

# COMMUNICATION ETHNOGRAPHY ON THE DEVELOPMEN OF READING INTEREST BASED ON LOCAL CULTURE BY THE WONG TAKON COMMUNITY IN PRIJEK LOR VILLAGE, LAREN SUBDISTRICT, LAMONGAN REGENCY

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## ABSTRACT

This research is motivated by concern teenagers from Prijek Lor Hamlet against low interest reading to children. The aim of the research is to find out effort Wong Takon Community in development interest read as well as know factor supporters and obstacles. This research focuses on development interest read based culture done locally Wong Takon Community in Prijek Lor Hamlet. This research uses the method communication ethnography to explore dynamics communication in the development process interest read children in Prijek Lor Hamlet. Result of This research is an effort Wong Takon Community in development interest read through activity programs based culture local, situation communicative activities that occur are activities carried out in the park reading, as well factor supporting and inhibiting effort Wong Takon Community. in developing interest read.

**Keyword :** Ethnography Communication , Wong Takon Community , Interest in Reading, Development

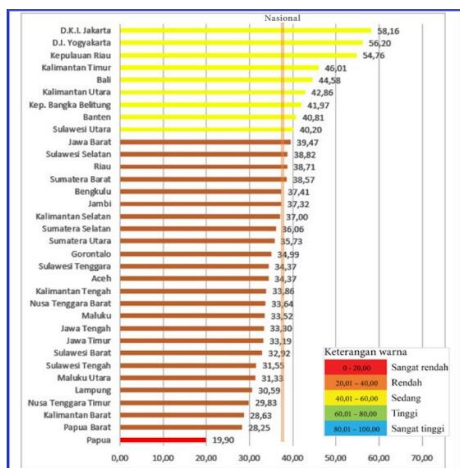
## BACKGROUND

In this modern era, the world of technology growing very rapidly, where all agencies required to make efforts role technology from various aspect, good from facet source Power people, service, so can increase the quality of the work carried out, and supported by it system accurate information. In presenting information. However No can denied that library works as source information for public.

Support library in support creation environment good and positive academics can done by creating activity literacy information for the academic community.

Library is one of necessary factors public specifically for students and groups certain to support his activities . In other words, a library Already become A community. However, we are also aware that a number of environment around Not yet own access to source

power and service library as it should be. This thing becomes exclamation for we all to soon Act fulfill and develop library for public. It means in order provide source Power as source knowledge knowledge, research, technology, and improve culture nation so will increase his intelligence, especially spiritual intelligence, mental intelligence, awareness self, intelligence emotional, and conscious social. In other words, a library give service to a library with a purpose increase interest read. Basically literacy means ability reading and writing, so it is very important for a individual to have level good literacy, to use support achieved quality a better life in work and achievement objective. So do some areas in Indonesia that still exist show low level activity literacy, such as in East Java Province.



Source: Research Center Education and Culture Policy (2019)

Apart from that, there is other factors come into play cause low interest reading in

East Java, especially in Lamongan City. First, less parents, effectiveness in encouraging child develop habit read book since early. Additionally, access to facility ongoing education lacking and the distribution is not evenly also has an impact on abilities and skills read child, usually this factor often occurred in the area rural. Third, this area is still Not yet Lots produce book. Along with progress technology, emerge various goods new like smartphones. Children the more many people use cell phones smart to play online games at any time free they compared to read book.

Since Covid-19 appeared in Indonesia in early March 2020 until this time, forcing students to do activity Study teach from ordinary house, We call it a system online learning. The Wong Takon Community, which was built and inaugurated during the Covid-19 virus outbreak, is one of them solution for students and youth who need to interact with others students to discuss about assignments and also discuss to exchange mind, simply by being Wong Takon Community Community Takon, a young man from Prijek Lor Hamlet, had an idea to build park read become library simple in Prijek Lor Hamlet which aims to improve interest read children in Prijek Lor Hamlet by presenting books interesting in the garden read in abundance, books provided. Reading Garden can push children in Prijek Lor

Hamlet to enjoy read book, lots of it amount books also help they are in search reference and just that look for convenient place, for children to interact with their friends

As is Wong Takon Community and activity programs held can help awaken interest reading to children. Activity like this still seldom happens in society village in Lamongan, however not yet once researched especially in Prijek Lor Hamlet, Laren District, Regency Lamongan.

## **LITERATURE REVIEW**

### **Diffusion of Innovation Theory**

Combining the words “diffusion” and “innovation,” the diffusion of innovation theory discusses how new technologies and ideas spread in culture. The diffusion of innovation theory is a combination of the words diffusion and innovation. Diffusion in the Big Indonesian Dictionary is defined as the spread or seepage of culture, technology or ideas from one person to another; Innovation is defined as the introduction or recognition of new things, or renewal. According to Rogers (1995) in (Tobias, 2014), diffusion can be interpreted as a type of social change, namely a process of change that occurs in the structure and function of a social system. Apart from that, diffusion can also be considered as a process of transmitting innovation through certain chan-

nels over a certain period of time among members of a social system. Meanwhile, "Innovation" is a term used to describe an idea, practice, or object that is considered or deemed new by a person or group of people.

In (Rusmiarti, 2015) Diffusion theory was first introduced in 1962 by Everret M. Rogers, who explained how to introduce and adapt an innovation by a community. According to Rogers, the media is the initial medium for conveying information, then the innovation is adapted by a small group of people (early adoption), then studied by opinion leaders from early adoption and tried for themselves, then deciding whether the innovation is useful and inviting other people to adapt. Diffusion of innovation is divided into two types, namely as follows.

#### **1. Diffusion**

Diffusion centralized is combined from the words diffusion and centralization. If diffusion is spread culture, technology, thought or idea from One party to party else, then centralization in the Big Indonesian Dictionary means unification all something to something considered place as center.

#### **2. Diffusion Decentralization**

In the big Indonesian Dictionary, decentralization is diversion part authority leader to subordinate or center to its

branches. In the realm diffusion innovation, diffusion decentralization can interpreted as a diffusion process carried out by society through Work The same with some people have accept something innovation.

### **Characteristics of the Diffusion of Innovation**

All products do not have the same possibility of being accepted by consumers, there are products that can become popular in just one night, while there are also those that take a very long time to be accepted or are never widely accepted by consumers. Product characteristics determine the speed of the innovation adoption process at the farmer level as users of agricultural technology. The speed of the innovation adoption process is determined by several factors such as: communication channels, characteristics of the social system, promotional activities and the role of the communicator. According to Schiffman and Kanuk (2010), in (Tobias, 2014) There are five product characteristics that can be used as indicators in measuring perceptions, including:

1. Relative advantage is the degree to which an idea is considered better than previously existing ideas, and economically profitable.
2. Compatibility, is the extent to which the past of an innovation is considered consistent with existing values, past experience, and the needs of adopters (recipients). Therefore, innovations that are incompatible with the salient features of the social system will not be adopted as quickly as compatible ideas.
3. Complexity, is the level at which an innovation is considered relatively difficult to understand and use. Difficulties in understanding and use will hinder the speed of adoption of innovation.
4. The possibility of being tried (trialability), is the level at which an innovation is on a small scale. New ideas that can be tried on a small scale are usually adopted more quickly than innovations that cannot be tried first.
5. Observability is the extent to which the results of an innovation can be easily seen for its technical and economic benefits, thereby speeding up the adoption process. Other potential adopters no longer need to undergo the trial stage, they can continue to the adoption stage.

### **Elements of Innovation Diffusion**

According to Rogers 1995 in (Tobias, 2014) . that the innovation diffusion process has four main elements, namely: an innova-

tion, communicated through certain communication channels, within a certain period of time and occurring between members of a social system.

1. Innovation is an idea, action or item that is considered new by someone. In this case, the novelty of an innovation is measured subjectively according to the views of the individual who receives it.
2. Communication channels are a tool for conveying innovation messages from the source to the recipient. If communication is intended to introduce an innovation to a wide and broad audience, then a more precise, fast and efficient communication channel is mass media. However, if communication is aimed at changing the personal attitudes or behavior of the recipient, then the most appropriate communication channel is the interpersonal channel.
3. The time period is the process of making an innovation decision from when someone finds out about it until they decide to accept or reject it. Decision confirmation is closely related to the time dimension. At least the time dimension can be seen in the innovation decision-making process, the relative speed at which someone accepts the innovation, and the speed at which the innovation is adopted in the social system.

4. A social system is a collection of functionally distinct units that are bound together to work together to solve problems to achieve common goals.

### **Diffusion of Innovation Adoption**

Adoption is a process of accepting new ideas where the new ideas are received through communication channels. Innovation adoption means the process of accepting new ideas. Meanwhile, adopters are individuals or groups of individuals who accept these new ideas. According to Rogers (1996) in (Sumardjo, 2016) groups people who adopt into 5 categories based on their speed in adopting an innovation. The five categories of adopters are:

1. Innovator (innovator). An innovator is a person who introduces innovations, ideas, ideas or new methods. An innovator usually has the main characteristics, namely an individual who likes challenges and dares to take risks
2. Pioneer (early adopter), a pioneer is defined as someone who starts doing something. These pioneers or trailblazers will be willing to start innovation as a group. Usually they have the main characteristics, namely being someone who is respected and has followers in the social environment.

3. Early majority. Early followers are those who together become early followers of an innovation. Someone who is an early follower is characterized by careful consideration before making a decision.
4. The majority are late. Late followers are those who together are the last followers in an innovation. The characteristics of these late followers are that they are a group that has pragmatic considerations regarding the truth and usefulness of an innovation that they want to adopt.
5. Final recipient (slow). Leggards or old-fashioned groups are the last group that has the most difficulty accepting new innovations. This group amounts to around 16% in a social group. They have the main characteristic that it is very difficult to see and accept change.

### **Assumptions of the Diffusion of Innovation Theory**

Everett M. Rogers (1983) in (Sumardjo et al., 2016) said, reformulating this theory by providing the assumption that there are at least 5 stages in an innovation diffusion process, namely:

#### 1. Knowledge

The knowledge stage is the first stage when information is disseminated about a new innovation. An innovation will be

conveyed and communicated with the aim that someone can know and understand what the innovation is like.

#### 2. Persuasion Stage

At the persuasion or persuasion stage, a person will form an attitude to be able to approve or disapprove an innovation. At the persuasion stage, someone will also find out further information about the new innovation, including the advantages and disadvantages of using this information.

#### 3. Decision Stage

At this decision-making stage, someone can make a decision regarding an innovation. A person will be involved in activities that lead to a choice whether to adopt the innovation or even reject it.

#### 4. Implementation Stage

At this implementation stage, individuals will choose to adopt the new innovation. If individuals choose to adopt new innovations, then they will apply them in their lives. Individuals who have implemented new innovations in various aspects of their lives are then said to be adopters of an innovation.

#### 5. Confirmation Stage

In the confirmation stage, someone will evaluate and decide whether to continue using the innovation or end it. Apart from

that, someone will also look for various reinforcements for decisions they have taken previously.

### **Interpersonal Communication Theory**

Communication is a process using symbols, signals, or behavior or actions. This definition of communication involves at least two or more people using methods of communication that are usually carried out by a person, such as verbally, in writing, or through non-verbal signals. There are three types of communication (Anggraini et al., 2022) , namely:

1. Interpersonal communication

Interpersonal communication is a form of communication commonly found in everyday life between two or more people to achieve certain goals.

2. Intercultural communication

It is a form of communication carried out between two or more people, each of whom has a different culture.

3. Business communication

Business Communication is communication used in the business world which includes various types of communication, both verbal and non-verbal communication.

Interpersonal communication is communication between people face to face, which al-

lows participants to capture other people's reactions directly, both verbally and nonverbally.

### **Interpersonal Communication Process**

Each definition of interpersonal communication above indicates the existence of a process in communication. Interpersonal communication plays a role in conveying one's message or information to other people in the form of ideas, facts, thoughts and feelings. Therefore, interpersonal communication is a bridge for each individual, where they can share feelings, knowledge and accelerate relationships between individuals in the community in their environment.

### **Goals of Interpersonal Communication**

There are 5 goals of interpersonal communication according to De Vito in (Prasetyo & Anwar, 2021) , namely:

1. To learn

Interpersonal communication allows people to understand the outside world, understand others and themselves. By talking about themselves to other people, a person can find out about themselves through the feedback given regarding their feelings, thoughts and behavior.

2. To Get in Touch

One of the human needs is to be loved and liked, to interact and build good relationships with other people, and vice versa, therefore humans must build good relationships with each other, and interact with each other, one way is through interpersonal communication.

### 3. Influence

The influence of a person's attitudes and behavior on other people can be through interpersonal communication. A person spends a lot of time carrying out persuasive interpersonal communication. Based on existing research, researchers conclude that every communication is persuasive and every communication goal seeks persuasive results, for example:

- Self-presentation, a person represents himself in front of other people, regarding how that person wants to have an image of himself in the eyes of that person.
- Relationship Goals, someone communicates to form a relationship that suits their needs.
- Instrumental Goals, a person communicates to another person with the aim of getting that person to do something according to his wishes.

### 4. Play

One needs a moment to escape from boredom. One way is to carry out interpersonal communication such as talking with friends about weekend activities, discussing sports or dating, telling stories or joking, and just chatting in general to pass the time.

### 5. To help

In daily activities, interpersonal communication can be used by someone to help other people, such as providing advice, input, suggestions and so on. And this can also happen by using certain media, such as email and others. The success of this interpersonal communication function to help depends on the interpersonal communication skills and knowledge of the person doing it

### **Elements of Interpersonal Communication**

According to Hafied Canggara, in (Yeni & Susanti, nd) "Interpersonal communication can occur if it is supported by communication elements, namely (1) source, (2) message, (3) media, (4) recipient, (5) effect, (6) feedback, (7) environment". The elements above can be explained as follows.

These aspects are important and must be present in communication. If there is no communication in one aspect then the communication is ineffective or could even be called communication.



## METHODOLOGY

This research is technique qualitative, because objective obtain complete and detailed data must use enough kajian deep. Because it's necessary a thorough assessment to obtain complete and detailed data, then this technique was applied in this research. Bogdan and Taylor define study qualitative as method that produces descriptive data in the form of written words or oral from subject study (Donatus, 2016).

In qualitative research, process and meaning (subject perspective) are more emphasized. The theoretical framework functions more as a reference to direct research according to reality in the field. The nature of this kind of qualitative research is that it is conducted with an open mind and results in in-depth interviews with a small number of subjects.

### Object of research

As a follow-up to answering the problem formulation that has been proposed, research must have clear objectives and be ready to be investigated. Subjects in qualitative research are called informants, namely native speakers who pronounce and repeat words, phrases and dialects in their own material (Sulistiyawati, 2020).

The subjects in this research were members of the Wong Takon Community in Prijek Lor Hamlet, Laren District, Lamongan Regency.

Name	Age	Gender	Position
Siswa Bagus Utama	25	Man	Community Leader
Muh. Habibur Rohman	25	Man	Public relations
M Ali Naim	22	Man	Secretary
Andi Antonio	21	Man	Member
Bangun Setiawan	19	Man	Member
Ahmad Diki	17	Man	Member
Ahmad Mahsa Javier	17	Man	Member
M. Wahyu Efendi	21	Man	Member
Ali Wahyudi	21	Man	Member

### Data collection

The subject from which the desired data is collected is known as the data source. According to Lofland, primary data sources in qualitative research are words and actions. The rest of the data comes from additional sources such as documents and other sources. The method used by researchers to collect data in this research is observation, interviews and documentation.

## RESEARCH RESULTS AND DISCUSSION

The origin of the name Wong Takon stems from the habit of the youth of Prijek village gathering and discussing various topics ranging from philosophy, religion, social, culture, customs, law, politics, romance, nature, as well as matters relating to everyday life. Wong Takon when translated into Indonesian means "People Asking". Wong Takon itself has a philosophy that is more than just asking questions, Wong Takon is a symbol of expression. For example, there are people who ask questions because they are interested in what they want to know, there are those who ask how their fate could be so beautiful, there are also those who ask why their fate is so unlucky, and in this case, by collecting all these questions, they are expressed and then together they are made into a study.

This started when Covid-19 appeared in Indonesia in early March 2020, forcing students to carry out teaching and learning activities from home, which we usually call an online learning system. Due to these conditions, students studying outside Lamongan City take part in learning from home. A group of young people who are members of Karang Taruna and several students decided to take the initiative to form a group or community and build a reading park.

Wong Takon Reading Park is a reading park located in Prijek Lor Hamlet, namely in Taman Prijek Village, Laren District, Lamongan Regency, East Java. This Reading Park was founded in 2020 and inaugurated on August 9 2020 by a group of young people who were moved by concerns about the low interest in reading among people in Prijek Hamlet, the contrasting knowledge gap between urban and rural communities. There are a lot of human resources that actually have potential. want to be developed but often lack support and space for them to be creative, the location of the hamlet which is relatively far from facilities such as libraries also further supports people's reluctance to read.

Takon Reading Park built on land belongs to one inhabitant a village that has been abandoned for a long time wander and arrive not yet return to House. This land used to be no maintained and fulfilled wild plants, so often society make land the as place disposal rubbish. With permission owner land, village youths Prijek Then build a building park given reading name Gerha Grahita who is etymological means Gerha = building, and Grahita = understanding.

This research on developing interest in reading focuses on the efforts made by the Wong Takon Community which includes sev-

eral activities held to increase children's interest in reading. This research was conducted in Prijek Lor Hamlet, Laren District, Lamongan Regency. The interview process was carried out from November 19 to November 30, then the observation process was carried out for 2 months, namely from October to November.

### **Wong Takon Community Efforts to Develop Interest in Reading in Children in Prijek Lor Hamlet**

The Wong Takon Community's efforts to develop children's interest in reading are carried out at the reading park in Prijek Lor Hamlet. The efforts of the Wong Takon Community itself have been carried out for approximately the last 3 years by members of the Wong Takon Community. The Wong Takon Community's efforts to develop children's interest in reading have been initiated for a long time, but this idea was implemented during the Covid-19 pandemic, namely in 2020.

Then, to develop children's interest in reading, the Wong Takon Community also made efforts, namely by holding activities for children at the Reading Park. The effort made by the Wong Takon Community is to do activities at the Reading Park with the aim of making children closer to books and interested coming to the Reading Garden. The efforts made Wong Takon Community in improving interest read using abbreviations culture local. Efforts made including:

#### 1. Studying together.

This joint learning activity was held by members of the Wong Takon Community. This joint learning activity was carried out precisely in the reading park. This activity is carried out every Monday to Wednesday, to be precise, this activity starts after sunset. In this activity, children will choose subjects they like and will be helped by community members to learn these subjects. To support the smooth running of this activity, members of the Wong Takon Community collaborated with the school so that the teachers directed the children to go to the reading garden after sunset to study together accompanied by reading garden activists.



*Joint learning activities Source: Researcher's personal documentation (2023)*

#### 2. Reading Folklore Books

Reading folklore books is an activity agenda that is carried out after studying together. Children are required to read a book of fairy tales or folk tales for 5 to 10 minutes after studying together. Taman

Bacaan provides many books, ranging from educational books, politics, novels, and many story books.

3. Put on a theater performance

Theatrical performances are on the agenda. When there is a special event at Taman Baca that brings together the local theater community, the activity not only contains theatrical performances from the community, but also many artistic performances from children and also the community who enthusiastically enliven the activity. such as musical poetry, dance, pencak silat and acoustics.

4. Organizing art activities

Art activities consist of making handicrafts from used materials and simple materials that are around us, such as making lanterns from balloons and threads, then making miniature houses from sticks and much more. Apart from making handicrafts, children also learn to draw and paint. This activity was guided by young people from the Wong Takon Community who have strengths in the arts, who then helped the children learn to make these crafts.

5. Holding a Nobar (Watching a Film Together)

Nobar is a weekly agenda held by the Wong Takon Community. This activity takes the form of watching a film together which is held in the reading garden every Sunday evening after sunset. The films shown are films related to history, culture and knowledge. By holding a group viewing event, it becomes a refreshing source for children, because basically children like watching films.

Efforts made by the Wong Takon Community in developing interest read to children is by the way approach to children through activities based culture local which is a draft wisdom local. Mitchell said in: (Abidin & Saebani, 2014) that local wisdom is a set of core values, beliefs, standards, knowledge, legal morals and behavior conveyed by individuals and communities that determine the way a person feels, acts and assesses himself and others, where local wisdom is a lifestyle and information as a methodology for daily life such as activities carried out in society. The activities in question are studying together, reading folklore books, holding theater performances, holding arts activities, holding film watching together. The films shown in this activity are knowledge films such as historical films. If connected with the concept of local culture according to Koentjaraningrat in (

Rezky Juniarsih Nur, 2023), the form of culture as a system of ideas is abstract and can only be felt in everyday life through norms, customs, religion, and laws or statutes. Social norms, for example, are standardized unwritten and recognized jointly by members of the community group, this is in accordance with the concept in question, because the activity carried out is an activity carried out in daily life through customary and religious norms, and is recognized together by the Wong Takon Community group and also the Prijek Lor Hamlet Community. The aim of this approach is so that children are always interested and like playing at the Reading Park, and when children go to the Reading Park more often, the children will be closer to books, with that the Wong Takon Community hopes that children's desire to read will increase. increase.

### **Situation communicative Wong Takon Community to develop interest reading to children in Prijek Lor Hamlet.**

The Wong Takon Community is a community that was founded based on the concerns of the youth of Prijek Lor Hamlet regarding the low interest in reading among children in the village. Based on these concerns, the Wong Takon Community then built a reading park and held activities in it. The activities held aim to increase children's interest in reading. In implementing these community activities,

they are carried out in the reading garden where children will come to the reading garden. Children go to reading gardens to study together and participate in other activities.

The activities carried out involve all members of the community. All members work together, cooperate and take part in the ongoing activity process. The activities carried out resulted in very good cooperation, as evidenced by the presence of community members working together so that the activities ran smoothly, such as group 2 which was tasked with preparing a joint learning event but could not attend that day so another group immediately took over the task. to carry it out.

Activities are usually held at the Wong Takon Reading Park, precisely in the Gerha Grahita building. The activities carried out are flexible, there are no attendance rules and so on. All the children came because they were enthusiastic about taking part in the activities and the reading garden also collaborated with the school so that the teachers always advised their students to attend the reading garden every day but without forcing them.

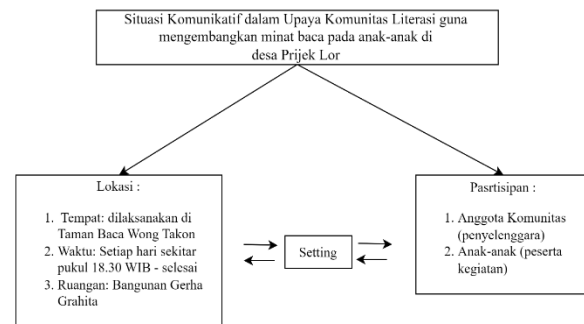
Activity done evening day after sunset approx at 18.30 and usually finished until finish Isha around 19.30 remember the kids will too \_ school Tomorrow the day. For schedule activities at the Wong Takon Reading Park

namely: Study together every day Sunday - Wednesday; Activity Art held on Thursday; Watch Together is held on Saturdays. As for the network the event started from pray together with the aim of making the activity process walk smoothly, then children Study material to be studied tomorrow day and ask method finish their homework to members brothers and sisters community as tutor at Wong Takon Reading Park. Before activity end children required read book What only available at the Reading Park for 5 minutes which aims to increase interest them to read.

Context existing communications efforts the activities carried out in Taman Baca activities are interpersonal communication, which according to Joseph De Vito, in his book *The Interpersonal Communication Book* (Devito, 1989: 4), communication Interpersonal is a process of sending and receiving messages between two people or between group small people with few effects and some bait come back. How does interpersonal communication occur in this activity, member Wong Takon community as communicator convey message meaningful through activity Study together to communication that is children who follow activities in the reading park, and communication Then accept message from communicator, then media to convey it message to children is about activities Study together. From activities

the there is elements interpersonal communication where Kotler in Effendy (2006:18) says that referring to Harold Lasswell's paradigm, there is elements communication in the communication process, there are elements Communication in the communication process (1) Sender is the communicator who conveys message to someone or a number of people. (2) Message is a message which is set symbol meaning conveyed by the communicator. (3) Media is a channel Communication place passing message communicator to communication. (4) The receiver is a compound accept message from communicator.

For that reason then writer clarify in a way whole from situation communicative ethnography communication in Wong Takon Community Efforts To use develop interest read to children in Prijek Lor Hamlet as following:



**Source: Researcher data (2023)**

**Supporting and inhibiting factors for the Wong Takon Community in increasing children's interest in reading in Prijek Lor Hamlet**

In an effort to increase children's interest in reading, it cannot be denied that there are supporting and inhibiting factors in carrying out activities. Supporting factors are anything that helps the activity run smoothly, while inhibiting factors are anything that slows down the progress of the activity.

Supporting factors in an activity are one of the strengths of the Wong Takon Community in carrying out programmed activities. From the results of research conducted by researchers, several supporting factors were found for the implementation of activities held by the Wong Takon Community.

As expressed by Muh. Habibur Rohman as Public Relations of the Wong Takon Community said that:

*" There are several supporting factors in this activity, sir, such as the enthusiasm of the children who take part in this activity, and we also have a reading park as a place to carry it out, here we also have books, then the school also supports us. "The activity, the response from the community is also good, so we are also enthusiastic about carrying out activities like this ."* Habib Interview (25 Years), November 30, 2023.

Based on the results of the interview above, it can be seen that the supporting factor for the activities held by the Wong Takon Community is the high enthusiasm and enthusiasm of the children in participating in the activities held by the Wong Takon Community, then the Wong Takon Community. The Takon

Community also has a place to carry out its activities, namely in Taman Baca. , this is an important factor in carrying out an activity.

The availability of reading materials is also an important factor in increasing children's interest in reading, and the Wong Takon Community provides various reading materials including story books, textbooks, children's comics, picture books and cultural themed books, but the Wong Takon Community does not provide them. but has a system of lending books to people who borrow them. The open books in Taman Baca are open books donated by various Wong Takon Communities.

Apart from supporting factors, in carrying out an activity there are definitely inhibiting factors which result in the activity not being carried out optimally. This was expressed by Bagus Utama Student as Chair of the Wong Takon Community, he said that:

*" There are several inhibiting factors, sir, such as funds to finance activities, and time constraints, but the most important inhibiting factor is the human resources in this community, right? Many members of this community study outside the city, so yes, if there are any. It's rare for university students to teach here, Habib and I only work on our thesis, bro, so we're still often at home. "* Bagus Interview (25 Years). November 30, 2023.

From the results of the interview above, it can be seen that the Wong Takon Community has several inhibiting factors, namely the source of funds to finance activities

at Taman Baca, because the source of funds used comes from donations from the surrounding community, donations made by the community are in the form of donations in the form of money, sometimes in the form of electricity tokens. and sometimes in the form of food.

### **Implementation of Efforts to Increase Reading Interest in the Diffusion of Innovation Theory.**

The mapping of the Wong Takon Community's efforts in developing interest in reading has been explained clearly starting from how the Wong Takon Community campaigns for its ideas, and how the Reading Park has become a new medium for developing interest in reading in children. This stage explains the implementation of Taman Baca into the adaptation stage of the Diffusion-Innovation theory as a campaign concept about the importance of children's interest in reading.

The efforts of the Wong Takon Community are mapped according to the Diffusion-Innovation stages starting from the Knowledge stage to the Implementation stage as follows:

#### 1. Knowledge

The Wong Takon Community introduced or spread information about its ideas to the Prijek Lor Hamlet Community through the fundraising action they carried out to build a Reading Park. The fundraising they are doing here is for the Wong Takon

Community to go around Prijek Lor Hamlet to busk and introduce the Reading Park to the Prijek Lor Community.

#### 2. Persuasion

This stage explains how the community responded to what was initiated by the Wong Takon Community, namely wanting to develop an interest in reading in children, namely by building a reading park and carrying out activities in the reading park. By holding locally based activities, it will attract children's interest to come to the Reading Garden so that children will get closer to books.

#### 3. Decision

The Wong Takon Community implemented his idea. The construction of reading parks and the implementation of local culture-based activities for the community need to be communicated to the community so that they have sufficient understanding about adaptation to the diffusion of innovation. The choice to build a reading park was based on the consideration that children living in the current era need media that is educational and fun for children.

#### 4. Application

In the implementation stage, the Wong Takon Community saw a good response



from the community, with good response and support from the community, finally the Wong Takon Community committed to building a Reading Garden and holding locally based activities at the Reading Garden.

Activities carried out by the Wong Takon Community has contains diffusion processes Innovation. In accordance with Diffusion Theory Innovation according to Everret M. Rogers in (Tobias, 2014) say, formulate return theory This with give assumption that at least there are 5 stages in a diffusion process innovation, that is stages *Knowledge, Persuasion, Decision, Implementation, Confirmation*. There are elements diffusion innovation, this showed with five existing stages in it, which is deep stage Diffusion Innovation Here, there are five elements the is First there is a knowledge process (*Knowledge*), where at stage This Wong Takon Community do communication to the Community regarding the Development of Reading Parks and carrying out activities based culture local through fundraising, concept culture local in question Mitchel in (Abidin & Saebani , 2014) say that culture local is a set core values, beliefs, standards, knowledge, morals, laws and behavior conveyed by individuals and society that determine method somebody feeling, acting and judging himself or other people, which method

is used for fundraising is with busking. Second there is a persuasion process (*Persuasion*), where at stage this Wong Takon Community get good response from the Prijek Lor Hamlet Community, as well as the Community considers that activity like this worthy for try. Stage third there is a Decision process (*Decision*), where at stage This Wong Takon Community make a decision to build a Reading Park and do activities based Local culture, views from good response as well as support from Society then created a reading park as well Activities inside it .

However, in this research there are limitation that is Still see from stage knowledge (*knowledge*), namely How Wong Takon Community in introducing idea they to public until Decision stage (*Decision*), namely How Wong Takon Community build a reading park as well do Activity based culture local for business develop interest read to children. to know stage Implementation (*Implementation*) and also stages Confirmation (Confirmation), namely How Wong Takon Community decide is will continue to use innovation the or end it. If Wong Takon Community decided to continue or end innovation that, you can just because no satisfaction Individual to innovation the or find better innovation, then than it is necessary he

did study Quantitative to find out stages implementation (*Implementation*) and Confirmation (*confirmation*).

## CONCLUSION

Based on results study communication ethnography about development interest read based culture locally in the Wong Takon community in Prijek Lor Hamlet, Laren District, Regency Lamongan can taken conclusion that answers formulation problem that is:

1. Wong Takon Community has Lots do to develop interest read children. That matter they do through activity programs based culture local that is draft Local wisdom. Wong Takon Community stage activity based culture local that aims to create children Spirit come to the Reading Garden so that children can get closer to books with hope when children close to books they will too the more interested read book and improve interest child. interest read.
2. Communicative context in effort Wong Takon Community in development interest read children is interpersonal communication that occurs in activities carried out at Taman Baca. In this activity the participants are children and members Wong Takon Community.

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