

DEVELOPMENT OF A COMMUNITY READING GARDEN (TBM) MANAGEMENT MODEL IN MARGOAGUNG SAYEGAN SLEMAN

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ABSTRACT

Education is a basic thing that every individual must have to develop themselves in social life. Every individual can learn through various educational pathways, both formal, informal and non-formal. Individual learning abilities can be explored if in their living environment there is a learning center to improve their abilities. Masyarakat Reading Park (TBM) is a learning center that can be used by the community to develop various knowledge. The aim of this research is to; a) explore the initial conditions of Community Reading Gardens in Margoagung, Sayegan, Sleman, b) find a management model for Community Reading Gardens in Margoagung, Sayegan, Sleman. The method used in this research is the development method with the ADDIE model (Analysis, Design, Development, Implementation, Evaluation). The target in this research was 10 TBM members. The data collection techniques used were observation, interviews and questionnaires. The data analysis techniques used are initial condition data analysis techniques, product feasibility data analysis, effectiveness data analysis. The research results show that: a) Implementation of TBM management consists of planning, implementation and evaluation activities. At the planning stage, the activities carried out are preparing a reading room, preparing books and bookshelves, preparing learning support devices such as educational games, preparing human resources. At the implementation stage, the activities carried out were TPA learning for children, tour guide training activities for teenagers and skills training for mothers. At the evaluation stage, the activities carried out are discussing activities that are already underway by identifying deficiencies to make improvement plans. b) The conceptual model for TBM management in Margoagung begins with the condition of the Margoagung community which does not yet have knowledge in managing TBM, while in this community there is potential for TBM along with reading books. Apart from that, people also have high motivation to continue learning. Thus, TBM management becomes important. The implementation process is carried out in 3 stages, namely planning, implementation and evaluation. The results of training activities include: 1) increased motivation; 2) increased teamwork; 3) increasing knowledge about TBM; and 4) increasing skills in managing TBM. The impact of training includes: 1) creating a learning society; 2) sustainability of TBM management; 3) independence in TBM management; 4) Blessing TBM, namely TBM can provide benefits to society in improving the quality of human resources. Keywords: TBM, management, management

Kata Kunci: *development, tourism, tourist villages, pokdarwis*