
LITERACY EDUCATION FOR NUSANTARA STORY BOOKS FOR STRENGTHENING THE CHARACTER OF THE MILLENNIAL GENERATION

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Abstract

This community service aims to describe the influence of storybooks from the millennial generation on character building during a pandemic and an increase in the culture of storybook literacy for the millennial generation and reading fondness during learning from home (distance learning). This research focuses on (1) describing the process of developing millennial generation story books to improve the character of the millennial generation of the Indonesian people, (2) measuring the extent to which millennial generation story books can improve character and influence the interest in studying the cultural richness of the archipelago, and (3) making patterns of improving the storybook literacy culture of the millennial generation during a pandemic. The media used are millennial generation story books through e-books and websites because it is to reduce physical contact during a pandemic. The subjects targeted are students who daily use technology, such as cell phones or computers as well as parents who have elementary school-age millennials who are taking distance learning. The theories used in research as the basis for community service activities are reading theory, learning theory, local wisdom theory, and character value theory.

Keywords:

Millennial generation, literacy culture, character strengthening

INTRODUCTION

The outbreak of the Covid-19 pandemic in Indonesia requires all people to reduce activities outside the home which aim to break the chain of spreading the virus. For a long time and the duration of these large-scale social restrictions is unknown, of course the millennial generation will have less time to interact with their friends so that activities are needed to be carried out at home, namely reading Nusantara story books. Archipelago story books or fairy tales can be an alternative to shape and strengthen the character of the millennial generation. The moral values conveyed by millennial generation books are easier for the millennial generation to understand. Based on the results of previous community service, Dharma (2019) stated that Nusantara story books contain spiritual characters, social characters, and learning content of Indonesian Language, Science, Social Sciences, and local wisdom. The noble values that can be learned from the Nusantara story books can be implemented in social life. According to Alma (2010), every human being should have empathy, compassion, and social care to build balance in life.

The objectives of this community service are as follows.

- 1) Describe the importance of developing and strengthening the character of the millennial generation during the COVID-19 pandemic.
- 2) Describe the impact of millennial generation social activities and their relation to the character development of the millennial generation.
- 3) Promote that archipelago story books are an alternative medium for strengthening the character of the millennial generation.
- 4) Increase literacy of Nusantara story books to the millennial generation

The research which is the basis of this counseling uses data collection techniques with a questionnaire or questionnaire. The main data of this research is in the form of millennial generation story books which are in the e-book application for millennial generation stories of the archipelago and a collection of archipelago tales. Data sources are users who download the app and write impressions and messages on the app store. Book literacy plays a very important role in strengthening character. Nurdiyanti (2010) states that literacy begins with the topic introduction stage, presentation, collaboration stage, and independent ability stage. In addition, Miranda (2018) explains the results of her research that children's story books with picture books were chosen as a tool to build religious character, tolerance, friendship, social care, discipline, and peace love and used as a basis for developing creativity.

Development is carried out at the same time by considering methods and approaches to character development in a story appropriate for the millennial generation. Character education was chosen to be the basis for the storybook learning approach. In one millennial generation book application there are many stories of the millennial generation, therefore what becomes research is a story that has character development from an early age, such as manners with parents, maintaining

environmental cleanliness, and so on. The choice of a book or story is seen from the title, whether the title is interesting and appropriate to be read by the millennial-millennial generation, the title language does not matter, not Indonesian because the story has been translated in the application or book. Then look at the picture from the story book, whether it is worthy of being seen by millennials - millennial generations. After that, questions were asked to parents about the character and behavior of the millennial generation at home.

The method of implementing education or counseling on the importance of book literacy for millennials who learn from home.

1) Initial data collection through observation, questionnaires, and in-depth interviews with parents of students with a focus on the problems and obstacles faced by the millennial generation when studying independently at home and qualitative measurement of the involvement and participation of parents in mentoring the millennial generation when studying independently.

2) Mapping the problem of analyzing the results of observations and interviews through a matrix that describes the problem so that the submission of problem-solving alternatives becomes effective and does not overlap.

3) Selection of Nusantara story books that are suitable for reading material for the millennial generation.

4) Counseling on the importance of book literacy for the millennial generation in an effort to build character through the Zoom Meeting platform.

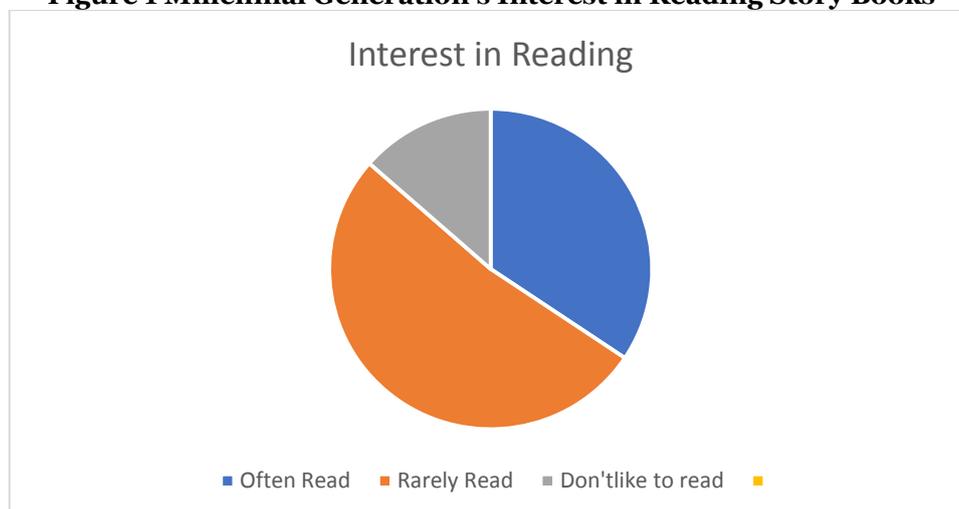
Based on the results of the interview, several parents answered; (1) that the millennial generation reads and understands the contents of the story and follows or imitates it; (2) that the millennial generation reads but does not understand the contents of the story or does not follow it; (3) that the millennial generation did not read the story at all; and (4) parents do not/ forget to ask their millennial generation to read the story or book.

The questionnaire was distributed via conversation at Zoom Meting. The questionnaire contains whether the respondent still reads books, whether the current millennial generation still likes reading books, whether respondents still read books, opinions about reading books can add character, the influence that makes people rarely read, and suggestions on how to improve the literacy of today's generation.

Discussion

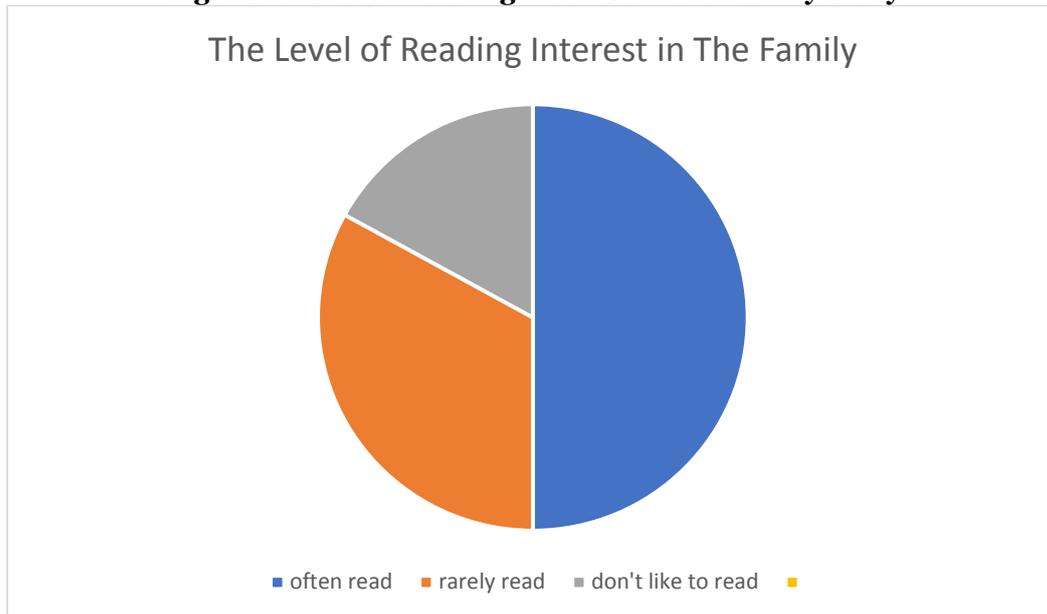
With the development of current technology, such as the increasing use of online games available on smart phones, the main reason millennials are lazy to read books. The role of parents is very important at this time, in the event of a pandemic that requires most people to self-quarantine at home, parents should direct their millennial generation to read books more often than play gadgets and access things that are not useful. According to the facts in the field, an effective way to increase the reading interest of the millennial generation is to familiarize the millennial generation with reading since childhood, educate the importance of book literacy, and provide good examples. However, based on research, the most effective way to increase the reading interest of the millennial generation is to find out what the millennial generation is interested in, and provide books according to topics they like. providing visualizations in the form of cartoons so that the millennial generation is interested in reading the book. Millennial generation story books can be an alternative and answer to parents' concerns about the character development of the millennial generation. Most of the informants agreed that millennial generation story books can influence the character development of the millennial generation.

Figure 1 Millennial Generation's Interest in Reading Story Books



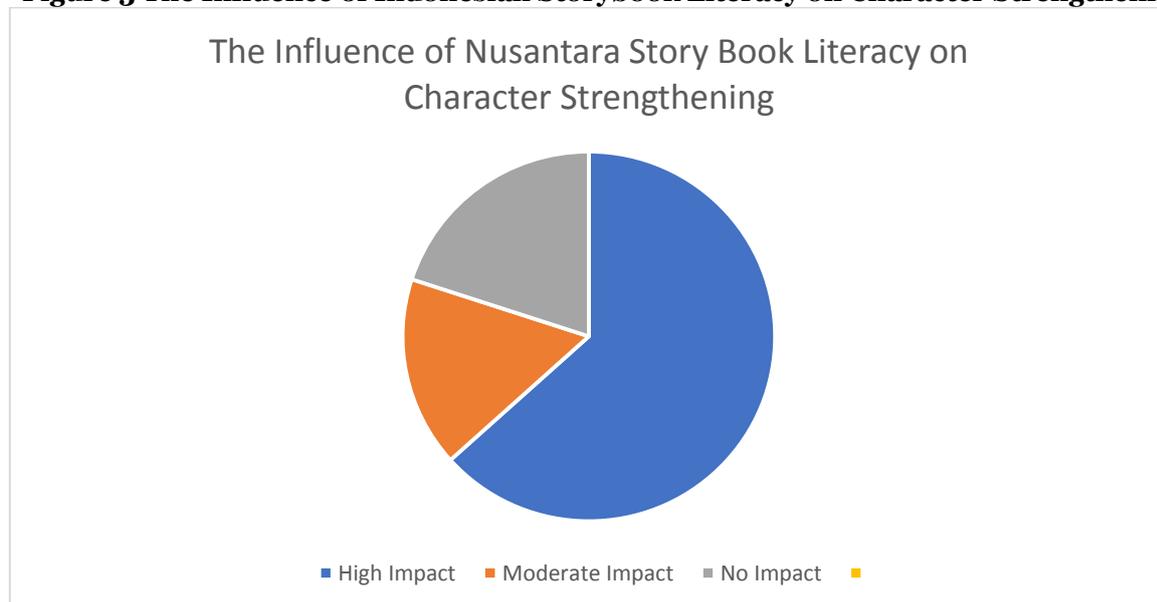
Based on the results of the questionnaire, around 33% of the millennial generation still likes to read books, about 50% of people rarely read books, and 17% of people don't like reading books during this pandemic.

Figure 2 Level of Reading Interest in the Family Story

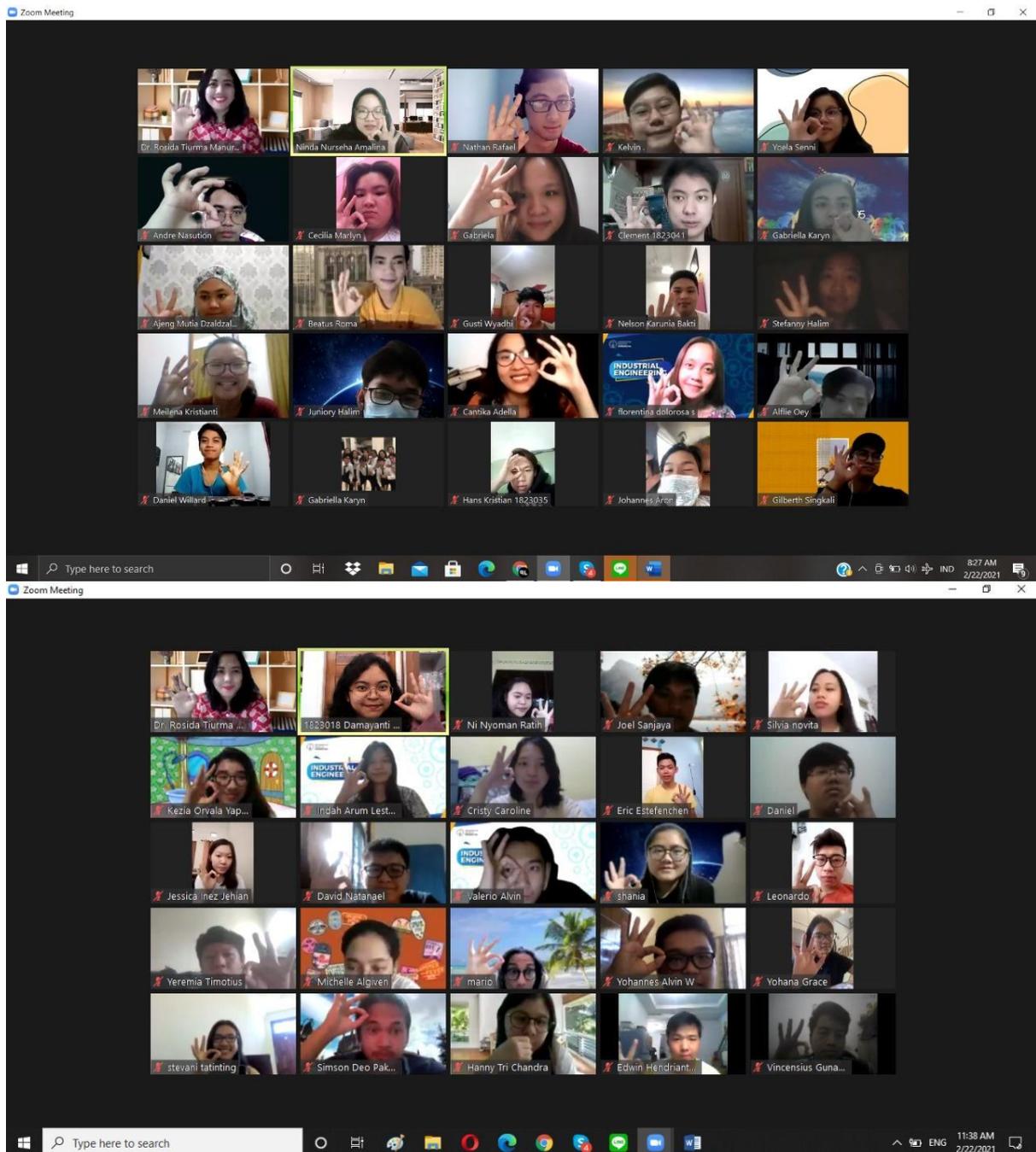


Based on the results of the questionnaire, about 50% of millennial generation families still enjoy reading books, around 33% of their families rarely read books, and 17% of respondent families do not like reading books during this pandemic.

Figure 3 The Influence of Indonesian Storybook Literacy on Character Strengthening



Following are the results of the questionnaire about the effect of reading Nusantara story books which contain character education on character strengthening, as many as 57% agree that Nusantara story books contain noble values and character values can increase character, 15% disagree that Indonesian children's story books can improve character, and 18% answered that it had no impact. The following are photos of educational activities



Discussion

From the results and discussion above, it can be concluded that:

1. It is important to strengthen the character of the millennial generation during a pandemic by increasing the love for reading Nusantara story books.
2. Archipelago story books read by millennial generation contain important morals and values that can be learned in an easier way through visualization from imagination.
3. The activity of reading Nusantara certificated books by the millennial generation is quite effective at home by reading on the internet,
4. The majority of questionnaire fillers and resource persons believe that book literacy can shape and strengthen the character of the millennial generation. With the increasing use of information technology, such as online games and social media, an important step that parents must take is to educate the millennial generation with the importance of reading books that are full of moral and ethical values.
5. Interesting and harmonious visualization in books can increase the reading interest of the millennial generation towards Nusantara story books.

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