

West Bandung Regency Government's Strategy to Increase Public Reading Interest

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Abstract. *Reading interest reflects the quality of human resources and the progress of a region's civilization. West Bandung Regency faces the challenge of low reading interest despite a high literacy rate. This study aims to analyze the local government's strategy in increasing public reading interest in 2024–2025. The method used is descriptive qualitative with a case study approach and Koteen's strategy theory including Corporate Strategy, Program Strategy, Resource Support Strategy, and Institutional Strategy. The results of the study indicate the existence of literacy strengthening policies, implementation of mobile and digital libraries, cooperation with the private sector, and increasing the capacity of librarians. However, obstacles such as limited budget, infrastructure, and community participation are still obstacles. The conclusion of this study is that the implementation of strategies needs to be strengthened through cross-sector coordination, library service innovation, and the development of a technology-based literacy ecosystem.*

Keywords: *Government Strategy, Reading Interest, West Bandung Regency*

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INTRODUCTION

Reading interest is widely recognized as a crucial indicator of human resource quality and societal development. Communities with higher levels of reading interest tend to demonstrate stronger intellectual capacity, greater social awareness, and higher adaptability to economic and technological change. In the context of contemporary governance, literacy is no longer understood merely as the ability to read and write at a basic level, but as a broader competence encompassing critical thinking, information processing, and lifelong learning (Hanemann, 2015; Correia, 2002; Popović & Koulaouzides, 2017).

Consequently, strengthening reading interest has become a strategic concern for governments seeking to build inclusive, competitive, and knowledge-based societies (Kefela, 2010; Sain et al., 2024; Li et al., Elshaiekh et al., 2024; Bąk et al., 2022). At the global level, concerns over declining or uneven reading literacy have been highlighted through international assessments (Lusardi & Mitchell, 2023; Hao et al., 2024). The Programme for International Student Assessment (PISA) conducted by the Organisation for Economic Co-operation and Development (OECD) consistently shows significant disparities in reading literacy outcomes across countries.

In the 2022 PISA cycle, Indonesia ranked 70th out of 80 participating countries in reading literacy, with an average score of 359 (OECD, 2023; Suárez-Mesa & Gómez, 2024). Although this score reflects a modest improvement compared to previous cycles, it remains substantially below the OECD average and signals persistent structural challenges in cultivating a strong reading culture. International assessments such as PISA are important not only because they measure student competencies, but also because they reflect the broader literacy ecosystem shaped by

families, communities, and public institutions, including libraries (Salubi & Majavu, 2024; Scott, 2011; Lee, 2025; Campana et al., 2022).

At the national level, Indonesia presents a paradoxical situation. On the one hand, the national literacy rate defined as the proportion of the population aged 15 years and above who are able to read and write simple texts has reached 96.67% in 2024 (Statistics Indonesia, 2024). This figure suggests that basic literacy skills are widely attained. On the other hand, reading interest, understood as the motivation and habitual engagement in reading activities beyond functional necessity, remains very low (Webber et al., 2024; Jones, 2022; Afflerbach, 2022).

UNESCO has repeatedly reported that Indonesia ranks near the bottom globally in terms of reading interest, often cited as second from the lowest among surveyed countries (UNESCO, 2021; Pitoyo, 2020; Wijaya, 2019). This discrepancy highlights an important conceptual distinction: a high literacy rate does not automatically translate into a strong culture of reading. While literacy rate reflects minimum competence, reading interest reflects behavior, habit, and cultural orientation toward reading (Guthrie et al., 1996; Nwagwu & Maxwell, 2025; Kargapolova et al., 2022; Locher & Philipp, 2023; Sari et al., 2025).

This conceptual distinction is central to the present study. In this research, *literacy rate* refers to basic reading and writing competency as measured through national census and educational statistics, whereas *reading literacy* denotes the ability to understand, interpret, and critically engage with written texts, as commonly operationalized in international assessments such as PISA (Sirén & Sulkunen, 2025; Liu et al., 2025; Vasalampi et al., 2023). Meanwhile, *reading interest* is defined as the tendency and willingness of individuals to engage in reading activities voluntarily, measured through indicators such as frequency of library visits, participation in literacy programs, and use of reading materials for non-compulsory purposes.

Clarifying these terms is essential to avoid conceptual slippage and to ensure analytical precision. The gap between literacy competence and reading interest becomes particularly visible at the local level. West Bandung Regency (Kabupaten Bandung Barat, hereafter KBB) faces challenges that mirror national trends while also exhibiting distinctive local characteristics. According to data from the West Bandung Regency Archives and Library Service (Dinas Arsip dan Perpustakaan Kabupaten Bandung Barat), library visits in 2024 accounted for only 17.16% of the total population, with the majority of visitors consisting of students who visit libraries for academic requirements.

Visits by the general public reached only 1.8%, indicating very limited voluntary engagement with library services (DPMPSTSP KBB, 2024). These figures suggest that libraries have not yet functioned optimally as inclusive community literacy centers. Further insight is provided by the Community Literacy Development Index (*Indeks Pembangunan Literasi Masyarakat* or IPLM). IPLM is a composite index developed by the National Library of Indonesia to measure literacy development at the regional level. It typically includes dimensions such as access to library services, availability of reading materials, community participation in literacy activities, and institutional support.

The IPLM score ranges from 0 to 100, with higher scores indicating stronger literacy ecosystems. In 2024, West Bandung Regency recorded an IPLM score of 60.30, placing it in the “moderate” category (National Library of Indonesia, 2024). While this classification suggests some progress, it also indicates substantial room for improvement, particularly when compared to regions with stronger literacy infrastructures. Another important indicator is the Library Service Equity Index (*Ukuran Pemerataan Layanan Perpustakaan* or UPLM1).

UPLM1 measures the spatial and demographic equity of library services, taking into account factors such as the distribution of libraries across urban and rural areas, population coverage, and accessibility (Rozikin et al., 2025; Bargahi et al., 2024). The index value ranges from 0 to 1, with values closer to 1 indicating more equitable service distribution. In West Bandung Regency, the UPLM1 score in 2024 was only 0.4410 (West Bandung Regency Government, 2024),

signaling significant disparities in access to library services, especially in rural and peripheral areas.

These challenges are compounded by structural limitations in library resources. Of the 973 libraries recorded in West Bandung Regency, many are small-scale, school-based, or community libraries with limited collections and operational capacity. Based on national standards for ideal book collections, West Bandung Regency requires approximately 3.7 million book titles to adequately serve its population. However, available data indicate that only around 429,000 titles or 11.56% of the ideal requirement are currently available (West Bandung Regency Archives and Library Service, 2024). This substantial gap underscores the structural constraints facing local efforts to foster reading interest.

From a governance perspective, these conditions raise critical questions regarding the effectiveness of local government strategies in promoting literacy. Libraries are formally recognized as strategic instruments for community literacy development, yet their potential role has not been fully realized in West Bandung Regency. This issue is particularly pressing given that local governments are mandated to prioritize human resource development and literacy improvement within their medium-term development plans (*Rencana Pembangunan Jangka Menengah Daerah* or RPJMD) and annual work plans (*Rencana Kerja Pemerintah Daerah* or RKPD).

In West Bandung Regency, literacy development has been incorporated into policy documents and reinforced through Regent Regulations concerning library and literacy services. Nevertheless, the persistence of low reading interest suggests a disconnect between policy intentions and implementation outcomes (Coburn, 2006). Existing academic studies on literacy development in Indonesia provide valuable insights but also reveal important limitations. Previous research has examined digital library initiatives (Hapsarini et al., 2023), mobile library services (Li, 2013), and the role of local governments in fostering reading interest (Kustyamegasari & Subrata, 2025).

Other studies have specifically analyzed literacy strategies implemented by the West Bandung Regency Archives and Library Service (Paraluan & Andriyani, 2025). While these studies contribute to understanding specific programs and innovations, they often focus on isolated initiatives rather than examining literacy development as a strategic governance process. Moreover, many studies adopt descriptive approaches that emphasize program outputs without sufficiently analyzing the strategic coherence, resource alignment, and institutional capacity underlying these efforts.

This gap points to the need for a more comprehensive and strategic analysis of local government efforts to increase reading interest. To address this need, the present study adopts Koteen's strategic framework, as elaborated in Salusu (2015), which conceptualizes strategy into four interrelated dimensions: corporate strategy, program strategy, resource support strategy, and institutional strategy. Corporate strategy refers to the overarching vision and policy direction set by the organization; program strategy concerns the design and implementation of concrete activities; resource support strategy focuses on the allocation and utilization of human, financial, and infrastructural resources; and institutional strategy emphasizes organizational structure, coordination, and governance mechanisms (Liu, 2024; Shao & Razzaq, 2022; Sadiq, 2019; Tugyetwena, 2023).

By applying this framework, the study moves beyond program-level descriptions and examines how strategic intent is translated into practice across multiple dimensions. This approach allows for a systematic assessment of whether literacy initiatives in West Bandung Regency are aligned with policy goals, adequately resourced, and institutionally supported. Importantly, it also enables the identification of strategic gaps that may explain why improvements in reading interest have not kept pace with policy ambitions.

The contribution of this study lies in its integrative perspective. Rather than treating low reading interest as a purely cultural or individual problem, the study conceptualizes it as a governance challenge that reflects strategic choices, institutional arrangements, and resource constraints at the local government level. By grounding the analysis in empirical local data such as IPLM, UPLM1, library coverage, and book availability while situating it within a broader theoretical framework, the study seeks to bridge the gap between policy discourse and academic analysis.

Accordingly, the purpose of this study is to analyze in depth the strategy of the West Bandung Regency Government in increasing public interest in reading during the 2024–2025 period. The analysis focuses on four main aspects derived from Koteen’s framework: organizational (corporate) strategy, program strategy, supporting resource strategy, and institutional strategy. Through this approach, the study aims to identify strengths, weaknesses, opportunities, and challenges in the implementation of literacy strategies, as well as to generate insights that can inform more effective and sustainable literacy governance.

Based on the theoretical framework and the reviewed literature, this study advances the working hypothesis that the implementation of the West Bandung Regency Government’s strategy, when coherently aligned across Koteen’s four strategic dimensions, can make a significant contribution to increasing public reading interest. This contribution is expected to be most effective when supported by integrated policies, strengthened institutions, innovative literacy programs, and optimal utilization of available resources. The hypothesis is examined through a qualitative descriptive approach using a case study method, allowing for a nuanced understanding of strategy implementation in its real-world context.

METHODS

This study uses a descriptive qualitative method with a case study approach. This approach was chosen because it allows researchers to describe comprehensively and in-depth the strategy of the West Bandung Regency Government in increasing public interest in reading during the 2024–2025 period. The qualitative approach is used to gain a comprehensive understanding of the policy process, program implementation, and supporting and inhibiting factors of the literacy strategy implemented by the local government. Data collection techniques in this study consisted of in-depth interviews, observation, and documentation. Interviews were conducted directly with informants who had knowledge and involvement in literacy programs, such as officials of the Archives and Library Service, librarians, literacy program partners, and representatives of the community who use library services. Observation techniques were conducted on the implementation of mobile library services, digital, and physical libraries in various areas of West Bandung Regency. Documentation was obtained from planning documents, agency performance reports, statistical data, and official publications of the local government. The determination of informants was carried out by purposive sampling with certain criteria, namely informants who understand the process and policies of regional literacy. The main informants consisted of the Head of the Archives and Library Service, functional officials in the field of library development, heads of library service units, as well as community leaders and representatives of the literacy community. This purposive approach was used to ensure the accuracy and relevance of the data collected. The data analysis technique was carried out using an interactive model from Miles and Huberman which includes three stages, namely data reduction, data presentation, and drawing conclusions/verification. Data obtained from interviews and observations were reduced to identify the strategy categories used by local governments. Furthermore, the data was presented in narrative form and table visualization to see certain patterns in the implementation of literacy strategies. The final step is drawing conclusions based on the relationship between empirical data and Koteen's strategy theory. This research was conducted in West Bandung Regency, with the main focus on the Archives and Library Service as an institution driving regional literacy policies. The selection of this location was based on the strategic role of the agency in formulating and implementing programs to increase public interest in reading. The research implementation period will take place during 2024, with the division of time starting from the preparation stage,

implementation of data collection, data analysis, to the preparation of research results reports. The stages and procedures of the research are carried out systematically through several steps, namely: (1) preparation of research design, (2) submission of research permits to relevant agencies, (3) collection of field data, (4) processing and analysis of data, and (5) preparation of research results and conclusions. The entire process is carried out by prioritizing research ethics, data validity, and active involvement of stakeholders in the information gathering process.

RESULTS AND DISCUSSION

The West Bandung Regency Government's Strategy to Increase Public Reading Interest in 2024-2025 as Reviewed from the Corporate Strategy (Organizational Strategy) Aspect

In implementing the reading interest improvement program in West Bandung Regency, the corporate strategy approach is the main foundation in framing the direction of policies and programs run by regional apparatus. This strategy does not only refer to the internal goals of the organization, but also responds to the increasingly dynamic needs of the external community. The West Bandung Regency Archives and Library Service and Bappelitbangda play a central role in encouraging the integration of literacy missions into the regional development agenda through RPJMD and RKPD documents that are oriented towards improving the quality of human resources.

According to the Head of Bappelitbangda of West Bandung Regency, R. Eriska Hendrayana, the vision and mission of the regional government are closely related to human development through increasing literacy. He stated that:

"The vision and mission of the West Bandung Regency Government are very much in line with improving the quality of human resources, including through increasing public interest in reading. As a planning institution, we at Bappelitbangda translate this vision into regional strategic planning documents such as RPJPD and RKPD, which direct regional apparatus, including the Archives and Library Service, to develop literacy programs that are in line with regional development goals. So, interest in reading is not just a sectoral matter, but part of an integrated human development strategy."

This is manifested in the RPJPD and RKPD documents, where Bappelitbangda translates the regional strategic vision into priority programs directed at increasing the Community Literacy Development Index (IPLM) and other literacy development indicators. Meanwhile, the West Bandung Regency Archives and Library Service in its vision states that it wants to become a "Regional Document Data Bank and Creative Library in West Bandung Regency." In practice, this is translated into three main missions, namely improving the quality of library human resources, developing libraries and archives as sources of information, and creating a complete and easily accessible system. The Head of the Archives and Library Service, Heri Partomo, emphasized that the strategy does not only focus on providing reading facilities, but also forming reading habits as part of the community's lifestyle. In his interview, he said:

"The vision and mission of the KBB Archives and Library Service in increasing reading interest is in line with the regional development mission, namely creating an intelligent and knowledgeable society. This is realized through efforts to expand access to reading materials, improve the quality of library services, and strengthen a culture of literacy based on community participation. The goal is not only to provide reading facilities, but also to build reading habits as part of the community's lifestyle."

The statement reinforces that the organizational strategy implemented by the Archives and Library Service is not only oriented towards physical aspects such as the availability of collections and facilities, but also targets the transformation of people's reading behavior as part of everyday life. Thus, strengthening literacy culture is positioned as a long-term development strategy integrated into the institutional mission. In the regulatory aspect, the legal basis and strategic policies that are used as references include Law Number 43 of 2007 concerning Libraries and Regent Regulation Number 17 of 2023 concerning the Regional Development Plan (RPD) 2024-

2026. The regulation positions literacy development as part of the strategic goals of regional education. The Community Literacy Development Index (IPLM) is also used as the main performance indicator for the Archives and Library Service, showing that the literacy aspect has entered the mainstream of regional development.

Bappelitbangda acts as a facilitator in ensuring that the organization's strategies are well integrated. One concrete form is the supervision of the preparation of literacy programs that are expected to be able to meet the IPLM achievement targets. R. Eriska Hendrayana explained that:

"We facilitate the preparation of priority programs that are directed to support performance indicators such as IPLM (Community Literacy Development Index). One of the strategic initiatives is to encourage the development of digital libraries and more evenly distributed mobile library services. We monitor this from the planning process, budgeting, to evaluation so that it remains on the corridor of achieving development targets."

However, fiscal limitations are a major challenge in implementing this organizational strategy. In an interview, R. Eriska said that "literacy program planning must be adjusted to the fiscal capacity of the region." Therefore, strategic policy-making always takes these limitations into account, including avoiding duplication between programs and ensuring efficient budget allocation. Local governments must be more selective in choosing literacy interventions that have the most impact on increasing public interest in reading.

Public opinion is also important as a reflection of the organization's strategy being implemented. A student, Rafi Arhan Nazrullah, assessed that although the government already had good intentions in literacy policies, its implementation had not been fully felt. He said :

" As a student who often accesses the library, I see that the government already has good intentions by creating literacy policies, especially through the Archives and Library Service. But in practice, the regulation has not been fully felt by the general public. For example, many of my friends in rural areas still have difficulty accessing because the library is far away and has minimal facilities."

Meanwhile, the views of the community also enrich the evaluation of the corporate strategy being implemented. Wildan Awaludin, the leader of the Smartfren community in West Bandung Regency, said that the business world has not been involved much in the regional literacy strategy. He said:

" To be honest, existing policies have not fully provided space or facilitated concrete participation of the business world in literacy development. For example, there is no incentive mechanism or administrative convenience for business actors who want to donate books, hold digital literacy training, or help develop reading corners in communities. The business world is actually ready to collaborate, but is still waiting for a more structured invitation facilitated by the local government. What needs to be improved is the collaboration bridge itself. The government needs to open a formal space in the form of a Regional Literacy Forum or Thematic CSR Forum where business actors, communities, and OPDs can sit together to design literacy programs based on local needs. In addition, transparency in literacy programs and data on needs in the field is very important, so that the business world knows from which side to enter and in what form the most appropriate contribution is."

From the library user's perspective, as expressed by Lia Purwanti, a high school student in West Bandung Regency, she considered that regional libraries have not fully become an attractive place for the younger generation. According to her:

"But unfortunately the library still seems 'old school'. The book collection is not up to date and the place is sometimes not comfortable for hanging out or reading for a long time. Maybe it can be improved in terms of facilities and a more youth-friendly atmosphere."

These various views show that the organization's strategy in increasing public interest in reading needs to pay attention to a participatory and adaptive approach to social dynamics. The

institutional vision and mission are on the right track, but need to be strengthened on the implementation side that is responsive to community needs. The role of Bappelitbangda in building cross-sector collaboration and integrating literacy issues in strategic planning documents is key to supporting the success of this strategy in a sustainable manner.

In addition, opinions from academics also provide critical perspectives on the direction of the strategy being implemented. According to Dadang Ahmad Sapardan, S.Pd., a lecturer from IKIP Siliwangi Bandung, the literacy strategy implemented by the local government needs to be more systematic in aligning national policies and local needs. He stated:

"Regional literacy policies have been quite good so far, but in their implementation they have not yet been fully technically passed down to the lowest level of work units. In fact, Law No. 43 of 2007 concerning Libraries has emphasized the need for collaboration between sectors, including with academics and communities."

This view underlines the need for organizational strategy mapping that does not only stop at the formulation of the vision, but also at the concrete execution mechanism in the field. In this case, the involvement of higher education institutions in the formulation of strategies and program evaluations needs to be formalized in regional regulations.

The role of media elements is also an important element in criticizing and strengthening the organizational strategies run by local governments. Amel Rahma, an online media journalist in West Bandung Regency, conveyed her observations on the local government's literacy strategy. She explained,

"As a local media that quite often observes issues at the regional level, we see that the efforts of the West Bandung Regency government in making policies related to library and literacy development are already there and visible, one of which is through the preparation of the RPJMD which mentions literacy as part of strengthening human resources."

However, he assessed that the policy has not been fully felt by the community.

"But in its implementation, the effects of the policy have not been felt by the wider community," he continued.

He gave an example, although the mobile library program has been running, the information is not well disseminated. "For example, the mobile library program is running, but information about the schedule, location, or content of the activities is rarely heard on people's social media," he explained. According to Amel, this condition shows that there is a gap between the policy and the dissemination of information. "This shows that there is still a fairly large gap between the policy and the dissemination of information," he added. In the context of corporate strategy, strengthening public communication and media involvement are strategic steps that need to be taken. The government needs to ensure that every policy and literacy program is accompanied by an effective information dissemination strategy so that it can reach the community as a whole.

One of the key speakers from the government, Asep Bagus, S.Pd., M.Pd., who serves as Head of the Library Division at the Archives and Library Service of West Bandung Regency, provided a strategic view on the direction and implementation of regional literacy policies. He stated that the vision and mission of the Archives and Library Service are fully aligned with the development mission of West Bandung Regency, namely to create an intelligent, literate, and competitive society. In practice, he explained:

"The vision and mission of the Archives and Library Service in increasing public interest in reading is certainly in line with the policy direction of the West Bandung Regency Government in creating a smart, literate, and highly competitive society. More technically, we in the library sector translate this vision by expanding the reach of library service access both physical and digital and encouraging active community involvement in community-based literacy activities."

From the statement above, he emphasized that libraries today can no longer be considered as just a place to store books, but must become an open and dynamic public space, especially after the Covid-19 pandemic which has changed people's reading patterns. The effectiveness of the strategy is measured through several important indicators, including increasing the value of the Community Literacy Development Index (IPLM) and the Reading Enthusiasm Level (TGM). Based on the data submitted, the IPLM value of West Bandung Regency in 2024 was at 60.30, which is categorized as moderate. Meanwhile, the achievement of TGM in 2024 has reached 100% of the target, which is 68,528 people. This is proof that the literacy strategy implemented has shown positive results quantitatively, although Asep admits that there is still a gap between the numbers and the quality of its impact on society:

"The mission to increase reading interest has begun to show concrete results, although there is still a gap between quantitative achievements and qualitative impacts in the community's literacy culture."

In explaining the legal and regulatory basis underlying the organization's strategy, Asep emphasized the importance of policy support from both the national and local levels. He said that his party referred to Law No. 43 of 2007 concerning Libraries, as well as Regent Regulation No. 17 of 2023 concerning the 2024–2026 RPD, which includes increasing literacy as one of the priorities for educational development. In addition, the RPJMD and RKPD documents are also important references that place literacy as a cross-sectoral issue. According to him,

"From a technical planning perspective, the role of Bappelitbangda is very vital in ensuring that literacy is included as an integrated regional priority program."

He added that the achievement of book collections as of 2023 had reached 47,035 copies from 11,612 titles, which is the basis for evaluating the provision of reading materials each year. Responding to the strategy of optimizing libraries as literacy centers, Asep explained that his party had prepared a roadmap with a number of priority steps. Among them, the revitalization of 69 Community Reading Parks (TBM), the expansion of the Mobile Library (PUSTELING) service which is still limited in number of fleets, and the strengthening of digital services based on applications and online catalogs. He also stated:

"We are also encouraging the standardization of library services to comply with the SNP (National Library Standards), as well as holding training for TBM managers and coaching for librarians."

This strategy aims for regional libraries to not only function as book warehouses, but also become active and relevant local knowledge hubs. However, Asep did not turn a blind eye to the challenges faced in implementing literacy policies. He cited the inequality in service distribution as the main obstacle, especially due to the vast and varied geographical conditions of West Bandung Regency. He said,

"The number of physical visits to libraries is still low. For example, from the target of 28,200 visits in 2022, only 10,936 or around 38.78% were achieved."

In addition, the ratio of librarians to the number of libraries is still not ideal, where the availability of librarians has only reached 59.15% of the minimum standard. Other challenges include limited budget for book procurement and low interest in reading among some people. In terms of evaluation, Asep said that the assessment of the effectiveness of the strategy was carried out quantitatively and qualitatively. He explained that although the IPLM score had increased to 60.30 and TGM reached 100%, there was still room for improvement in the quality aspect of community participation.

"When viewed from community involvement in active literacy activities such as reading communities, workshops, or book clubs, the numbers still need to be improved," he explained.

Therefore, according to him, the future strategy must adopt a region-based approach and age segmentation. He also emphasized the need to expand the digital approach to reach the

younger generation who are now more familiar with technology. Based on the discussion description, it can be concluded that the strategy of the West Bandung Regency Government in increasing public interest in reading through a corporate strategy approach has been on the right track conceptually and institutionally. The vision and mission of the Archives and Library Service and the integration of literacy issues in regional strategic planning documents such as the RPJMD and RKPD show a strong commitment to literacy-based human development. However, the effectiveness of implementing this strategy still faces a number of challenges, both in terms of service distribution, budget constraints, minimal involvement of the business world and the media, and the uneven impact of regulations at the grassroots level.

The opinions of the speakers, ranging from Bappelitbangda, the Archives and Library Service, academics, media, students, to communities, reflect the need for a more participatory, integrated, and adaptive approach to social change. Strengthening public communication, involving the private sector, optimizing service infrastructure, and policy innovation based on local data are strategic aspects that must continue to be encouraged. With careful planning and consistent implementation, this organizational strategy has great potential to form a strong and sustainable reading culture in West Bandung Regency.

CONCLUSION

Based on the results of the analysis that have been discussed in Chapter V regarding the Strategy of the West Bandung Regency Government in Increasing Public Reading Interest in 2024–2025, it can be concluded that the literacy policy implemented by the regional government through the corporate strategy, program strategy, resource support strategy, and institutional strategy approaches has shown real efforts even though it is still faced with various implementation challenges: Corporate Strategy (Organizational Strategy), it can be concluded that the strategy of the West Bandung Regency Government in increasing public interest in reading through a corporate strategy approach has shown a strong conceptual footing and institutional direction. The integration of literacy issues into the vision and mission of the Archives and Library Service and regional strategic planning documents such as the RPJMD and RKPD reflect a commitment to literacy-based human resource development. The support of Bappelitbangda as a planning and budgeting facilitator also confirms that literacy has become a cross-sector issue that is starting to get a place in the mainstream of regional development. However, the implementation of this strategy still faces real challenges, including the uneven reach of library services, limited literacy budgets, and the lack of synergy between OPDs and the media, business world, and literacy communities. A number of speakers from various elements, such as government planners, technical implementers, academics, students, communities, and the media, emphasized the importance of a participatory, data-based, and adaptive corporate strategy approach to social dynamics.

SUGGESTION

For this reason, strengthening organizational strategies needs to be directed at establishing a cross-institutional coordination system, increasing institutional capacity, optimizing public communication, and opening up wider collaboration spaces with external parties. Literacy cannot be built by just one regional apparatus, but requires the support of an interconnected and sustainable organizational system. With consistent, innovative, and responsive implementation to local needs, the corporate strategy implemented by the West Bandung Regency Government has great potential to form a strong literacy ecosystem and become the foundation for regional progress as a whole.

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