

National children's day festival in Kepek Village as an effort to develop children's literacy

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ABSTRACT

Kepek Village which still does not prioritize literacy in daily activities targeting children. The number of children in Kepek Village who use gadgets to play games is compared to literacy. Therefore, the commemoration of National Children's Day in Kepek Village is carried out with the aim of increasing literacy interest in the youth of Kepek Village which is carried out every year in collaboration with the PPK Ormawa Team of Pramuka UKM of Ahmad Dahlan University. This paper uses pre-activity, activity, and post-activity stages. This was done by the PPK Ormawa UKM Pramuka Team to create a smart village with the national literacy movement in Kepek Village. The purpose of writing this article is to describe a series of activities for the national children's day festival as an effort to improve children's literacy in Kepek village.



KEYWORDS

National children's day
Child literacy
Kepek village



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1. Introduction

The large number of children in Indonesia is a government concern. Indonesian children are state assets that need special attention for the progress of the nation. In 1984 the second president of Indonesia, Suharto established National Children's Day (HAN) on July 23 [1]. The determination of the children's day is based on data on the number of children who continue to increase and must be given special guidance and attention from the government [2]. The commemoration of National Children's Day was carried out because it was a form of government concern to protect Indonesian children in optimal growth and development and to obtain equal rights, obligations and responsibilities from both parents and the government [3]. Various activities were carried out to commemorate National Children's Day. Activities are not only carried out by the central government, but also carried out by the provincial, district, sub-district, village and school levels. How to interpret National Children's Day each region will carry out various activities based on local customs or culture, it aims to continue to introduce and preserve local culture to the younger generation of the nation's successors [4]. One of the places that took part in the commemoration of National Children's Day was one of the community service partner villages of Ahmad Dahlan University, namely Kepek Village, Saptosari, Gunung Kidul, Yogyakarta Special Region. Kepek Village is one of the assisted villages of Ahmad Dahlan University which has a lot of potential, one of which is in the field of culture. The village portrait of the people who are known for their knowledge that still carries a traditional lifestyle is no less good than the urban community.

The people there are very active in supporting government programs related to education by promoting literacy in the form of mobile libraries and One Home One Library (OHOL). There are many children in Kepek Village who still do not prioritize literacy in their daily activities. Children use gadgets

to play games more than literacy [5]. This village is a forum for community service by the PPK Ormawa UKM Pramuka University Ahmad Dahlan team which aims to create a smart village by developing national literacy. Commemorating National Children's Day is an annual agenda carried out by the Kepek Village government with the assistance of the Kuncup Mekar TBM Team, while this year the committee is more organized because it also collaborates with UGM Community Service Program and UIN Sunan Kalijaga Community Service Center so that the event is very lively and lively. The series of events carried out were various, such as fashion shows wearing DIY traditional clothes, coloring competitions, drawing competitions, reading geguritan and others. With activities like this, it has a positive impact on children's growth and development, namely an attitude of confidence and courage to appear in front, live socially, increase creativity and much more. The purpose of writing this article is to describe a series of activities for the national children's day festival as an effort to improve children's literacy in Kepek village. This activity is one of the efforts made by the PPK Ormawa UKM Pramuka team as a fulfillment of the work program to make Kepek Village a Smart Village with the National Literacy Movement.

2. Method

The Children's Day festival will be held on Saturday, July 23, 2022 at the Kepek Village Hall, Saptosari, with a target of 211 children with the signing of a declaration of parental agreement from the head of Kepek Village by pre-parents for the children present. The method used in writing this paper uses pre-activity, activity, and post-activity stages. At the pre-activity stage, the activity was carried out by recording the interests of the children according to the type of literacy in the form of drawing competitions, coloring, reading geguritan, and fashion show competitions. The implementation phase was carried out in accordance with the data that was already available from the results of the interest data collection at the pre-activity stage, accompanied by the PPK Ormawa UKM Pramuka Team at Ahmad Dahlan University, Kuncup Mekar TBM, Gadjah Mada University Community Service Program, and Sunan Kalijaga State Islamic University Community Service Program. Assistance at the literacy festival is carried out by accompanying children to carry out literacy according to what they are interested in or follow. After the activity, the writer observed the activities that took place from the beginning of the literacy festival, interviewed the organizing committee, and interviewed the children who took part in the literacy festival activities in Kepek Village.

3. Results and Discussion

3.1. Pre-Activity

In this activity, the Kuncup Mekar Community Reading Park (TBM) with the PPK Ormawa UKM Pramuka Team of Ahmad Dahlan University, Kepek Village Youth Organization, Sunan Kalijaga State Islamic University Community Service Program, Gadjah Mada University Community Service Program prepared events such as conceptualizing the event, determining the competitions to be held, as well as promoting activities that refer to the literacy field so that Kepek Village can become a smart village and children can find out about the activities of the National Children's Day Festival and prepare technical activities for the National Children's Day Festival, see Fig 1. Before carrying out these activities, an approach was carried out with children aimed at being able to attract time. Furthermore, data collection on the interests of children in Kepek Village was carried out so that the events carried out could be right on target.



Fig. 1. Preparation and rehearsal for Children's Day Festival

The involvement of parents as a guide for children's interests and talents is one of the solutions that the committee offers. The suitability of children's interests in this matter will affect the final result of the competition assessment later. The final results will be considered by the jury from representatives of each university, namely Ahmad Dahlan University, Gadjah Mada University, and Sunan Kalijaga State Islamic University, Fig 2, registration for Children's Day Competition Festival.



Fig. 2. Registration for Children's Day Competition Festival

3.2. Activities

On the day of implementation with the number of participants, people with various types of competitions such as drawing competitions Fig 3, coloring, reading *geguritan*, and fashion show competitions. The enthusiasm of the contest participants and also the community was extraordinary. The participants from all hamlets/hamlets in Kepek Village amounted to 5 hamlets/hamlets, each hamlet had their respective representatives to take part in the competition.



Fig. 3. Drawing Competition

The drawing competition was followed by 52 children, 76 coloring competitions, Fig 4, then a *geguritan* reading competition, this competition emphasized cultural literacy so that the children of Kepek Village did not forget their own culture. The *geguritan* reading competition was attended by 17 children and the last was the fashion show competition which was attended by 66 children.



Fig. 4. Coloring Competition

The National Children's Day festival was held in one day starting at 08.00 WIB at the Kepek Village Hall, participants began to arrive from various hamlets. Furthermore, the participants re-registered themselves with the committee, the committee for the children's festival was TBM Kuncup Mekar, Karang Taruna Kepek Village, KKN State Islamic University Sunan Kalijaga and KKN Gajah Mada University and the PPK Ormawa Team of Pramuka UKM of Ahmad Dahlan University. After re-registering the participants, they were directed to the Village Hall, the event was opened by the Head of Kepek Village, namely Mr. Suhut Hudi, S.H. Furthermore, the competition was held simultaneously with drawing, coloring, and reading *geguritan*, at the end after all the competitions were finished, a fashion show competition began by wearing Javanese traditional clothes in accordance with the aim of increasing cultural literacy, Fig 5. After that, the winner of each competition is announced. The winner of the competition was handed over by the Head of Kepek Village.



Fig. 5. Fashion Show Competition

3.3. Post Activities

After the activity, we conducted interviews with the children about their feelings and also the parents who agreed to sign the declaration of the National Children's Day agreement, which the authors summarize in Table 1.

Table 1. Results of interviews with children participating in the Literacy Festival

Answering	the feeling after attending the children's day festival
Child 1	is happy, because there are many prizes and door prizes
Child 2	Very happy, because there is a gift and I like to draw
Child 3	Very happy, because I like coloring so I can get a lot of knowledge
Child 4	is happy, because if you win you will get a prize and you can make your parents proud

Answering	the feeling after attending the children's day festival
Child 5	Participating in a geguritan reading competition is a little difficult, but happy because you get experience and prizes
Child 6	I like fashion show competitions the most, because I can see other friends wearing kebaya
Children 7	Total Participated in drawing competitions, because at school they also like drawing, so here I will also participate in drawing competitions so I can win

From the results of interviews with these children, it can be concluded that children are more interested in participating in competitions because of the prizes that will be received when they win later. In this case, prizes and door prizes are one of the attractions for children to participate in the National Children's Day Festival in Kepek Village. Not only that, the author also interviewed one of the parents of the participants in the Children's Day Festival in Kepek Village. One of the parents who participated in this activity said that this activity was very inspiring as a form of embodiment of the fulfillment of children's rights and the existence of this *geguritan* reading competition could be a form of cultural literacy that children could preserve considering that Kepek Village is a Cultural Village. In this activity, parents are also required to sign a declaration on this National Children's Day as a form of protection, supervision, and fulfillment of the rights that children must get, Fig 6. In addition, the hope is that children can obey and can build respect for parents.



Fig. 6. Signing of Declaration by Parents and Committee

4. Conclusion

This National Children's Day Festival activity was carried out in commemoration of National Children's Day where the activities in the festival were all based on literacy in accordance with our goal of making Kepek Village a Smart Village by increasing Literacy, one of which was the National Children's Day Festival where literacy-based activities existed. drawing, coloring, and cultural literacy such as reading Geguritan and fashion show using traditional clothes. By holding this activity, it is possible to train children's literacy skills in particular and society in general and also train their spirit of achievement from an early age. This activity also provides knowledge to children how the world of children is actually filled with positive children's world activities.

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Declarations

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