

# THE USE OF BILINGUAL BOOKLET TO PROMOTE SURABAYA ZOO LIBRARY TO THE PUBLIC

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The observation result shows that visitors who come to Surabaya Zoo reach tens or even hundreds on weekends or holidays. However, these large number of visitors, only few people visit the Surabaya Zoo library. Most visitors are students, especially kindergarten and elementary school students. The community service program aimed to attract visitors interest to enter and enjoy the service provided in the Surabaya Zoo library. One effort to attract visitors to come to the Surabaya Zoo library is by providing interesting bilingual booklet that can be used as learning tools and can be filled and colored. This bilingual booklet provides three fun and challenging acitivities for children. They may accomplish all the activities under parents supervision.

**Keywords:** bilingual booklet, literacy

## Introduction

School Literacy Movement is the ability to access, understand, and use something intelligently through various activities, including reading, observing, listening, writing, and/or speaking (Faizah, *et al.*, 2016).

The School Literacy Movement is a participatory business or activity involving school stakeholders (students, teachers, school principals, education staff, school supervisors, school committees, parents/guardians of students), academics, publishers, mass media, community (community leaders who can represent the example, the business world, etc.), and stakeholders under the coordination of the Directorate General of Primary and Secondary Education Ministry of Education and Culture (Ibid).

Reading is a basic skill in life. For children reading is the key to success in joining education in school, even for life. For those who have completed education, reading skill is the key to success in life. Children who have the ability to read well may have the opportunity to achieve higher education. For people who have the ability to read well, they might have the opportunity to get a job and achieve success in life. Reading literacy

is the ability to understand and comprehend the contents of written texts and apply them in practice. Reading is a key element of literacy, namely the ability to read, write and count. Literacy is a human right, and is the heart of education. Literacy can only be achieved through the education process especially in basic education. Sustainability has literacy skills for adolescents and adult children acquired and developed through the learning process in schools and other setting approaches (<http://perpustakaan.kaltimprov.go.id/berita-557-membangun-minat-baca-siswa-mengoptimalkan-perpustakaan-sekolah.html>).

Furthermore, Faizah, et al. (2016) says that literacy facilities consist of the school library, Class Reading Corner, and reading area. The library is functioned as a learning center. Library development and structuring are important parts of the literacy movement and knowledge management based on reading. A well-managed library is able to increase the interest in reading citizens and make them lifelong learners. Libraries should ideally play a role in coordinating the management of Class Reading Corners, reading areas, and other literacy infrastructure.

The function of the library is as a centre for the management of knowledge and learning resources managed by the school principal. The library can be managed by a library team consists of trained personnel in the management of literacy materials. The library should be equipped with various systems and applications for recording visitors, reading activities, and other literacy tools (Ibid).

Founded in 1990 under the auspices of the Perusahaan Daerah Taman Satwa (PDTS), the Surabaya Zoo Library, located in the middle of the Surabaya Zoo area, is currently active in participating in the success of the Surabaya City Government program, the Reading Habit Movement (<http://surabaya.tribunnews.com/2017/02/07/perpustakaan-kbs-ini-bikin-pengunjung-serasa-di-hutan>).

### **Bilingual Booklet**

The term booklet originally from German which was first spoken in England in the Early Middle Ages and is currently the most commonly used language throughout the world. English is the third most spoken mother tongue in the world, after Mandarin and Spanish. English is also used as a second language and the official language of the European Union, the Commonwealth of Nations and the United Nations, and various other organizations. Booklet (noun) means small book, brochure (<https://www.apaarti.com/booklet.html>).

A booklet is a small book that is mainly used to represent a company and contains product details. Booklets are also like a messenger who carries an important message. The appearance and design of the booklet is representative of the image of a company. It is very important or the marketing to have tools to help increase sales. Booklets are the ideal solution for improving the business because the book itself explains everything and about the product with the help of images. A booklet that has good design and quality is always a point to attract the attention of a large number of clients in the field, profession or in any industry (<http://percetakanundangan.web.id/percetakan/kamus-percetakan/pengertian-dan-defenisi-booklet/>).

Every company in any field should have a booklet as a tool to remind clients. After marketing leaves the client, the booklet is the best solution to keep the client remembers with the offer.

The booklet that will be used is a simple Indonesian and English booklet that contains the environment around Surabaya Zoo with interesting pictures that can be colored and spelling gaps that can be filled by children. We printed 20 booklets to be submitted to the Surabaya Zoo Library. In addition, we provided the blueprints of this booklet free of charge so that it can be duplicated and used by the Surabaya Zoo Library staff.

## **Method**

The target audience in this activity is the Surabaya Zoo Library. The library has provided support and commitment to the use of this booklet. The Community Service Program activities were carried out smoothly and systematically by following the problem-solving framework. First step was a preliminary study or identification of the target audience, i.e. recorded the things needed by the Surabaya Zoo library. The form of activities in this preliminary stage was initial observation in the Surabaya Zoo library. It was conducted to identify which conditions have been and have not been found in the target audience.

The second was the preparation of activity material, that was, after the characteristics of the community that become the target audience can be identified, then the preparation of Community Service Program material. It was done solely to facilitate the division of tasks of each member, but also to go directly to the location and held discussions with the participants. The activity is carried out to get the compatibility of

the material to be prepared, with the hope that the material or model to be applied can be useful for the target audience.

The third was determining the schedule and location of the Community Service Program, i.e. discussing the exact schedule between the two parties. It was aimed to make sure that the schedule approved would not cause any problem due to regular activities of the staff. From the results of the discussion both by telephone and in person, it was agreed that the activity would be carried out in October 2018. The venue was in the Surabaya Zoo library. Implementation of activities was conducted in accordance with the approved schedule and venue. The materials presented in the activities in accordance with the formulation of the problem are as follows:

Table 3.1 Community service material

No.	Problems	Alternative Solution
1.	Surabaya Zoo staff and visitors knowledge about bilingual booklet	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Workshop</li> <li>• Training</li> </ul>
2.	Surabaya Zoo staff and visitors perception toward the use of bilingual booklet	<ul style="list-style-type: none"> <li>• Questionnaire</li> <li>• Discussion</li> </ul>

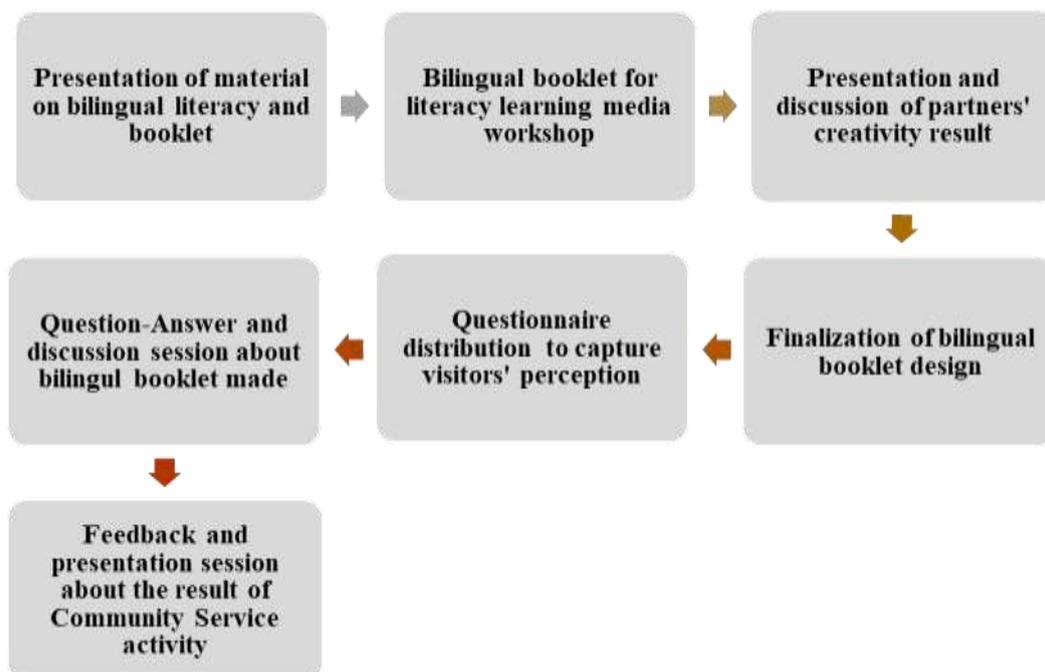


Figure 3.1 Community Service Activities Steps

## **Result and Outcome**

Community Service was held for two days, begun on Thursday, 4 October 2018. The activities carried out are as follows:

1. Presentation of material on bilingual booklets and literacy learning.

In this session we take turns in accordance with their respective assignments explaining about literacy and the important role of library as the spearhead in implementing literacy activities. Then we introduced our bilingual booklet to Surabaya Zoo staff and the benefits that can be derived from the use of this booklet for Surabaya Zoo and the Library.

2. Workshop on creating bilingual booklet as literacy learning media.

When the session on literacy and the use of bilingual booklet completed, we proceeded to booklet-creating workshop. We gave an example of a booklet that we have designed. It has 3 activities, i.e. mentioning the names of animals according to the characteristics written in the booklet, classifying animals according to their type such as plant-eating animals, and the last to bold the spelling and coloring pictures of animals.

The Surabaya Zoo staffs as divided into two groups were given three tasks. The first task for Surabaya Zoo staff was to determine groups of 5 animal characteristics in general other than what mentioned in the sample booklet. The second task was looking for other animal classifications according to the example. The last task was to draw or look for pictures of animals from the internet. Pictures of the animals that would be used only were not copyrighted and could be obtained from certain sites. We provided examples of keywords and sites that could be used on the internet.

3. Presentation and discussion the result of Surabaya Zoo creativity

After the workshop participants finished the booklet design, they presented the design to the other participants. The other group paid attention to the presentation and asked some questions and gave suggestions related to the design that has been made. Then the last suggestion was given as as a final touch of the work.

4. Final design of the bilingual booklet.

Based on peer review and feedback from Community Service Program team, each group created the final design of a bilingual booklet. The team accompanied each group to finalize the booklet design, especially the use of English because they had difficulty in translating some Bahasa Indonesia vocabularies into English.

On the second day, the Community Service Program held on Saturday, 6 October 2018. The activities are as follows:

1. The questionnaire distribution to Surabaya Zoo visitors

The team spread out to several spots around the Surabaya Zoo library to distribute the questionnaire and booklet that have been prepared. The team asked the visitors to fill out the questionnaire and explain about the use of the bilingual booklet that has been compiled. The team led the visitors to visit the Surabaya Zoo library and let them accomplish the activities in the booklet. Stationeries and crayons for the visitors were provided in the library. In addition, the team also prepared several souvenirs such as pencils and balloons as a gift the visitors who visited the Surabaya Zoo library.

2. Question answer and Discussion sessions related to bilingual booklet produced

When visitors visited the library, the team interacted directly with the visitors assisted by students. The team held informal Question and Answer session with the visitors related to the use of bilingual booklet. This session was aimed to get some input from the visitors 'perspective. Some visitors thought that the pictures must be bigger so that the children find no difficulty when coloring them. The others visitors suggested that the English must be simpler because it was intended for kindergarten and elementary school children. Parents who helped their children finishing the activities stated that their English is not that good to understand the text. However, Bahasa Indonesia translation in the text was very helpful for them to provide explanation to the children.

3. Feedback and result presentation by the team

Feedbacks gathered from the visitors either from direct discussions or questionnaires greatly helped the team in developing the booklet design. The team submitted those suggestions to Surabaya Zoo staff for the improvement of the booklet. It was proofed that the bilingual booklet could successfully add the number of visitors who entered the Surabaya Zoo library. It makes the library becomes one of favorite spots must be visited in Surabaya Zoo.

## **Conclusion**

The use of bilingual booklet becomes one of some ways to increase the number of Surabaya Zoo Library visitors. In addition, this booklet is able to boost the interest of Surabaya Zoo Library visitors, who are mostly kindergarten and elementary school students. The visitors became more enthusiastic about exploring Surabaya Zoo by doing the activities provided in the booklet. They also know the names and characteristics of animals that exist in two languages, Bahasa Indonesia and English. All activities in the booklet are to add visitors' knowledge, which are part of the literacy activities.

The printed version of the bilingual booklet is a pilot project of the Community Service Program team. It is expected that the Surabaya Zoo library will be able to make other bilingual booklets that are much better than the previous one, both in terms of design and types of activities in the booklet. It is also hoped that the Surabaya Zoo library will often hold positive activities that are closely related to literacy in the library so that it can attract the visitors to come to the library and spend fun yet quality time there.

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