

**MANAJEMEN STRATEGI DALAM PENINGKATAN LITERASI
MASYARAKAT MELALUI PROGRAM AYO BELAJAR DI
PERPUSTAKAAN (AJAR PUSTAKA) DINAS KEARSIPAN DAN
PERPUSTAKAAN DAERAH KABUPATEN PURBALINGGA**

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Abstrak

Tujuan penelitian ini untuk mengetahui manajemen strategi Dinas Kearsipan dan Perpustakaan Daerah Kabupaten Purbalingga dalam peningkatan literasi masyarakat melalui program Ayo Belajar di Perpustakaan (Ajar Pustaka). Metode yang digunakan Adalah metode kualitatif dengan pendekatan studi kasus, sedangkan Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi dengan teknik *purposive sampling*. Analisis data menggunakan model Miles dan Huberman yang meliputi kondensasi data, penyajian data, dan penarikan kesimpulan. Fokus penelitian menggunakan teori manajemen strategi Wheelen dan Hunger yaitu analisis lingkungan, perumusan strategi, implementasi strategi, dan evaluasi dan kontrol. Hasil penelitian menunjukkan bahwa strategi peningkatan literasi melalui program Ajar Pustaka berjalan cukup baik. Pada tahap analisis lingkungan, Dinas memiliki struktur organisasi yang jelas, sarana dan prasarana yang memadai, serta kerjasama yang luas dengan sekolah dan komunitas. Perumusan strategi dilakukan secara partisipatif melalui rapat kerja internal dan ditetapkan melalui Surat Keputusan Kepala Dinas sebagai dasar pembentukan tim inovasi program. Implementasi strategi diwujudkan melalui kegiatan literasi edukatif dan partisipatif yang berdampak pada peningkatan jumlah kunjungan dan capaian Indeks Pembangunan Literasi Masyarakat (IPLM). Evaluasi dan kontrol dilakukan melalui monitoring capaian kinerja secara berkala, meskipun belum didukung oleh standar operasional prosedur (SOP) khusus program.

Kata Kunci : Literasi Masyarakat, Manajemen Strategis, Program Ajar Pustaka,

Abstract

The purpose of this study is to determine the strategic management of the Purbalingga Regency Archives and Library Office in improving community literacy through the Ayo Belajar di Perpustakaan (Ajar Pustaka) program. The method used is a qualitative method with a case study approach, while data collection techniques were carried out through observation, interviews, and documentation using purposive sampling techniques. Data analysis used the Miles and Huberman model, which includes data condensation, data presentation, and conclusion drawing. The research focus used Wheelen and Hunger's strategic management theory, namely environmental analysis, strategy formulation, strategy implementation, and evaluation and control. The results of the study show that the literacy improvement strategy through the Ajar Pustaka program has been implemented fairly well. At the environmental analysis stage, the agency has a clear organizational structure, adequate facilities and infrastructure, and extensive collaboration with schools and communities. Strategy formulation is conducted participatively through internal work meetings and is established through a Decree of the Head of the Agency as the basis for forming the program innovation team. Strategy implementation is realized through educational and participatory literacy activities which have contributed to an increase in visitor numbers and improvements in the Community Literacy Development Index (IPLM). Evaluation and control are carried out through periodic monitoring of performance achievements, although they are not yet supported by a specific Standard Operating Procedure (SOP) for the program.

Keywords: *Ajar Pustaka Program, Community Literacy, Strategic Management.*