

Doremi (Dongeng Arek Milenial): Library Program for Introducing Culture to Children and Youth

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ABSTRACT

Libraries must embrace innovation, ensuring that users can easily access and enjoy the services offered. This research aims to assess the effectiveness of DOREMI (Millennial Arek Tales) services as a novel means of cultural introduction. Employing a quantitative approach with descriptive research, the study utilized non-probability sampling, involving 100 respondents. Research methods included observation, distribution of questionnaires, and documentation. The study found that the DOREMI Live Streaming Service Innovation Program (Fairy Tales of Millennials) at the Tulungagung Public Library adheres to all principles of program innovation, encompassing program objectives, socialization, observations, and effectiveness. A significant 64% of respondents agreed that the DOREMI program enhances information and motivates them to engage in reading, while an equal percentage found the program organized by the library to be interesting. Additionally, 74% strongly agreed that participating in the DOREMI service imparted moral messages from the stories. The services provided an engaging and entertaining platform for storytelling, contributing to the promotion of cultural diversity and heritage within society. This enriches people's knowledge and understanding of various cultures. In conclusion, the services proved highly effective as a medium for introducing culture to the millennial generation in today's era.

Keywords: Library role; literacy; Balai Poestaka; library history

1. INTRODUCTION

Narratives have served as a means for generations to communicate and preserve the cultural legacy of a community. The transmission of stories, traditions, values, and the wisdom of past generations to the succeeding ones is a timeless practice. Stories play a crucial role in helping

individuals comprehend the foundations of a culture and foster a sense of national identity. The act of recounting a narrative is commonly referred to as storytelling.

Storytelling is an effort made by a person to convey a message to their listeners. As stated by Febrina (2021) storytelling is an activity of telling stories to people who listen to them. In storytelling activities, a process of creative interaction occurs between the narrator and the listener. The main purpose of storytelling is to convey ideas, values, information, or messages convincingly. The narrator must be able to connect the listener with the story through the use of poetic language, analogy, metaphor, and description of reality. This will present a picture of reality to the listener.

Storytelling can be a medium for introducing national culture to the younger generation and children. Storytelling is also a tool for conveying knowledge, feelings, thoughts, and ideas (Khairoes & Taufina, 2019). Innovation itself is a new idea that replaces the old way or only adapts the old way but still makes a significant change in it. This means that innovation does not always replace the old, but can also collaborate between the old and the new (Harahap et al., 2020). In the current era of information technology, storytelling activities must also keep up with developments.

The Tulungagung Public Library is presently modernizing its storytelling initiatives by adopting a virtual format, aiming to offer convenient access for its users, particularly the millennial generation. Given that millennials have been raised with technology and generally exhibit responsiveness to interactive experiences, this approach seeks to engage them effectively. Budi Sulistyawan (2020) states that the millennial generation tends to like to use technology to facilitate their activities. So the use of technology such as virtual reality (VR) can provide a deeper sensation and make them feel involved in the story. The Tulungagung Public Library, to accommodate its mostly teenage users, organizes a virtual-based storytelling service known as the DOREMI Service (Millennial Arek Tales). The innovation made by the Tulungagung Public Library with the DOREMI program aims to encourage young people to read again and can be a solution for introducing national culture through fairy tales. The Tulungagung Public Library organizes this DOREMI service virtually through several social media. Ralibi (in Ramdhani & Sumiyani, 2020) explains that the use of media in storytelling makes storytelling more interesting and the moral messages conveyed are easier to accept. Therefore, this study is necessary to determine the effectiveness of DOREMI services as a medium for introducing culture to children and adolescents in the information technology era.

2. METHODS

This research employed a descriptive qualitative research method. According to Sugiyono (2018), descriptive research was conducted to determine the value of the independent variable, either one or more (independent) variables without making comparisons or connecting one variable to another. This research method describes a condition or event in a systematic, actual, and accurate manner regarding facts, characteristics, and relationships or phenomena investigated using statistical calculations.

The objects in this study were all users of the Tulungagung Public Library who had participated in the DOREMI service. The data collection techniques used include observation, distribution of questionnaires, and documentation. Data processing analysis techniques in this study are editing and tabulation. This study uses Non-Probability Sampling, which is a sampling method in which each participant has an unequal opportunity to be selected as a respondent. From the calculation of the Slovin formula, a sample can be obtained by rounding up to facilitate research with as many as 100 respondents. The scale used by researchers in the questionnaire uses a Likert scale (Likert's Summated Ratings).

3. RESULTS AND DISCUSSION

The Tulungagung Public Library and Archives Service used to organize storytelling sessions within the children's services room and occasionally during school visits or upon school requests. With technological advancements, the library is now striving to enhance the storytelling service to cater to teenagers and children. Recognizing that the majority of current library users belong to the millennial generation, the digitalization of storytelling becomes imperative. The innovation extends to the digitization of the DOREMI program activities, aligning with the library's commitment to staying current with the times. Research findings indicated that the DOREMI service primarily attracts the millennial audience, as illustrated in the following table.

Table 1. Age of DOREMI service respondents

No	Age	Frequency	%
1	5-12 years	34	34%
2	13-20 years	46	46%
3	≥20 years	20	20%
	Total	100	100%

Source: Primary Data (2023)

It seems that the largest audience for DOREMI Tulungagung Public Library services, namely 13-20 years, is 46 respondents (46%), while the least respondents are aged ≥20 years, 20 people (20%). There are several reasons why this storytelling activity is widely followed by teenagers and children, one of which is the tendency for imagination that this generation has is more. Manita et al., (2022) stated that storytelling activities are suitable for generating inspiration and opening children's thinking horizons.

Various reasons motivated the respondents to take part in the DOREMI activity, including adding information and motivation to enjoy reading. This is shown in the following table:

Table 2. The motif of participating in the DOREMI program to add information and motivation to love reading

Respondent's Answers	Weight Value	Frequency	%	Score
Strongly agree	5	26	26%	130
Agree	4	64	64%	256
Neutral	3	10	10%	100
Disagree	2	-	-	-
Strongly disagree	1	-	-	-
Total		100	100%	486
Average score		$X=486/100=4,86$	Average score	$X=486/100=4,86$

Source: Primary Data (2023)

It seems that more than half of the respondents, 64 respondents (64%) agreed that the DOREMI program was to add information and motivate them to love reading. In the process of digitizing storytelling, communication occurs using information technology to exchange information that is presented interestingly. The average score for statements about the DOREMI program as a medium for adding information and motivation to enjoy reading is 4.86. The score is on an interval scale of 4.22-5.02, which shows that participating in the DOREMI program to add information and as motivation to love reading is very effective. So the service or program has great potential to motivate children and youth to read. Manita et al. (2022)

stated that storytelling services aim to increase children’s interest in reading and love for the library. Through storytelling, children and youth can be introduced to fictional worlds. Audiences will listen to interesting stories that make them feel the joy or magic of a story in a book. This is what drives curiosity and motivation to explore more stories through books.

Through stories, children and young people can learn about the values, traditions, beliefs, and cultural practices of a group of people. The moral message in DOREMI’s service activities is an important element that can provide positive teaching and values to listeners. Based on the research results, the following data were obtained.

Table 3. Listeners’ understanding of the moral message of the fairy tales read

Respondent’s Answers	Weight Value	Frequency	%	Score
Strongly agree	5	74	74%	370
Agree	4	25	25%	100
Neutral	3	1	1%	3
Disagree	2	-	-	-
Strongly disagree	1	-	-	-
Total		100	100%	473
Average score			$X=473/100=4,73$	

Source: Primary Data (2023)

Based on the table above, it is known that more than half of the respondents, namely 74 respondents (74%) stated that they strongly agreed. This shows that many of the respondents understand the moral message of the fairy tales read at the DOREMI service. The average score for statements about understanding the moral message of the fairy tales read is 4.73. This score is on an interval scale of 4.22 – 5.02, which indicates that the respondent understands the moral message of the fairy tales read very effectively. Each story presented in this DOREMI service has a unique moral message and can incorporate several different values. The moral messages conveyed can provide inspiration and moral learning to listeners and can also shape good attitudes, values, and behavior in everyday life. Through this DOREMI service, children and youth can learn about the traditions and special celebrations of a culture. Rahmawati (2015) also mentioned that through this storytelling and storytelling activity, the introduction of culture will be more interesting and memorable for listeners.

Other data also shows that the program held by the Tulungagung Public Library is interesting. This is indicated by the following data.

Table 4. Listener Responses to the DOREMI service program are interesting

Respondent’s Answers	Weight Value	Frequency	%	Score
Strongly agree	5	35	35%	175
Agree	4	64	64%	256
Neutral	3	1	1%	3
Disagree	2	-	-	-
Strongly disagree	1	-	-	-
Total		100	100%	434

Source: Primary Data (2023)

As indicated by the table, over half of the respondents, comprising 64 individuals (64%), agreed that the DOREMI service program was captivating. The majority of DOREMI's offerings revolve around folklore, specifically themed on regional customs and origins. The intention is to acquaint and educate the millennial generation about their roots. Folklore holds significance as a part of a society's cultural heritage. The DOREMI service serves as a platform to convey folklore to millennials, offering insights into cultural values and wisdom. Culture is an important aspect of the learning process of the nation's next generation (Rahmawati, 2015).

Determining themes in storytelling is also important in organizing DOREMI services. The theme in this case becomes an idea or idea that underlies a story. The determination of this theme should be adjusted to the target audience for storytelling activities for anyone (Rahmawati, 2015). So this theme has an important role in the success of a story that is told. Such as the following data.

Table 5. The selection of storytelling themes in DOREMI services is appropriate or relevant to listeners

Respondent's Answers	Weight Value	Frequency	Percentage	Score
Strongly agree	5	35	35%	175
Agree	4	64	64%	256
Neutral	3	1	1%	3
Disagree	2	-	-	-
Strongly disagree	1	-	-	-
Total		100	100%	434
Average score		$X=434/100=4,34$		

Source: Primary Data (2023)

It seems that more than half of the respondents, comprising 64 individuals (64%) stated that they agreed that the theme of DOREMI's service tales was appropriate or relevant to the listeners. This is indicated by the average score of 4.34. This score is on an interval scale of 4.22-5.02, which indicates that the fairy tale theme is appropriate or relevant to the listener. In carrying out storytelling activities, storytellers or storytellers make every effort so that listeners don't get bored listening to fairy tales and understand what the intended theme is. The theme becomes the core of a story in storytelling activities. With an interesting and clear theme, the message in the story will be conveyed to the listeners. Listeners will also engage with the story when the themes presented are relevant to them. A positive response from listeners can make them want to visit the library in the future (Christina Yolanda, 2015).

This DOREMI service is a flagship program launched by the Tulungagung Regency Library and Archives Service at this time. Many people consider DOREMI services to have an important role in learning for children. Storytelling activities are carried out routinely every Thursday at 09.00 WIB. This activity is carried out for 1 hour with a series of events, as follows.

Table 6. Series of DOREMI service activities at the Tulungagung District Library

No.	Series of Events	Duration
1.	Opening	10 minutes
2.	Introducing the storyteller or storyteller and mentioning a few themes taken	10 minutes
3.	Storytelling or storytelling	15 minutes
4.	Information related to the library	20 minutes
5.	Cover	5 minutes

Source: Primary Data (2023)

Storytelling activities were broadcast live through Dinperpusipta's personal Instagram social media and in collaboration with the Ministry of Communication and Informatics (Communication and Informatics). Apart from that, the storytelling activities were also broadcast live by the Local Public Broadcasting Institution 90.1 RGR FM Tulungagung. Apart from being broadcast live, storytelling activities can also be viewed via IG TV because after the activity took place the video was uploaded to IG TV Dinperpusipta's personal Instagram account.



Figure 1. IG TV display for DOREMI services
Source: Dinperpusipta personal Instagram account (2023)

The implementation of storytelling activities is making flyers or pamphlets. The pamphlet was posted on Dinperpusipta's personal Instagram social media <https://instagram.com/dinperpusipta?igshid=YmMyMTA2M2Y=> one day before the storytelling activity took place. In carrying out DOREMI service activities, storytellers make every effort so that listeners don't get bored listening to fairy tales and understand what the theme means. To support the implementation of activities, storytellers or storytellers use supporting media, namely properties, for example; hand puppets, the pictures are printed and then cut out and the back is affixed with wood as if it were a puppet, as well as using other properties. Agusriani et al., (2022) also stated that the use of supporting media in storytelling can provide added value so that the audience is more interested in listening to the story.

The DOREMI Live Streaming Service Program is one of the services provided by the Tulungagung District Library. Storytelling services in libraries have an important role in supporting literacy development, cultivating reading habits, and preserving culture for the

millennial generation. The DOREMI service offers an interesting and entertaining experience by listening to stories. The existence of this storytelling service in a library can promote the diversity of culture and heritage that exists in society, enriching their knowledge and understanding of different cultures. The function of the library is a place of recreation and library information has an important role to be able to carrying out various service innovations (Fadhli et al., 2020). The existence of this DOREMI service apart from being a new medium for introducing the nation's culture also can create a harmonious relationship between users and librarians. Storytelling services can be a strategy for libraries to form emotional branding to create emotional closeness between users and librarians. The DOREMI service organized by the Regional Library of Tulungagung Regency has great potential in creating a memorable reading experience, supporting literacy development, and also as a medium for promoting the love of books and folklore. This service can revive interest in reading in adolescents so that it becomes a solution that can be used to improve the quality of literacy in adolescents and increase knowledge of national heritage in the Tulungagung Regency area.

4. CONCLUSION

Overall, the DOREMI Live Streaming Service Innovation program (Millennial Arek Tales) at the Tulungagung Public Library during the digital era has adhered to all principles, encompassing program target accuracy, program socialization, program objectives, and program monitoring. Therefore, it can be affirmed as an effective innovation for introducing culture to the millennial generation. The DOREMI service exemplifies a forward-thinking innovation initiated by the Tulungagung Public Library, leveraging the realm of literacy for children through online storytelling via social media.

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