

Optimalization Management Community of Reading Garden In Improving Reading Culture at Omah Passinaon Bejiharjo

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ABSTRACT

This article based on action research aims to (1) describe the management pattern of Community Reading Gardens as part of the Omah Passinaon empowerment programs; (2) Explain the optimization of TBM management in its effort to improve the reading culture.

Action research with focus on optimizing TBM management use diagnostic model, planning, implementation of action and evaluation with manager of Omah Passinaon as research subject. Data or information is collected by interview techniques such as FGD, observation on program management aspects, activities to obtain a comprehensive picture of potential, problem, improvement needs and form of optimization action of TBM management.

The results of this study indicate that (1) the management of TBM emphasizes the competence of capable and skilled managers in building public awareness of the importance of reading culture, as well as the realization of TBM which has the appeal of the community as a source of information in Bejiharjo tourist area. (2) Optimal TBM management measures in the research include: (a) training and self-help for TBM managers in the context of integration, synergy and collaboration among activities in Omah Passinaon. (b) assistance for TBM pilots that are of interest to the community through the development of partnerships with academics, universities and private parties; (c) arrangement of the place of reading; procurement of variations of books as well as types of educational and recreational activities.

Kata Kunci: TBM stub, reading and TBM optimization.