

## **ABSTRACT**

*The growth of reading interest is very important to be applied from an early age. It is intended that the nature of reading culture owned by the community. There are several activities that can be applied in the growth of reading interest such as research this time discusses about "School Literacy Movement Program in Growing Interest Read Students SDN Kuripan Lor 01 Kota Pekalongan". The aim is to know how the School Literacy Movement program improves the interest in reading on the students of SDN Kuripan Lor 01 Kota Pekalongan. This research occupies qualitative research design and descriptive research type along with case study approach. The writer chooses purposive sampling as the techniques of selecting informants for this study. There are six informants: Headmaster, Head of School Literacy Team, Teacher, Librarian, and Student of SDN Kuripan Lor 01 Kota Pekalongan. For collecting the data, the writer applied observation techniques, interviews, and documentations. Based on the result of data analysis in interview session of School Literacy Program at SDN Kuripan Lor 01 Kota Pekalongan, they implemented the three stages of reading development, namely habituation stage, development stage and learning stage. For the stage of habituation, the students are given 15 minutes to read any books before the class begins then arrange their surrounds in a literacy way. On the development stage, the students are motivated through Friday Language. The last is learning phase focused on the utilization of enrichment book in Bahasa Indonesia which is accompanied by writing assignment.*

**Keywords: school literacy movement, reading interest, SDN Kuripan Lor 01 Kota Pekalongan**