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### COMPARATIVE STUDY OF INTEREST IN READING INTEGRATED SCIENCE BOOKS AND LOCAL WISDOM-BASED LEAFLET MEDIA

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#### ABSTRACT

Reading is an activity of examining the meaning or essence of a reading with the aim of developing one's knowledge and potential. Along with the development of times and technology and with advances in this digitalization era, there is a fairly common problem, namely the decline in the percentage of interest in reading. Especially in Indonesia, the number of interest in reading is quite low. This research aims to find out: 1) Students' reading interest in science books 2) Students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe, 3) The difference in students' reading interest in science books and leaflet media with the theme of local wisdom of the Tolaki tribe. The sample used was 72 students. Data collection was carried out by means of observation, documentation, and questionnaires. Quantitative research approach with comparative research type. The results showed: 1) Students' reading interest in science books is in the high category with an average reading interest of 58.86. 2) Students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe is in the high category with an average reading interest of 85.19 3) There is a significant difference between students' reading interest in science books and students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe with a comparison of the average interest in reading science books (58.86) and leaflet media with the theme of local wisdom of the Tolaki tribe (85.19). To conclude, there is a significant difference between students' reading interest in Integrated Science books and students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe in class VIII students of SMPN 1 South Konawe.

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## **Introduction**

Reading is an activity of examining the meaning or essence of a reading with the aim of developing one's knowledge and potential (Hapsari and Purnamasari, 2019). Along with the development of times and technology and with advances in this digitalization era, there is a fairly common problem, namely the decline in the percentage of interest in reading. Especially in Indonesia, the number of interest in reading is quite alarming (Pradana, 2020).

A survey conducted by the Program for International Student Assessment (PISA) in 2019 which measured the country's reading interest rate and compiled it with a ranking system produced less encouraging news where Indonesia was located in 62<sup>nd</sup> position out of 70 countries and over a period of 3 years Indonesia only experienced an increase of 1 point from 396 to 397. Based on a survey conducted by the Education and Culture Policy Research Center which mapped the level of community literacy in 34 provinces in Indonesia, it is known that the level of community literacy activities is still relatively low (Solohin, et al., 2019).

Based on observations made by researchers at the SMPN 1 Konawe Selatan library to find out the condition of students' reading interest by looking at the list of library visits for the last few months, it was found that there was a decrease in the number of library visitors. In addition, observations were also made regarding the types of reading media used. The use of reading media at the research location can be said to be less varied, which only provides package books. Then observations were made about students' interest in reading science by finding out students' perceptions of the statement "I like to read Integrated Science books" and the results obtained when percented were 63% and this was grouped into the low category. The tendency to read is largely influenced by several factors and one of the factors is the media used, it is concluded by Suparman, et al. (2020) that there is a positive influence between the use of media on reading interest.

Ulfa and Firdausi (2020) state that student potential can be developed with a series of continuous activities to achieve a learning goal, and one of the things that can be done to achieve this is depending on the media used. Lubis (2018) argues that a teacher is required to be able to make an innovation. One of these efforts is that teachers should be able to create reading media that can arouse enthusiasm and make students interested in reading. According to Pratiwi (2019) reading is an

activity that cannot be separated in the learning process, including in any learning process, and one of them is in Integrated Science subjects. Integrated science subjects have scientific studies that begin with activities to understand the material through the reading process. Therefore, reading interest is needed by students in understanding a concept. According to Sukardi (2021) reading activities are essential, in a process of gaining knowledge. Books are one of the sources of insight that students use to add and improve knowledge and abilities. Apart from all the benefits that books have, now readers tend to lose interest in reading books, especially printed books. This is due to several reasons, namely carrying printed books everywhere is very inefficient. Apart from being heavy, books are also easily damaged because they are made of relatively thin paper.

According to Ulfa, (2020) interest in reading can be awakened based on the theme of the media provided, one of the themes that can attract attention and give a pleasant impression, on readers, namely readings with environmental and hiking themes. This environmental-themed media can not only be a means for students to increase their interest in reading but also a means for students to get to know nature and foster students' love for the environment. There are many strategies, which have been used and developed in order to increase interest in science reading including using story calendar media, comic media, or changing the feel and climate of the classroom to create a situation where students are comfortable in reading.

The research conducted aims to compare students' reading interest in Integrated Science books with students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe with the consideration that leaflet media with the theme of local wisdom of the Tolaki tribe has several advantages as a reading media including short and clear reading material, easy to carry everywhere, and has an attractive design. Based on this description to see the comparison of Integrated Science books with leaflet media with the theme of local wisdom of the Tolaki tribe on student reading interest, researchers are interested in conducting research with the title "Comparative Study of Reading Interest in Integrated Science Books and Leaflet Media with the Theme of Tolaki Tribal Local Wisdom in Class VIII Students of SMPN 1 Konawe Selatan".

## **Research Method**

The research method used is the comparative research method. This research was conducted in

July odd semester of 2023/2024 school year at SMP Negeri 1 South Konawe. The population in this study were all students in grade VIII of SMP Negeri 1 South Konawe. Sampling in this study used random sampling techniques and the Slovin formula to determine the number of samples so that 72 students were selected. This sample is multi-stage sampling in which of the 72 samples are further divided into 2 groups from each sample class. Group A as a sample for measuring students' reading interest in Integrated Science books and group B as a measurement sample for students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe.

The instruments used in this study are a questionnaire of interest in reading science books and a questionnaire of interest in reading leaflet media with the theme of local wisdom of the Tolaki tribe. The data obtained from the results of this study are quantitative data which are then analyzed using descriptive and inferential analysis techniques.

**Results and Discussion**

The results obtained in this study are questionnaire data in the form of data on student reading interest in integrated science books and data on student reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe as well as a percentage comparison of student reading interest in integrated science books and leaflet media with the theme of local wisdom of the Tolaki tribe based on reading interest indicators used by researchers. The description of data on students' reading interest in integrated science books and data on students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe and their comparison based on reading interest indicators can be seen in table 1 and table 2 below.

**Table 1.** Descriptive Analysis Results of Student Reading Interest Questionnaires on Integrated Science Books and Leaflet Media with the theme of local wisdom of the Tolaki tribe

Indicator	Reading Interest in Integrated Science Books		Reading Interest in Leaflet Media with the Theme of Tolaki Local Wisdom	
	%	Kriteria	%	Kriteria
Enjoyment of reading	66%	Medium	86%	High
Awareness of the benefits of	65%	Low	87%	High

reading				
Interest	55%	Low	76%	High
Attention	64%	Low	85%	High
Frequency of reading	55%	Low	84%	High
	<b>61%</b>	<b>Medium</b>	<b>83,6%</b>	<b>High</b>

**Table 2.** Comparison of Percentage Indicators of Students' Reading Interest in Integrated Science Books and Leaflet Media with the theme of local wisdom of the Tolaki tribe

Statistics	Results of Reading Interest Questionnaire on Integrated Science Books	Results of Reading Interest Questionnaire on Media leaflets with the theme of local wisdom of the Tolaki tribe
N	36	36
Mean	58.86	85.19
Maximum Value	67	95
Minimum Value	44	74
Varians	30.40	36.61
Standard Deviation	5.51	6.05

According to Sukardi (2021) reading activities are essential, because reading is an important activity in life. In a process of gaining knowledge, books are one of the sources of insight that students use to add and improve knowledge and abilities and motivation in learning. Despite all the benefits that books have, now readers tend to lose interest in reading books, especially printed books. This is due to several reasons including carrying books, especially carrying printed books everywhere is very inefficient. Besides being heavy and thick, books are also easily damaged due to the relatively thin paper. This is then the negative side of using conventional reading sources in the form of printed books (Kisno & Sianipar. 2019).

Based on the results of observations made in the library at SMPN 1 Konawe Selatan, it was found that there was a decrease in the number of library visitors, which then gave reinforcement to the assumption that students' reading interest in printed books was low. Then to find out students' reading interest in Integrated Science books, a questionnaire of reading interest in Integrated Science books was distributed to a predetermined sample group of 36 people. Based on data from the questionnaire, it was found that there were 6 students with a very high reading interest category

with a score range of 65-67, then 13 people with a high reading interest category with a score range of 59-64, then 12 people with a low reading interest category with a score range of 53-58 and 5 people with a low category with a score range of 44-52. Based on the acquisition of these scores which are then averaged, the average reading interest is 58.86 and when referring to the guidelines for categorizing reading interest, then students' reading interest in Integrated Science books is in the High category.

Leaflet is a combination of text and images in printed media that contains a summary of the main material, because in the form of a summary, the leaflet contains dense content but is easy to understand (Rahmani, 2022). Meanwhile, according to Srikandi, et al. (2021) leaflet is an innovation that contains information or messages through several folds of paper. The information contains sentences or images combined on the side of the paper that is folded three times. Based on this understanding, it can be concluded that leaflet media is a reading media in the form of paper leaflets that can be folded so that it is easy to carry anywhere that is designed as attractive as possible. The leaflet media with the theme of local wisdom of the Tolaki tribe contains information related to a local plant called uwi koro which is usually processed by the local Tolaki tribe. The information contained in the leaflet media with the theme of local wisdom of the Tolaki tribe includes the introduction of uwi koro, morphological form, classification, chemical compounds contained to the utilization of uwi koro as food and also vegetable pesticides.

Based on indicators of students' reading interest, both in Integrated Science books and leaflet media with the theme of local wisdom of the Tolaki tribe, the indicator that has the lowest percentage is the indicator of interest. Reading interest is closely related to a reader's sense of interest in what he reads, both interest in reading topics and visual forms of reading media used. Based on this, students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe can be described by looking at the percentage of reading interest indicators. The sense of interest is certainly supported by pleasure and attention where the three indicators have a percentage with a high category, namely interest with a percentage of 76%, then the pleasure indicator with a percentage of 86% and the attention indicator with a percentage of 85%. This is because the leaflet media with the theme of local wisdom of the Tolaki tribe is designed by considering 5 things, namely Attention, Need, Satisfaction, Visualization, and

Action.

Based on the results of the questionnaire of reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe distributed to 36 respondents, there were 6 students with a very high reading interest category with a score range of 91-97 then 11 students with high reading interest with a score range of 85-90, then 10 students with moderate reading interest with a score range of 79-84 and 9 students with low reading interest with a score range of 74-78. Based on the acquisition of these scores which are then averaged, namely 85.19 and when referring to the categorization of reading interest, the students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe is in the High category.

Based on the results of the reading interest questionnaire from 72 respondents, it is known that for the results of the reading interest questionnaire on the media leaflet with the theme of local wisdom of the Tolaki tribe, the indicator of awareness of the benefits of reading obtained a higher percentage than the other four indicators, namely 87% and if categorized in the reading interest criteria group, the indicator of awareness of the benefits of reading is in the category of very high reading interest. While in the Integrated Science book, the indicator of awareness of the benefits of reading is an indicator with a low categorized percentage of 65%. In designing the content of leaflet media with the theme of local wisdom of the Tolaki tribe, one of the things to consider is the benefits of the reading, how to correlate the material with interesting and useful things in order to foster students' interest in reading through students' awareness of the benefits of what they read.

In addition to the indicator of awareness of the benefits of reading, the reading pleasure indicator is also in the high category group, which has a percentage of 86%. Feelings of pleasure play a role in making students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe higher than reading interest in Integrated Science books because basically the brain owned by humans tends to prefer something simpler and visual, in this case having images and colors because images can interpret many meanings while colors will make the visuals presented feel more alive (Syahroni, et al. 2021). In addition, through visuals and colors, the nerves in the brain will tend to connect more quickly with each other. The more neurons that are connected, it will stimulate students' thinking abilities concretely and abstractly (Vitasari, 2014). Arsyad (2014) also mentions that color can increase the level of

realism of the object or situation described, show similarities and differences, and create certain emotional responses. Maulana (2017) suggests the advantages of leaflets compared to book reading media, namely: The shape and size of the leaflet is very compact so that it is easy to share and carry, Leaflets are usually durable and durable and thick enough to increase the opportunity to continue to be stored, Leaflets have an appeal to be read.

The indicator that has the lowest percentage in students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe is interest, which is 76%, while in the Integrated Science book it is 55%.... Interest is closely related to the effort to read. The effort to read is an effort or effort that someone makes to be able to read the books he wants. According to Pratiwi (2018) the low percentage of interest indicators can be caused by several causes including family and surrounding environmental factors that tend to be less supportive of reading habits and lack of awareness of the importance of books. Family environment factors greatly influence students' reading habits. Children who rarely see their families doing reading activities every day generally also lack the desire to read. This causes them to be less familiar and unfamiliar with books and ultimately their efforts to obtain books are low. The third factor is the lack of library facilities with proper conditions. The only library commonly utilized by students is the school library. The condition of the school library whose book collection is incomplete and library facilities that are less supportive causes students to be lazy to visit the library (Wahyuni.2010).

As for the results of the questionnaire of students' reading interest in Integrated Science books and leaflet media with the theme of local wisdom of the Tolaki tribe given to 72 students, it was noted that the number of students who had moderate reading interest could be said to be relatively large. This is related to students' efforts to read. Students who have a very high interest in reading are known to be students who excel in class, which then affects their reading interest (Setiawan. 2016).

However, if we compare the average (mean) of students' reading interest from the questionnaire results of reading interest in Integrated Science books with reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe, the data obtained on students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe is higher than the reading interest in Integrated Science books (58, 86<85.19) and based on the comparative test conducted using the

independent t-test, there is a significant comparison between reading interest in Integrated Science books and leaflet media with the theme of local wisdom of the Tolaki tribe as evidenced by the value of t count (19.299) > t table (1. 994) and a significance value of <0.05. So it can be concluded that there is a significant difference between students' reading interest in Integrated Science books and students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe in class VIII students of SMPN 1 South Konawe.

## **Conclusion**

Based on the research results obtained, several conclusions can be drawn, namely; 1) Students' reading interest in Integrated Science books is classified in the high category with an average reading interest questionnaire score of 58.86. There are 16.6% of students with very high reading interest, then 36.1% of students with high reading interest, 33.3% of students with moderate reading interest and 13.8% of students with low reading interest.; 2) Students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe is classified in the high category with an average reading interest questionnaire score of 85.19. There are 16.6% students with very high reading interest, then 30.5% students with high reading interest, 27.7% students with moderate reading interest and 25% students with low reading interest; 3) The difference in students' reading interest in integrated science books and leaflet media with the theme of local wisdom of the Tolaki tribe in class VIII students of SMPN 1 Konawe Selatan can be seen in the comparison of the average student reading interest questionnaire.

Reading interest in integrated science books amounted to 58.86 and leaflet media with the theme of local wisdom of the Tolaki tribe amounted to 86.19. The results of the independent t test hypothesis test show a significance value of 0.000 <0.05 and the value of t count (19.299) > t table (1.994) so that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted: There is a significant difference between students' reading interest in Integrated Science books and students' reading interest in leaflet media with the theme of local wisdom of the Tolaki tribe in class VIII students of SMPN 1 South Konawe.

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