

**MANAGEMENT OF READING HOUSE AS AN EFFORT TO INCREASE THE
COMMUNITY'S READING INTEREST IN WEST PONTIANAK SUB-DISTRICT,
PONTIANAK CITY**

By:

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ABSTRACT

This research aimed to analyze the management of reading house as an effort to increase the community's reading interest in West Pontianak Sub-District, Pontianak City, namely in the factors of planning, organizing, directing and supervising. The method used in this research was qualitative of descriptive research. According to Terry in The Liang Gie (2000: 21), management activities or functions include: 1) Planning: it can be concluded that all efforts to achieve goals must be seen as a process. Therefore, in order for the achievement of the final goal to be guaranteed, phasing is required, both in the sense of phasing in the achievement of its parts and phasing in the sense of periodization. 2) Organizing: it can be concluded that the managers of reading house in West Pontianak Sub-District are open and friendly in establishing communication with visitors. The officers are willing to help visitors who are in need of certain books. 3) Briefing: it can be concluded that the process of procuring and filling in the workforce is actually sufficient, but the reading house needs to add staff who are library graduates. However, it is difficult to fulfill because the librarian profession is not very popular. The management of the reading house has proposed this to the local government, but it has not been realized because of the difficulty of finding library graduates, and 4) supervision: it can be concluded that the managers of the reading house in West Pontianak Sub-District are open to establishing communication with various parties, especially with the government. The managers of the reading house are also open to community suggestions and accept book donations. The management of the reading house in West Pontianak Sub-District, Pontianak City continues improving by paying attention to aspects such as the efforts to achieve the goals of reading house, and optimize the search for the reading house's resources.

Keywords: Management, Reading House, Improvement, Reading Interest, West Pontianak Sub-District.

