

THE IMPACT OF THE READING LITERACY MOVEMENT ON CLASS V ELEMENTARY SCHOOL STUDENTS' READING INTEREST

(Fifth Grade Students at SDN Kacapiring and SDN 042 Gambir in Bandung City: A Quasi-
Experimental Study)

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ABSTRACT

The low reading interest of students causes a lack of understanding of learning. Supporting the success of education in Indonesia are students who have broad knowledge, this can be realized when students have a high interest in reading. Thus the author is interested in implementing the reading literacy movement. The purpose of this study was to determine the effect of the reading literacy movement on reading interest in fifth grade elementary school students. The research used is a quasi-experimental research. This research was carried out in two different schools, namely the VC class of SDN Kacapiring as the experimental class and the VA class of SDN 042 Gambir City of Bandung as the control class, with a population of 50 students. The sampling technique used is purposive sampling, so, from the experimental and control classes, 23 students will be sampled, for a total of 46 students. The experimental class was given treatment with literacy activities and the control class used conventional learning without any treatment.

The collection technique used is a reading literacy movement questionnaire and a reading interest questionnaire. Based on the results of research assisted by IBM SPSS Statistics, there is a difference between the experimental class and the control class in the literacy movement questionnaire with a significance value of 0.259 and the reading interest questionnaire of 0.875 through homogeneity test and there is an influence of reading literacy movement on students' reading interest of 0.484 which categorized as moderate on the literacy movement questionnaire and on the reading interest questionnaire of 0.712 which was categorized as large through the effect size test. Then based on the results of the Independent sample T Test, the Sig value was obtained. (2-tailed) of $.000 > 0.05$, which means H_0 is rejected and H_a is accepted. This is supported by the average value of the experimental class resulting from the literacy movement questionnaire of 59.86 then the control class of 45.65. While the reading interest questionnaire in the experimental class was 70.60 then the control class was 69.39.

Keywords: Literacy Movement, Reading Interest