

ABSTRACT

Role of Interpersonal Communication from Rumah Baca Asma Nadia's Volunteer In Increasing Interest in Reading from Child Learners (Study At Rumah Baca Asma Nadia Lampung)

by

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Rumah Baca Asma Nadia Lampung has a program to increase student's interest in reading. In its efforts, each volunteer must be able to interpersonally communicate to their students to reach an agreement in order to achieve the goal, which is to increase interest in reading. The purpose of this study is to describe the role of interpersonal communication of volunteers Rumah Baca Asma Nadia Lampung in improving student's interest in reading. This study used a qualitative descriptive method. Informants in this study were taken by using purposive technique (intentional), the number of informants was 6 people. Communication theory used in this study is viewpoint of humanistic which are openness, empathy, supportiveness, positiveness and equality. The results of the study explained that there is an increase in intensity of the presence of the students, previously in november average attendance of students were 16 people and the number of books borrowed were 10 and in January increased by an average attendance of 25 people and the number of books borrowed were 15 books. The student's interest in reading is increasing as seen from 5 humanistic aspects in interpersonal communication openness, empathy, supportiveness, positiveness and equality occurs and acceptable, understandable and understood by the communicant.

Kata kunci: volunteer, interpersonal communication, reading's interest