Public reading interest through utilization of iPusnas National Library of the Republic of Indonesia

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Abstract

Reading activities can reach an optimal level if individuals have a high interest in reading. iPusnas is one of the media that can increase public reading interest. This study aimed to determine the correlation between public reading interest and the iPusnas National Library of the Republic of Indonesia by analyzing academic needs, professional needs, improved welfare, and increased income. This study used a quantitative approach with a survey method on the community of iPusnas users. The sampling technique used was quota sampling with a sample size (n) of 444. The data collection technique used was primary data obtained through online questionnaires filled out by respondents, and literature studies to strengthen the research results. The results of the study indicated that the reading interest of iPusnas users had a relationship pattern with the fulfillment of various needs and user interests through ease of access and the availability of up-to-date collections. In terms of academic needs, professional needs, and improving welfare, the correlation coefficient was moderate. Besides, in the aspect of increasing income, the correlation coefficient figure was below moderate. This showed that the iPusnas application was more effective in supporting educational and professional needs than the income aspect. This study concludes that the iPusnas application is effective in fostering reading interest through the provision of access to relevant and quality information according to the needs and interests of iPusnas users.

Keywords: Reading interest; Reading; iPusnas; Information technology; Information needs

Minat baca masyarakat melalui penggunaan aplikasi iPusnas Perpustakaan Nasional Republik Indonesia

Abstrak

Aktivitas membaca dapat mencapai tingkat optimal ketika individu memiliki minat baca yang kuat. Salah satu media yang dapat digunakan dalam meningkatkan minat baca masyarakat adalah aplikasi iPusnas. Penelitian ini dilakukan dengan tujuan untuk mengetahui minat baca masyarakat menggunakan iPusnas yang dimiliki Perpustakaan Nasional Republik Indonesia melalui analisis terhadap kebutuhan akademik, kebutuhan profesi, peningkatan kesejahteraan, dan peningkatan pendapatan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap masyarakat pengguna iPusnas. Teknik sampel yang digunakan adalah quota sampling dengan ukuran sampel (n) 444. Teknik pengumpulan data berasal dari data primer kuesioner online yang diisi oleh responden dan studi pustaka untuk memperkuat hasil penelitian. Hasil penelitian menunjukkan bahwa minat baca masyarakat pengguna iPusnas memiliki pola hubungan dengan pemenuhan ragam kebutuhan dan kepentingan pengguna melalui adanya kemudahan akses dan ketersediaan koleksi yang mutakhir. Pada kebutuhan akademik, kebutuhan profesi, dan peningkatan kesejahteraan, angka koefisien korelasi moderat. Sedangkan pada peningkatan pendapatan, angka koefisien korelasi di bawah moderat. Hal ini menunjukkan bahwa aplikasi iPusnas lebih efektif dalam mendukung kebutuhan pendidikan dan profesional dibandingkan dengan aspek pendapatan. Simpulan dari penelitian ini adalah aplikasi iPusnas efektif dalam menumbuhkan minat baca melalui ketersediaan akses informasi yang relevan dan berkualitas sesuai dengan kebutuhan dan kepentingan dari pengguna iPusnas.

Kata kunci: Minat baca; Membaca; iPusnas; Teknologi informasi; Kebutuhan informasi

INTRODUCTION

The advancement of information and communication technology has significantly impacted the way we interact with information and knowledge (Liao et al., 2024). This era brings us to an era where reading is no longer limited to physical books but involves several computer devices and online media (Putro et al., 2017). According to Toker et al. (2019) having practical reading skills is essential to succeed in the modern world. This means that individuals' success in the contemporary world depends heavily on how well they master their reading skills.

Understanding reading interests also means understanding how information technology is used to access knowledge (Sari et al., 2023). By reading, individuals can develop ideas, beliefs, and information on various topics that suit their interests and needs (Woudenberg, 2021). Along with that, advances in information technology also provide broader and more efficient access to support the development of individual reading skills and knowledge (Karim et al., 2023). Reading is essential in forming a society that is advanced in science (Patil et al., 2019). The more a person reads, the more comprehensive the knowledge he has (Yusof, 2021). Thus, understanding reading interests helps identify public information needs so that service providers can tailor information and services to user needs.

Most knowledge can be acquired through reading (Alsaeedi et al., 2021). Prijana et al. (2016) stated that reading is an artificial activity, namely an activity that is learned and continues. The concept of reading as an artificial activity presents the view that each individual can continue to improve their reading skills through education, training, and experience.

The individual's reading activities can run optimally if the individual has an interest in reading. Krapp et al. (2014) stated that interest plays a crucial role in determining how individuals choose and sort types of information. Interest is related to the attraction that drives individuals to feel interested in an activity, object, person, or even a practical experience stimulated by the activity (Khasanah et al., 2021). Interest is situational, depending on the stability of an individual's interest in a topic (Soemer et al., 2019).

Reading interest is a psycho-cognitive phenomenon that specifically refers to three distinct phases, namely the pre-reading stage while reading and post-reading (Lustyantie et al., 2020). These three phases are interrelated and affect individual motivation in carrying out reading activities. Conradi et al. (2014) stated that reading motivation is influenced by an individual's view of the value and purpose of reading activities.

Every individual has an interest and motivation to access reading sources due to a strong curiosity. Such curiosity encourages individuals to seek answers to questions about the information they want to know. Considering the benefits gained through reading skills and the impacts that may arise if ignored, developing reading skills is a practical step to encourage the growth and sustainability of reading interests (Altun, 2019).

Building reading skills is fundamental to the progress of a nation. The government must address the issue of reading interest, which is still a challenge in Indonesia. Based on data released by the National Library in 2017, the reading

interest rate of the Indonesian people was only 36.48 or classified as low. The study results also showed that the average Indonesian only reads books 3-4 times a week, with an average reading time of 30-59 minutes per day (Darmawan, 2018). The low reading interest of the Indonesian people was also confirmed in a study conducted by the Program for International Student Assessment (PISA), which stated that Indonesia was ranked 62nd out of 70 countries. In other words, the reading interest of the Indonesian people was in the top ten lowest countries with a low level of reading interest accuracy (Organization for Economic Cooperation and Development, 2021).

As social beings, every individual needs information to enhance their knowledge and skills in various fields. Information is a stimulant that causes individuals to be aware of uncertainty, thus encouraging them to fulfill their needs (Prijana et al., 2020). This is in line with the idea put forward by Krikelas that a need arises when an individual faces an uncertain situation that requires information to cope with it. Krikelas's model also explains that individuals need information because of three different needs: the need to complete scientific research, the need arising from a profession or job, and the need that is relevant to a subject of concern. One practical step that can overcome these is reading.

Reading is the primary means for individuals to learn various sciences, technologies, and valuable information to improve their quality of life (Kaltenegger et al., 2019). In parallel, the use of technologies, such as artificial intelligence (AI) and the Internet of Things (IoT), enables individuals to meet their information needs more effectively to improve their quality of life.

Saini et al. (2020) stated that technology can help individuals have a better quality of life through ease of access. Welfare and income parameters often measure the improvement in quality of life that is influenced by the individual's level of knowledge and skills. In the context of reading, the use of technology provides broader and more efficient access to various sources of information and knowledge to enable individuals to adapt to change, make better decisions, and develop new skills needed to improve their welfare and income.

The advancement of information technology helps individuals to acquire knowledge more efficiently and widely. However, the facts on the ground suggest that the advancement of information technology has changed people's paradigm in reading habits (Tanjung et al., 2017). In this era, people tend to prioritize time efficiency, so it is not uncommon for them to read information briefly without understanding its meaning (Ding, 2020). On the other hand, these changes can be used to revive the community's reading habits. We can take advantage of people's tendency to update information in the mass media to revive reading interest (Putro et al., 2017). Thus, the parameters of public reading interest need to be adjusted to the current transformation.

iPusnas is a form of technological transformation developed by Aksaramaya and the National Library of the Republic of Indonesia, which is realized in the form of a digital library application. By carrying the tagline "Reading is getting easier", iPusnas is present as a solution to revive people's interest in reading. The facilities and

features offered by iPusnas are diverse and can be used for free by every user (Salsabila et al., 2022). The advantages and availability of these facilities and features allow users to borrow and read books digitally with a valid license and provide the flexibility to do so without physically visiting the National Library. With the completeness of the collection and various facilities and features, iPusnas has become a fairly popular application in the community (Kala et al., 2022).

The presence of iPusnas plays an active role in fostering reading interest among Indonesian people. iPusnas is present as a response to the phenomenon of high internet usage that has not been utilized in order to enhance the reading culture of the community. With iPusnas, users can exchange information, recommend books that are being read, and even exchange reading materials. Although the existence of iPusnas provides many conveniences for the community, there are still several challenges that need to be considered in fostering reading interest through its utilization. One of the significant challenges is limited internet access. Not all people have stable and fast internet access, especially in remote areas. This obstacle reduces iPusnas' potential for optimum utilization. Thus, the iPusnas utilization has excellent potential in supporting the increase in reading interest and literacy in the community despite the many challenges that must be overcome to maximize its benefits.

Research on reading interest to meet information needs through iPusnas needs to be conducted in order to enhance public access to quality reading material. Based on the results of research conducted by Kusumawardani et al. (2022), the iPusnas

application contains miscellaneous collections that can assist students at various levels to obtain information and increase insight, especially in the information era like today. Moreover, a study conducted by Alroy et al. (2021) stated that the iPusnas application has an effect on increasing public reading interest through easy access to collections and no costs incurred. This study aligns with Kala et al. (2022), which states that the use of the iPusnas application is significantly related to interest in reading digital books.

The above studies certainly share some similarities with this study regarding methods, indicators, and others. However, the study has an element of novelty. The focus of this study is the community's reading interest through the iPusnas application, which will be checked through academic and professional needs, as well as increased income and enhanced welfare.

The novelty element in this study can be seen from the focus, method, and object used in the study. The method used in this study is a quantitative approach with a correlational method, whereas the object of this study is the reading interest of iPusnas application users related to academic and professional needs, as well as enhanced welfare and increased income. Thus, this study is expected to complement and provide a comprehensive understanding of the use of iPusnas in promoting reading interests and meeting user information needs.

Based on the background description above, this study aims to determine the reading interest of the community in utilizing the National Library of the Republic of Indonesia through an analysis of academic needs, professional needs,

enhanced well-being, and increased income.

RESEARCH METHODS

This study used a quantitative approach with a survey method. The research method is a scientific approach to obtaining data with a specific purpose (Sugiyono, 2019). In a study, the research method aims to make the data obtained valid so that the data can be found, proven, and developed into specific knowledge to understand, solve, and anticipate problems. The survey method is one of the observation methods whose data collection process derives from respondents using a questionnaire as a research instrument (Prijana et al., 2020). The subjects of this study were the community of iPusnas application users, including students, entrepreneurs or private employees, and the community of iPusnas application users. The object of this study was the community's interest in using the iPusnas application, which was reviewed through aspects of academic needs, professional needs, enhanced well-being, and increased income.

In a study, the upper part of the population is selected by sampling. Prijana et al. (2020) confirm that sampling is acquiring sample units from a population in observation activities. This study employed quota sampling, a non-random form of sampling. Researchers distributed questionnaires to the iPusnas application user community to collect data, with a sample size (n) of 444 iPusnas users. The iPusnas application functioned as a research platform. Researchers distributed questionnaires to the iPusnas application user community to collect data, with a sample size (n) of 444 iPusnas users. The iPusnas application served as a research platform. The iPusnas application was the media used in the research.

The survey was conducted by developing ideas associated with reading interest (X) and information needs (Y). The questionnaire was disseminated online between July and August 2023 by distributing Google Form links to participants via social media platforms such as Twitter, Instagram, and Telegram. The survey included 24 questions comprising nominal and ordinal Likert scale data. A thorough literature review and rigorous data collection methods, including research findings from print and digital sources, such as books and journals, supported the research study. The collected data were then systematically organized in a Microsoft Excel coding sheet. This study conducted hypothesis testing, data interpretation, and academic explanations to fortify and validate the research outcomes. Hypothesis testing was performed using SPSS version 26 software. The table number results were obtained by setting the alpha value (α) and degrees of freedom (df). Significance was determined by reviewing the automatic significance figures obtained in SPSS version 26 software. Data interpretation was based on the Sturges method. The Sturges method facilitates data analysis by providing precise and accurate information (Prijana et al., 2020). The matrix questions in the questionnaire indicated the people's reading interest through the iPusnas application.

The statistical analysis method used in this study was Pearson product-moment correlation analysis. Specifically, it was applied to examine the correlation between reading interest (X) and information needs (Y)

(Y). Prijana et al. (2020) asserted that Pearson product-moment correlation analysis is considered an appropriate approach to determine the level of correlation between variables. In Pearson product-moment correlation analysis, the data utilized is in the form of an interval scale. Researchers must use the successive interval method (MSI) to convert the questionnaire data from an ordinal scale to an interval scale. The successive interval method (MSI) is a statistical method used to raise the ordinal scale to an interval scale (Prijana et al., 2020). During scaling up, there was one error question, so variable X became a single data point. The research variables were reading interest (X) and information needs (Y) with sub-variables of academic needs (Y1), professional needs (Y2), welfare improvement (Y3), and income improvement (Y4).

RESULTS AND DISCUSSION

The public reading interest demonstrated a correlation with the use of the iPusnas application. Correlation analysis was conducted for a Pearson product-moment correlation analysis between reading interest (X) and information needs (Y) with sub-variables of academic needs (Y1), professional needs (Y2), improved welfare (Y3), and increased income (Y4).

First, this study investigated the correlation between reading interest (X) and academic needs (Y1) among iPusnas users. Pearson product-moment correlation coefficient was used to test the following hypotheses:

H_0: Public reading interest has a non-significant relationship with academic needs.

H_1: Public reading interest has a significant relationship with academic needs.

Researchers used the SPSS version 26 application with a correlation coefficient of 0,324 and a determination coefficient of $r2 = 0.05$ dk = 444 - 2 = 442.

Correlations

		Reading Interest	Academic Needs
Reading Interest	Pearson Correlation	1	.324**
	Sig. (2-tailed)		.000
	N	444	444
Academic Needs	Pearson Correlation	.324**	1
	Sig. (2-tailed)	.000	
	N	444	444

**. Correlation is significant at the 0.01 level (2-tailed).

Table 1. Relationship between reading interest and academic needs.
Source: Research results, 2023.

The correlation between reading interest and academic needs is shown in Table 1. The sample size (n) is 444, and the calculated correlation coefficient ρ (rho) is 0.324. If α is 0.01 or there is 99% confidence, the hypothesis is considered significant, indicating that the hypothesis (H1) is valid. The correlation coefficient value in Table 1 is of moderate strength, indicating that it is compelling and highly reliable. Thus, it can

be inferred that the reading habits of iPusnas users have a substantial correlation with their academic needs. The study results align with the Krikelas model, which emphasizes the importance of information in completing scientific research.

The majority of iPusnas users were students. If iPusnas users were classified into three employment categories, it was determined that 56% were students, 33% were self-employed and private employees, and 11% were the general public. This means that most iPusnas users were students.

The iPusnas user community was divided into four main groups, each of which fell into one of the following categories: 64% accessed the application for academic purposes, 32% accessed it for leisure, 3% accessed it for work demands, and 1% accessed it to improve welfare. This indicated that the iPusnas application was mainly used to meet academic needs.

If iPusnas user interests were classified into three major groups, it was noted that 75% of iPusnas users had a significant interest in reading collections. Additionally, 23% of iPusnas users exhibited moderate interest in reading collections, while 2% of iPusnas users were included in the category of interest in reading collections. This suggested that iPusnas users have a high inclination towards reading collections. The reading interest of iPusnas collection users was classified as high, ranging from 79 to 100. The reading interest was also classified as

moderate, with a range of 52 to 78 and was classified as low, with a range of 25 to 51.

Reading is an important skill needed by students to achieve success in the learning process (Talita et al., 2018). By reading, individuals are expected to be able to cope with the dynamics of ongoing change, especially in the era of information technology like today. Zailani et al. (2022) stated that currently, students feel more comfortable obtaining information through digital media due to the ease of accessing it. In the context of research, the use of the iPusnas application could be used as a medium for the community, in particular students, to have high reading habits in order to gain new knowledge, hone critical skills, and improve their understanding of various subjects and relevant issues in supporting the study and research process.

Second, this study investigated the correlation between reading interest (X) and professional needs (Y2) among iPusnas users. The Pearson product-moment correlation coefficient was used to test the following hypotheses:

H_0: Public reading interest has a non-significant relationship with professional needs.

H_1: Public reading interest has a significant relationship with professional needs.

Researchers used the SPSS version 26 application with a correlation coefficient of 0,324 and a determination coefficient of $r2 = 0.05$ dk $= 444 - 2 = 442$.

Correlations

		Reading Interest	Professional Needs
Reading Interest	Pearson Correlation	1	.324**
	Sig. (2-tailed)		.000
	N	444	444
Professional Needs	Pearson Correlation	.324**	1
	Sig. (2-tailed)	.000	
	N	444	444

**. Correlation is significant at the 0.01 level (2-tailed).

Table 2. Relationship between reading interest and professional needs.
Source: Research results, 2023.

The correlation between reading interest and professional needs is shown in Table 2. The sample size (n) is 444, and the calculated correlation coefficient ρ (rho) is 0.324. If α is 0.01 or there is 99% confidence, the hypothesis is deemed significant, indicating that the hypothesis (H1) is valid. The correlation coefficient value in Table 2 has moderate strength, indicating that it is compelling and highly reliable. Thus, it can be posited that the reading habits of iPusnas users have a substantial correlation with their professional needs. This result is in line with the Krikelas model, which emphasizes the importance of information in promoting a profession or job.

Generally, age influences an individual's success in meeting their professional needs. However, other factors, such as education and social status, also play significant roles in determining one's professional achievement (Peng et al., 2022). The majority of iPusnas users were aged between 15 and 50 and were considered to be in their productive age. If the average age of iPusnas users was classified into five major groups, it was known that: 17% were aged between 15-19 years; 75% were aged between 20-26 years;

5% were aged between 27-34 years; 1% were aged between 35-42 years; and 2% were aged between 43-50 years. The highest average age is between 20 and 26 years. At this age, a person is considered to have completed formal education and is ready to develop a career.

Access to the iPusnas collection is known to be convenient. If access to the iPusnas collection was divided into two main categories, then 92% of users found accessing iPusnas collections easy, while only 8% faced difficulties accessing the iPusnas collections. Consequently, it can be inferred that the iPusnas collection was easily accessible to the user. Ease of access to the iPusnas collection was a key supporting factor in meeting professional needs. Individuals could thrive in a dynamic work environment with easy access.

Reading is vital in promoting individual career development (Erdem, 2015). Reading habits tend to develop with age due to increasing interest in literature and more in-depth information. By reading, people of productive age can develop the knowledge they already have so that they can comprehend it more effectively (Wolfson et al., 2014). In the research

context, the iPusnas application is expected to be used as a medium for the community to enhance the knowledge and skills required in professional performance.

Third, this study examined the correlation between reading interest (X) and welfare enhancement (Y3) among iPusnas users. Pearson product-moment correlation coefficient was used to test the following hypotheses:

H_0: Public reading interest has a non-significant relationship with welfare enhancement.

H_1: Public reading interest has a significant relationship with welfare enhancement.

Researchers used the SPSS version 26 application with a correlation coefficient of 0,367 and a determination coefficient of r^2 = 0.05 dk = 444 - 2 = 442.

Correlations

		Reading Interest	Welfare Enhancement
Reading Interest	Pearson Correlation	1	.367**
	Sig. (2-tailed)		.000
	N	444	444
Welfare Enhancement	Pearson Correlation	.367**	1
	Sig. (2-tailed)	.000	
	N	444	444

**. Correlation is significant at the 0.01 level (2-tailed).

Table 3. Relationship between reading interest and welfare enhancement.
Source: Research results, 2023.

The correlation between reading interest and welfare enhancement is shown in Table 3. The sample size (n) is 444, and the calculated correlation coefficient ρ (rho) is 0.367. If α is 0.01 or there is 99% confidence, the hypothesis is deemed significant, indicating that the hypothesis (H1) is valid. The correlation coefficient value in Table 3 has moderate strength, indicating that it is compelling and highly reliable. Thus, it can be posited that the reading habits of iPusnas users have a substantial correlation with their welfare enhancement. The study results are in line with the Krikelas model, which states that the need for information is relevant to the subject of concern. In the study, the individual's concern in seeking information was welfare enhancement.

iPusnas users are spread throughout Indonesia, from Sabang to Merauke. If the area of residence of iPusnas users was classified into three large groups, it was known that 97% were in the Western Indonesia region, 2% were in the Eastern Indonesia region, and 1% were in the Central Indonesia region. This means that iPusnas users were still dominated by those living in the Western part of Indonesia. There are eight aspects in measuring community welfare: health and nutrition, population, employment, education, poverty, consumption levels and patterns, housing and environment, and other social factors (Aini et al., 2018). For example, people who live in areas with good educational facilities and high access to reading interest tend to have more opportunities for community welfare.

The iPusnas collection is an up-to-date collection. If classified into three categories, 77% stated that the iPusnas collection was up-to-date, and 16% stated that the iPusnas collection was not yet up-to-date. Another 7% stated that the iPusnas collection, according to the views of the iPusnas user community, was a fairly up-to-date or new collection.

The existence of an up-to-date iPusnas collection could be an essential resource. It supporting the community in improving its welfare.

The residential environment is crucial in fostering reading interest and community welfare. The results of a survey conducted by the Indonesian Internet Service Users Association in 2024 showed that people living in urban areas dominate 69.5% of internet use in Indonesia, while people living in rural areas only reach 49% (APJII, 2024). Urban communities use media more because they have better access to infrastructure than communities in other areas. In the context of reading, the high level of education and awareness of the importance of literacy in this area encourages people to use media as a source of information and learning. Increasingly advanced urbanization also encourages the availability of various media that the public can easily access, thereby supporting an increase in reading interest.

Fourth, this study examined the correlation between reading interest (X) and increased income (Y4) among iPusnas users. Pearson's product-moment correlation coefficient was used to test the following hypotheses:

H_0: Public reading interest has a non-significant relationship with increasing income.

H_1: Public reading interest has a significant relationship with increasing income.

Researchers used the SPSS version 26 application with a correlation coefficient of 0,275 and a determination coefficient of r2 = 0.05 dk = 444 - 2 = 442.

Correlations

		Reading Interest	Increased Income
Reading Interest	Pearson Correlation	1	.275**
	Sig. (2-tailed)		.000
	N	444	444
Increased Income	Pearson Correlation	.275**	1
	Sig. (2-tailed)	.000	
	N	444	444

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4. Relationship between reading interest and increased income,
Source: Research result, 2023,

The correlation between reading interest and income increase is shown in Table 4. The sample size (n) is 444, and the calculated correlation coefficient ρ (rho) is 0.367. If α is 0.01 or there is 99% confidence, the hypothesis is deemed significant, indicating that the hypothesis (H1) is valid. Table 4 shows that the correlation coefficient is low, but the significance is highly reliable. Thus, it can be posited that

the reading habits of iPusnas users have a substantial correlation with their increase in income. These results align with the Krikelas model, which states that information needs are relevant to the subject of concern. In the research context, the individual's concern when seeking information is to increase income.

Education plays an important role in an individual's economic growth (Benos et al., 2014). Based on existing data, most iPusnas users have secondary education. If iPusnas users were classified into four groups, it revealed that 1% had an elementary school education, 9% had a junior high school education, 61% had a senior high school education, and 29% had a college education. Individuals with higher education levels generally have better cognitive abilities compared to those with lower education (Peng et al., 2022). Thus, individuals with high skills and qualifications tend to earn higher incomes. However, it should be noted that not all individuals with high educational status automatically earn high incomes, but this is a common occurrence in society.

Suppose an individual's interest in using iPusnas services was classified into three primary groups. In that case, 94% indicated an inclination to use iPusnas in the high category. In comparison, 21% showed interest in the moderate category, and only 1% showed a desire to operate iPusnas in the low category. This suggested that a significant proportion of individuals were highly interested in accessing iPusnas services. User interest in accessing iPusnas services was classified as high, with a value range of 70-100. Meanwhile, user interest in browsing iPusnas collections was classified as moderate with a value range of 40-69 and user interest in reading iPusnas collections

was classified as low with a value range of 10-39.

Increasing interest in reading could be achieved by utilizing the iPusnas application, which effectively advanced the education sector, career development, welfare, and economy for iPusnas users. Public interest in accessing iPusnas services was quite high, which was 94%, while interest in reading iPusnas collections was in the moderate category, which was 75%. Although a distinction persisted between the desire to access iPusnas services and the desire to read the collection, this discrepancy served as a starting point for creating a more effective strategy to encourage iPusnas users to not only engage with the iPusnas application but also to take an interest in the diverse collections available. By leveraging the potential gaps identified, innovative and sustainable implementation can enhance the link between access to literature and reading interest. This will positively impact literacy, knowledge, and community participation, which will ultimately increase the value of reading interest in Indonesia. Eventually, this will create a more educated and informed society that contributes positively to individual and community development.

CONCLUSION

The iPusnas application can be used as an effective strategy to foster public reading interest. The study results show that iPusnas meets a range of user needs, including academic needs, professional needs, welfare enhancement and increased income. Regarding academic needs, students as the majority of iPusnas users, stated the need for relevant and quality information to support research, references,

assignments, and entertainment. For professional needs, easy access to the collections available at iPusnas effectively assists users who are the majority of the productive age in meeting their professional needs. The collections available are up-to-date and are a crucial resource for improving the welfare of iPusnas users, who are mostly in the western part of Indonesia.

Regarding increasing income, the effectiveness of using the iPusnas application depends on the user's education level. Users with higher education levels show greater interest in reading and accessing the iPusnas collection more actively, thus supporting increased revenue. With new knowledge of reading interest in meeting diverse needs and improving the welfare and revenue of iPusnas users, it will attract the interest of other researchers to conduct further research in other digital library applications. Further research can be conducted to determine the relationship between access and reading interests using the iPusnas application.

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