

## ABSTRAK

**Agus Setiawan. 2125250034. Pengelolaan Program Gerakan Literasi Sekolah Berbasis *Interaktif Flat Panel* dalam Meningkatkan Minat Baca Siswa (Studi Kasus di SDN 1 Mekarsari dan SDN 2 Mekarsari Kecamatan Cipaku Kabupaten Ciamis).**

Penelitian ini dilatarbelakangi oleh belum optimalnya pengelolaan program Gerakan Literasi Sekolah (GLS) berbasis *Interaktif Flat Panel* dalam meningkatkan minat baca siswa di SDN 1 Mekarsari dan SDN 2 Mekarsari Kecamatan Cipaku Kabupaten Ciamis. Tujuan penelitian ini adalah untuk mengetahui dan mendeskripsikan perencanaan, pengorganisasian, pelaksanaan, dan pengawasan program Gerakan Literasi Sekolah berbasis *Interaktif Flat Panel* dalam meningkatkan minat baca siswa. Metode penelitian yang digunakan adalah kualitatif dengan desain studi kasus. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi, dengan informan yang terdiri dari pengawas sekolah, kepala sekolah, guru, dan komite sekolah. Analisis data dilakukan melalui kondensasi data, penyajian data, dan penarikan kesimpulan yang divalidasi dengan triangulasi sumber dan teknik. Hasil penelitian menunjukkan bahwa: (1) Perencanaan program GLS berbasis *Interaktif Flat Panel* sudah berjalan namun belum optimal; penetapan tujuan dilakukan secara partisipatif dan penjadwalan literasi sudah terlaksana, namun pemenuhan sumber daya masih bertahap, koordinasi dengan orang tua belum terstruktur, serta formalisasi dokumen dan indikator keberhasilan masih perlu diperkuat. (2) Pengorganisasian program sudah berjalan dengan tingkat formalisasi yang berbeda antara kedua sekolah; tim literasi sudah terbentuk dan materi digital sudah dikurasi secara aktif, namun pembagian peran di salah satu sekolah masih bersifat informal dan keterbatasan jumlah flat panel membatasi pemanfaatannya secara merata. (3) Pelaksanaan program menunjukkan perkembangan yang positif, kegiatan literasi berjalan konsisten dan partisipasi siswa didorong melalui berbagai strategi inovatif, namun pemanfaatan fitur interaktif flat panel masih bervariasi antarguru dan instrumen monitoring baku belum tersedia. (4) Pengawasan program sudah dilaksanakan melalui pengukuran pencapaian dan umpan balik berkala, namun instrumen pengukuran belum terstandar, mekanisme umpan balik dari siswa dan orang tua belum terstruktur, serta implementasi rencana perbaikan masih perlu lebih konsisten dan terukur.

**Kata Kunci: Pengelolaan Program, Gerakan Literasi Sekolah, *Interaktif Flat Panel*, Minat Baca Siswa**

## **ABSTRACT**

**Agus Setiawan. 2125250034. “Management of the School Literacy Movement Program Based on Interactive Flat Panels in Improving Students' Reading Interest (A Case Study at SDN 1 Mekarsari and SDN 2 Mekarsari, Cipaku District, Ciamis Regency)”.**

*This research is motivated by the suboptimal management of the School Literacy Movement (GLS) program based on Interactive Flat Panels in improving students' reading interest at SDN 1 Mekarsari and SDN 2 Mekarsari, Cipaku District, Ciamis Regency. The purpose of this study is to identify and describe the planning, organizing, implementation, and supervision of the Interactive Flat Panel-based School Literacy Movement program in improving students' reading interest. The research method used is qualitative with a case study design. Data were collected through interviews, observation, and documentation, with informants consisting of school supervisors, principals, teachers, and the school committee. Data analysis was conducted through data reduction, data presentation, and conclusion drawing, validated through source and technique triangulation. The results indicate that: (1) Planning of the Interactive Flat Panel-based GLS program has been carried out but is not yet optimal; goal-setting was participatory and literacy scheduling has been implemented, but resource fulfillment remains gradual, coordination with parents is not yet structured, and document formalization and success indicators still need strengthening. (2) Program organizing has been carried out with differing levels of formalization between the two schools; a literacy team has been formed and digital materials actively curated, but role division at one school remains informal and the limited number of flat panels restricts equitable use. (3) Program implementation shows positive development, with literacy activities running consistently and student participation encouraged through various innovative strategies, but the use of interactive flat panel features still varies among teachers and a standardized monitoring instrument is not yet available. (4) Program supervision has been carried out through achievement measurement and periodic feedback, but the measurement instruments are not yet standardized, structured feedback mechanisms from students and parents are not yet developed, and implementation of improvement plans still needs to be more consistent and measurable.*

**Keywords:** *Program Management, School Literacy Movement, Interactive Flat Panel, Students' Reading Interest*