

ABSTRACT

APPLICATION OF CLASSICAL CONDITIONING THEORY TO INCREASING STUDENTS' INTEREST IN READING LITERACY AT DARUL ULUM ISLAMIC MIDDLE SCHOOL

Keywords: Classical Conditioning, Interest In Reading

This research aims to find out what factors influence students' interest in reading literacy, as well as the efforts made to increase students' interest in reading literacy at Darul Ulum Islamic Middle School. This research uses a qualitative approach, namely an approach that views the object of study as a system consisting of related elements and describes existing phenomena. The data collection techniques for this research use unstructured observation, open interviews, and documentation studies.

Based on the results of research conducted on 09 December 2022-04 July 2024, with the principal, Deputy Head of Curriculum, Deputy Head of Student Affairs, and students, it can be seen that the factors that influence students' interest in reading literacy at Darul Ulum Islamic Middle School are influenced by two factors, namely internal factors and external factors. These internal factors include students' lack of motivation to read, not taking the time to read, and reading books because the teacher ordered them to. Meanwhile, external factors include the school environment, unsupportive library space, limited reading books, and the influence of technology. The efforts made to increase students' interest in reading literacy at Darul Ulum Islamic Middle School include providing reading books, scheduling literacy visits to the library, making wall magazines, and providing reading corners in each class.