

ANALYSIS OF SCHOOL LITERATURE MOVEMENT IN INCREASING READING INTEREST IN ELEMENTARY SCHOOL STUDENTS

(Qualitative Descriptive Analysis Research with Literature Study Techniques)

oleh

Pani Apriani

NPM 175060046

ABSTRACT

This study aims to determine the literacy movement in increasing students' reading interest in elementary schools. The type of research used is literature study and descriptive qualitative approach by taking primary data sources in the form of 13 journals and secondary in the form of books, theses, and other relevant research journals according to the topic being researched to answer the concept of the school literacy movement, school literacy movement strategies and the relationship between the reading interest of elementary school students and the school literacy movement. Data collection techniques used are editing, organizing, and finding. Data analysis techniques in this study are deductive, inductive, comparative, and interpretive. The results of this study indicate that reading interest in students is influenced by internal factors and external factors. In an effort to increase interest in reading in students, an appropriate program of activities is needed. The school literacy movement is an activity or program for reading non-lesson books for 15 minutes which is a solution in increasing students' reading interest. This is evidenced in every source analyzed stating that there is an increase in reading interest in students by using the school literacy movement.

Keywords: school literacy movement, reading interest, primary school