

**KOMUNITAS DESA BELAJAR BALI DAN
PERANNYA DALAM MEMBANGUN BUDAYA
LITERASI MASYARAKAT DI DESA BATUNGSEL
KECAMATAN PUPUAN**

Oleh

Ni Putu Ayu Indra Kusuma Dewi (2212011052)

Pendidikan Bahasa dan Sastra Indonesia

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan implementasi program Komunitas Desa Belajar Bali di Desa Batungsel, Kecamatan Pupuan, mendeskripsikan peran Komunitas Desa Belajar Bali dalam meningkatkan literasi masyarakat di Desa Batungsel, serta mendeskripsikan faktor-faktor yang mendukung dan menghambat pelaksanaan program Komunitas Desa Belajar Bali. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian studi kasus. Subjek penelitian terdiri atas pengelola, relawan, dan peserta program Komunitas Desa Belajar Bali. Teknik pengumpulan data meliputi observasi partisipatif, wawancara mendalam, dan studi dokumentasi. Data dianalisis menggunakan analisis tematik melalui tahapan reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Hasil penelitian menunjukkan bahwa (1) implementasi program Komunitas Desa Belajar Bali dilaksanakan secara bertahap dan adaptif melalui program pendampingan pendidikan, program literasi membaca, program literasi menulis, program pengelolaan dan operasional komunitas, serta program pengembangan laboratorium literasi sesuai dengan kebutuhan masyarakat; (2) program Komunitas Desa Belajar Bali berperan dalam meningkatkan literasi masyarakat melalui peningkatan kemampuan membaca, peningkatan minat baca, peningkatan kepercayaan diri peserta, penguatan interaksi sosial, serta pembentukan budaya literasi yang dilakukan secara berkelanjutan; dan (3) pelaksanaan program didukung oleh visi dan idealisme pengelola, konsistensi pelaksanaan program, serta kerja sama dengan berbagai pihak, sedangkan faktor penghambat meliputi rendahnya budaya baca masyarakat pada tahap awal, kesulitan membangun kepercayaan masyarakat, serta keterbatasan fasilitas dan bahan bacaan. Berdasarkan hasil penelitian tersebut, dapat disimpulkan bahwa Komunitas Desa Belajar Bali memiliki peranan yang signifikan dalam meningkatkan literasi masyarakat di Desa Batungsel melalui program-program literasi yang dilaksanakan secara partisipatif, adaptif, dan berkelanjutan.

Kata kunci: Komunitas Desa Belajar Bali; literasi masyarakat; komunitas literasi.

***BALI LEARNING VILLAGE COMMUNITY AND ITS
ROLE IN FOSTERING A LITERACY CULTURE AMONG
THE COMMUNITY IN BATUNGSEL VILLAGE, PUPUAN
DISTRICT***

by

Ni Putu Ayu Indra Kusuma Dewi (2212011052)

Indonesian Language and Literature Education

ABSTRACT

This study aims to describe the implementation of the Desa Belajar Bali Community programs in Batungsel Village, Pupuan District, to examine the role of the Desa Belajar Bali Community programs in improving community literacy in Batungsel Village, and to identify the supporting and inhibiting factors affecting the implementation of the programs. This study employed a qualitative approach using a case study design. The research participants consisted of the managers, volunteers, and participants of the Desa Belajar Bali Community programs. Data were collected through participant observation, in-depth interviews, and document analysis. The data were analyzed using thematic analysis involving the processes of data reduction, data display, conclusion drawing, and verification. The findings revealed that (1) the implementation of the Desa Belajar Bali Community programs was carried out gradually and adaptively through educational mentoring, reading literacy programs, writing literacy programs, community management and operational programs, and the development of a literacy laboratory based on community needs; (2) the Desa Belajar Bali Community programs played a significant role in improving community literacy by enhancing reading skills, increasing reading interest, strengthening participants' self-confidence, promoting social interaction, and fostering a sustainable literacy culture; and (3) the implementation of the programs was supported by the managers' vision and commitment, consistent program implementation, and collaboration with various stakeholders, while the major challenges included the initially low reading culture within the community, difficulties in building public trust, and limited facilities and reading materials. Based on these findings, it can be concluded that the Desa Belajar Bali Community has played a significant role in improving community literacy in Batungsel Village through participatory, adaptive, and sustainable literacy programs.

Keywords: *Desa Belajar Bali Community; community literacy; literacy community.*