

**THE ANALYSIS OF SCHOOL LITERATURE MOVEMENT  
ON READING INTEREST IN ELEMENTARY SCHOOL STUDENTS**

*by*

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**ABSTRACT**

*This thesis research discusses the analysis of the school literacy movement on the reading interest of elementary school students. This study aims to know the concept of learning through the school literacy movement to increase the reading interest of elementary school students, to find out the strategies of the school literacy movement to increase the reading interest of elementary school students and to know the relationship of the school literacy movement to students' reading interest. elementary school. The research method used in this research is library research which is a qualitative research. The technique of collecting data used in this research uses the techniques of editing, organizing, and finding. The data analysis technique used in this research uses deductive, inductive, comparative, and interpretative data analysis. Based on the results of research from several previous research journals it can be concluded that there are three relationships between the application of the school literacy movement to the reading interest of elementary school students that the implementation of the literacy movement has been able to run well and can increase students' reading interest elementary school by using three stages of the school literacy movement, namely the habituation stage, the development stage and the learning stage. Then the school literacy movement can also run well and can increase the reading interest of elementary school students by only using one stage of the literacy movement, namely the habituation stage.*

**Keywords:** *School Literacy Movement, Reading Interes, Primary School .*