

knowledge transfer process is gained through reading. This condition shows that reading activity dominates the whole **human's life**. **Therefore**, the quality of reading activity should be enhanced. **Throughout reading, someone's** knowledge and experience will enlarge, intelligence capacity will improve, logical reasoning will be high-pitched, and s/he will achieve significant advancement and self-upgrading. The fact also shows that knowledge development in developed country is signed by the development of reading culture and writing productivity. In 21st century, **learners' literacy competence relates to demand of learners' reading ability for understanding information** analytically, critically, and reflectively. Unfortunately, learning process in formal education has not fulfilled the goal of reading demand. At secondary **school, learners' understanding (except mathematics and science) is tested by** OECD –Organization for Economic Cooperation and Development- in Programme for International Student Assessment (PISA).

PISA 2009 showed that Indonesian learners were in 57th rank with score 396 (average score in OECD was 493), whereas PISA 2012 showed that Indonesian learners were in 64th rank with score 396 (average score was 496) (OECD, 2013). Addition, 65 countries participated at PISA 2009 and 2012. Second survey result of PISA concluded that educational practice that was conducted in Indonesia secondary school had not showed school function as learning organization that made serious effort for all members to be skilled learners especially in reading competence for supporting long life education. Based on it, The Ministry of Education develops **Gerakan Literasi Sekolah** (GLS) –School Literacy Movement- that involves all stakeholders in education field.

In Indonesia, Literacy development is still untouched by many sides. Fortunately, Surabaya began this program earlier. Some programs had been planned by Rismaharini, Surabaya Mayor, for cultivating literacy; they are reading corner, book review, book discussion, **Grebek Taman Baca Masyarakat** (TBM) –sudden public reading room-, and so on. The goal of those programs is improving **learners' reading interest** (reading culture) in Surabaya. Statistic data showed that in 2015 number of service spots reached 1008. Even, number of public library visitors increased in 2014, they were 17.735.360 people.

Because of the rise of service and reading interest in Surabaya, the next step is to know the growth of reading interest quantity especially in **Madrasah** and **Pesantren** along with the reading ability in a quality manner, whether speed of reading or reading comprehension.

Discussion

Mapping *Madrasah* and *Pondok Pesantren* in Surabaya

Surabaya has 250 *Madrasah* and *Pondok Pesantren* that spread in 31 sub districts. Those are 69 *Madrasah* and *Pondok Pesantren* (60 *Madrasah* and 9 *Pondok Pesantren*) that are reached (*Madrasah* and *Pondok Pesantren* list are attached in *Lampiran 1*). The implementation of literacy volunteer student program by laboratory of Education and Teacher Training Faculty based on agreement of MoU between UIN Sunan Ampel Surabaya and BARPUS (*Badan Arsip dan Perpustakaan*) No.Un.07/1/PP.00.9/-1667/P/2015 dan No. 041/3799/436.7.7./2015.

Literacy volunteer student program is one of follow up from the MoU above that had been equalized with KKN. Literacy KKN is as kind as regular KKN and international KKN. In the first batch, Education and Teacher Training Faculty departed 152 literacy volunteer students that spread in 69 *Madrasah* and *Pondok Pesantren* in Surabaya.

Making strategy to improve reading culture

There are some strategies that should be done for improving reading culture in *Madrasah* and *Pondok Pesantren*, they are:

1. Literacy Empowerment
 - a. Doing School Literacy Movement
 - 1) Habituation step: growing reading interest trough 15 minutes reading activity (Ministry of Education policy number 23 year 2015).
 - 2) Developing step: improving literacy competence trough perceiving enrichment book activity.
 - 3) Learning step: rising literacy ability in all lessons using enrichment book and reading strategy in al lessons.
 - b. Obligation for visiting library minimal once a week, when students visit the library. There are some programs, such as reading technique service, storytelling service, and main mapping.

2. School library revitalization

School library revitalization is one of agendas in literacy KKN. It was held in *Madrasah* and *Pondok Pesantren* that have minimal standard of library. Between 69 *Madrasah* and *Pondok Pesantren* that were surveyed, only 10 *Madrasah* and *Pondok Pesantren* that had library.

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