

## The Role of Café Room 19 Library in Improving Visitors' Reading Culture in Bandung City

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ABSTRACT	ARTICLE INFO
<p>The rise of cafe libraries can be used as a means to improve the reading culture of the community, especially visitors. This research aims to find out how the role of The Room 19 cafe library in improving the reading culture of visitors. This research uses a descriptive and qualitative approach. The purposive sampling technique, interviews, observation, and documentation were used to collect research data. The Room 19 Cafe Library has main informants consisting of presenters, visitors, managers, and managers of The Room 19 Cafe Library. Data analysis was carried out by reducing data, presenting data, and concluding and verifying data. The role of The Room 19 Cafe Library in improving the reading culture of library users focuses on providing collections, services, space, library materials, library management, collection development, organizing active activities, and promotion. In the conclusions and suggestions, it is suggested that The Room 19 Cafe Library can be more intensive in conducting innovative activities to improve reading culture.</p> <p>© 2024 Edulib</p>	<p><b>Article History:</b> <i>Submitted/Received 01 Aug 2024</i> <i>First Revised 30 Aug 2024</i> <i>Accepted 29 Sept 2024</i> <i>First Available Online 07 Oct 2024</i> <i>Publication Date 01 Nov 2024</i></p> <hr/> <p><b>Keywords:</b> <i>Café Library,</i> <i>Reading Culture,</i> <i>The Room 19,</i> <i>Visitors.</i></p>

## 1. INTRODUCTION

The rise of café libraries as a means to improve people's reading culture can be seen from several backgrounds that support this phenomenon. First, café libraries offer a more relaxed and comfortable atmosphere compared to traditional libraries. Secondly, café libraries often combine the concept of a café with a library, so that visitors can enjoy various types of food and drinks while reading books. This not only enhances the reading culture but also provides a more fun and interactive experience. Thirdly, café libraries usually have modern facilities such as Wi-Fi networks that allow visitors to utilize the internet while reading. This makes it easier for visitors to search for information and acquire new knowledge (Masiani, 2016; Aditya, 2017; Sa'diyah, 2017).

Café The Room 19 is one of the cafés in the city of Bandung that is very interesting and cool for book lovers and fans of relaxing while laptop. Café The Room 19 Library, is expected to increase the reading culture of visitors by connecting the café and library as well as several books combined with routine activities according to the proposed theme or the results of discussions held every month such as watching together, book review discussions, writing and painting workshops which are made into one essence of the same activity but different themes and adjust to the month. The number of visitors who can enter The Room 19 Café Library has a capacity of 18 visitors due to limited space and has 1 large room. The number of visitors every month reaches 540 visitors, and the total visitor data in a year reaches 6,480 visitors. In addition, The Room 19 Café Library is currently going viral on social media which invites curiosity to visit it.

The role of libraries as information management institutions to provide and disseminate appropriate and accurate information is needed in today's information age. In essence, a library is an organization that continuously evolves to meet the needs of its users. With the presence of Café Library, the role and function of libraries in society can be fulfilled. Café Library is a combination concept between a library and a café that maintains the traditional purpose and role of a library. The development of the Café Library aims to create a new atmosphere for users as a comfortable and attractive place, with the hope of attracting the culture of the community to visit and read the available collections. This is expected to increase the reading culture which in turn contributes to the improvement of the nation's intelligence. The café-like library design focuses on visitor comfort and collections that can attract the reading culture of the community. The development of a café library must consider aspects of location, interior design, collection of reading materials, cooperation with related parties, and the types of services provided, such as The Room 19 Café Library which has a very strategic location and is a Library Space designed like a small café that is aesthetic and very instagramable. The choice of bright colors in the interior is also very attractive. With an industrial concept with a combination of white, yellow, and green colors with a little touch of wood used as a bookshelf that can make visitors more comfortable and at home there.

The era of globalization has brought the world into an interconnected network, both in economic, technological, cultural, and social aspects. This allows for greater competition. Human resources play a very important role as the main driver of a nation's growth and progress. The ability to adapt to global changes, master information technology, and have relevant skills and competencies are key factors in the success of individuals and organizations. Quality human resources are able to innovate, think critically, and make strategic decisions to compete in an increasingly competitive global market (Adisaputro & Rosidi, 2020; Zaky, 2022).

Increased interest in reading in the community will make a positive contribution to the development of human resources that enable the progress of the nation, reading activities must begin at an early age. Improving effective reading skills will result in the ability to think, speak, and organize ideas logically and systematically. The government considers reading to be such an important activity that they actively promote a reading culture in the community through various initiatives such as the creation of libraries and the addition of fiction and non-fiction book collections. They believe that reading is the initial foundation for acquiring knowledge, that by reading well, one can learn about various fields of knowledge in the world, and that knowledge acquired through regular reading will be beneficial. For this reason, the government annually researches the level of interest and reading habits. The percentage of research results on the Bandung City Community Reading Index (IBM) in 2023 is at 78.81, this figure is in the Good / High category, the IBM value in 2023 has increased from the previous year, namely 2022 of 76.07. The Bandung City Reading Proficiency Index (TGM) in 2023 is at 54.97, this figure is in the medium category, this year's TGM value has increased significantly from the 2022 value of 46.67.

The development of reading interest is not only done by the government. Communities who are aware of the importance of literacy also help with their respective abilities, such as reading parks or library cafes. Several studies on library cafes can be found. Anita Adiyta (2017) researched the trend Library Cafe in supporting the reading interest of the Young Generation. This research used the case study method in Moco Library Café. It explained Moco Library Cafe adds some knowledge through reading books that have been provided by the cafe library owner. Various types of books are available so that it adds and makes it easier for book lovers to add insight from various fields of science.

This research is titled "The Role of The Room 19 Cafe Library in Improving Visitor Reading Culture in Bandung City" using qualitative methods explains that The Room 19 cafe library is very interesting and cool combined with several existing books and collections. Visitors can also enjoy several types of food and drinks in the cafe library. The desire to read among adults is often attributed to various factors such as technological advancements and lifestyle. However, café libraries have emerged as a creative solution to appeal to their reading culture. Through a combination of relaxed atmosphere and accessibility to a diverse reading collection, café libraries can be an attractive place to read and learn. Based on the background and problems described above, the researcher will discuss "how the role of The Room 19 cafe library in improving the reading culture of visitors".

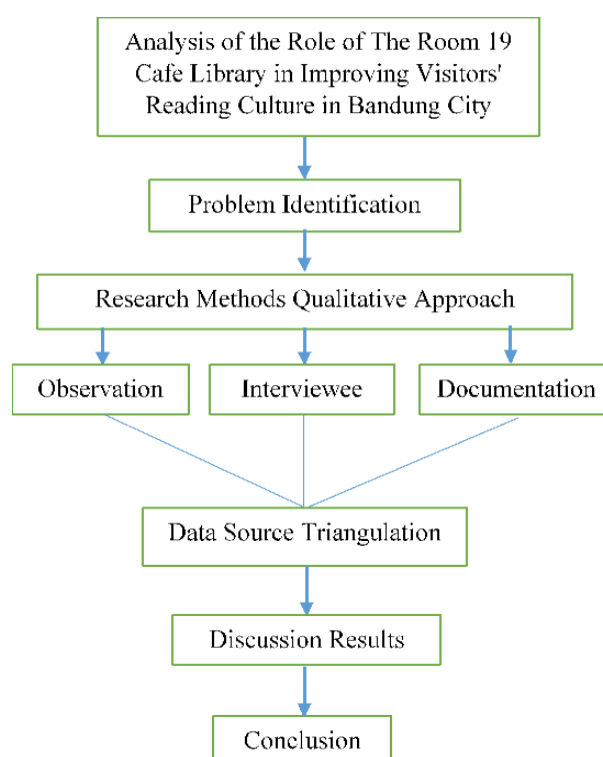
## 2. METHODS

This research uses a descriptive methodological approach with a qualitative approach, investigating in depth the role of The Room 19 Cafe Library in improving visitors' reading culture through text context analysis. Qualitative research aims to explore the meaning, understanding, and understanding of phenomena, events, or human lives that are directly or indirectly involved in an intact context (Yusuf, 2014). The descriptive approach is used to describe symptoms, events, or occurrences that occur in The Room 19 cafe library in an effort to improve visitors' reading culture. Qualitative method is a research method that focuses on in-depth observation to fulfill a phenomenon. Using qualitative methods to understand a process and results.

The data for this study were obtained from two main sources: first, primary data collected directly from informants related to the role of The Room 19 Cafe Library in improving the

reading culture of visitors. Primary data is information collected directly from the first source or object of research (Sugiono, 2018). The informants in this study totaled four people, namely presenters, visitors, managers, and managers of The Room 19 Cafe Library. Second, secondary data sources collected from documents, scientific journals, and textbooks relevant to the research topic. Secondary data is information obtained from additional materials sourced from writings such as scientific books and journals, archival sources, personal documents, and official documents (Moleong, 2012). Using secondary data is very accessible and obtainable and provides a very broad context.

This research flow is carried out by analyzing the role of The Room 19 cafe library in analyzing the problems that exist in the cafe library using a qualitative approach method. Data triangulation is a data collection technique that combines various existing data and sources (Sugiyono, 2015, pp. 83). The method used is the data triangulation method collection process include three approaches, namely first, observation; through direct observation of the activities carried out by The Room 19 Cafe Library in an effort to improve the reading culture of visitors. Second, Interview; by applying question and answer techniques directly to informants regarding the role played by The Room 19 Cafe Library in improving visitors' reading culture, Interviews are one of the important data collection methods in research because they can provide accurate and in-depth information. The first informant is a cafe speaker, the second informant is a manager, the third informant is a cafe visitor, and the last informant is a cafe manager. In sampling informants, a purposive sampling technique was used, where structured interviews were used as a data collection method in this study. Before conducting interviews with informants, written questions were prepared regarding the role of The Room 19 Cafe Library in improving visitors' reading culture.



**Figure 1.** Research Flow

### 3. RESULTS AND DISCUSSION

The results of the research conducted by the author are based on observation, interviews, and documentation. The data collected in this analysis refers to the guidelines for fostering reading culture compiled by the National Library, which includes service evaluation, budget allocation for development, cafe library managers, room evaluation, some activities, and library promotion.

#### 3.1. Services

Library services involve direct activities in serving visitors who come to the cafe library. Room 19 needs to pay attention to its operating hours. The following are the results of interviews with informants:

*“Services at The Room 19 cafe are open every day from 10am to 10pm. The services available are usually reading books or drawing together” (Reiza).*

*“Our services also usually include book reviews, movie reviews together and also often discuss” (Reiza).*

Based on information from the sources cited regarding the operating hours of The Room 19 Cafe Library service starts at 10:00 to 22:00 WIB every day, including Monday to Sunday, including during the pandemic. The Room 19 Cafe Library implements an open service system, allowing visitors from among students to come at night to access the book collection directly to complete lecture assignments. The Room 19 cafe library concept allows visitors to eat and drink inside the library, as well as offering services with longer opening hours to choose from the various collections available. This concept is different from the general library. Usually, librarians prohibit users from bringing food or drinks when visiting the library. The cafe library is an alternative for people who want to access information sources in a relaxed manner (Nuraini, 2022; Minati & Arfa, 2017).

Services can function effectively if they are tailored to user needs. At The Room 19 Cafe Library, the service system implemented is an open system. The Room 19 provides free access for visitors to access the collections they want and offers book lending services, discussions, and book review activities. This open approach aims to provide comfort to the visiting public, so that they can easily enjoy the available collections and fulfill their information needs (Mustika & Marlina, 2020).

#### 3.2. Budget allocation for Development

Each library has a different development budget depending on the characteristics and scale of the library. Room 19 has a special budget allocation for the development of this cafe library. The following are the results of interviews with informants:

*“There is, because maybe this cafe is also small so we allocate about 1 million that is also only for adding new collections for a month” (Reiza)*

*“All funds from us, we budget only for operations for the development and addition of new collections.” (Reiza)*

Based on the results of interviews with informants, it is known that The Room 19 Cafe Library allocates funds of around 1 million rupiah every month from employee donations to add new collections. The allocation of these funds can be adjusted according to the needs of various sections in the library (Munir, 2021). The funds are used to care for and maintain book collections, buy new books, and add book storage shelves. The availability of a detailed budget allocation is an important factor in enhancing library development. Therefore, libraries need to develop budget plans on an ongoing basis (National Library of Indonesia, 2019). As a work unit, the library must organize the use of the budget effectively and efficiently to prevent waste in purchasing or repairing library items.

The budget has a crucial role in library development, especially in financing for procurement, maintenance, and development that supports user needs such as comfortable service facilities, fast and precise access, and complete collections. Budget development can be done through the allocation of funds led by library managers according to library development needs (Munir, 2021).

### 3.3. Cafe Library Manager

Every library has a managing staff responsible for providing services to users. According to research, every library generally has at least two managers (Munir, 2021). Room 19 Cafe Library also has a responsible manager. The following are the results of interviews with informants:

*“Usually we are divided into 2 shifts, there are 4 people in 1 day for the guard, and there are also those who guard from opening to closing.” (Reiza)*

*“Usually the 4 people are 2 people at the front for customer service, 2 people organize and are responsible for picking.” (Reiza)*

Based on the results of interviews with informants above, that The Room 19 Café Library has a manager who is responsible for cafe library services and activities. Room 19 Café Library demonstrates a commitment to providing a person in charge and a manager responsible for services to its patrons. The existence of such library managers allows the cafe library to develop well and provide adequate services to its visitors. Library managers have an important role in running day-to-day operations. They are expected to be committed to providing excellent services, working as a team, creating a comfortable working environment, and being knowledgeable. Room 19 Café Library has taken various steps to improve its services and activities. The active role of the library manager is essential to achieve the goals of this café library concept.

### 3.4. Room

The arrangement of space and collections in café libraries is an important aspect of facilitating access to collections. It aims to create a comfortable environment for visitors, thereby enhancing their reading culture. Overall, comfort for visitors should be a key consideration in designing the layout of a café library. The results of interviews with informants stated this:

*“There are dong here, as we can see the room is very limited to just this one large room, if you make a capacity of about 18 people.” (Reiza)*

*“The room is also comfortable for users who come here while having coffee and while reading the collection of books provided by The Room 19 cafe.” (Reiza)*

Based on the results of interviews with informants related to room facilities, The Room 19 Cafe Library provides a comfortable collection room for visitors to read the books available in it while enjoying drinks. One informant also stated that although The Room 19 Cafe Library's collection room is not spacious, it is quite comfortable as a place to read for visitors who come and can accommodate 18 visitors per day.

Space facilities become an attractive factor for visitors. The design of library space with a cafe library concept approach is seriously considered to improve the reading culture of the community to maintain visitor visits to the library (Chandra et al., 2015; Lestari, 2019).

### **3.5. Library Activities**

To attract visitors, the library organizes various events that can attract the culture of the community to visit the library café. The results of interviews with informants show this:

*“ There is, if we make routine activities according to the proposed theme or the results of discussions held every month such as watching together, book review discussions, writing and painting workshops which are basically the same activities but the themes are different and adjust to the month” (Reiza)*

Organizing events is an important strategy in maintaining the existence of The Room 19 Cafe Library. These strategic activities include discussions, painting classes, book reviews, movie reviews, and a variety of other events. The Room 19 needs to innovate in organizing various events such as discussions, writing workshops, watching together, and so on to attract visitors. (Nur'aini et al., 2021; Deng et al., 2019; Zhou et al., 2022).

With various events held by The Room 19 Cafe Library, it is expected to attract many visitors. The Room 19 Cafe Library's attractive presence provides benefits and positive impacts for users and managers. Users get access to comfortable places and services, while managers get additional income that can be used to increase the development of the cafe library. Therefore, to meet the needs of visitors, The Room 19 Café Library actively organizes various routine events such as political discussions, book discussions, book reviews, and film reviews.

### **3.6. Library Promotion**

Promotion is a step to introduce all activities and events organized in the library. To publicize events or activities organized by The Room 19 Cafe Library can be done through social media platforms. The results of the researcher's interview with the informant show this:

*“For promotion, we usually go through Instagram, advertising or sponsorship, and tweeting and it's quite crowded and Tiktok has also gone viral.” (Reiza)*

Based on interviews with informants, The Room 19 Cafe Library promotions are conducted through various social media platforms such as Instagram, Twitter, TikTok, and through sponsored advertisements. The aim is to raise awareness of the existence of The Room 19 Cafe Library, attract visitors to visit the cafe, and utilize the available collections.

Libraries need to introduce themselves to users through effective promotional strategies. Room 19 Cafe Library uses social media as a means to promote itself to users. The promotional content of this cafe library includes various activities such as book reviews, movie reviews, discussions, and painting classes. Research conducted by Mumek shows the need for innovation in various aspects of the library to increase the number of visits, both through social media and socialization activities. (Mumek et al., 2021). Libraries are expected to present interesting content in the form of both images and text. Utilizing social media as a marketing tool is an efficient and effective strategy (Mustofa, 2017; Harrison et al., 2017). In addition, information can be disseminated through technology and culture in social media (Rachman, 2017). The use of social media helps in conveying routine information about activities held at The Room 19. Social media is able to create an image in society regarding the services offered (Arfidi, 2017).

#### **4. CONCLUSION**

Cafe The Room 19 is a very interesting and cool cafe for book lovers and laptop enthusiasts. The Room 19 Cafe Library, Library Space is expected to improve visitors' reading culture by connecting cafes and libraries. The role of libraries as information management institutions to provide and disseminate appropriate and accurate information is needed in today's information age. In essence, a library is an organization that continuously evolves to meet the needs of its users. The main role of The Room 19 Cafe Library is to provide a comfortable place for visitors to read while enjoying coffee drinks in the environment of The Room 19. The library also offers open services for visitors who want to utilize the collection, participate in discussions, and take part in film and book review activities. The library collection covers a wide range of disciplines, with an emphasis on uniqueness and local nuances that can benefit visitors. The Room 19 Café Library manager plays an active role in optimizing good services, working with the team, and creating a comfortable environment. The Room 19 Café Library allocates funds for development such as collection procurement, maintenance and care to meet the needs of visitors. Promotion is done through social media to communicate active activities organized at The Room 19 on a regular basis. The Room 19 offers an innovative approach as a contemporary alternative to expand the reading culture of the community by combining the concept of café and library. The room 19 overhauled the image of the library that was previously considered less attractive. The library, which was once considered less attractive, has a new image by combining the concept of cafes and libraries. The concept of a cafe library is expected to increase visitors' interest in reading and realize the library's function as a source of information.

#### **5. AUTHORS' NOTE**

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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