

PENGEMBANGAN *WEB* TBM UNTUK MENUMBUHKAN MINAT BACA MASYARAKAT DI TBM KELUARGA BESAR BANTEN

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ABSTRAK

Pandemi Covid-19 telah menjadi kendala atas berbagai aktivitas termasuk dalam memenuhi kebutuhan mencari bahan belajar serta akses kepada bahan ajar. Penyediaan akses bahan bacaan dan informasi kepada masyarakat, dapat terintegrasi secara *online* melalui penyelenggaraan *Web* TBM. Tujuan dari penelitian ini untuk menumbuhkan minat baca masyarakat melalui penggunaan *Web* TBM. Pengembangan *Web* TBM menggunakan Model Borg and Gall yang disederhanakan : (1) Analisis produk, (2) Mengembangkan produk, (3) Validasi ahli dan revisi, (4) Uji coba lapangan skala kecil dan revisi produk, (5) Uji coba lapangan skala besar dan produk akhir.

Pelaksanaan penelitian bertempat di TBM KRB Banten, Pamulang, Kota Tangerang Selatan dengan subjek penelitian adalah masyarakat berusia remaja hingga dewasa. Alat pengumpulan data menggunakan kuesioner kepada ahli media, ahli materi dan pengguna *Web* TBM.

Penilaian ahli media terhadap media *Web* TBM sebesar 81% (Sangat Layak) dan ahli materi terhadap konten informasi sebesar 95% (Sangat Layak). Penilaian pelaksanaan uji coba lapangan terhadap penggunaan *Web* TBM : (1) Skala kecil sebesar 54 (Sangat Baik) dan (2) Skala besar sebesar 56 (Sangat Baik). Disimpulkan pengembangan *Web* TBM dinyatakan sangat baik dan tepat guna dalam menumbuhkan minat baca masyarakat di Pamulang, Kota Tangerang Selatan, Banten.

Kata Kunci : Minat Baca Masyarakat, Web TBM dan Penilaian

**TBM WEBSITE DEVELOPMENT TO GROW SOCIETY READING
INTEREST IN TBM KELUARGA BESAR BANTEN**

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ABSTRACT

The Covid-19 pandemic has become an obstacle to various activities, including meeting the need to find learning materials and access to teaching materials. Providing access to reading materials and information to the public can be integrated online through the implementation of the Web TBM. TBM website development used the simplified model of Borg and Gall: (1) Product analysis, (2) Developing product, (3) Expert validation and revision, (4) Small-scale field testing and product revision, (5) Large-scale field testing and final product.

This research took place at TBM KRB Banten, Pamulang, South Tangerang City with teenagers to adults as research subjects. The data collection tool used a questionnaire to media expert, material expert and TBM website users.

The assessment result from media expert towards TBM website media was 81% (Very Eligible) and material expert towards information content was 95% (Very Eligible). The assessment of field testing implementation towards the use of TBM website: (1) Small-scale was 54 (Very Good) and (2) Large-scale was 56 (Very Good). It can be concluded that the development of TBM website was stated to be very good and effective in growing society reading interest in Pamulang, South Tangerang City, Banten.

Keywords : Society Reading Interest, TBM Website and Assessment