

THE IMPLEMENTATION OF INFORMATION LITERACY PROGRAMME

(Case Study in Faculty of Communication Studies, Padjadjaran University)

ABSTRACT

This research explore the implementation of information literacy programme that held in Faculty of Communication Studies in Padjadjaran University. The research used the paradigm of qualitative research and the approach of explorative case study. The collecting data collected through in depth interview to informant, role within observation, and documentation research. The collected data is analyzed qualitatively. The result of this research indicates that in Faculty of Communication Studies in Padjadjaran University would not have specific rules about the implementation of Information Literacy Programme. The faculty management has realized the urgency of this literacy information prosperity. The decision makers in the faculty management consist of library management, top management, department member in faculty, administration staff and lecturer. The knowledge of civitas academica in Faculty of Communication Studies about this programme is varied. New students usually know about literacy information when they join information literacy programme in new student orientation. Meanwhile, in lecturing, some lecturer have refered their student to develop their ability in information literacy. Interested people who involved in the implementation of this information literacy programme include librarian, top management in library and faculty, and the served community. The important things to watch out in this implementation are community target, their needs, the used method, the given subject, human resources, and the support technology. The management steps to implement this programme as of planning programme step, determining instructor, choosing co-instructor in class, making subject draft, making Kasundaan subject, determine teaching method, preparing supplement media for teaching in class, determining time and place of this programme, preparing support matters, and implementing evaluation system. The top management in faculty has realized the important of this programme especially about the urgency of this programme to restrain plagiarism and to develop the knowledge of cultural information (especially knowledge about Kasundaan). For the student, their view about this programme is influenced by their understanding capacity, their physical and mental condition, and their relevant experiences especially about this programme. The faculty has to create written rules that stated the implementation of information literacy programme in Faculty of Communication Studies in Padjadjaran University. Library faculty and their librarian have to create good cooperation and coordination to implement this programme, especially join cooperate with the other member of faculty, in preparation and implementation this information literacy programme. Comprehensive coordination in faculty must be improved to create the best implementation of this programme.

Keyword : *the implementation of information literacy programme, information literacy*

IMPLEMENTASI PROGRAM LITERASI INFORMASI

(Studi Kasus di Fakultas Ilmu Komunikasi Universitas Padjadjaran)

ABSTRAK

Penelitian ini mengkaji implementasi Program Literasi Informasi yang dilaksanakan di Fikom Unpad. Penelitian ini menggunakan paradigma penelitian kualitatif, dengan pendekatan studi kasus eksploratif, melalui teknik pengumpulan data dengan cara wawancara mendalam kepada beberapa informan, pengamatan berperan serta, dan studi dokumentasi. Data yang telah terkumpul dianalisis secara kualitatif. Hasil penelitian menunjukkan Fikom Unpad belum memiliki kebijakan khusus yang jelas terkait pelaksanaan Program Literasi Informasi. Pimpinan fakultas sudah mulai menyadari urgensi kemampuan literasi informasi. Pihak-pihak yang terlibat di dalam implementasi program adalah pustakawan, pimpinan perpustakaan/fakultas, serta komunitas yang dilayani. Unsur yang harus diperhatikan dalam melaksanakan program literasi informasi, yakni target komunitas, kebutuhan mereka, metode yang akan digunakan, materi yang akan disampaikan, sumber daya manusia, fasilitas teknologi yang mendukung. Manajemen pelaksanaan Program Literasi Informasi dimulai dari tahapan perencanaan program, menentukan instruktur, pendamping kelas, materi, materi Kasundaan, metode pengajaran, media pembelajaran, bahan pembelajaran, waktu dan tempat pelaksanaan, sarana prasarana serta sistem evaluasi. Terkait pemaknaan, bahwa pimpinan fakultas sudah mulai memahami tujuan pelaksanaan program literasi informasi ini, khususnya terkait urgensinya dalam penulisan karya ilmiah, plagiarisme dan pengetahuan kebudayaan khususnya Kasundaan. Pemaknaan mahasiswa terhadap implementasi literasi informasi tergantung daya tangkap, kondisi fisik dan mental serta pengalaman yang bersangkutan. Fakultas perlu segera menyusun kebijakan tertulis yang secara khusus menjelaskan mengenai penerapan Program Literasi Informasi di lingkungan Fikom Unpad. Perpustakaan dan pustakawan di Perpustakaan Fikom Unpad Perpustakaan Fakultas Ilmu Komunikasi bekerja sama dan berkoordinasi, baik dengan jurusan (para dosen) maupun dengan pihak pengambil keputusan di lingkungan Fakultas Ilmu Komunikasi Universitas Padjadjaran dalam persiapan dan implementasi Program Literasi Informasi. Koordinasi semua unsur yang terlibat dalam implementasi Program Literasi informasi harap ditingkatkan.

Kata kunci: implementasi program literasi informasi, literasi informasi