

# **ANALYSIS OF POTENTIAL FOR PREPARING VILLAGE LITERATION PROGRAM IN BEJIHARJO VILLAGE, KARANGMOJO SUB-DISTRICT, GUNUNGKIDUL DISTRICT, YOGYAKARTA SPECIAL REGION**

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## **ABSTRACT**

Literacy is understood as a set of information processing capabilities, far above the ability to analyze and understand reading material. In other words, literacy is not only about reading and writing, but also covers other fields, such as economics, mathematics, science, social, environmental, financial, even moral (moral literacy). Bejiharjo village still carries the problem of lack of access to libraries and reading books, there is still low interest in reading the community, knowledge about how to learn is still relatively low. This study aims to: 1) find community problems related to the preparation of literacy village programs in Bejiharjo village, 2) obtain information about the local potential of Bejiharjo village, which can be used for. success of the literacy village program 3) obtain information about the needs of the Bejiharjo village community, Karangmojo sub-district, Gunungkidul district, Yogyakarta Special Region which can be developed for. success of the village literacy program

This research uses a descriptive qualitative approach. This research was conducted in Bejiharjo village, Karangmojo sub-district, Gunungkidul regency, Yogyakarta Special Province with the target of Karangtaruna and community groups concerned with education. In this study, data will be collected using group discussion forum methods, in-depth interviews, documentation and observation. The collected data will be analyzed using qualitative analysis techniques.

The research found that problems were experienced in Bejiharjo village in preparing themselves as literacy villages as follows; a) most of the people do not have the knowledge and ability to prepare, manage village literacy programs, educational facilities and infrastructure for literacy village programs, b) socio-economic conditions of the community that do not contribute to village literacy programs optimally, c) orientation and attitudes of the community prioritizing the fulfillment of short-term needs, d) limited infrastructure to support village literacy programs, e) lack of budget or costs, and f) not yet implemented partnership programs or collaboration with several agencies. So that the perceived needs of the people in Bejiharjo village are; a) improving the quality of human resources, b) the availability of adequate facilities and infrastructure in each village, c) the knowledge, abilities and skills of the community in managing education programs, d) the need for funds to finance various components of the implementation of literacy village programs, e) optimizing the role of village partners. In addition to the potential and problems mentioned above, local potential that can be empowered for literacy village programs includes; a) Community potential, b) has a strategic plan and direction for village development, c) available facilities and infrastructure that support, d) mutual cooperation culture, e) available formal and non-formal educational institutions, f) partnerships that support village literacy programs .

*Kata Kunci: analysis, local potential, community needs, village literacy program*