

Vol. 3 No. 2, 2018

PROCEEDING



ICON-UCE

INTERNATIONAL CONFERENCE ON University-Community Engagement



Held by:
Directorate of Islamic Higher Education
Directorate General of Islamic Education
Ministry of Religious Affairs, Republic of Indonesia



Hosted by:
Universitas Islam Negeri
Maulana Malik Ibrahim Malang
October 8-10, 2018

**INTERNATIONAL CONFERENCE ON
UNIVERSITY-COMMUNITY ENGGAGEMENT
October 8-10, 2018**

Ministry of Religious Affairs
In Cooperation with
Universitas Islam Negeri Maulana Malik Ibrahim
Malang

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ISSN 2655-6987

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UIN Maliki Press
Gajayana 50, Malang 65144
Telephone/Faximile 0341-573225
Email: admin@uinmalikipress.com
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Table of Contents

RAINBOW GEOMETRY AND TANGRAM AS A LEARNING MEDIA IN TRAINING THE POWER OF RAUDATUL ATHFAL STUDENT IMAGINATION	793
Rina Mahmudati and Ragil Tri Indrawati	
SOCIAL NETWORKS AND CAPACITY BUILDING FOR PEDICAB DRIVERS IN THE CITY	799
Rochmat Budi Santosa, Moh. Bisri, Ahmad Hafidh, and Fathan	
DECONSTRUCTION OF SOCIETY ROLE IN MANAGING ASSETS THROUGH THE COMMUNITY SERVICE LECTURE PROGRAM	806
Rustan Efendy	
LOCAL WISDOM DEVELOPMENT OF PESANTREN BASED COUNSELING DESIGN WITH APPROACH SERVICE-LEARNING	816
Samsul Arifin and Hanik Munfaridah	
EMPOWERMENT OF UNDERGRADUATE DEAF STUDENTS AND “SAHABAT INKLUS” IN SIGN LANGUAGE TRAINING FOR SUPPORT TEACHERS IN INCLUSIVE SCHOOLS IN YOGYAKARTA	833
Siti Aminah, Jamil Suprihatiningrum, and Astri Hanjarwati	
STUDENT INTERNSHIP PROGRAM OF ISLAMIC INSTITUTE OF RIYADLATUL MUJAHIDIN NGABAR PONOROGO IN TAMBANG VILLAGE PUDAK PONOROGO	853
Siti Musarofah	
WOMEN'S ECONOMIC EMPOWERMENT BASED ON MAJLIS TA'LIM THROUGH THE CRACKERS HOME INDUSTRY MARKETING STRATEGY	864
Siti Rumilah and Ummiy Fauziyah Laili	
CAREER GUIDANCE AND THE POLICY IN PREPARING OF THE FUTURE OF THE CHILD DEVELOPMENT	876
Siti Chodijah	
STRENGTHENING WOMEN'S ROLE IN FORMULATING BUDGET (APBDES) IN MEJOBOWATI VILLAGE KUDUS.....	888
Siti Malaiha Dewi	
ENCOUNTERING RELIGIOUS RADICALISM IN THE ISLAMIC BOARDING SCHOOL OF NURUL AZHAR TALAWI IN SIDRAP DISTRICT SOUTH SULAWESI	900
Sitti Jamilah Amin, Zainal Said, and Rustan Efendy	
PRACTICAL FRAMEWORK FOR EVALUATING COMMUNITY SERVICE PROGRAMS BASED ON SERVICE LEARNING WITH CIPP MODEL	910
Sukardi Abbas, Nurbaya, and Yani Djawa	

SANITATION OF FISH MEATBALLS PROCESSING IN INCREASING FAMILY ECONOMY OF FISHERWOMENIN BULUH CINA VILLAGE KAMPAR DISTRICT	921
Sukma Erni, Merry Siska, Nurpelita Sembiring, Tahrir Aulawi, Fitri Amillia, and Yasnel	
IMPROVING GENDER EQUALITY THROUGH THE LITERATION MOVEMENT AND COMMUNITY READING PARK	931
Sumadi	
BUILDING A CREATIVE ECONOMY OF VILLAGES “TANGKIT LAMA” DISTRICT OF SUNGAI GELAM MUARA JAMBI	941
Sumarto	
FEMALE’S FINGERS MYTH (GENDER STUDY AND AL-QUR’ĀN PERSPECTIVE)	951
Umum B. Karyanto	
IMPROVING READING INTEREST IN VILLAGE LIBRARY AND CULTIVATION OF OYSTERS MUSHROOM IN TARGET VILLAGE OF STAI HUBBULWATHAN	960
Widia Yunita	
STRENGTHENING ENGAGEMENT, EXTENDING BENEFITS: ACTION PLAN FOR STRENGTHENING THE UNIVERSITY NETWORK WITH MULTI-PARTY INSTITUTIONS	975
Yuli Darwati and Atiyatul Izzah	
SOCIAL EMPOWERING THROUGH ISLAMIC HIGHER EDUCATION IN INDONESIA: EXPERIENCE OF MUHAMMADIYAH AND NAHDLATUL ULAMA (NU)	984
Zainal Abidin	
INTERDISCIPLINARY APPROACH FOR HANDLING WASTE PROBLEM IN TEGAL REGENCY	994
Zaki Mubarok	
INSERVICE TRAINING OF SCIENTIFIC WRITING FOR JUNIOR HIGH SCHOOL TEACHERS IN PELALAWAN REGENCY	1002
Zarkasih, Susilawati, Rian Vebrianto, Melgis Dilkawaty Pratama	
IT-BASED LECTURING FOR THE POOR HOUSEHOLD WOMEN OF PROGRAM KELUARGA HARAPAN (PKH) IN THE X KOTO DISTRICT WEST SUMATRA	1011
Zubaidah	

SANITATION OF FISH MEATBALLS PROCESSING IN INCREASING FAMILY ECONOMY OF FISHERWOMEN IN BULUH CINA VILLAGE KAMPAR DISTRICT

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Abstract

Food is one of the basic human needs to be able to carry on life in addition to clothing and housing needs. Women in Siak Hulu Subdistrict are groups of women who support family income by helping husbands who act as fishermen. If the fish catch exceeds the market supply, the fish will only be consumed and dried in the form of smoked fish (sale fish). There is no other alternative to using fish. this study employs action research with a gender approach by placing women as objects as well as subjects. It was important to investigate the ability of women's creative economy in Buluh Cina Village, Siak Hulu District by providing hygienic training in processing fish meatball by using fish as the main economic sector to improve the family's economic ability. The strategy is used to get the desired conditions using the ABCD (Asset Based Community Development) method. Women of Buluh Cina Village has received training in the form of knowledge and skills in making fish meatballs, obtained from meat meatball counseling about hygiene and sanitation.

Keywords: fish meatballs, gender, hygienic, sanitation.

Introduction

Issues and Focus of Engagement

Improvement and improvement of the quality of human resources are multi-dimensional, both education, skills, employment, and business opportunities, as well as nutrition and health. These factors must also be developed to strengthen the gender mainstreaming movement in agricultural development policies. All of these are closely related to the roles, duties and functions and position of women in the agricultural development strategy through efforts to empower rural women in rural areas. The level of adoption of technological innovation for women is relatively low. For this reason, the Indonesian Agency for Agricultural Research and Development has formed a core team to enhance the capacity of researchers and extension workers in its scope through the Socialization and Institutionalization of Socio-economics and Gender Analysis (SAGA) program (Elizabeth, 2016).

However, in reality condition, limited access often makes women drown in marginalization, backwardness and economic poverty. Such phenomena occur in rural

women in general who are influenced by the level of education, training in the development of self-potential is very low. The same applies to river fishermen who make economic resources in general based on rivers.

The low level of education has an impact on the lack of awareness and creativity of self-potential to improve family skills and income. On the other hand, women are directly confronted with family consumption needs, so that they can receive and process diverse, nutritious and balanced intake.

Such conditions generally occur in women in the Siak Hulu sub-district on the banks of the river which rely on the family's economy for the search and sale of river fish. For river fisherwomen, fish is an inseparable part of daily life. Eating fish becomes something that is routinely found among the community. However, sometimes the fish caught exceed normal targets, or in certain conditions, river fishermen do not succeed in selling all catches so they must be taken home. Fish in such conditions by the community will be salted or smoked into smoked fish or called *salai fish*.

Statistical data of Kampar Regency in 2017, residents in Siak Hulu District who work as river fishermen who rely on the family economy are 577 households, plus pond fish farmers and cages totaling 1,064 households. This is the second largest after Kecamatan 13 Koto Kampar, Kabupaten Kampar. The data shows that the freshwater fisheries sub-sector in the Siak Hulu Subdistrict is spread in several villages, including in Siak Hulu Village as a village directly adjacent to the river which is directly adjacent to Pekanbaru City and can be accessed with approximately 50 minutes.

In reality, the geographical proximity potential has not gone hand in hand with the potential for improving the economy of river fishing communities and fish pond and cage farmers. Fish products produced by the community have not been able to become *icons* other economic commonly found in Siak Hulu District. This is allegedly due to the diversification of existing products that have not been able to defeat salted fish or smoked fish products from other areas that are widely sold in the city of Pekanbaru as souvenirs.

The reality of the lives of river fishermen in Siak Hulu is basically not much different from other river fishermen women. River fisherwomen in Siak Hulu will be different if they can bring innovation and development of fish-based products such as fish meatballs which can be used as "*economic support*" for river fishermen women as well as efforts to increase the nutritional value of the community.

Meatballs are one of the products that are quite popular and consumers like children, adults, and seniors. Meatballs that are easy to find are meatballs made from beef or chicken with a chewy texture. The main ingredients of meatballs can be varied based on river fish to increase the value and economic potential of community fish in the village of Siak Hulu.

Fulfillment of quality food with sufficient quantity is one of the efforts that must be taken to achieve public welfare in the current era of globalization. However, the reality in the field, especially in rural communities, has not been fully fulfilled, given the current economic conditions and limited knowledge and skills of the community (Primary, A., 2017).

Buluh China Village, as one of the fish producers in Kampar district. Fish processed businesses produced by the general public such as fried fish, grilled fish, and pepes fish and their by-products, namely dried fish, crackers and enveloping with poor

quality assessment results, this is because the products produced are not good based on texture assessment color, taste and aroma and less attractive packaging. Based on this, the target audience expects a form of fishery product processing skills (Purnomo and Suhandi, 2014).

Food is one of the basic human needs to be able to carry on life in addition to clothing and housing needs. Food besides containing nutritional value is also a medium for breeding microbes or germs, especially food that is easily decomposed, namely foods that contain lots of moisture and high protein values. Another possibility is the entry or presence of hazardous materials such as chemicals, pesticide residues and other materials, including dust, soil, human hair can adversely affect human health (MOH (2010) in Yunus (2015).

Referring to the above thoughts, this study employs action research with a gender approach by placing women as objects as well as subjects. It was important to investigate the ability of women's creative economy in Buluh Cina Village, Siak Hulu District by providing hygienic training in processing fish meatball by using fish as the main economic sector to improve the family's economic ability.

Reasons for Choosing Mentoring subject

Buluh Village Location China is unique because it is flanked by eleven lakes of the north and south, the average width of 100 meters and breadth ranges from 200-3000 meters. On the north side of the village there are three lakes, namely Lake Rengas, Lake Rawang and Lake Lagun, while on the side of the strait There are eight villages, namely Lake Tuok Tonga, New Lake, Tanjung Putus Lake, Pinang Dalam Lake, Pinang Luar Lake, Rayo Lake, Tanjung Baling Lake, and Bunte Lake. In this village, visitors can see the typical Kampar Malay stilt house, the Adat Hall and the two-tribe museum which contains equipment passed down from generation to generation.

Along the banks of the river, visitors can watch children bathe and women wash on rafts. The canoes of the people passing by looking for fish or going to the fields add to the beauty of the village atmosphere. Visitors who do not like to be silent can do fishing activities in the river Kampar or in the eleven natural lakes in the vicinity. For those who like adventure, can walk through the wilderness that contains hundreds of tall wooden trees. In this location, visitors can find various types of elephant ferns, areca nut, orchids forest, as well as various types of wild animals, such as deer, deer, monkeys, gibbons, ferrets, anteaters, porcupines and squirrels. Visitors can play volleyball on the soft sandy beach. Nature lovers who want to spend the night can camp on *tanjung-tanjung Sungai* (<https://wisatasumatera.wordpress.com/wisata-riau/desa-wisata-buluhcina/>).

Women's empowerment comes from the concepts of gender mainstreaming, gender equality and gender justice. Gender mainstreaming is as follows. "*Making integral women's concerns and experiences to the design, implementation, monitoring, and evaluation of policies and programs in all political, economic and social spheres*" (Mayoux, 2001) In Sen's opinion (1999) revealed that women as *agents of change* have an important role in an effort to reduce poverty. Mayoux further revealed that gender equality is a condition for women to obtain equal justice and opportunity and gender is no longer the basis of discrimination and injustice among the community.

In humans, learned helplessness can be interpreted as a psychological condition that includes motivational barriers or disruptions, and it should be the target of social work intervention. With the intervention carried out, empowerment can be achieved. Empowerment itself can be seen as a process and also as a result of the intervention (Fahrudin, 2011)

This assistance is carried out for the following reasons:

1. River fishermen only use fish for sale in the form of fresh or consumed fish.
2. Fish-based economic potential has not been well developed
3. Fish meatballs as a preferred general culinary have not been used as an alternative economic sector.
4. Fish meatballs are healthy foods that are consumed by children to the elderly.

Condition of Subjects Assistance

Women's empowerment is an effort to overcome obstacles to achieve equity or equality for men and women at every level of the development process. According to Novian (2010) in Widiastuti and Kartika (2018), women's empowerment is an effort to enable women to gain access and control over resources, economic, political, social, cultural, so that women can organize themselves and increase self-confidence to be able to play a role and actively participate in solving problems, so as to be able to build abilities and self-concepts.

Women in Siak Hulu Subdistrict are groups of women who support family income by helping husbands who act as fishermen. If the fish catch exceeds the market supply, the fish will only be consumed and dried in the form of smoked fish (sale fish). There is no other alternative to using fish. While on the other hand, women only engage in odd jobs in agriculture and other light labor. Some conditions that need assistance are as follows:

1. Fisherwomen in the district of Siak Hulu does not have the skills to process fish into meatballs.
2. Fisherwomen are still low in the ability of entrepreneurial management.
3. Fisherwomen do not have access to the marketing of processed products with raw fish.
4. Fisherwomen do not have a business group based on home industries
5. The level of welfare of fishermen's families is still low so that it needs local potential based economic assistance.

Expected Conditions

Through the assistance that will be carried out, it is expected that river fishermen in Siak Hulu Subdistrict can make fish catches into alternative processing in the form of economically valuable fish meatballs. In addition, women fishermen are expected to be able to:

1. *Welfare*

This aspect is said to be one important aspect in the effort to increase women's empowerment. It cannot be denied that in access to welfare, women occupy an unfavorable position. Women's economic participation is important not only to reduce the level of poverty in women, but as an important step to increase household income and encourage economic development of the country as a whole.

While educational attainment is the most fundamental aspect of women's empowerment activities, without getting an adequate education, women are unable to access formal sector jobs, get better wages, participate in government and achieve political influence. Welfare is a concept that is related to substantial differences between women and men in accessing adequate nutrition, health, reproductive facilities, and to express a person's fundamental safety and integrity. Amartya Sen (1999, in Claros and Zahidi, 2005: 2) states that education, employment, and ownership of women's rights provide a strong influence to improve the ability to control the environment and contribute to economic development.

2. *Access*

Access is the ability of women to be able to obtain rights/access to productive resources such as land, credit, training, marketing facilities, labor, public engagements, access to technology and information. Without access, understanding, and the ability to use information technology, poor women are far more marginalized from the community, country, and even the world.

3. *Concessionation*

Involvement of riverin the innovation of meatball processing products can make it the main driver of the program, so that if processed fish in mass production and marketing through community activity units, supermarkets or online will increase its selling value, thereby increasing the family economy without must leave home and not neglect domestic work.

4. *Participation*

The involvement of women fishing stream directly in the processing innovation meatball fish-based start of the process: 1) the selection of fish, 2) weeding, 3) filleting, 4) preparation of materials meatballs, 5) milling fish into batter, 6) producing meatball spheres and boiling, 7) organoleptic, 8) packaging, 9) labeling, 10) storage, 11) quality control, 12) cleanliness, 13) halalness, 14) product development, 15) business analysis and 16) marketing. So that the participation of riverwomen ininnovations fish-based meatballs

processing can maintain themselves and be able to develop skills and actualize their potential.

5. *Equality of Control*

Equality in power over the process of innovation of fish-based meatball products up to marketing is carried out collaboration between women and men. The following is a cycle that represents the elements of empowering women river fishermen need to be assisted as follows:

1. Fisherwomen in the district of Siak Hulu have the skills to process fish into meatballs with the right, correct, halal and hygienic techniques.
2. Fisherwomen have low ability in entrepreneurial management, so they need mentoring by providing basic business and financial management training.
3. Fisherwomen do not have access to the marketing of processed products with fish raw materials, so it needs assistance by providing training in the manufacture and packaging of fish meatballs.
4. Fisherwomen do not have a home industry based business group.
5. The level of welfare of river fishermen families is still low, so it needs local potential-based economic assistance.

Method

The strategy used to obtain the desired conditions is the ABCD (Asses Based Community Development) method. Based Community Empowerment Assets (*Assets-Based-Community-Development*; ABCD) begins with the transfer of focus of attention to a community from what was originally focused on needs, problems to be given solutions and offers of completion programs to participatory approaches and appreciation that focuses on local assets, the best experience of the community and what has worked well in the community to be more empowered.

As an approach, ABCD is a tool for mapping, managing, and empowering communities based on assets (not data collection and at the same time the scapegoating mechanism) which is appreciative, participatory, and sustainable.

Assets consist of:

- a. People (personally each person has talents, skills, talents, personality, reasoning power, imagination, dreams, skills, happiness, tendencies, energy, opportunities / time, friends including types of friendship, relationships family, ethnicity, party, group / group, community, church, RT, RW, social gathering, hobby, etc.).
- b. Organizations: associations (voluntary associations) and institutions (institutions - professional), family, religion, economics, politics etc.
- c. Nature and infrastructure: including buildings, roads, public facilities.

Objectives of the ABCD method:

- a. Increase trainee knowledge about appreciative approaches in order to map, empower and mobilize assets.
- b. Improve the skills of trainees to map, manage and empower community assets.
- c. Convincing participants to become trainers for practitioners of asset-based community empowerment
- d. Activities and programs of communities are oriented towards efforts to mobilize assets of local communities.

Results and Discussion

This community engagement activity was carried out on the banks of the Buluh China river, Siak Hulu sub-district, Kampar district on September 15, 2018. The objectives of this activity were 11 housewives in Buluh Cina, Siak Hulu subdistrict as shown 1.



Figure 1. Preparation of materials making meatballs

Materials and tools used in this activity are catfish, tapioca flour, onion, garlic, pepper. The tools used are knives, meat crusher, bowls, stoves, pots, priring, and spoons. The process of making the first meatball catfish meat dough is given a spice consisting of white sugar, fried shallots, garlic, and pepper is put into the mixture and then diadon. Tapioca flour is added to the mixture and then kneaded again, enough water and ice are added then adon back until the water is evenly distributed in the mixture and can be printed as in Figure 2.a. Meatball dough printed in a round shape with a setting temperature of 40 ° -50 ° C and then boiling it in a pan filled with water with a cooking temperature of 90 ° -95 ° C. boiling is done until the meatballs float and then removed from the pan and drain. Meatballs are ready to serve as shown in Figure 2.b.



Figure 2.a. Mold fish meatballs



Figure 2.b. Fish meatball already reserved

The Method used is a meatball making training method and hygiene method for meatball processing sanitation. All community engagement teams act as facilitators.

The output of this engagement is as follows:

- a. Participants recognize the tools and materials used for making fish meatballs
- b. Participants know the nutritional content of fish
- c. Participants know the time and process of making fish meatballs
- d. Participants understand the diversification of fish into fish meatballs
- e. Participants know the business capital of making fish meatballs
- f. Participants obtain knowledge of personal sanitation hygiene
- g. Participants know about the hygiene of the equipment and ingredients for making fish meatballs
- h. Participants know the hygiene of sanitation from the processing of fish meatballs

Based on the engagement activities to women in Buluh China Village, Siak Hulu Subdistrict, Kampar District in the form of training in the manufacture of fish meatballs and hygiene hygiene training fish meatballs (Figure 3), it can be seen the high enthusiasm of women to be able to be skilled in making fish meatballs, especially the fish meatball business in the Buluh China Village does not yet exist.



Figure 3. Counseling of meatball hygiene processing

The evaluation conducted by the community engagement team was in the form of an assessment of the number of fish meatballs made with good taste and a change in mind set from women regarding the importance of hygiene sanitation making meatballs as shown in Table 1.

Table 1. Criteria and indicators for the achievement of objectives and benchmarks used in the community engagement of the Chinese Buluh Village

No.	Types of Data	Success criteria for	Instrument
1.	Training in the form of community knowledge and skills for making fish meatballs	Positive changes have occurred to and skills of the community towards making fish meatballs.	The practice of making fish meatballs
2.	Counseling about the hygiene of fish meatball processing sanitation	There was a positive change in the form of an understanding of the hygiene of fish	meatball processing sanitation Hygienic practices of fish meatball processing
3.	Motivation to open a fish meatball business The	emergence of motivation to add to open a fish meatball business	

Conclusion

Based on the description of The results and discussion can be summarized as follows:

1. The women of Buluh China Village have received training in the form of knowledge and skills in making fish meatballs.
2. The women of the Buluh Chinese Village have received counseling about the hygiene of fish meatball processing sanitation.
3. The women of the Buluh Chinese Village have obtained the motivation to open a fish meatball business.

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IMPROVING GENDER EQUALITY THROUGH THE LITERATION MOVEMENT AND COMMUNITY READING PARK

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Abstract

The Jokowi government currently places a movement to love reading to be part of the nation's development priorities. Therefore, the Ciamis Darussalam Islamic Institute (LAID) as a higher education institution is responsible for participating in preparing quality human resources, so it is important to conduct a Workshop on Reading Fondness Movement for Village Women. The results of the activities showed (1) the formation of a culture of reading fondness for village women began with the workshop. This passion has an impact on children in the families of the village women. (2) Through the workshop activities to build literacy by reading is an important message to build awareness of the importance of reading to develop civilization and an advanced society; (3) Reading park as an important place to maintain the spirit of the reading tradition. Therefore, the formation of the reading park is a means that pleases women; (4) The establishment of a reading competition is an important part of starting the reading tradition in the midst of society; (5) with a reading park not only women who are aroused by their readiness to read, but men also become part of visitors who actively read (6) from reading park to the beginning of various changes.

Keywords: Literacy, Reading Movement

Introduction

Reading is the gateway to a nation's progress. Civilization built in a nation begins with reading activities. The world and everything become meaningful to the lives of its inhabitants because it begins with reading. Therefore, reading becomes the beginning of opening a world window. The progress of a country is marked by the reading tradition of its citizens. Reading is a basic need of citizens in developed countries. No wonder the reading tradition in developed countries is very thick, does not know the time and place.

In developed countries such as America, Japan, France, and other reading scenes are seen everywhere. People read while waiting and are on buses, trains, planes, in parks, on the beach, and others. There is no day left not to read. High reading awareness makes the progress of science and technology in the West more rapidly developed than in Indonesia. Indonesia has not been categorized as a country whose people like to read. Even ironically, Indonesia ranks third in the ASEAN region, or is above Cambodia and Laos. Since 2006 data from the Central Bureau of Statistics shows that the population of Indonesia, which makes reading as a new source of information is around 23.5%. While those who watch television are 85.9% and listen to radio 40.3%. Search for more information with radio and TV than reading. World Bank report No. 16369-IND (Education in Indonesia from crisis to recovery) states that reading rates in the sixth grade of elementary schools in Indonesia are only able to score 51.7 below the Philippines (52.6), Thailand (65.1) and Singapore (74.0).

Based on the national index, the level of interest in reading Indonesian society is only 0.01. While the reading rate index in developed countries ranges from 0.45 to 0.62. Referring to the results of the United Nations Educational, Scientific and Cultural

Organization (UNESCO) survey in 2011, the reading level of the Indonesian society was only 0.001 percent. That is, there is only one person out of 1,000 people who still "want" to read the book seriously (high). This condition puts Indonesia in position 124 of 187 countries in the assessment of the Human Development Index (HDI) (republika.co.id/2/2/16).

Conditions like this are certainly very worrying about the condition of the Indonesian people. If the crisis of reading likes is allowed, the Indonesian people will be immersed in the quality of human resources and become a backward nation. Actually, there has been an effort from the government and community participation in improving reading culture. Through the ministry of education and the national library the government promotes the love of reading through improving the quality of school libraries and public libraries. However, the facts above show that government programs to improve reading likes have not been successful.

The number of public libraries in the area is still quite limited. It even tends only to complement a district or city. Public libraries in addition to the small number also tend to be located not strategically far from the location of the community's residents. Likewise, school libraries are still inadequate both in terms of book collection facilities and reading rooms. Unlike in developed countries, the library is the largest, most magnificent and comfortable building compared to other educational facilities. School children feel comfortable and addicted to reading and returning to the library.

Along with technological advances and information, the interest in reading books faces a number of obstacles, namely the world of entertainment, fun, and the grip of consumerism which is presented in various forms of information through gadget. A number of social media from the simplest, ranging from SMS, Facebook, BBM, WA, Line, Path, Twitter, Instagram, and others that are increasingly more and more types. From social media, various products that offer entertainment and lifestyle control social media. Society is not hypnotized by lifestyle reinforcement and pleasure products that are difficult to avoid. The impact of society without age through information technology media is busy and occupied in a culture of pleasure and glamor. The society is slowly and surely kept away from the tradition of reading. Because far from the tradition of reading culture, it has become lost. Consumerism, hedonism, and pleasure are priorities.

Research Markplus Insight in 2014 This survey revealed that this year there were 74.6 internet users in Indonesia, up 22 percent from last year which amounted to 61.1 million. This figure will exceed 100 million in 2015.75 percent of internet users use social media. 58.4 percent of social media users aged 12-34 years. Nearly half of the internet community in Indonesia is under 30 years old, while 16.7 percent are over 45 years old. Most internet people access the online world via smartphones (86 percent) and spend IDR 50,000 and IDR 100,000 per month to access the internet. (kompas.com/2/2/16) For information that is most frequently searched on the internet, the Indonesian internet community is mostly looking for news (54.2 percent), entertainment (16.3 percent), movies (10.2 percent), sports (8.7 percent), and music (8.5 percent). The rest include political news (7.4 percent), soap operas (6 percent), celebrity news (5.5 percent), gossip (5.2 percent), and educational content (5 percent). (id.techinasia.com, 2/2/16). This research also shows that internet use is less productive, especially social media, used only for entertaining activities, such as chatting, downloading content, playing games, or shopping online. Of the respondents surveyed, 93% claimed to use social media, 59% chat, 41% download, 18% play games, and 15% shop online.

Paying attention to these problems, the Islamic Institute of Darussalam (IAID) Ciamis as a higher education institution is responsible to participate in preparing quality human resources, so it is important that a Workshop and a Reading Love Movement for Village Farmers Women and the establishment of reading gardens be carried out. The

choice of the reading movement starts from women with the argument that women become a group left behind in literacy as well as being an effective change agent in reading-loving movements in the family and surrounding communities. Based on the above background, several problems can be identified, including:

1. Indonesia is a country that is still lagging behind in the reading culture with a marked index of reading at the ASEAN level.
2. The lack of awareness of the local government in improving culture and fond of reading.
3. The lack of universities that have attention to increasing reading interest in Ciamis District.

Reading as a source of progress is not yet understood as a community need. Women besides being a group left behind in the reading culture also have a very significant role in the community and family environment in improving the culture of reading likes.

There are several problems that are identified, but the dedication to reading literacy movement is focused on: Reading likes in the community for women farmers. Encourage movement to love reading so as to create a culture of reading for the community. Initiating the establishment of a reading park as a means of maintaining, maintaining and developing a reading tradition. The goals and targets of community service are: 1. The formation of a culture of reading fondness within the village women farmers so that it can be developed in the family and community environment. 2. Encourage the formation of Community Reading Parks as a means of maintaining, maintaining, and developing reading traditions. Therefore, the subject of community service or community of service partners is village women who are members of the Women Farmers Group (KWT), Cidewa Village PKK Dewasari Village, Ciamis District, and women from the younger generation.

The underlying reason for choosing the Women Farmers Group (KWT), PKK and young women as partner-assisted communities is:

1. Women become important subjects in the movement to love reading. Women in rural areas have more time to interact with the family environment. The implication is that if women have good reading activities, it will affect their children, other family members, and the surrounding community.
2. Based on survey data and interviews, the women who are members of the Women Farmers Group (KWT) and the Cidewa Hamlet PKK are active and dynamic women who are very likely to be agents (warriors) in reading. The young generation is the future successor of the nation so that having good literacy must be used to love reading. Nationally and regionally women's education is still low compared to men in general.

Reading Literacy In KBBI (2000: 62) reading is defined as seeing and understanding the contents of what is written, which is read orally or in the heart. Reading-writing problems have emerged since ancient times (Kleden-Probonegoro, 1998, in Laksmi, 2004). Western scientist Plato is said to reject writing, despite the fact that he actually produces a lot of writing. Based on the myth that tells of God Truth, namely the god of knowledge, for example, geometry, astronomy, and so on. He taught the people of Egypt that grammatical knowledge, or knowledge of written characters, can make people wiser and more able to remember things. However, the Egyptian king refused, arguing that writing could weaken the soul's ability to remember. Similarly with other scientists, like Socrates and Aristotle, who thought that writing was not important. Socrates generalizes that writing has no meaning, because like painting, writing is only an inanimate object or an inanimate creature, whereas Aristoteles assumes that writing is a copy of language, words spoken from a human voice. Sound has a direct relationship with the mind. A contemporary scientist, Derrida states that writing is not just a "pictographic literary or

ideographic inscription, but a totality that includes the ability to transcend what is only normally physically appointed. Therefore writing is related to the concept of the soul, the concept of life, value, choice, and memory. People can feel the cold of the snow or the situation of the second world war from writing, without having to experience it themselves (Laksmi, 2004).

Reading is one of the language skills (maharah al-lughah) and as a complex activity, has complex goals and various problems. Complex goals are a common goal of reading. In addition to these general objectives, there are of course a variety of specific objectives that cause the emergence of types of reading, whether in terms of voicing or not when reading is divided into:

First, voice Reading or Reading Aloud. Reading Aloud. Effendy (2005: 129) said that in this loud/loud reading activity, the main thing that was emphasized was the ability to read by: (a) Maintaining the sound accuracy of Arabic, both in terms of comprehension and other sound characteristics; (b) The right rhythm and expression that describes the feelings of the author; (c) Smooth, not stagnant and repetitive (d) Paying attention to punctuation or graphic marks.

Second, reading in the Heart (Reading the Noiseless). Reading in the heart is a reading activity that relies on visual memories that involve eye activation and memory. Reading silently aims to gain understanding, both the points and details. In the activity of reading silently, it is necessary to create an orderly classroom atmosphere so as to allow students to concentrate on their reading. Physically reading in the heart must avoid: vocalization, either only moving the lips, repetition of reading, namely repeating the eye (vision) to the previous sentence that has been read, using the index/instructions or head movements (Effendy; 2005: 129)

Third, reading understanding. Reading comprehension is reading whose emphasis is directed at understanding and mastering the contents of reading. (arisandi.com) also stated that reading comprehension is reading material by capturing sharper and deeper thoughts, so that there seems to be satisfaction after reading. The ultimate goal of reading this understanding is the creation of an understanding and understanding of the speaker about everything (information), both expressed and implied in the reading. So what is meant by reading comprehension is a reading activity that has the purpose of understanding a particular text.

Fourth, reading ideas. Reading the idea of reading with the intention of finding, acquiring and utilizing the ideas contained in the reading. Reading idea is a type of reading activity that aims to find, obtain, and utilize the ideas contained in the reading. Idea readers will be able to search, find, and benefit from the ideas contained in reading material, if they are able and truly skilled at capturing the ideas contained in the reading material. To find the ideas contained in the text that is read, we must be good readers, including; know why he is reading (to find information and enjoy reading), understand what he is reading, master the speed of reading, and must know the print media.

Fifth, reading critical/analytical. Critical reading is a reading activity that is not limited only to understand and understand what is stated by the author, but to the question of why it was put forward, how it can happen, and the consequences of what can be caused. So, critical reading is a reading activity that is done wisely, full of tolerance, depth, evaluative, and analytical. The main purpose of analytical reading is to train students to have the ability to find information from written material. In addition, students are trained to be able to explore and show detailed information that reinforces the main ideas presented by the author. Students are also trained in logical thinking, looking for relationships between events with other events, and drawing conclusions that are not explicitly written (Effendy; 2005: 131).

Sixth, recreational reading. This type of reading has to do with the type of reading above. Recreational reading goals not to increase the number of vocabulary, not to teach new patterns, nor to understand detailed reading texts, but to provide training for students to read quickly and enjoy what they read. The goal is further to foster interest and love of reading. Selected reading material that is lightly popular, both in terms of content and language. Usually in the form of short stories or novels (Effendy; 2005: 130)

Love and Interest in Reading means to like, to be happy. While interest is attention, heart's preference/inclination for something (Big Indonesian Dictionary). So reading likes can be interpreted as a preference for reading, there is a tendency for the heart to want to read. According to Suhaenah Suparno one's reading interest should be measured based on the frequency and number of readings other than textbooks. Thus the reading interest of a person affects the number of collections that have been read in question (not textbooks/modules/ school textbooks). The collection of reading consumed can be obtained from anywhere. This is related to the role of book stores, reading parks, or libraries. When reading interest has grown, then adequate facilities (books/magazines/newspapers, and so on) are needed.

A reality if, in the realm of Indonesia, there are still few who have their own reading collections. Most collections are obtained by borrowing or reading in a shop/bookstore or library. Even those who are able (excess funds) can access via the internet, also have their own library. Thus, there is interest in reading so that reading likes are not evenly distributed. Back to the question above, who should cultivate a culture of love to read? If literacy has occurred, someone will be interested in reading everything, then become fond of reading. (Ketut Sumerta, library.baliprov.go.id, a bit of Reading Interest, 22 Feb 2016). In the reading literature, there have been many problems with reading interest. What is meant by reading interest is the tendency of the soul to encourage someone to do something about reading. Reading interest (Sudiana, 2004; Hakim, 2006; Yeti, 2012) is indicated by a strong desire to do reading activities.

People who have high reading interest always fill their spare time by reading. Such people always thirst for reading. Unlike the case with people who have low reading interest. Such people are usually reluctant to do reading activities. The desire to read is very low. Reading activities do not interest him. People who have a high reading interest will often do reading activities. With frequent reading, reading habits will be nurtured. For him, reading is felt as a fulfillment of needs. Such people will consider reading the morning newspaper, for example, as breakfast. By having a high reading habit, people will feel addicted to reading.

Therefore, to cultivate reading among the community, especially students, the development of reading interest needs to get serious attention. Reading interest is one of the factors that significantly influence reading ability. People who have high reading interest tend to have good reading skills. A significant correlation between reading interest and reading ability has been conclusively proven in reading studies. A close relationship between the two variables can be explained by the principle of learning to read, namely learning to read by reading (Smith, 1985, Gunning, 1991 in Sudiana, 2004). This principle emphasizes that people learn to read that is to do the reading activity itself. The more often you read, the better your reading ability.

The development of interest in reading, especially among students, must be done in order to improve reading and transmitting skills in reading. Many people assume that this case is the responsibility of the educational institution. The matter of developing reading interest is the responsibility of the school. In fact, the development of reading interest is actually a shared responsibility between schools, government and society, as well as families. So, schools, governments, communities, and families are very instrumental in developing this reading interest. Based on law number 43 of 2007 concerning libraries that

the culture of reading likes is the responsibility of families, education units (schools), communities, and the government. As the law states about the following article 48 library.

1. Cultivation of reading interest is done through families, education units, and the community.
2. The civilization of reading preferences for families as referred to in paragraph (1) is facilitated by the Government and regional governments through cheap and quality books. Civilizing reading interest in education units as well referred to in paragraph (1) is carried out by developing and utilizing the library as a learning process. The civilization of reading interest in the community as referred to in paragraph (1) is carried out through the provision of library facilities in public places that are easy to reach, cheap and quality.

The method of community service is in accordance with the focus of dedication that is proposed, then as a reference for its implementation a strategy and steps are prepared. Which will be carried out in Building Reading Literacy Movement for Village Women (Women Farmers Group (KWT) and PKK) are:

1. The Servant Team carries out technical preparations in planning procedures for the Reading Enthusiasm Literacy Movement for Village Women (Women Farmers Group (KWT) and PKK)
2. Conduct intensive communication and socialization with women leaders of RT, RW, and Village Women (Wanita Tani Group (KWT) and PKK) Cidewa Hamlet, Dewasari Village. Carrying out a Workshop on Reading Fond Literacy Movement for Village Women (Wanita Tani Group (KWT) and PKK) .
- 3 Initiating Community Reading Park as a facility to maintain, care for, maintain, and develop reading likes. Carrying out facilities, funds, and books to the community and parties who have a concern for development like reading and writing. Conducting joint reading activities.

Method

The method used is Participatory Assessment and Planing (PAP) which is known by a unique name in program or project planning activities that prioritize the active role of the community in every step of development, including starting from understanding local problems and potential, identifying needs to determine the objectives and planned activities to be carried out, as well as the plan to utilize the resources available in the community. The steps are as follows:

1. Socialization of Love Reading through RT, RW, and Majelis Taklim for Women Farmers in the Village (Wanita Tani Group (KWT) and PKK)
2. Deliberation with village women leaders to prepare workshops on Building a Reading-Loving Literacy Movement for Women Farmers in the Village (Wanita Tani Group (KWT) and PKK).
3. Workshop on Building a Reading-Loving Literacy Movement for Women Farmers in the Village (Wanita Tani Group (KWT) and PKK).
4. Discussing facilities like reading with to build Community Reading Parks. Carry out the movement of books, magazines, money, and materials to build Community Reading Parks. A Community Reading Park was built as a center of activity for the Reading Enthusiasm Literacy Movement for Village Women (Wanita Tani Group (KWT) and PKK).
5. A culture of reading and literacy is developed in the community as an effort to improve gender equality for women.

Result and Discussion.

A. Result

Results as explained earlier, the Indonesian reading index is very worrying. The reading index that is of concern occurs both in cities especially in rural areas. Therefore, socialization activities like reading are focused on places in the village as a basis for building a reading tradition. The survey and socialization of reading love activities began by consolidating with the Taklim Attaqwa Assembly through the DKM Masjid Jami 'Attaqwa, Chairperson of the Women Farmers Group (KWT), and Chair of the Hamlet Women's Organization which was incorporated in the Cidewa Village Family Welfare Development (PKK) in Dewasari Village. The results of the survey and dissemination to the DKM Masjid Jami 'Attaqwa, Chairperson of the Women Farmers Group (KWT), and Chairperson of the Hamlet Women's Organization incorporated in the Cidewa Village Family Welfare Development (PKK) of Dewasari Village, RT and RW produced findings that love of reading in the community is still very low.

Whereas it has become a common awareness that the development of advanced civilizations is inseparable from the influence of the high interest in public reading. So, it is not surprising that reading habits are an important indicator in determining the quality of the nation. Reading interest greatly determines the quality of the nation. Because reading habits contribute to creating quality, superior, quality Human Resources (HR) for the nation and state. Recommendations to strengthen reading interest in the community are needed activities to strengthen, encourage, and enhance the culture of reading through workshops about reading and deliberation where a place is needed as a vehicle for activities:

1. Workshop enjoying reading after the socialization of reading was enjoyed through the women farmers in the village who were members of the Women Farmers' Group (KWT) and PKK held a Workshop Building a Reading-Loving Literacy Movement for Village Women (Women Farmers Group (KWT) and PKK) was held on 26 January 27, 2016. This workshop was carried out based on the need to strengthen the culture of reading likes starting with women. Women as epicenter changes and conditions are not as great as men in demanding Science to be the subject of assistance. Not all women are farmers in the village who are members of the Women Farmers Group and PKK are involved. Of the total 70 female farmers and PKK who were only 35 participants. It turned out that after the event was completed many participants regretted why not all of them were involved as participants. The women farmer groups and PKK are very disciplined and have high motivation in attending workshops. This was marked by the participants present 30 minutes before the event began. During the activities of the women farmer groups and PKK participants who were participating in the workshop followed with great enthusiasm so that each session raised questions, shared experiences, and various proposals for immediate construction with community reading facilities that supported reading activities.
2. Initiation of the Development of Community Reading Parks Recommendations from the results of the Workshop as a Follow-up Plan (RTL) are establishing reading park as a center that provides spirit, motivation, and enthusiasm to maintain reading likes.

The proposals that appear are:

1. A Community Reading Park will be established immediately.
2. In addition to books related to religion and education provide books related to the development of women's skills. Like books related to farming, skills and creativity to support women's economy.

On the recommendation of the Workshop, the dedication team discussed with the Chairperson of the RT, RW, and the women who were members of the Farmer

Women Group and the Cidewa Village PKK in Dewasari Village formulated steps to establish a Community Reading Park, with steps:

1. Formulate a form of Community Reading Park for the center of the movement to love reading.
2. Develop steps to establish Community Reading Parks. The steps are: First, identify rich and caring people to become donors to Community Reading Parks. Second, look for areas that can be used for the right to use Community Reading Parks. Third, the teams and women of the Women Farmers' and PKK Groups gathered information sources such as books, magazines, and others.

These steps produced: first, infaq and the provision of various books and magazines. Book of religion, education, history, skills collected 312 titles and copies. Religious magazines and women collected 117 titles and copies. Secondly, residents donate to the *Hak Guna Pakai Bekas Ruko* for the center of reading activities until the formation of the Community Reading Gardens. Residents. The collected books and various magazines were arranged in the office room shelves. Third, reading activities begin. Some residents have taken advantage of the existence of the reading place for reading activities.

The overall results of the activity showed (1) the formation of a culture of reading fondness for village women began with the workshop activities. This passion has an impact on children in the families of the village women. (2) Through the Workshop activities to build literacy by reading is an important message to build awareness of the importance of reading to develop civilization and an advanced society; (3) Community Reading Park as an important place to maintain the spirit of the reading tradition. Therefore the formation of the reading saung is a means that pleases women; (4) The establishment of Community Reading Parks is an important part of starting the reading tradition in the midst of society; (5) with a Community Reading Park read not only women who are aroused by their awareness to read, but men also become part of visitors who actively read (6) from Community Reading Park to the beginning of various changes to build equality.

B. Discussion

The tradition of fond of reading to this day is still a serious problem to be raised. This was acknowledged by the Chairman of the East Java Province PKK and the East Java Province Library and Archives Agency. Complaints conveyed to counseling fond of reading village cadres in East Java is to increase reading interest of PKK cadres and the community so that they are not outdated (<http://birohumas.jatimprov.go.id>, February 17, 2016).

Reading activities received a very positive response from the participants. In the workshop dialogue, it was like reading a female PKK official who suggested that a reading platform is built soon. Reading can be used to encourage reading. In another question and answer session, it was revealed the importance of providing various books related to the lifeskill of mothers such as books on skills that support women's economic activities. While the women farmers are expected to have a number of books that support skills activities. This means that the Indonesian people can actually have a reading tradition when they receive guidance, atmosphere, environment, and pro policies encourage them to love reading. Unlike current data, it shows that according to the World Bank's report, Indonesian children's reading interest is low at around 51.7 percent. This low reading interest, under the Philippines 52.6%, Thailand 65.1%, Singapore 74% and Japan 82.3%. BPS data states that reading books for the people of Indonesia has not become a source of information, they prefer to watch TV by 85.9%, listen to radio 40.3 percent and read newspapers 23.5%. Workshop activities like reading for rural women have at least managed to build a message about the importance of reading and becoming the initial virus for

women. Virus love reading is expected to be able to spread in the family environment which is the first gate of the epicenter of the reading movement. Therefore, the enthusiasm of the people in the reading workshop should be maintained so that their enthusiasm will be maintained and increased. The suggestion that routinely do guidance in reading is an important point to achieve success in building a reading tradition.

One form of community enthusiasm that made the team feel guilty was the desire of all women who joined the PKK and the Women Farmer Group to be able to include all of their members as workshop participants. Therefore this workshop activity was considered successful in encouraging the community to build together the reading movement. If referring to countries such as Japan, America, Germany and developed countries, the people have a tradition of reading books so that the progress of civilization is very rapid. People from these countries have made books as friends who accompany all their activities. In Indonesia, this habit has not been widely seen. In fact, what seems to be limited to likes to read SMS, WA, Facebook, and other forms of social media.

Growing reading habits cannot be done instantly. A lot of literature shows the importance of teaching and growing interest in reading that is done early. Growing interest in reading since early childhood, is the main key to the success or failure of a habit or culture of reading a nation. The habit of reading in the home must take place warmly, comfortably and intimately, children can also read while playing. Another way is to invite children to visit the library or park often as often as possible. Let the child choose his favorite book. Recommend children with books from famous and favorite writers accompanied by complete, comfortable and fun facilities for children. Come on, make the library a smart family friend. Another purpose of holding workshops to love reading is to foster interest and interest in reading through various readings and media available to instill a love of the culture of the nation, unity and unity. Unproductive internet is one of the causes of strong low interest in reading, because the internet is not used as something productive for science. Therefore, both the government, education, community, and family must work together to build a reading culture. The government must have a pro-reading policy by procuring libraries and books to remote areas. Library is not decoration. The library must be the service of the world of science.

The world of education must design a reading-based curriculum. Teachers or educators design various tasks that require students to read. Examples of what has been done by moderate Islamic figures KH. Irfan Hielmy gave a task to his santri in Darussalam Ciamis to read at least 50 pages per day. In developed countries such as Germany, France and the Netherlands, high school students are required to complete 22-23 book titles before they graduate from school. In Indonesia this culture has not yet been established. At the family level we have to turn off the TV, offline, and smartphone to have a reading schedule. With all moving poverty reading problems we can begin to overcome. In accordance with the first religious order, Iqra.Amin. After the Workshop and socialization of reading culture the residents voluntarily gave the shop room to become a temporary reading saung until a permanent Saung Baca was owned by the residents. Residents began to arrive to read. Because the location of the roadside is located in a shady garden. One of them is Pak Jujun who visits daily reading while touching his grandson. Likewise, young women who read on the spot while relaxing. However, because it is just starting to build a reading culture it is not easy. The convenience factor of reading location is an important factor.

Community Reading Park initiated and established with the community is still the first step. Good management is also needed. In the first months still not been explored. However, building a mindset that reading is important has succeeded in society (Faradina, 2017). From reading this hopes to be the beginning of change. Conclusion In accordance with the focus of this service, the conclusions are as follows: 1. Beginning with the

formation of a culture of fondness for reading for women village farmers with workshop activities. This passion has an impact on children in the families of village women

Through Workshop activities to build literacy by reading love is an important message to build awareness of the importance of reading to build civilization and advanced society. Community Reading Park becomes an important place to maintain the spirit of reading tradition. Therefore, the construction of Community Reading Park is a means that pleases women. The establishment of a reading competition is an important part of starting the reading tradition in the midst of society. By increasing literacy and culture for women farmers in the village to institutionalize gender equality.

Conclusion

In accordance with the focus of this service, the conclusions are as follows: Beginning with the formation of a culture of reading fondness for village women with workshop activities. This passion has an impact on children in the families of the village women. Through the Workshop activities to build literacy by reading is an important message to build awareness of the importance of reading to build civilization and advanced society. Community Reading Park becomes an important place to maintain the spirit of the reading tradition. Therefore, the construction of Community Reading Park is a means that pleases women. The establishment of a reading competition is an important part of starting the reading tradition in the midst of society.

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