ditemukan bahwa sebelum akhir semester persentase membaca mahasiswa tinggi karena mereka harus menyelesaikan tugas sesuai arahan dosen. Selain membaca e-book daripada membeli buku, perpustakaan adalah tempat terbaik untuk membaca dan berdiskusi setiap kali mereka memiliki tugas individu atau kelompok.

Kata kunci: membaca, literasi, literasi membaca

ABSTRACT

Reading literacy is a crucial skill that empowers individuals to comprehend, analyze, and engage with written information effectively. The importance of reading literacy in both personal and societal contexts highlighted the cognitive and emotional benefits of strong reading skills, including expanded knowledge, critical thinking, and empathy. Additionally, it addresses the essential role of reading literacy in education, career development, and lifelong learning. The informants of this research were 135 college students who represented each semester. The data were analyzed by implementing descriptive qualitative method. The findings were reading literacy of management study program students are almost the same with others study programs. They prefer to read e-book rather than purchasing on offline or online bookshop. It found that before the end of the semester the students' reading percentage were high because they have to finish their task as directed by the lectures. Besides reading e-book

rather than purchasing books, library is the best place to read and do discussion whenever they have individual or group task.

Keywords: *reading, literacy, reading literacy*

INTRODUCTION

Literacy refers to the ability to read, write, and understand information (Montoya, 2018). It is a fundamental skill that allows individuals to effectively communicate, comprehend, and interpret written texts (D & Qur'ani, 2019). Literacy goes beyond basic reading and writing skills; it also includes critical thinking and the ability to analyze and apply information (Susanti & Krisdiana, 2021).

Literacy is crucial for personal development, education, and participation in society (Mulia, 2016). People who are literate have better access to information, job opportunities, and can actively engage in their communities. It plays a significant role in empowering individuals and fostering economic and social progress.

There are different levels of literacy, ranging from basic literacy (the ability to read and write simple texts) to functional literacy (the ability to read and write well enough to function effectively in daily life) and higher levels of literacy needed for advanced education and specialized professions.

Promoting literacy is a global challenge, and many countries invest in educational programs to improve literacy rates among their populations. Additionally, digital literacy has become increasingly important in the modern world, as technology plays a significant role in communication and information access, especially for university students.

Literacy remains a critical skill for university students, even though they have already acquired basic reading and writing abilities in earlier education levels. In a university setting, literacy takes on a more advanced and specialized form, playing a key role in a student's academic and personal growth (Balan et al., 2019). Here's why literacy is crucial for university students: 1) Academic Success: Literacy is the foundation of academic success in higher education. University students are required to read and comprehend complex academic texts, research papers, and scholarly articles. Strong reading skills allow them to understand and critically analyze course material, leading to better grades and a deeper understanding of their subjects. 2) Research and Information Retrieval: University education involves extensive research to support arguments, projects, and assignments. Strong literacy skills help students navigate libraries, online databases, and other academic resources to find credible information for their studies. 3) Critical Thinking: Advanced literacy skills enable students to think critically and evaluate information objectively. They can analyze different perspectives, identify biases, and form well-reasoned opinions based on evidence and logical reasoning. 4) Effective Communication: Writing is an essential mode of communication at the university level. Students must articulate their ideas clearly and coherently in essays, reports, and presentations. Good writing skills help them communicate their knowledge and arguments effectively (Simatupang, 2017). 5) Engagement in Discussions and Debates: Literacy allows students to actively participate in classroom discussions, debates, and group projects. They can contribute thoughtfully, express their opinions, and engage in intellectual conversations with peers and

professors (Satriani, 2019). 6) Professional Development: Beyond the academic realm, literacy is crucial for future career success. Employers value employees who can communicate effectively, write clear and concise reports, and understand complex texts related to their field of work. 7) Empowerment and Independence: Literacy empowers students to become independent learners. They can seek additional resources, explore diverse perspectives, and pursue knowledge outside of assigned readings. 8) Lifelong Learning: Literacy is a lifelong skill that fosters a love for learning. University students who value literacy are more likely to continue learning and stay informed throughout their lives. 9) Digital Literacy: In the modern age, digital literacy is also essential for university students. They must navigate online platforms, use digital tools for research and communication, and critically evaluate online information for accuracy and credibility (Azizah et al., 2021).

STIE Bina Karya is one of campus in Indonesia who supports students reading literacy by providing several books which relevant to its major, a convinience place to read in its library, and a good internet connection to browse particular books in library. The aim of this study is to see secondary education reading literacy and identify whether campus library maximally utilized. This study includes both academic and non-academic reading. Overall, literacy plays a crucial role in shaping a student's university experience, academic achievements, and future career prospects. It goes hand in hand with intellectual growth and prepares students to be active and informed participants in a rapidly changing world.

REVIEW OF RELATED LITERATURE

Reading

Reading is an essential skill that plays a fundamental role in education, personal development, and societal progress (Sadiku, 2015). Extensive research has been conducted to understand the cognitive processes involved in reading, the factors affecting reading ability, and the impact of reading on various aspects of life. This review synthesizes and analyzes key findings from related literature on reading, focusing on its cognitive, psychological, and educational dimensions (Siegel & Low, 2019). Cognitive processes underlying reading comprehension. Additionally, socio-economic status (SES) has been shown to have an impact on reading achievement. Children from higher SES backgrounds tend to have more exposure to books, richer language environments, and greater support for reading, leading to an advantage in reading comprehension compared to their peers from lower SES backgrounds. Reading has far-reaching positive effects on various aspects of life. Extensive reading has been associated with enhanced vocabulary and language skills (Celik, 2019), leading to better academic performance in various subjects. Additionally, reading can improve cognitive abilities such as critical thinking, problem-solving, and creativity.

Beyond academics, reading has psychological benefits. Engaging in reading can reduce stress and promote relaxation . It also helps in improving empathy and social understanding by exposing readers to diverse perspectives and experiences through literature (Rintaningrum, 2019). Reading comprehension can be enhanced through strategies such as active reading, questioning, and summarization (Insuasty Cárdenas, 2020).

Reading reveals the multifaceted nature of this skill and its significance in cognitive development, academic achievement, and personal well-being. Understanding the cognitive processes involved in reading, identifying factors that affect reading ability, and implementing

effective reading interventions can help promote literacy and foster a lifelong love for reading. Moreover, acknowledging the psychological and social benefits of reading emphasizes its importance beyond academic contexts, making it a cornerstone of personal growth and societal advancement.

Literacy

Literacy is a critical skill that empowers individuals, enabling them to participate fully in society and access information, education, and economic opportunities (Malik, 2018). The definition of literacy has evolved over time, moving beyond the ability to read and write (Anani et al., 2021). UNESCO defines literacy as "the ability to identify, understand, interpret, create, communicate, compute, and use printed and written materials associated with varying contexts (Zua, 2021)." This broader view recognizes the multifaceted nature of literacy, encompassing both basic reading and writing skills as well as the ability to apply these skills in various real-life situations.

The measurement of literacy involves assessing reading, writing, and numeracy skills in individuals. Commonly used assessment tools include standardized tests, surveys, and census data (Rakhmawati & Mustadi, 2022). UNESCO's Adult and Youth Literacy rate indicators are widely used to track global literacy trends.

Literacy rates are influenced by a complex interplay of individual, socio-economic, and cultural factors. Research indicates that access to education and quality schooling plays a pivotal role in promoting literacy. Availability of schools, qualified teachers, and learning resources can significantly impact literacy levels in a community (Chen et al., 2018).

Socio-economic factors, such as poverty and inequality, are also closely linked to literacy rates (Tetep et al., 2022). Individuals from disadvantaged backgrounds often face barriers to education and may have limited access to books, technology, and supportive learning environments, hindering their literacy development. Literacy has far-reaching benefits for individuals and societies. On a personal level, literate individuals have increased opportunities for personal growth, improved health outcomes, and enhanced employability (World Bank, 2019). They can better access and understand information, make informed decisions, and engage in lifelong learning.

Literacy is a transformative skill that opens doors to personal growth, economic opportunities, and social development. Understanding the multifaceted nature of literacy, addressing factors that hinder its development, and implementing effective literacy interventions are crucial steps towards achieving higher literacy rates and building more inclusive and prosperous societies. By investing in literacy, communities can empower individuals to reach their full potential and contribute to the betterment of society as a whole.

Reading Literacy

Reading literacy is a fundamental skill that plays a critical role in education, cognitive development, and overall societal progress (Alzahrani et al., 2019). Reading literacy, encompassing not only decoding and comprehension skills but also critical thinking, interpretation, and application of knowledge (Yunus & Ubaidillah, 2021). There are several factors influence the development of reading literacy. Early exposure to language-rich environments, such as reading aloud to children, has been shown to positively impact reading

skills (Ramadhani et al., 2023). Socioeconomic status also plays a significant role, as children from disadvantaged backgrounds may have limited access to resources and experiences that promote literacy (Dolean et al., 2019). Additionally, individual differences, such as cognitive abilities, motivation, and home literacy environment, contribute to variations in reading literacy outcomes (Hoxha & Sumner, 2021).

RESEARCH METHODOLOGY

This is a qualitative research. The aim of qualitative research methods is to explore and understand complex social phenomena and human experiences in depth (Mohajan, 2018). This type of research focuses on collecting data, detailed, and subjective data through methods such as interviews, observation, and document analysis.

Qualitative research aims to provide a comprehensive and holistic understanding of the research topic by analyzing and interpreting data in ways that capture the meaning and context of participants' experiences (Kusumastuti & Khoiron, 2019). This is particularly useful in fields such as sociology, anthropology, psychology, and education, where the emphasis is on understanding human behavior, culture, and society. The informants of this study were STIE Bina Karya students who represented each semester of Economics Study Program in 2023. Researchers found 135 informants which selected randomly.

Data collection was carried out by distributing online questionnaires with closed questions related to reading literacy. Then, the researchers did direct observations of students habit as seen on campus and interviewed some representative informants. The data from the questionaired were analyzed quantitatively in percentage and frequency. The interview done through Whats'App application after that the answers from the informans analyzed thematically and qualitatively.

RESULT AND DISCUSSION

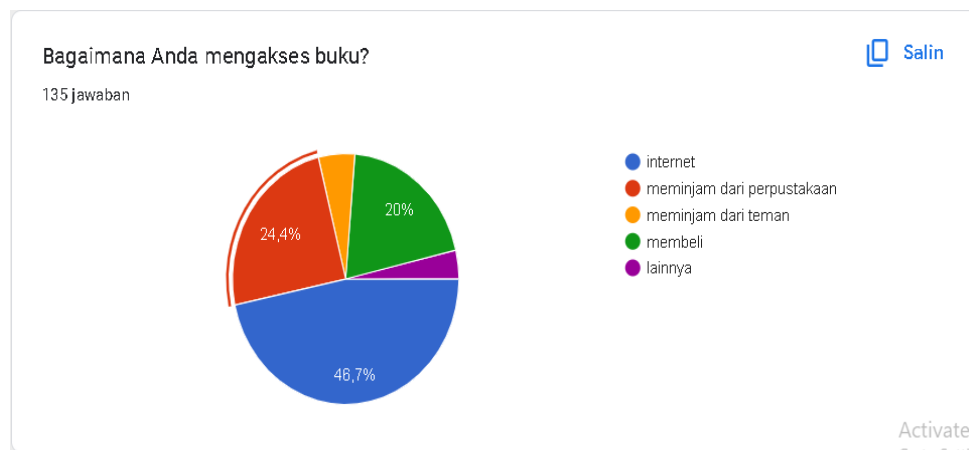
1. Reading Habits on Campus

Students' reading habits on campus play a pivotal role in shaping their academic success, personal development, and lifelong learning. The campus environment provides a unique opportunity for students to engage with a diverse range of reading materials, from academic texts to leisure reading, fostering critical thinking, creativity, and intellectual growth.

Fostering a culture of reading on campus involves providing access to a diverse collection of materials, creating comfortable reading spaces, organizing literary events, and promoting the benefits of reading as an integral part of personal and academic growth. Ultimately, a strong reading habit equips students with the tools they need to succeed academically, professionally, and personally.

As students task, reading is a must to support their references. Mostly they read books which are relevance to their needs. Unfortunately, not all students are able to afford the books, some are finding other sources to get the books. As seen on picture 1, mostly STIE Bina Karya's students get books through the internet (46,7%). Having no time to go to the bookshop or library and having not enough money are their main reasons to browse the books through the internet. Furthermore, they may find the references through online.

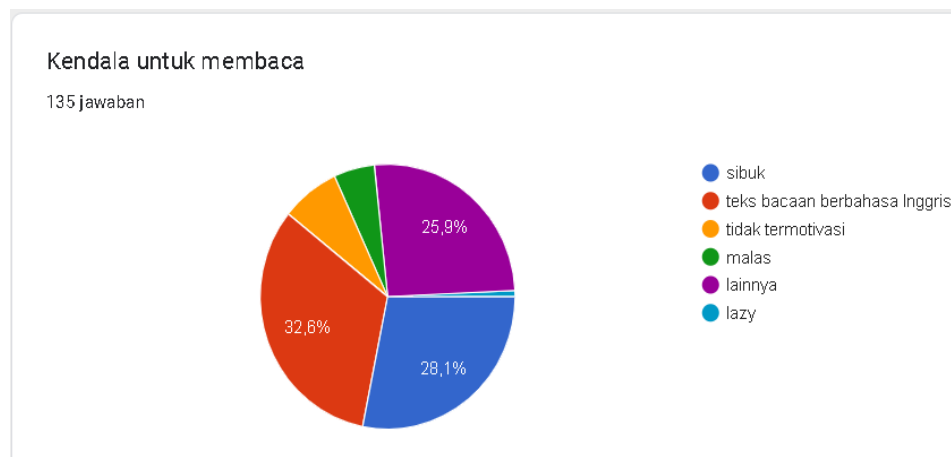
Then, 24,4 % informants get the books by borrowing from library. They can read and gain alot of information and go deeper through the topic they need to discuss. Moreover, they feel comfortable whenever they visit the library. Only 20% informants who are able to get the books by purchasing through online or offline bookshop. They fond of reading any books and visiting bookshop since they are young. The rest informants decide to get the book by borrowing from their mates and another possibility. There are several informants who do not really like reading. This can be seen through their answer “gak gitu suka mbaca”, they do not really like reading books.



Picture 1.

The ways informants access books.

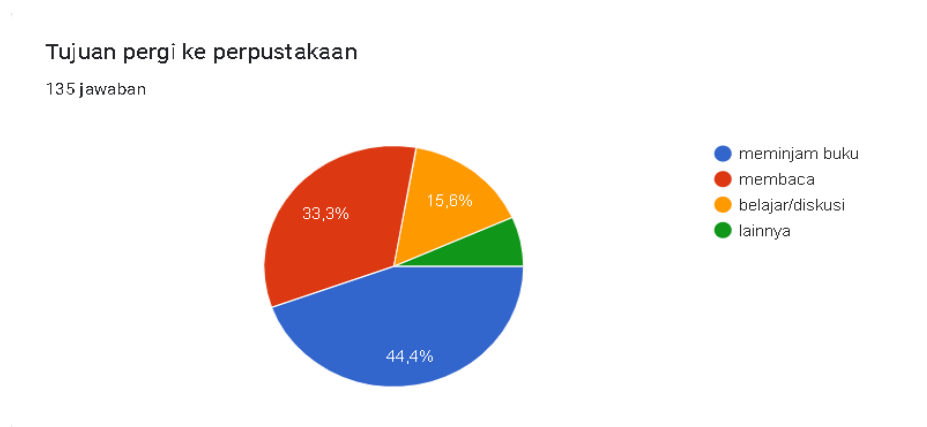
Reading is a fundamental skill that plays a crucial role in a student's academic success and overall personal development. However, many students face various obstacles that can hinder their ability to read effectively and enjoyably. These obstacles can arise from a combination of factors, including individual learning differences, environmental influences, and societal challenges. Recognizing and understanding these obstacles is essential for educators, parents, and policymakers to provide targeted support and create an environment where every student can develop strong reading skills. Eventhough the level of students willingness of accessing book are quite good, but they can not avoid the obstacles they face whenever they want to start reading. The obstacles such as lack of foreign language mastery (32,6%), 28,1% having no time to read because they already have alot of tasks to do. There are 25,9% informants whose answer are not steady. They can not describe the obstacles they face when they are reading. The rest said that they were not motivated and lazyness cover themselves. The reading barriers in students of STIE Bina Karya can be seen in picture 2.



Picture 2.
Students' reading barriers

2. The Role of Campus Library

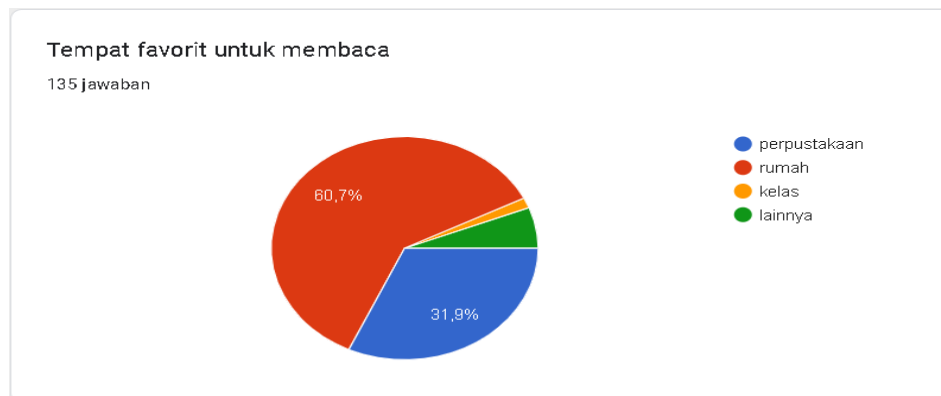
STIE Bina Karya has provided with a comfortable library to be visited. The students can visit the library whenever it is available. The operation hours is from Monday to Saturday from 9 AM until 8 PM. Sometimes their lectures suggest them to find particular book at the library. Therefore they have to visit it. There are several reasons why the informants want to visit the library as seen on picture 3.



Picture 3.
Informants' reason visiting library

The main reason they visit library is because they want to borrow particular books (44,4%). This finding inline with research result done by Sari (2016) which found that library needs to conduct educational programs or users so that the available library collection can be

disseminated and used effectively and efficiently. Then, 33,3% informants visits library just to read books without borrowing it. STIE Bina Karya's library allows students not only borrow the books but also just read the book. They agree if the library gives them convenience to finish their task "kalau baca buku di perpustakaan bisa sekalian ngerjain tugas dan fokus" (M.Y. male) if we read in the library we can finish the task too and be more focus. Following with 15,6% informants agree they can study and discuss in the library. The rest answer that they do not know what to do in library.



Picture 4.

Favorite places to read

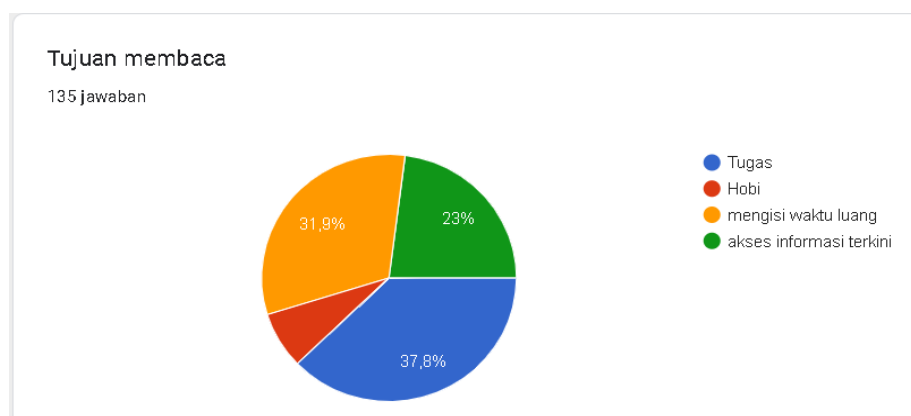
In the realm of reading, there exists a cherished haven, a personal sanctuary where the world fades away and the imagination takes flight. This cherished space, the "favorite place to read," is unique to each individual, a canvas where the colors of literature come alive in the mind's eye. Within the cocoon of this special location, the joys of reading unfold, transporting us to realms far beyond the physical confines of our surroundings. STIE Bina Karya students decided that house is the best place to read. There are 60,7% who chose house as the best place to read. Following 31,9% agree that library is as supporting place to read. Less informants who fond of reading in class.



Picture 5.

The number of books read in last two months

When asked about the number of books they have read for last two months (June – July 2023), the informants' answer 42,2% were read only one book, two books were 33,3%, more than two books were 17,8%, the rest were read none as shown by picture 5. The percentage shown that the informants read only a few numbers of book at the end of this semester. This study found that students read more books in order to prepare their final exam and thesis proposal preparation (37,8%), because they want to kill time (31,9%), to access the newest information (23%), the rest was because their hobby is reading. Picture 6 showed that the number of informants who read books due to their tasks as students is higher. Followed by the accessing their gadget to browse any information in order to kill time, having chat then to see the update information on their social media. This finding was inline with the previous research done by W. Samaranayake et al. (2022) which explain students reading habit is higher due to the task they have.



Picture 6.
Reading purposes

Picture 6 showed that authoritative figures like lectures have a strong impact to students' life. Even they get alot of tasks from the lecture, but they have to finish them as directed by the lecture. The impact is the bad mark they will accept if they ignore the tasks given by the lecture. However, to kill time they have, the informants usually access their social media or even read other websites.

CONCLUSION

In conclusion, reading literacy is a cornerstone of personal and societal growth, fostering intellectual development, empathy, and critical thinking. It is not merely a basic skill but a gateway to a world of knowledge, ideas, and opportunities. The ability to comprehend and analyze written information empowers individuals to navigate the complexities of modern life, make informed decisions, and contribute meaningfully to society. Effective reading instruction, continuous practice, and the cultivation of a reading culture are essential in nurturing strong reading literacy skills. Encouraging diverse reading materials, promoting early literacy programs, and leveraging technology can all play pivotal roles in enhancing reading proficiency. As we look to the future, the importance of reading literacy remains undiminished.

It is a skill that transcends age, occupation, and background, empowering individuals to adapt to new information, embrace lifelong learning, and participate actively in an ever-changing world. By investing in reading literacy, we invest in the growth of individuals and the betterment of society as a whole, enabling us to face the challenges and opportunities of the future with wisdom and understanding.

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