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**Analysis of Cultural Literacy in Popular Literature Subjects
(Case Study on the Students of Study Program of Indonesian Language
and Literature Education of Trunojoyo University Madura)**

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ABSTRACT

People prefer watching television shows to reading a book or writing. Likewise, the students' reading and writing has become a habit that is rare, because of the internet media that has a variety of information that they can copy and paste. The purpose of this study is to analyze the literary culture of students of Indonesian language and literature education program who are taking the elective course Popular Literature. The method used is descriptive qualitative observation and interview techniques. This case study took a phenomenon that happened in the society naturally. In the Popular Literature course, there are many literary literacy activities to be performed by the students. The results of the research show that students who take this course are interested in Popular Literature as more inspired in their daily lives. In terms of number, the first-ranked theme is romance, the second is about the financial/economic conditions in family, and the third is about friendship. They can write whatever they feel in the form of short stories and poetry, without shame or fear of being wrong. These writings stimulate the students to read and then analyze their classmates' writings in order to obtain a solution and moral messages that are useful as learning in everyday life.

KEYWORDS: literature of literacy, student, learning, popular literature

Cultural literary literacy currently decreases with the increase of science and technology. The phenomenon does not only hit children, but also almost all people. People prefer watching television to reading a book or writing. Likewise, educated people who should read and write now turn to various facilities on the Internet to trace information. There are several benefits of a literate culture, namely improving discipline and critical and logical thinking, and empathy. Therefore, literate culture

should be developed in line with the development of science and technology and the needs of the community.

Nowadays, with the increasing science and technology, students feel pampered with existing facilities, so they are reluctant to write or read. This can be seen when students make and present papers. When students present many articles, they do not understand language and thus it is difficult for them to understand the contents. This was evident during the question and answer session, students difficult to provide answers or arguments for some of the questions submitted by their friends. This phenomenon occurs in 95% of the students in all courses that require students to write.

To facilitate data collection, the researchers limited the study object that is on the students of Indonesian Language and Literature Education Study Program class 2015 who are taking Popular Literature course in the odd semester of 2016. The researchers are interested to make observations on the cultural literacy of students especially in subjects that much demand that subjects Popular Literature (optional subjects). The purpose of this study is to analyze the literate culture of Indonesian Language and Literature Education Study Program class 2015 at Trunojoyo University, Madura in Popular Literature subject.

RESEARCH METHOD

This study uses a qualitative description. The purpose of this study is to reveal the facts, circumstances, phenomena, variables and circumstances that occur as the research proceeds and presents the data as it is. It is very appropriate in this research because the researcher at the time of data retrieval merely observes without giving specific treatment to the object.

Qualitative research can be the starting point of a truth that has been recognized and can be arranged at the time of the study based on data collected. The

researcher finds theories according to research problem first and then verifies the theories in field observation to determine which theories are accepted, need to complete, or are even rejected. (Lexy J. Moleong, 1989 and Mubyarto, *et al*)

According to Moleong (2014: 8), qualitative research has several characteristics, including the use natural background, human as instrument, qualitative methods, and data analysis educative, basic theory. The analysis is descriptive and the study is more concerned with process than results; the specific criteria for validity and result design are temporary and negotiated and agreed.

This study produces descriptive data in the form of description. Data collected in the form of words rather than numbers. The data derived from observations, interviews, and documentation. The study was conducted in Popular Literature Class in Indonesian Language and Literature Education in University of Trunojoyo Madura. In this research, there was an informant who has previously been determined by the researchers based on a consideration of the information that has been determined by the researchers and have no involvement with the object and the subject to be studied. The informants are the students who actively follow the lectures (with class attendance of not less than 80%) when taking the Popular Literature course. This study collects data primary data sources (observations, interviews, and questionnaires closed) and secondary data (derived from the literature and the supporting documents).

The data analysis uses triangulation techniques as follows: 1) reduction of data (a set of selected data obtained during the class), 2) Presentation of data, this is in accordance with the opinion of experts that Miles and Huberman (in Sugiyono, 2014: 249) the next stage after the data reduction that is displaying the data or present data. Presentation of data in this study is a brief description of the results of interviews with students, 3) Verification of the data, the researchers used the word "yes" or "no" to

determine the activity is done or not by the students through close questionnaires. The analyzing the data, researchers also tested the validity the data in order to obtain valid data.

LITERATURE REVIEW

The Nature of Popular Literature

The term "popular literature" or "pop literature" actually began to reverberate in the 70s, when, for example, novel "My Love on Campus Blue" and "Karmila" became a commercial success. Actually, the popular discourse in literature in Indonesia have occurred in the rise of the works of Chinese writers such as in the works of "Roos Flowers From Tjikembang", "Boven Digul" Drama, Drama of "Merapi", Drama of "Krakatau work Kwee" and others. Currently, the popular discourse appears again in our literary world. It can be popular because it is much liked by the general public, in accordance with the trend, and with the needs of society, and it generates a lot of profit. These circumstances make the work of popular justified as low-quality work, which will only provide the momentary satisfactions.

Literature has several functions tied to the needs of public life, one of which is the need of expressing ideas, thoughts, criticisms, creativity, in written form. Society has been so reluctant to read literature as it is too heavy, let alone writing literary works, so that the literacy literary activity is almost abandoned by society.

There are some people who like popular literature as reading material. It is because it is easy to understand and the plot is not complicated, so the moral of the author conveyed properly. Segmentation is then being developed to foster interest Literacy literature, so that they can feel the benefits. Segmentation of who prefers a "popular" as opposed to "serious" could also be one of the proofs that this is one way to be accepted by the public.

Literary Literacy

Literacy can be defined as an ability to read and write. Now, literacy has a broad meaning, so that literacy is no longer a single meaningful but contains various meanings (multiple literacies). There is a variety of literacy such literary literacy, computer literacy, media literacy, technology literacy, economy literacy, and information literacy. There is even moral literacy and also literacy literature. A person can be said as literate when he can understand something by reading the right information and do something based on his understanding of the content of the reading.

The Association for Educational Achievement (IAEA) noted that in 1992 Finland and Japan are among the countries with the highest reading rate in the world. Meanwhile, from 30 countries, Indonesia has the second lowest reading rate. Generally, there are three broad categories of Indonesian society, namely preliteracy, literacy and postliteracy.

- 1) Preliterate community uses oral tradition and is difficult to access media such as books, TV, internet and others. If they can access the media, they cannot understand it easily.
- 2) A literate community has access to books, but it does not mean the tradition of literacy can thrive in these circles.
- 3) Postliterate community has access to books, information technology, and audio-visual equipment.

The viewed from the existing facilities, the people of Indonesia is in the category of community literacy (3). Libraries are not only available in school, but also in the regions, towns and villages. There are even “smart” cars to provide reading facilities for the public. However, the community has not utilized all these facilities. Television viewing is more popular than reading.

The Benefit of Reading Literature

Here are some benefits of reading literary works:

- 1) inner satisfaction
- 2) providing knowledge
- 3) psychiatric therapy

Popular Literature for Developing Reading Interest

The fiction novel is one of the various types of popular literary style that is increasingly in demand in the market. Some publishers make this kind of book as one of the featured products. Novel is suitable to be used as a medium to foster interest in reading, especially for teenagers. CEO Mizan, Sari Muetia, conveys there are several books of popular literature, like “Dilan I” dan “Dilan II” that were printed up to 56,000 copies or “Ayah” by Andrea Hirata that was printed to 60,000 copies. “13,000 copies were sold in a month. In this economic climate, the sales can still be said as successful.”

The high interest on this popular literary book proves that the public is interested in a book that uses language of medium-level difficulty and that emphasizes the element of recreation. There were several factors that led to the book of this type being increasingly popular, among others fame novelist. There is a novel reader who is fond of certain novelists. For example, Andrea Hirata’s work entitled “Father” is one of the best-selling novels today. It was not separated from the fact that many fans of the novel see the work of Andrea as very inspiring. One of the most popular works is “Laskar Pelangi”. “In fact, “Laskar Pelangi” is expected to sell up to 5 million copies” .

The relationship between novels and films also can not be separated. Both seemed to have a symbiotic relationship mutualism. When the novel was sold on the market, it will be remade in the film. Conversely, there are also novels that are

previously unknown but only after the film version is released, the novel will be sold in the market.

Community and Social Media

The existence of the community is also quite an effect on a person's interest to read a novel. This is seen in the novel "He is Dilan". In addition to the unique language style and easy subject, the role of the community is also quite influential.

In fact, there are groups that support Dilan, but there are also groups that support Milea. Indirectly this debate will lead to the curiosity for those who have not read the novel. Pidi Baiq, a novelist who is active in social media to make his work more and more popular. There are some writers who are not so well known, but his work read by many people because of social media. Some of the books content was high on demand, such as a book "88 Love Life" by Diana Rikasari. It has been printed up many times because the demand is high. "A book of this type is high on demand because it contains recipes of how to live a life".

However, there are some disadvantages of these popular novels. The story is not based on the reality of what happened. Most of the novels present a story that sells dreams. They are different from the literature that emphasizes the reality and lead the reader to think, contemplate and even strengthened in the story being presented. For example, novel "Ali Topan Street Children" by Slamet Hidayat Adrai tell about the life of street children on the outskirts of the rail. This story showcases the life which is really going on in society. If you are familiar, they will be challenged to read books that are more qualified and provoke the reader to think more.

FINDINGS AND DISCUSSION

Popular Literature in Academic Environment

A source of data in this research is 40 students of Study Program of Language and Literature Education. In this research data is the result of observations and interviews that were conducted on a regular basis (the first week and sixth week of lectures). The total number of lectures is 14 meetings (May 3-June 1, 2016).

The observations and interviews show that the 35 students preferred the popular literature in the form of a novel, for reasons they novel is easily understood, interesting (containing about a love story), and funny.

Students who belonged to the academics do not rule out the existence of popular literature that had been considered as literature that has no educational value at all. The students are in their teens (15-20) who have a lot of love stories and imaginations about romantic partners. This makes them fond of the popular novel, because the popular novel is imaginative and full of love stories written in a language that is easily understood.

Reading culture has been sorely lacking. The observations and interviews with students who show "the importance of collecting assignments, must pass the course" (wm.2). The student orientation is to get grade, so that they do not desire to do something to benefit the community. This is what causes unemployment; many scholars do not have a job because they do not have the skills themselves. Students cannot write because they are not accustomed to reading, so that they find it difficult to write down their ideas.

The students do not like reading elusive references. The response appears in the following "... do not like reading elusive mam, I like the romance novels." (Wm.10). The answer is supported all students. Therefore Popular Literature course is

very popular among students (40 students are registered), while the other elective subjects have maximum of 20 students.

Students and Literacy

Simply put, literacy can be defined as an ability to read and write. While students are academics who are studying in college. Based on the interviews, 80% of courses requires the students to write scientific papers for a final paper.

When writing a paper is not matched by reading a lot of literature, the content of the paper can not represent the writer's ideas to the fullest. Therefore, reading and writing actually is a matter that can not be separated. Both complement each other, because basically the student is educated to become a scientific researcher or developer. It is visible on the answers from the interview as follows, "virtually all subjects has assignments of making paper or sometimes scientific articles" (wm.15).

The Advantage of Literature Reading

Observations and interviews show that the reading of literary works can make students feel happier because they are inspired by the characters they admire, especially in their daily interaction. Therefore, there is the need for the production of popular literary works that contains the teachings of noble living. The writer or the result of the creative process of the teens can do this. A fictional story can be inspired from a true story in everyday life.

The literary work can be used to deliver a variety of things, ranging from a taboo, a political idea, to everything that is needed in public life, and popular literature is much-loved by all the community. An informant says "I hate the liar character" (wm. 20). From reading popular literature, readers will apply good behavior and leave the bad habits of the characters, without any orders from anyone else.

Popular Literature and Reading Interest

Observations and interviews showed that students who initially did not like to read or write now are so fond of reading and want to pour their life experiences in the form of short stories. This can be seen from the following interview, "I have never severed a girlfriend, until I became ill and my grades in college dropped. That's the most tragic story in my life, but I was embarrassed by the story. I wanted to write it in the form of a story, but I am afraid it will be a bad work.. ". After the students were taught that writing popular literature does not need figurative language and or complicated plot, the students started to get to start writing. The class just focused on writing short stories, with hopes of completion in accordance with a predetermined time.

A piece of a life story written in the form of the short story seems to attract more students to read the works because there is curiosity. Circumstances like this is a hope for the author to convey good message to the readers. Short stories can show moral values if the literary works are analyzed in depth by the lecturers and students.

Community and Social Media

In addition to learning in the classroom, students who take the Popular Literature are obliged to join the community writing and have a blog that is used to publish their writings.

Not all students have android phones, so the publicity through social media have constraints and cannot go according to plan. This was not a major effect on the talents and interests of students to the development of literate culture of popular literature. They can remain active in developing a culture of literacy literature through Popular Literature class community.

CONCLUSION

Although popular literature is regarded as an easy work, it has many benefits. Especially in the field of literacy, student becomes enthusiastic for reading literary works, both from literary works or works of a friend. They read the work of a friend out of their curiosity, not by force or fear of the supervisor.

One student must produce short stories, while there are 40 students in the class. So, the class collected 40 works of popular literature that comes from personal experience. The results are analyzed in the classical writings, so that there are a variety of life lessons that can be drawn from the literature produced in the class activities of Popular Literature course. The life lessons can be about empathy that arises when there is a friend who had economic problems, pain, or difficulty in understanding the lesson. The students looked closer with each other although they originally come from classes or groups of students.

It is suggested that the next researcher keep developing a literate culture with different learning innovations, so that people can actually feel the result of literate culture. While the general advice for readers of this article is to avoid negative view of popular literature, because popular literature can be used as a medium to develop potentials in teenagers.

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