

Designing a Short Film to Integrate Literacy into Daily Life: A Case Study of Library Café “The Room 19”

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ABSTRACT

Literacy is a fundamental prerequisite for human comprehension. While Bandung boasts a diverse array of cafes that incorporate unique concepts such as movie, music, or nature themes, the presence of library-themed cafes remains a minority. Consequently, strategically incorporating the library cafe trend into contemporary life, encompassing aspects like lifestyle, presents a compelling strategy to promote literacy. By presenting the library concept within a welcoming and aesthetically pleasing cafe ambiance, this research employs a qualitative approach grounded in design thinking. Data collection involves questionnaires, interviews, and observations. Literacy is an indispensable aspect of daily life. One effective approach to enhancing literacy is through the design of short films that integrate literacy into the fabric of one's lifestyle. By portraying literacy as a fashionable and engaging activity, short films can inspire college students and learners to incorporate reading into their daily routines, thereby reinforcing literacy culture.

KEYWORDS

Literacy, Short Film, Lifestyle, Library, Cafe.

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INTRODUCTION

Literacy is a fundamental skill that enables humans to acquire knowledge and understanding of various subjects. It serves as a cornerstone for personal and societal development. Higher literacy levels facilitate better access to information, leading to improved quality of life and the creation of new opportunities. By investing in literacy education, societies can enhance their critical thinking, innovation, and preparedness to address global challenges.

Research published in the *Jurnal Pustaka Ilmiah* (Rahmadanita, 2022) highlights the collaborative efforts of families, the government, and the community in addressing low literacy rates among Indonesian teenagers. This research underscores the significance of fostering high motivation in teenagers to engage in reading, writing, and critical thinking, which can be achieved through the support and encouragement of their surroundings.

Libraries play a pivotal role in supporting literacy development in Indonesia. Beyond their traditional function as book repositories, libraries serve as hubs for learning and knowledge exchange. A study conducted by Ranem et al. (2022) revealed the vital role of libraries in supporting the School Literacy Movement at the elementary level. However, despite Bandung's reputation for offering a diverse range of themed cafes, library cafes remain a minority.

By integrating the concept of library cafes into modern life, akin to a lifestyle choice, libraries can strategically enhance literacy rates. This approach transforms the traditional library setting into

a comfortable and inviting cafe atmosphere, making literacy a trend embraced by diverse groups. This not only attracts the public's interest in reading and learning but also creates an environment conducive to literacy development in Indonesia. Library cafes that offer a diverse selection of quality books and provide comfortable facilities for patrons can significantly alter the public's perception of reading and learning activities. Consequently, this trend is anticipated to substantially contribute to improving national literacy rates, fostering a reading culture, and cultivating a more literate and discerning reading generation.

As mentioned by Buda (Putra et al., 2023), films, as a widely enjoyed and accessible media, possess the potential to foster critical thinking among the public. Their ability to convey profound messages visually and emotionally enables them to influence the perspectives and beliefs of viewers on various social, political, and cultural matters. Design, which follows system analysis, aims to create a design that aligns with the requirements identified during the analysis phase (Darmo & Sanjaya, 2024). Furthermore, as highlighted by Kartini (In Difitrian & Saleh, 2024), films play a pivotal role as a tool of mass communication, effectively conveying messages to society. They serve as a potent medium to share narratives, ideas, and information, significantly impacting the public's perception and understanding of various issues. Through compelling narratives and visually striking elements, films reach a broad audience, making them an influential means of disseminating important messages to the community.

From the research *Designing Short Films as Library Promotion Media* (Nugraha, 2019), short films can be utilized as library promotion media to enhance reading interest and visitor numbers. In *Kafe Pustaka's role in Improving Literacy* (Sefina, 2019), the study underscores the role of library cafes in enhancing community literacy through diverse activities, including screening short films that address social issues. Furthermore, *The Role of Literacy Café Libraries in Increasing Visitors' Reading Interest in Medan City* (Nuraini, 2022) explores how café libraries can stimulate visitors' reading interest through a welcoming ambiance and literacy programs.

Previous research has not yet delved deeply into the role of short films as a tool for: (1) Initiating creative literacy initiatives, (2) Integrating literacy into the daily routines of patrons in library café environments, such as *The Room 19*, (3) Establishing connections between the concept of literacy and the daily activities of visitors. Therefore, there is a need for new research that adopts a creative design approach through short films to foster a sustainable literacy culture within library cafes.

METHOD

Design thinking is a straightforward and readily comprehensible methodology for problem-solving and creative thinking. It employs techniques to address the challenges encountered (Soewardikoen, 2021). Through design thinking, we can enhance empathy for users. Design thinking is an approach utilized to solve problems in an innovative and creative manner. This method emphasizes a profound comprehension of user requirements and merges diverse viewpoints to develop effective and enduring solutions (Dwi Saputra, 2024). This approach offers advantages in posing inquiries, formulating hypotheses, and ascertaining relevance because it facilitates problem clarification by centering on human needs.

Sketching, prototyping, and testing various concepts and ideas are integral components of the design thinking process. Through these stages, design transforms into an effective problem-solving tool for societal phenomena. With this approach, the solutions generated are innovative, relevant, and acceptable to the intended community. This approach ensures that every solution is meticulously designed considering the genuine needs and feedback of users, resulting in more optimal and practical outcomes (Soewardikoen, 2021).

RESULT AND DISCUSSION

1. Empathize

Empathize is the first stage in the Design Thinking method. In this stage, the design team collects data through in-depth interviews and observations to understand the needs and challenges of

users (Shawenner et al., 2024). The Room 19 was established on December 10, 2023, by Alia, Edo, and Reiza, located at Jl. Dipati Ukur No.66C, Lebakgede, Coblong District, Bandung City, West Java 40132. The idea for The Room 19 originated from the founders' concern about the lack of spaces for sharing ideas, engaging in dialogue, and reading in a non-rigid environment. The Room 19 has 7 staff members and 3 owners.

It began with the owners' desire to create a venue for people who need a place to enjoy reading books while eating and drinking or discussing a topic with others. This desire arose from their concern about the scarcity of friendly and comfortable places for sharing ideas, reading books, and having discussions. The owners realized that many people were seeking a relaxed environment that not only provided access to reading materials but also facilitated dialogue and the exchange of ideas. Overall, the owners' vision was to create a multifunctional space that combines elements of a café, library, and creative space. This place not only offers comfort for reading and enjoying meals but also serves as a hub for discussions, idea-sharing, and other creative activities. Thus, it is hoped that this place can meet the community's need for a space that supports literacy, social interaction, and creative expression.

The workflow at The Room 19 begins with making a reservation via direct message on Instagram or WhatsApp. Upon arrival, visitors confirm their reservation at the cashier, choose their preferred tea while listening to the staff's explanation of what to do before entering the reading area, store their belongings in lockers, and use the provided slippers. Then, visitors can select a book to read and sit in the designated area. If they wish to order food, they can scan the barcode on the table to choose from the menu.

2. Define

The 'Define' stage in the Design Thinking method is the second crucial step after 'Empathize.' In this stage, the main objective is to compile and define the core problems faced by users based on the data and insights gathered previously (Rahman et al., 2022). SWOT analysis is used to identify the strengths, weaknesses, opportunities, and threats present at The Room 19. From this analysis, it can be determined that The Room 19 has several significant strengths. One of the main strengths is the direct partnership with publishers, which allows easy access to a variety of current and high-quality reading materials. Additionally, The Room 19's strategic location near Universitas Padjadjaran is another advantage, as it attracts many students who need a comfortable place to study and discuss.

However, The Room 19 also has some weaknesses that need to be addressed. Access to the venue is inadequate, possibly due to suboptimal infrastructure or signage. Furthermore, the limited space is a constraint, as The Room 19 occupies only the second floor of a multi-story shophouse. This space limitation can hinder comfort and visitor capacity, especially during events or when many visitors arrive simultaneously.

By understanding these strengths and weaknesses, The Room 19 can also explore available opportunities. For instance, with its strategic location near the university, there are opportunities to host more collaborative events with students and campus organizations, such as book discussions, seminars, or creative workshops. On the other hand, potential threats include competition from similar venues that might offer more comprehensive facilities or easier access. Through this SWOT analysis, The Room 19 can design appropriate strategies to maximize their strengths and opportunities while addressing their weaknesses and mitigating existing threats.

From the results of observations, questionnaire distribution, interviews, and analysis conducted, the issues at The Room 19 have been filtered and categorized based on their types. These issues align with the researcher's focus, namely visual identity and promotional media, which can be resolved through a design approach. The first issue is visual identity, where the fashion style in activities at The Room 19 does not match the concept of a library café, and the room decoration does not meet consumer expectations. The second issue is promotional media, which requires more effective dissemination of information about literacy as a lifestyle component. The design approach employed includes the fields of fashion, visual communication, and fine arts to address these issues.

3. Ideate

In this phase, the primary objective is to identify and determine the most effective solution based on the recognized challenges. Each team member contributes ideas commensurate with their respective roles, and subsequently, these ideas are selected to ascertain the most pertinent and effective ones for implementation (Chusnan Widodo & Gustru Wahyuni, 2021). Brainstorming sessions serve to generate ideas, stimulate spontaneity, and enhance creativity, creating an environment where participants freely express their thoughts and collaborate on innovative solutions (Moussadecq & Darmawan, 2022). The alternative solutions identified through various promotional media encompass catalogs, posters, videotrons, Instagram, merchandise, banners, billboards, and films.



Figure 1. Alternatif solusi. Source: pinterst

Based on the questionnaire results, video content emerged as the preeminent solution. Video content possesses distinct advantages, particularly in fostering robust communication. It enables the conveyance of messages not only verbally but also emotionally and informatively through visual elements. This capability empowers The Room 19 to engage with its audience more effectively and cultivate a deeper level of connection. Furthermore, video content proves to be an exceptionally effective medium for conveying messages.

4. Prototype

Following the ideation phase, the subsequent step is to develop the concept into a prototype, specifically in the form of a storyboard. In essence, a prototype represents an initial version of a product, typically created on a smaller scale or as a simulation. Prototypes can be rendered in various formats, including sketches, paper mockups, digital mockups, and similar representations (Buana Ayu & Wijaya, 2023). This process entails:

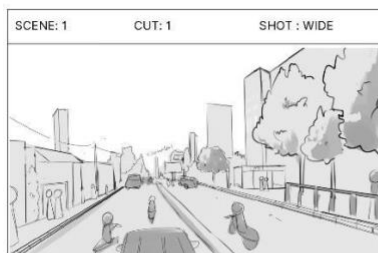
- 1) Narrative Development: Crafting the storyline and conveying the primary message of the video.
- 2) Scene Sketching: Generating preliminary sketches for each pivotal scene, accompanied by concise descriptions.
- 3) Scene Sequencing: Arranging the scene sketches in a logical and coherent sequence.
- 4) Visual Details: Incorporating essential elements such as camera angles, lighting, text, and graphical elements.
- 5) Feedback and Revisions: Reviewing and revising the storyboard based on feedback received.
- 6) Finalizing the Storyboard: Finalizing the storyboard to serve as a comprehensive guide for video production.

A well-structured storyboard ensures that the video production process effectively communicates the intended message and captivates the audience's attention.

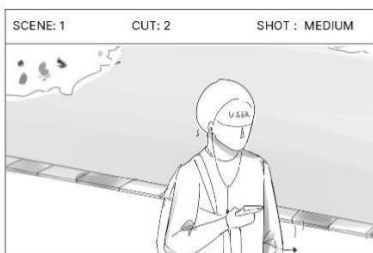
TITLE MEMBACA ADALAH GAYA

DURATION 5-7 MENIT

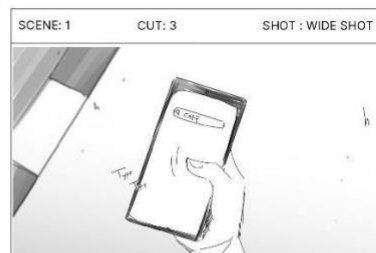
1



NOTES: SUASANA PAGI



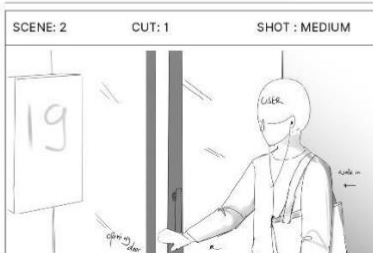
NOTES: Medium shot dari seorang User yang sedang berjalan menuju kampus dengan earphone di telinganya.



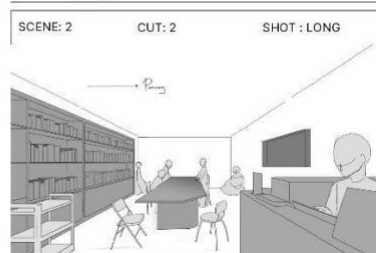
NOTES: Close-up dari ponselnya, terlihat dia sedang mencari kafe dengan konsep unik dan nyaman.



NOTES: Masih dengan close-up ponselnya, dalam urutan pertama terdapat library cafe the room 19.

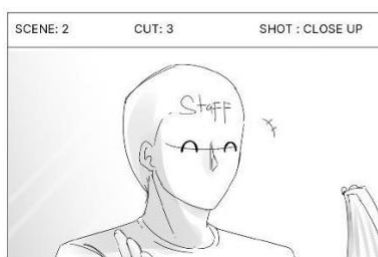


NOTES: BUKA PINTU DAN MASUK KEDALAM



NOTES: Panning shot memperlihatkan interior kafe, buku-buku di rak, dan pengunjung yang asyik membaca atau bekerja.

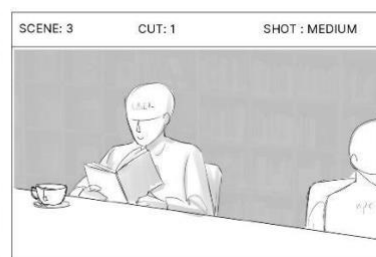
2



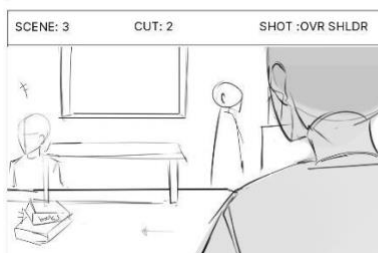
NOTES: STAFF MENJELASKAN



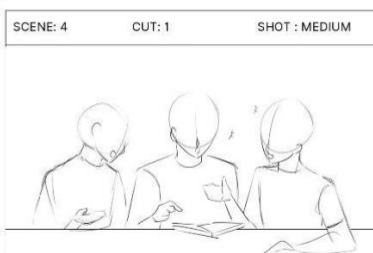
NOTES: MENYIMPAN BAWAAN > MENCARI BUKU



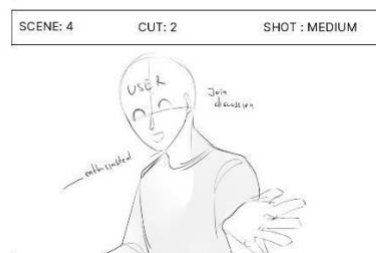
NOTES: MENIKMATI SUASANA



NOTES: Over-the-shoulder shot dari User yang memperhatikan sekelilingnya, User merasa nyaman dengan suasana kafe tersebut.



NOTES: SEKELOMPOK MAHASISWA BERDISKUSI



NOTES: USER IKUT BERDISKUSI

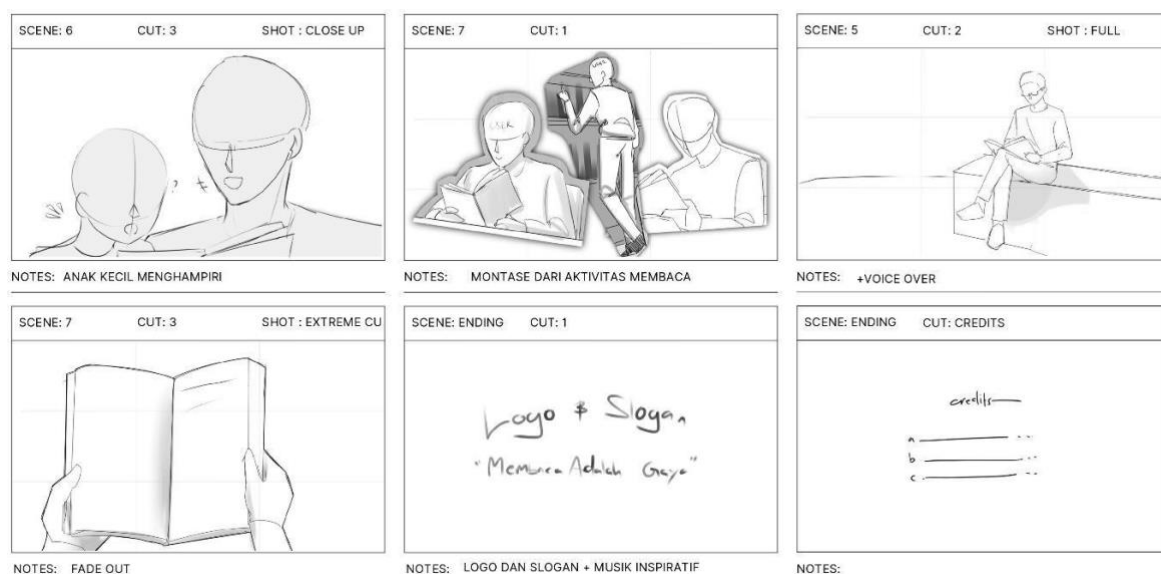
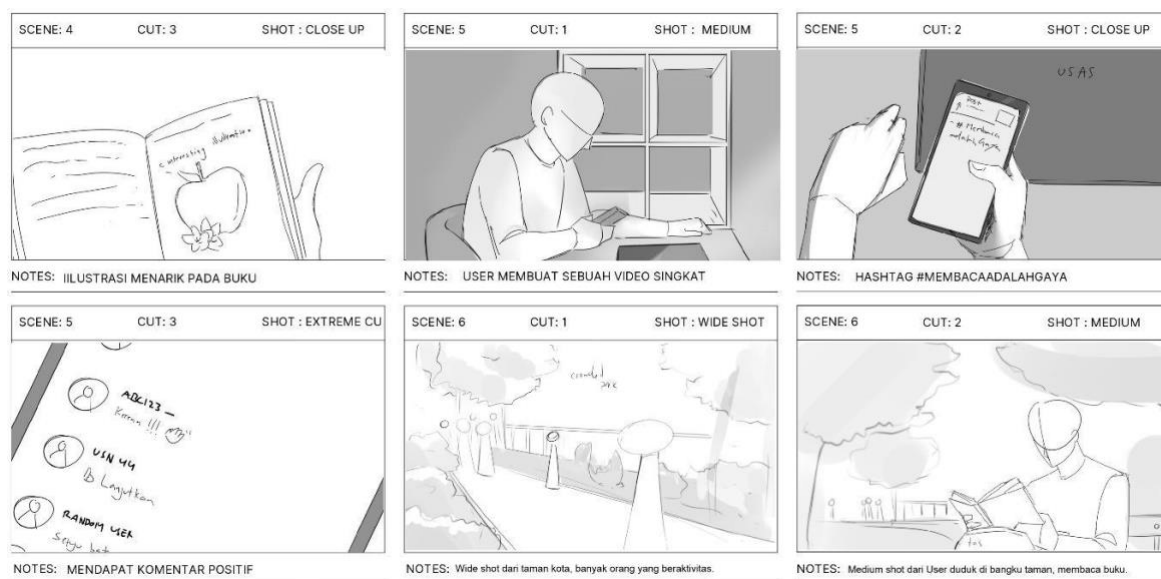


Figure 2. Storyboard "Membaca adalah gaya". Source: personal documentation

CONCLUSIONS

Based on the research findings, it can be concluded that literacy is a fundamental element for personal advancement. Enhancing the interest of students in literacy is of paramount importance. One effective strategy to achieve this is through the design of a short film approach that integrates literacy into their daily lives. By presenting literacy as a fashionable and engaging activity, short films can inspire students to incorporate reading into their routines, thereby fostering a culture of literacy.

The proposed solution for this research involves conducting user testing. This testing aims to assess the efficacy of the short film design approach in increasing literacy interest among students. By conducting this testing, the research can measure the success of the approach employed and provide more precise recommendations for promoting literacy as a lifestyle among students.

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