

# The Efficacy of the Mobile Library Service Program on Car Free Day as a Mechanism for Cultivating Reading Interest Among the Residents of Sragen

41

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Received : 2025-01-25  
Revised : 2025-02-17  
Accepted : 2025-04-25

How to Cite:

Safitri, S. N., & Riady, Y. (2025). The Efficacy of the Mobile Library Service Program on Car Free Day as a Mechanism for Cultivating Reading Interest Among the Residents of Sragen, *Librarianship in Muslim Societies*, 4(1), 41-57.

DOI: 10.15408/lims.v4i1.44592



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### **Abstract**

*This research is motivated by innovations from libraries that provide mobile library services which aim to analyze the use of mobile library services at the Car Free Day (CFD) event as a means to foster public interest in reading. The mobile library service present at Car Free Day (CFD) is expected to facilitate access to literacy and attention of the public, especially children and adolescents. This research uses a qualitative approach, where this research seeks to find detailed and in-depth information about a phenomenon or actual condition. The data collection techniques used are direct observation and interviews with officers and visitors to the mobile library. The results of the study show that the mobile library on Car Free Day (CFD) is able to attract people's interest in reading, with the majority of visitors coming from the age group of children and adolescents. The collection of books in demand includes children's storybooks and popular novel books. However, there are several obstacles such as limited book collections and unavailability of lending services. This study concludes that the mobile library on Car Free Day (CFD) has the potential to attract people's interest in reading, especially children. To increase its sustainability, it is recommended to add a variety of book collections and provide lending services.*

**Keywords:** *Library Services, Reading Interest, Mobile Library.*

### **Abstrak**

Penelitian ini dilatarbelakangi oleh inovasi dari perpustakaan yang menyediakan layanan perpustakaan keliling yang bertujuan untuk menganalisis pemanfaatan layanan perpustakaan keliling di acara *Car Free Day* (CFD) sebagai sarana untuk menumbuhkan minat baca masyarakat. Layanan perpustakaan keliling yang hadir di *Car Free Day* (CFD) diharapkan dapat mempermudah akses literasi dan perhatian masyarakat, terutama anak-anak dan remaja. Penelitian ini menggunakan metode kualitatif, dasarnya penelitian ini berusaha mencari informasi secara rinci dan mendalam mengenai suatu fenomena atau kondisi sebenarnya. Teknik pengumpulan data yang digunakan yaitu observasi langsung dan wawancara kepada petugas dan pengunjung perpustakaan keliling. Hasil penelitian menunjukkan bahwa perpustakaan keliling di *Car Free Day* (CFD) mampu menarik minat baca masyarakat, dengan mayoritas pengunjung berasal dari kelompok usia anak-anak dan remaja. Koleksi buku yang diminati meliputi buku cerita anak-anak dan buku novel populer. Namun, terdapat beberapa kendala seperti keterbatasan koleksi buku dan tidak tersedianya layanan peminjaman. Penelitian ini menyimpulkan bahwa perpustakaan keliling di *Car Free Day* (CFD) memiliki potensi untuk menarik minat baca masyarakat terutama anak-anak. Untuk meningkatkan keberlanjutannya, disarankan adanya penambahan variasi koleksi buku serta penyediaan layanan peminjaman.

**Kata Kunci:** Layanan Perpustakaan, Minat Baca, Perpustakaan Keliling.

## INTRODUCTION

A crucial issue that is still faced by the Indonesian people to this day is not spared from the problem of lack of literacy and interest in reading. Based on a UNESCO survey in 2016, Indonesia ranks 60th out of 61 countries related to reading interest. This is reinforced by the results of a study conducted by Central Connecticut State University in the same year, 2016, the results of the study show that Indonesia is in the 59th position out of 61 countries in terms of overall literacy (CCSU, 2016). This low interest in reading has a negative impact on the quality of human resources, which is closely related to the progress of a nation in the economic, technological, and socio-cultural fields (Center for Education and Culture Policy Research, 2020).

One of the causes of low literacy of people's interest in reading is limited access to quality books and reading materials, especially in areas that are not reached by conventional libraries. Mobile libraries are a form of effort to answer this problem. Mobile library services are designed to improve public accessibility to reading materials, especially in places that are difficult to reach by permanent library facilities (Ginanjari & Kartikasari, 2021).

*Car Free Day* (CFD) which is held in various major cities in Indonesia offers a potential opportunity to improve public literacy. *Car Free Day* (CFD) is a weekly activity held on major roads, where motorized vehicles are prohibited from operating, thus providing a place for people to gather, exercise, and participate in various community activities. With the presence of a mobile library at this event, people who may not visit the library on weekdays can get direct access to read in a more relaxed and informal atmosphere. This is expected to increase people's interest in reading through a more interactive and fun way.

Although mobile libraries are present as an innovative effort to improve literacy, their effectiveness in fostering reading interest among the public still requires more in-depth study. This research will be aimed at finding out how the use of mobile library services in *Car Free Day* (CFD) Sragen can affect people's interest in reading, as well as things that can support and hinder its success.

In the digital age and an era of high mobility, libraries as centres for information and literacy encounter difficulties in engaging the broader community. An innovation to enhance the accessibility of library services is the implementation of smartphone registration during *Car Free Day* (CFD) events. This concept seeks to enhance library services by capitalizing on instances when individuals congregate in public spaces to engage in physical activity, socialize,

and relish the environment without the use of motorized transportation. Mobile registration enables individuals to register as library members remotely, hence enhancing reading engagement and information literacy within the community. Libraries are institutions that significantly enhance individuals' literacy and knowledge. The primary problem encountered is the minimal public attendance at the library, attributable to variables such as time limitations, geographical remoteness, and insufficient understanding regarding the significance of literacy. Consequently, an innovative strategy is required to enhance the accessibility of library services to the community.

Car Free Day is a regular event conducted in numerous major cities to mitigate air pollution and create an environment for individuals to engage in activities unimpeded by motor vehicles. This event attracted individuals from diverse demographics, ranging from children to adults, presenting an exceptional chance for libraries to proactively promote their services. A viable method is to introduce a mobile registration service, wherein library personnel offer a stand or service vehicle that enables the public to register as library members on-site. This research seeks to evaluate the efficacy of mobile registration in augmenting library membership and to ascertain the degree of public enthusiasm for mobile registration services during Car Free Day. Discussing the diverse challenges encountered in the execution of mobile registration and approaches to mitigate them. Assess the influence of mobile registration on the enhancement of reading engagement and utilization of library services by the community. Data were gathered by direct observation of mobile registration operations on Car Free Day, interviews with library personnel and participating communities, and literature reviews pertaining to mobile library services and strategies for enhancing community literacy. Thematic data analysis was conducted to discern patterns and correlations between mobile registration and its efficacy in enhancing library membership.

Previous studies who already stated about this article are the analysis of Car Free day based on the users behaviour by Juanda in 2019. Another previous research by Wahyuningtiyas in 2024 informed about the used of car free day in Health City and Optimization.

This paper examines the implementation of mobile registration during Car Free Day activities. The investigated components encompass implementation tactics, community responses, efficacy in augmenting library membership, as well as encountered problems and corresponding remedies. Consequently, the findings of this study are anticipated to offer pragmatic suggestions for libraries in enhancing services that are more inclusive and responsive to contemporary

societal requirements.

The notion of social inclusion in library services, wherein libraries actively engage with the community via a community-centric methodology. This research also references the theory of social marketing, which underscores the significance of successful communication methods in promoting library services to the broader community. The integration of these two principles anticipates that mobile registration on Car Free Day will serve as an excellent approach for enhancing community involvement with libraries.

The implementation of smartphone registration during Car Free Day events is an innovative approach that significantly enhances the accessibility of library services. By delivering services directly to the community, libraries may enhance membership, elevate literacy rates, and reinforce their position as inclusive information hubs. The successful execution of this strategy necessitates meticulous preparation, collaboration among many stakeholders, and ongoing assessment to guarantee its efficacy and enduring influence on society. It is anticipated that the government and associated entities would use innovations to enhance the appeal of mobile libraries, particularly given their extensive book collections and ability to engage people. This study aims to examine the availability of mobile library services for people in the digital age.

However, the primary challenge is to effectively enhance reading interest. present Mobile libraries serve as an innovative method to enhance reading engagement. The utilization of mobile libraries is inappropriate. A validated solution that demonstrates efficacy. Mobile libraries offer numerous advantages to the community, including the provision of lightweight yet high-quality reading materials, as well as immediate access to non-fiction, fiction, and magazines. Obtain assistance at the library. Surmounting obstacles to material accessibility Literary texts, the mobile library serves as a conduit between the community and the reservoir of knowledge. By offering access to several genres of literature and reading materials, Mobile Library assists the community in discovering their literary preferences. Furthermore, The Mobile Library additionally assists and advises students in selecting suitable readings based on their interests and cognitive abilities. This is crucial to guarantee that students feel motivated and involved in the reading process.

This article will examine the role of the library in enhancing the reading interest. Previous research indicates that the mobile library plays a significant influence in enhancing reading within the communities. However, the study has not addressed the strategy library concerning the enhancement of reading interest. Recent research indicates the necessity for further investigation into the

mobile library strategy's role in enhancing interest, particularly within the elementary school context. The significant significance of mobile libraries in enhancing reading interest through tactics employed to engage students and communities, alongside the hurdles and challenges encountered by mobile libraries.

## **LITERATURE REVIEW**

### **The Concept of Reading Interest**

Reading interest is one of the important indicators in the development of literacy culture in society. Reading interest is defined as a person's interest and willingness to spend time in reading activities continuously.

Books are the main medium in fostering interest in reading, but it is not enough to provide books. According to Ardiyanto (2021), strategic efforts are needed to create a conducive environment for people to be interested in reading, one of which is through the promotion of reading in easily accessible public spaces.

### **Mobile Library**

Mobile libraries are a form of library efforts to provide services that aim to bring the community closer to reading materials in areas that are difficult to reach by permanent libraries. This service usually uses vehicles equipped with library materials and library facilities that move from one location to another.

According to Wahyuni (2017), mobile libraries are very effective in increasing access to literacy, especially in remote areas with minimal educational facilities. Mobile libraries can overcome space and infrastructure limitations which are usually obstacles in building permanent libraries.

*Car Free Day* (CFD) is a form of public space that is held regularly in various major cities in Indonesia, where main roads are free from motorized vehicles for several hours every week. *Car Free Day* (CFD) has developed into a means of gathering people that combines sports, entertainment, and other social activities. Public spaces such as *Car Free Day* (CFD) offer opportunities for various communities and institutions to interact directly with the community in a relaxed and open atmosphere.

## **METHOD**

The method used for the research uses a qualitative descriptive approach (This approach was chosen because it aims to describe the phenomenon that occurs,

namely how the use of mobile libraries on Car Free Day can affect people's interest (Poerwandari, Kristi, 2005). in reading. The number of people who join in this research is around 20 respondents, it describes the number of people who visit and come to the car free day event.

Research on the effectiveness of mobile libraries at Car Free Day events can use qualitative and quantitative research methods. The following are approaches that can be used: Participatory Observation – Researchers can directly observe visitor interactions with the mobile library, record the number of visitors, the types of books most in demand, and patterns of use of available services. In-depth Interviews – Conduct interviews with visitors, mobile library organizers, and volunteers to understand the impact of this program on increasing community literacy. Questionnaire Survey – Distribute questionnaires to Car Free Day visitors to measure reading interest, satisfaction with mobile library services, and suggestions for program improvement. Documentation Analysis – Review data related to the number of books borrowed, the types of books most in demand, and previous activity reports to understand trends in the use of mobile libraries at public events. Social Experiments – Conduct comparative studies by testing the effectiveness of different promotional strategies or educational approaches in attracting public interest in accessing mobile libraries.

With this method, research can provide deeper insights into how mobile libraries can improve literacy in public spaces such as Car Free Day and strategies that can be implemented to increase their impact. 1. Expanding Access to Reading Materials One of the main obstacles in increasing reading interest in Indonesia is limited access to quality reading materials. Many areas, especially in rural and remote areas, do not have adequate libraries. Mobile libraries are present as a solution to overcome this problem by bringing books to schools, villages, and communities that do not have permanent libraries.

With the presence of mobile libraries, people can more easily obtain reading materials without having to travel long distances. 2. Increasing Reading Interest among Children and Adolescents Children and adolescents are groups that greatly benefit from the presence of mobile libraries. Regular visits by mobile libraries to schools or public places can build reading habits from an early age. With the availability of interesting and varied books, children will be more motivated to read and make reading a part of their daily lives. This will contribute to improving their reading skills and understanding in the long term. 3. Increasing Information Literacy and Critical Thinking Skills In today's digital era, information literacy is becoming increasingly important. Mobile libraries not only provide printed books, but can also be a means to introduce the public to

information technology and digital learning resources.

By providing access to reference books, scientific literature, and the latest information, mobile libraries help the public improve their critical thinking skills and understand the various information they receive. 4. Providing Education and Literacy Activities In addition to providing books, mobile libraries can also be centers for educational activities such as reading training, tutoring, book discussions, and various other workshops. These activities can increase social interaction and strengthen the culture of literacy in society. For example, storytelling programs for children or writing skills training for teenagers and adults can further improve their literacy quality. 5. Bridging the Social and Educational Gap Inequality in access to education is still a problem in many areas. Mobile libraries help bridge this gap by providing equal opportunities for everyone to gain knowledge. Thus, mobile libraries can be an effective tool in creating a smarter and more competitive society.

## RESULTS AND DISCUSSION

### A. Public Response to Mobile Library Services on Car Free Day

Based on the results of interviews and observations conducted on Car Free Day visitors, the community's response to the presence of mobile libraries is generally positive. Most visitors, especially those with families and children, are interested in visiting the mobile library provided at the *Car Free Day* (CFD) location. This shows that mobile libraries have the potential to become a means of education that is of interest to the public in public spaces. The presence of libraries in open spaces or public places such as *Car Free Day* (CFD) can create a more relaxed and enjoyable reading atmosphere, which is different from the formal atmosphere in conventional libraries.

Based on the results of the interviews, children and teenagers are the most enthusiastic group with the mobile library service at Car Free Day. As Aqila, a 9-year-old visitor, said: *"I like to come to the mobile library because there are many good and exciting storybooks."* In addition to an interview with 9-year-old Aqila, an interview was also conducted with a teenage visitor named 15-year-old Nadia, she said, *"The books in this mobile library are very interesting, especially the teen novel series. I became more interested in reading the novel."*

In addition to the enthusiasm of children and adolescents, there are several obstacles such as adult visitors and the elderly group tend to be less interested in visiting mobile libraries. Many of them focus more on sports activities or socialization during *Car Free Day* (CFD). This shows that there is a difference

in preferences between the younger generation and adults in terms of the use of library services in public spaces. The main challenge that hinders the increase in reading interest among adults is the limitation of time and the habits that have been formed, where reading is no longer the main priority in daily activities.

### **B. The Effectiveness of Mobile Libraries in Increasing Public Interest in Reading**

The presence of a mobile library on *Car Free Day* (CFD) has proven to have a positive impact on increasing reading interest, especially for children and adolescents. In addition to interviews conducted with visitors, interviews were also conducted with mobile library officers, he said that "*around 30 visitors to the mobile library take advantage of the on-site reading service*" (Mrs. Tami, mobile library officer). This reading activity is expected to be able to foster reading habits among children and adolescents, which will ultimately increase their literacy.

There are several challenges that need to be overcome to improve the effectiveness of this mobile library service. *First*, the limited number of book collections brought in so that visitors are not satisfied. *Second*, the limited operational time of the mobile library on *Car Free Day* (CFD). Both things affect the level of utilization of this service.

*Car Free Day* (CFD) events usually last for a few hours in the morning, so the time available for people to read or borrow books is very limited. Mobile libraries placed in public events with a short duration require more precise strategies, such as providing attractive promotional materials or providing digital applications for online book borrowing.

### **C. Factors Affecting People's Interest in Reading on Car Free Day**

Several main factors that affect people's reading interest in mobile library services in *Car Free Day* (CFD) can be identified based on the results of this study.

First, the social environment is one of the causes that affect people's interest in reading. *Car Free Day* (CFD) is an event attended by various groups ranging from children to the elderly. Some of the visitors came to socialize. The atmosphere of *Car Free Day* (CFD), which is more focused on physical activity and socialization often makes interest in reading or visiting the library less dominant.



**Figure 1.** Vehicles used for mobile library services on Car Free Day  
 (Personal Documentation, 2024)

Second, the service delivery strategy is also a key factor in the attractiveness of the community. Mobile libraries that succeed in attracting reading interest usually present interactive and interesting services. For example, mobile libraries that provide a comfortable reading area, equipped with supporting activities such as storytelling or educational games for children, mobile libraries that present interactive activities other than reading books are more effective in attracting the attention of the public, especially children.

Another equally important factor is the quality and relevance of the book collection. Many visitors feel that the book collection provided is not fully in accordance with their interests and needs, mobile libraries must always update their book collections in accordance with the latest literacy trends and people's reading interests so that they remain relevant and interesting.



**Figure 2.** The atmosphere of Car Free Day visitors in the morning  
 (Personal Documentation, 2024)

Public reading interest in Indonesia in general is still relatively low. Various efforts have been made to increase reading interest, one of which is through mobile library services. In Sragen Regency, the innovation of mobile library services is increasingly attracting attention by taking advantage of the momentum of *Car Free Day* (CFD). This service not only provides access to books for the public but also becomes a means of education and entertainment that is relevant for various age groups.

### **Mobile Library Service on Car Free Day**

Car Free Day is a routine activity held in various regions, including Sragen, as a place for sports and community gatherings. In this activity, the mobile library comes with a collection of varied books, ranging from children's books, novels, to reference books. With a flexible and attractive concept, mobile libraries are able to reach people who may find it difficult to access conventional libraries. Facilities provided include The Open reading area, which include carpets and mats are provided to create a cozy atmosphere. Interactive activities: Such as storytelling, drawing competitions, and literacy quizzes and Digital access which Several digital services such as e-books and library apps are also introduced to visitors.

### **Purpose and Benefits**

The use of mobile library services on Car Free Day aims to:

1. Increase people's interest in reading by providing easy access to quality reading materials.
2. Encourage literacy habits from an early age through fun activities.
3. Bringing libraries closer to the community as part of daily life.

The benefits felt include literacy improvement, so the people have an easier time getting information and knowledge. It is also important about social interaction: Opening up a space for discussion and exchange of ideas between individuals.

Educational entertainment: Offers useful entertainment alternatives. Despite having many benefits, the implementation of mobile library services on Car Free Day is not free from challenges, such as lack of relevant book collections, it can be overcome by conducting regular reading interest surveys. The Budget problems, the solutions in the form of collaboration with the private sector or local donors. Low public awareness brings a massive literacy campaign is needed through social media and local communities.

Utilizing mobile library vehicles on Car Free Day (CFD) can serve as an innovative strategy to enhance public awareness of reading and expand access to

literacy. The subsequent advantages and methodologies for implementation are as Advantages of Mobile Library Vehicles at CFD:

1. CFD is typically patronized by several demographics, including children, teenagers, and adults, hence enhancing community awareness of library services.
2. Exhibiting captivating books in public spaces enhances individuals' enthusiasm for reading while fostering an appreciation for the CFD environment.
3. Interactive Education - They can be integrated with activities such as digital literacy seminars, book reviews, or storytelling sessions.
4. Promoting the Library - CFD serves as an ideal platform to showcase library services to individuals who may seldom frequent physical libraries.

Position the library vehicle in a congested location while ensuring no disruption to the CFD operations. The provision of children's literature, light novels, self-improvement texts, and cartoons constitutes an appealing book collection aimed at attracting a broader readership. Organizing children's storytelling events, author-led book reviews, or digital literacy teaching is a supportive activity. A flexible borrowing system allows for immediate book checkout utilizing a reading model or expedited registration.

### **Digital and Offline Marketing**

Announcing the presence of the library car at CFD through social media and flyers. With the appropriate strategy, the mobile library vehicle might serve as a unique asset at CFD and enhance community reading awareness. Are you tasked with organizing such events? The deployment of mobile library vehicles on Car Free Day (CFD) may serve as an effective technique to enhance public engagement with reading and broaden access to literacy. Below are several advantages and methods for implementation:

### ***Advantages of Mobile Library Vehicles at CFD***

1. Engaging the Broader Community-CFD typically attracts diverse demographics, including children, adolescents, and adults, thereby enhancing the visibility of library services.
2. Enhancing Reading Engagement-By showcasing captivating literature in public areas, individuals may develop a greater interest in reading while appreciating the CFD ambiance.
3. Interactive Education-Can be integrated with activities such as storytelling, book critiques, or digital literacy seminars.
4. Advocating for the Library-CFD presents an opportune chance to acquaint individuals who infrequently utilize physical libraries with library services.

### Implementation Strategy and Strategic Location Selection

- Position the library vehicle in a high-traffic area while ensuring it does not disrupt CFD operations.
- Appealing Literary Compilation—Offering children's literature, light novels, self-improvement texts, and graphic novels to entice a broader readership.
- Supporting Activities—Conducting storytelling sessions for children, author-led book reviews, or providing digital literacy education.
- Adaptable Borrowing Framework—A book lending system featuring expedited registration or an immediate reading model may be established.
- Digital and Offline Promotion—Utilizing social media and flyers to announce the library car's arrival at CFD.

Employing an effective strategy, the mobile library vehicle can serve as a distinctive attraction at CFD and enhance awareness of the significance of reading within the community. Advantages of Utilizing Mobile Vehicles on Car-Free Day:

- Facilitating Community Engagement:  
Mobile vehicles offer services that are more proximate and accessible to the community, particularly for individuals lacking the time or means of transportation to visit the service office.
- Enhanced Engagement: The availability of accessible services has heightened community interest in participating in Car Free Day activities.
- Enhancing Awareness: Mobile vehicles can be utilized to elevate public consciousness on the significance of public services and beneficial initiatives such as Car Free Day.
- Enhancing Activity Diversity: A range of movable vehicles can augment the activities on Car Free Day and draw a larger audience.

The Significance of Mobile Libraries in Enhancing Public Literacy  
Mobile libraries are a novel approach to enhance public engagement in reading and literacy, particularly in regions with restricted access to books and reading resources. Mobile libraries extend access to book collections for individuals lacking proximity to traditional libraries. This project is crucial for enhancing the quality of education and promoting literacy across different societal strata.

#### 1. Enhancing Accessibility to Literary Resources

A primary barrier to enhancing reading interest in Indonesia is the restricted

availability of quality reading materials. Numerous regions, particularly in rural and isolated locales, lack sufficient libraries. Mobile libraries serve as a remedy to this issue by delivering books to schools, villages, and communities lacking permanent libraries. The presence of mobile libraries facilitates easier access to reading resources, eliminating the need for extensive travel.

#### 2. Growing Enthusiasm for Reading Among Children and Adolescents

Children and teenagers significantly benefit from mobile libraries. Frequent visits by mobile libraries to educational institutions or public venues can cultivate reading habits from a young age. The availability of engaging and diverse literature will enhance children's motivation to read and integrate reading into their everyday routines. This will enhance their reading abilities and understanding over the long run.

#### 3. Enhancing Information Literacy and Critical Thinking Abilities

In the contemporary digital age, information literacy is becoming progressively vital. Mobile libraries offer not only printed literature but also serve as a conduit for public exposure to information technology and digital educational materials. Mobile libraries enhance public critical thinking skills and comprehension of diverse information by granting access to reference books, scientific publications, and current data.

#### 4. Delivering Educational and Literacy Initiatives

Mobile libraries serve not just as providers of books but also as venues for educational initiatives, including reading instruction, tutoring, book discussions, and diverse seminars. These activities can enhance social interaction and reinforce the culture of reading within society. Storytelling programs for youngsters and writing skills training for teenagers and adults can enhance their literacy proficiency.

#### 5. Closing the Social and Educational Divide

Inequity in educational access is an issue in numerous regions. Mobile libraries facilitate equitable access to knowledge for all individuals. Consequently, mobile libraries can serve as an effective instrument in fostering a more intelligent and competitive society.

Mobile libraries significantly enhance community literacy, particularly in regions with restricted access to traditional libraries. Mobile libraries significantly enhance the development of a more intelligent generation with critical thinking abilities by broadening access to reading resources, fostering interest in reading, and offering literacy education and training. Consequently, support from diverse stakeholders, including the government, educational institutions, and the community, is essential for the ongoing development and

broader impact of the mobile library initiative.

## CONCLUSION

Based on the discussion above, it can be concluded that the mobile library on Car Free Day has great potential in fostering people's interest in reading, especially children and adolescents. However, challenges related to collection limitations, operating hours, and adult visitor preferences need to be overcome with more innovative and adaptive strategies. Further development in terms of service variation, more dynamic interaction, and the use of digital technology is expected to increase the effectiveness of mobile libraries as a means of promoting literacy in public spaces.

The use of mobile library services at Car Free Day in Sragen Regency is a strategic step in fostering people's interest in reading. With support from the government, the community, and the community itself, it is hoped that this service can continue to grow and have a wider positive impact. Literacy is not only about reading, but also about building an intelligent and competitive society.

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