

# The Potential and Challenges of Developing Financial Literacy Through BI Corner Program at The Dispusipda Jawa Barat: A Post-Pandemic Case Study

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## ABSTRACT

This study aims to analyze the challenges faced in the implementation of the BI Corner program at the Dinas Perpustakaan dan Kearsipan Daerah Provinsi Jawa Barat (Dispusipda) and identify factors that hinder the success of the program. This research focuses on operational barriers such as funding issues, low public engagement, and lack of effective collaboration between Dispusipda and Bank Indonesia. The research method used was a qualitative research method with a case study design. Data collection techniques were conducted through interviews and observations. The results showed that the main problems hindering the sustainability of the program include lack of long-term funding commitment, limited training of librarians in financial literacy, and low public participation due to ineffective promotion and interactive activities. The findings suggest that future efforts should focus on establishing sustainable partnerships, improving librarian competencies, and expanding public outreach through engaging and targeted activities.

### ABSTRAK

Penelitian ini bertujuan untuk menganalisis tantangan yang dihadapi dalam pelaksanaan program BI Corner di Dinas Perpustakaan dan Kearsipan Daerah Jawa Barat (Dispusipda) dalam rangka meningkatkan literasi finansial di wilayah Jawa Barat serta mengidentifikasi faktor-faktor yang menghambat kesuksesan program tersebut. Literasi finansial diadakan untuk meningkatkan pemahaman masyarakat dalam mengelola keuangan dan mengambil keputusan keuangan yang tepat. Penelitian ini berfokus pada hambatan operasional seperti masalah pendanaan, rendahnya keterlibatan publik, dan kurangnya kolaborasi efektif antara Dispusipda dan Bank Indonesia. Metode penelitian yang digunakan adalah metode penelitian kualitatif dengan desain studi kasus. Teknik pengumpulan data dilakukan melalui wawancara dan observasi. Hasil penelitian menunjukkan bahwa masalah utama yang menghambat keberlanjutan program meliputi kurangnya komitmen pendanaan jangka panjang, keterbatasan pelatihan pustakawan dalam literasi keuangan, dan rendahnya partisipasi publik akibat promosi serta kegiatan interaktif yang kurang efektif. Temuan ini menyarankan upaya ke depan untuk fokus pada pembentukan kemitraan yang berkelanjutan, peningkatan kompetensi pustakawan, serta memperluas jangkauan publik melalui kegiatan yang menarik dan terarah.

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## 1. INTRODUCTION

The COVID-19 pandemic has significantly changed many aspects of life, including education and literacy. In Indonesia, especially in West Java, the pandemic has changed how people access information, with increased reliance on digital platforms and less activity in physical libraries. Nevertheless, libraries remain important as information and education

centers, including in the development of financial literacy that can be implemented through collaborative programs with non-government organizations, non-governmental organizations, other information institutions, or local governments.

Efforts that can be made to regain people's attention in doing activities, and interacting, while increasing interest in understanding financial literacy is through service development in libraries. Reiter & Ford (2019) explained that financial literacy is a major concern within library associations. Financial literacy is a combination of knowledge, understanding, and behaviors that are key to making the right decisions in solving financial problems (Alvarez & Gonzalez, 2021), resulting in increased financial stability, individual well-being, economic growth, and overall sustainable development (Zaimovic et al., 2023). The role of libraries in enhancing community literacy is highly vital, making libraries institutions that serve as lifelong learning centers (Wahyuni & Safri, 2023). Libraries as the guardians of civilization play a major role in improving literacy, including financial literacy. The important role of libraries in promoting financial literacy in the community is done through providing access to information, educational programs, and other resources that can improve individuals' understanding of financial concepts. By providing relevant collections, acknowledging user's requests, entail external parties, and upskilling librarians can help libraries to efficiently meet the national need for basic financial literacy urges (Kiszl & Wrinkler, 2022).

Dispusipda Jawa Barat attempts to expand the financial literacy of the society by working together with Bank Indonesia through BI Corner program. Bank Indonesia is leading the way in expanding financial literacy rate by initiating BI Corner program in various libraries such as university libraries and regional libraries including Dispusipda Jawa Barat. The initiation of this collaboration intends to improve the financial literacy of the people of West Java. Wisely-planned financial management and settling on the right financial decisions is the paramount skill one can have from financial literacy. Due to rapid growth of the digital era, financial literacy can significantly help people understand financial jeopardy, investments, and managing personal finances more effectively.

BI Corner was officially launched at Dispusipda Jawa Barat in 2018. This collaboration was marked by the installation of bookshelves and collection supply. As to providing public access to the latest high-quality literature, BI Corner confers collections both from within and outside the country, specifically in economics and finance. As an addition, BI Corner not only participates in increasing financial literacy but also to acquaint and escalate public understanding of Bank Indonesia's duty regarding the Indonesian economy. Moreover, BI Corner allows people to socialize which will also empower the development of communities and inspire generations to grow fond of reading.

The inauguration of this collaboration does not come out as expected as it's running. There are a number of obstacles in which the lack of sustainability during the operation becomes the main obstacle. The cooperation agreement made previously did not fully consider sustainability, both in terms of operations and funding. This has led to a halt in activities at BI Corner after some time. This obstacle reflects the need for more careful

planning in forming long-term oriented cooperation, so that BI Corner can provide optimal benefits to the community. Cooperation between libraries and external institutions such as Bank Indonesia requires careful planning to maintain program sustainability. Experience from various collaborations in libraries shows that factors such as consistent funding and strong policy support determine the success of the program. Without these aspects, the initiated program will only last in the short term and is unlikely to have a significant impact on the community (Yuliana, 2023). Assembling an agreement that upholds affordability and sustainability of the program is considered significant to overcome this obstacle. This agreement can involve other stakeholders who can support BI Corner activities.

BI corner has yet another issue to be addressed regarding this collaboration which is the small community participation in financial literacy activities. Beside the importance of financial literacy as one of the crucial components in making financial decisions, the community still has constraints in understanding its significance. The inadequacy of engaging promotions and interactive activities is considered as the main cause of the small community participation at BI Corner. Enlarging socialization strategies and community engagement is considered as a vital move to build the community interest to raise awareness of financial literacy for their own daily lives.

Collaboration between libraries and external institutions such as Bank Indonesia requires accurate and attentive planning to maintain this program sustainability. This consists of a profound understanding of financial needs of the local community which lead to adapting the program to fit the local context. Mross and Reiter (2019) stated that by providing relevant information and solutions to financial problems faced by the community can define the success of financial literacy programs. These problems can be ebt management, retirement planning, and daily financial management. Furthermore, a program's sustainability heavily depends on sustainable funding. Without a long-term funding commitment, the collaboration programs such as BI Corner are likely to face fester or discontinue after the preliminary implementation stage. Additionally, research by Reiter and Ford (2019), stated that in the process of establishing financial literacy programs in libraries one of the most frequent challenges is limited resources and the expertise of the librarian. This research shows how many librarians perceive that they need skills and knowledge to deliver financial literacy materials. This research shows an equal condition in Indonesia where financial literacy is not supported by sufficient training. Libraries in several countries have overcome these objections by developing funding strategies, which consist of requesting the presence of independent external party or making use of international agencies' donor allocation. This kind of collaboration model can be practiced in Dispusipda Jawa Barat, where it is significant to form an engagement from various parties so that the BI Corner program can remain to run and obtain a positive impact on the community.

Identifying the relevance amongst several collaborations in other regional libraries that resemble the activity and focal point to BI Corner and Dispusipda Jawa Barat that have successfully enacted financial literacy financial literacy. By doing this method will likely give a more comprehensive perspective to the obstructing factors and the potential for

adjusting new possibilities. By this identification, the involvement of non-governmental organizations (NGOs) and local groups that focus on financial education have been helping to identify and improve other regional libraries in other regions across the country. Establishing these partnerships can assist libraries in overcoming resource constraints and providing programs that more effectively address local requirements. Through establishing extensive partnerships, libraries can address the limitations of their internal resources and share information geared towards local requirements. Dawes (2014) discovered that libraries working with financial institutions can offer programs tailored for various age demographics, such as millennials or seniors susceptible to financial fraud.

The global economy which grows in complexity and the swift development of financial technology increase the urgency of enhancing people's financial literacy. An excellent financial literacy can benefit people to accord with ambivalent economic situations, such as, inflation, interest rate changes, and global market dynamics. Financial literacy became more important in the post-pandemic era, where every single person and families experienced economic confusion due to job losses and the scale down of income. People can be well-prepared for facing ambivalent economic situations and understanding the importance of having an emergency fund, investing in safe assets, and managing money attentively if they are provided with financial literacy. Fox, Bartholomae, and Lee (2005) unveiled that bankruptcy rates can be significantly reduced and household financial stability can be improved by improving financial literacy. Financial literacy in Indonesia is still relatively low compared to other developed countries hence initiatives like BI Corner are supposed to provide wider access to the community to learn financial literacy. Financial literacy is also vital for helping people understand digital financial products, like e-wallets, online loans, and digital investments. With this knowledge, they can avoid falling into scams or taking on harmful high-interest loans. Library's ability to establish strategic collaboration has high possibilities to help achieve the success of financial literacy programs (Smith and Eschenfelder, 2013). According to their research, libraries portray the significance of educating people about complex financial topics, specifically in the present day digital world where verifying substantial information needs thorough process. Collaboration amongst financial institutions might as well help libraries to expand their influence and significance.

Evaluating and comparing collaboration frameworks with other regional libraries that have effectively implemented financial literacy initiatives in relation to BI Corner at Dispusipda is considered important. The comparison of these programs can reveal deficiencies and possible solutions to enhance BI Corner collaboration in West Java. Partnering with other external entities like local financial institutions or independent sectors interested in financial education could be an attractive option to improve the program. This can increase the likelihood of developing programs that are better suited to meet local community needs.

Examining the obstacles in the BI Corner collaboration at Dispusipda Jawa Barat and identifying shortcomings in the program's implementation become the main focus of this

research. Consequently, this study can offer suggestions for fostering cooperation and a more sustainable framework.

This research outlines the challenges faced in implementing this program, including funding problems, limited technological resources, and a shortage of expert librarians in financial literacy. Comprehending these challenges can be prepared to assist Dispusipda in formulating strategies that more effectively address the evolving needs of the community post-pandemic. The research emphasizes the need for establishing a transparent monitoring and evaluation framework to swiftly tackle any issues that may occur. Additionally, this study seeks to act as a guideline for other regional libraries looking to create comparable initiatives, encouraging best practices throughout various regions in Indonesia. This thorough strategy indicates that the BI Corner program aims to enhance financial literacy while also showcasing how partnerships among institutions can yield enduring advantages for the community.

This research is intended to serve as a reference for local government and Bank Indonesia in scheming more effective and sustainable literacy programs. Thus, BI Corner is supposed to be an essential role to improve West Java community well-being through financial literacy. Dispusipda helps make sure everyone in the community can benefit from financial literacy. This ensures that people from all backgrounds have equal access to important financial information.

Assertive community participation plays a significant role in achieving the success of financial literacy beside government and library institutions. Therefore, a comprehensive approach to engage local communities is highly suggested in implementing BI Corner such as workshops or seminars that involve the community directly, especially in terms of family and small business financial management. These activities can attract community members to more actively participate in financial literacy programs by BI Corner.

One effective way to improve financial literacy is by working with partners who are experts in finance. This study highlights the importance of cooperation between different organizations to develop initiatives that are available to a larger audience. This may involve educating librarians to confidently provide financial information and arranging educational events that engage the community (Mross and Reiter, 2019).

Evaluating existing partnerships is an important part of this study. It helps identify challenges and areas that need improvement to make collaboration more effective. It can also highlight successful strategies that could be applied to similar programs in other regions. By doing so, the BI Corner financial literacy program can continue to grow and adapt to the needs of society after the pandemic.

This study also looks at the role of different stakeholders in supporting the BI Corner program. Getting more people involved, especially from the private sector, can help address the issue of limited resources in financial literacy programs. Private sector contributions can come in the form of funding, educational materials, or community training sessions. Expanding these partnerships can strengthen the BI Corner program and create a better financial literacy environment in West Java.

The functional literacy approach is useful in improving financial literacy. This theory sees literacy as an essential skill for actively participating in society, including making smart financial decisions. With good financial literacy, people can understand investment risks, manage debt, and plan for their future. This makes the BI Corner program highly relevant today, as financial management skills are becoming more important than ever.

Through the challenges identified, the BI Corner program has great potential to improve financial literacy in West Java if managed well. This research seeks to provide concrete solutions and recommend steps that can be taken to improve the program. Through a comprehensive and sustainable approach, it is hoped that BI Corner can become a relevant learning center for the people of West Java in the post-pandemic era. Thus, financial literacy is not only a theory but can be applied in people's daily lives.

Through this research, it is hoped that there will be an increase in awareness of the importance of financial literacy in the people of West Java, as well as revamping the implementation strategy of the collaboration between Dispusipda and Bank Indonesia. With careful planning, active participation from the community, and support from various parties, the BI Corner program can achieve its goal of empowering the community through improving financial literacy. Ultimately, the program is expected to not only improve individual financial management skills, but also contribute to local economic growth in West Java.

## **2. RESEARCH METHOD**

This research method uses qualitative research methods with a descriptive approach. Qualitative methods are based on interpretive philosophy or postpositivism. Research using qualitative methods is natural and interpretive (Sugiyono, 2023). This research method emphasizes a deep understanding of the phenomenon under study. In this research method, the researcher acts as the main research instrument that collects and analyzes data. Qualitative research methods are natural and interpretive, which means that in this study researchers try to understand the meaning behind the interactions and perceptions of respondents through direct observation and interpretation of the data obtained.

This research uses a case study approach. Ghony (2012) explains that the case study approach is one type of research that aims to explore in depth the phenomena that occur in a particular context, where researchers seek to collect data comprehensively, understand the meaning of the events observed, and gain insight and in-depth understanding of a specific case. Through this approach, research is directed to capture the complexity of a particular phenomenon or situation, allowing researchers to examine the context, actors, and various factors that influence the case being studied. This case study is used to look at the potential and challenges in developing financial literacy through the BI Corner program at Dispusipda Jawa Barat after the pandemic.

The research location is at the West Java Province Regional Library and Archives Office at the BI Corner Service located on the 3rd floor of the library building. The research took place in October 2024. The sample determination in this study used purposive sampling

technique. Purposive sampling is a data source sampling technique based on certain criteria or considerations. Wahyuni (2012) in Prastiani & Subekti (2019) explains that in purposive sampling, samples are selected according to predetermined criteria and are relevant to research questions. In this technique, samples are not taken randomly, but selectively based on characteristics that are considered relevant to the research objectives. The criteria for this research sample are librarians of the West Java Provincial Library and Archives Office who handle BI Corner services, or who handle cooperation carried out by the West Java Provincial Library and Archives Office with other parties, and thus become subjects in this study.

The collection technique is the most important stage in a research. There are various ways to collect research data. Sugiyono (2023) explains that in qualitative research, there are generally four data collection techniques, namely observation, interviews, documentation, and a combination or triangulation. In this study, researchers used observation and interview techniques to collect data. Observation was carried out with the aim of directly observing what happened in the field to get natural data in accordance with the conditions in the field. Interviews were used as a data collection technique to extract information from research subjects through in-depth interviews.

In qualitative research, data analysis is carried out when data collection takes place and after data collection is completed. This means that researchers have started analyzing data since the early stages of data collection. In this study, researchers used the Miles and Huberman model data analysis technique. The data that has been collected (data collection) will then go through a process of reduction (data reduction) and presentation of data (data display), then conclusions and verification will be drawn (conclusion). At the data reduction stage, data that has been collected, both through observation and interviews will be simplified and focused. At this stage, irrelevant data will be eliminated, so that only information that is significant and in accordance with the research focus is retained. After the data is reduced, the next stage is the data presentation stage (data display). The data is presented in an organized form so that it makes it easier for researchers to see a clearer picture of the findings in the field. In the final stage of data analysis, researchers draw conclusions based on the data that has been reduced and presented. Drawing conclusions is done through a verification process by re-examining the data and looking for additional evidence to support or reject temporary conclusions to ensure that the conclusions are credible and valid.

### **3. RESULT AND DISCUSSION**

Based on the results of the research, there are various problems faced by Dispusipda Jawa Barat and Bank Indonesia in relation to the cooperation realized through BI Corner services. These problems include several important aspects, such as nonoptimal cooperation, ineffective program implementation, and low public participation in various activities held. This indicates challenges in inter-agency coordination, policy implementation, and public involvement that need to be improved so that the objectives of cooperation can be better achieved. Shortcomings in the cooperation aspect of the BI Corner realization have been identified, including the variable of the cooperation agreement that does not pay attention to

operational sustainability and the absence of long-term funding commitments.

The cooperation agreement between the Dispusipda Jawa Barat and Bank Indonesia regarding the BI Corner program does not pay attention to operational sustainability. When the BI Corner program was launched in 2018, support from Bank Indonesia in the form of book collection grants and physical facilities successfully started the program. However, there was no clear plan to ensure the continuity of activities after this initial stage. Especially when Covid-19 hit, activities at Dispusipda Jawa Barat were limited and BI Corner services were at a standstill, with minimal activity and no service. Over time, the BI Corner program lost its overture and was not running effectively due to a lack of activities. Smith and Eschenfelder (2013) found that successful financial literacy programs in libraries need long-term planning, involvement from various stakeholders, and good resource management. Without regular updates to content and activities, programs can become stagnant, as seen with BI Corner. To stay relevant and attract the public, the program needs ongoing interactive and educational activities that provide up-to-date financial information.

The study by Barrat-Pugh et al (2021) on literacy programs in libraries shows that inter-institutional collaboration must be accompanied by adaptive and active operational planning to maintain the program's relevance to the community (Barrat-Pugh et al, 2021). In the case of BI Corner, there is no mechanism for continuous adjustment and evaluation, making it difficult to sustain the program. Collaboration is an aspect that must be considered in funding commitments. As the program progresses, cooperation takes the form of the library collection exchanges, such as physical books related to Indonesia's economy and finance. However, no funding scheme has been agreed upon to support the program's sustainability, resulting in the discontinuation of services.

Mross and Reiter (2019) stated in their study, that the key factor in the success of financial literacy programs is sustainable funding. Many libraries have successfully maintained literacy programs by diversifying their funding sources. Without stable financial support, financial literacy programs like BI Corner often struggle to operate long-term and fail to make a lasting impact on the community.

Programs that rely on community participation need sustainable funding (Hitchcock & Appelt, 2008). Since BI Corner is designed to involve the community, it should focus on long-term services. However, the lack of commitment to long-term funding makes it difficult to keep the program running effectively.

Another challenge for BI Corner is low public participation, even though financial literacy is an essential skill. Many people don't fully understand what financial literacy is or how it benefits them. As a result, they are less interested in attending financial education programs or using financial resources available at libraries.

One reason for this low interest is that financial literacy programs often seem disconnected from daily life (Hati & Wibowo, 2017). However, learning about financial management can actually help people make better financial decisions. Those who understand financial risks and opportunities are more likely to seek information, which is readily available in libraries. The fact that financial literacy levels in Indonesia are still low suggests



that many people have yet to recognize its importance.

A lack of promotion is another reason why fewer people participate in financial literacy programs. Many are simply unaware of the BI Corner facility at Dispusipda Jawa Barat or the resources it offers. To attract more participants, programs should be more interactive and engaging, such as through workshops (Mross & Reiter, 2019). Practical activities focused on managing family finances or small businesses could make BI Corner more relevant and useful to the community.

Besides the need for more engaging activities, better promotion is also necessary. Social media, local newspapers, and collaborations with community groups can help spread awareness about BI Corner and its benefits. Without effective promotion, many people remain unaware of the program. By using these strategies, BI Corner can reach more people and have a stronger impact on improving financial literacy.

One of the main challenges in making the BI Corner financial literacy program successful is the limited resources and lack of training for librarians in teaching financial topics. The current knowledge and skills of librarians affect how well the program works. Research by Yap, Barat, and Kiszl (2022) highlights the importance of ongoing training and development to improve librarians' ability to deliver financial education. Providing continuous training will help librarians gain the necessary expertise to support the public in accessing important financial information.

Research by Burger, Kaufman and Atkinson (2015) found that formal education for librarians in financial management is still lacking. This shows that the lack of financial education material in the librarian training curriculum is the cause of the lack of librarian knowledge that will be shared with the users regarding financial management. This shows the urgent need to add financial literacy in continuing education programs.

Broader community engagement and participation, coupled with a diversified range of funding sources, can mitigate the financial constraints associated with the implementation of the BI Corner program. These funding alternatives provide the flexibility necessary to navigate limited operational budgets and support the long-term sustainability of financial literacy program. Several studies have shown that diversification of funding sources, such as involving the private sector and donor grants, can effectively support education programs. For example, a study of alternative funding practices at Sailaja Acharya Memorial Polytechnic in Nepal showed that despite challenges, strategic interventions can respond to funding gaps by involving external resources (Koirala, 2015). It is important to engage more stakeholders, including the private sector and local communities, as it can expand available resources and increase operational support for BI Corner programs. In addition, community-based fundraising can also be a solution for direct community involvement in supporting financial literacy programs.

The lack of planning and assessment of the BI Corner program is a significant issue that impacts the effectiveness and sustainability of the program. The program lacks a well-designed strategic plan and has no transparent evaluation system to measure its performance and impact on a single scale. Without clear planning, the implementation of a program often

fails to meet the original objectives. Without a good assessment, it is difficult to identify shortcomings and improve the program to make it more relevant to community needs.

Saragih and Agung (2018) argue that inadequate evaluation can result in a mismatch between program implementation and community needs. In using village funds, for example, planning that is not based on community aspirations leads to ineffective program implementation. This underscores the importance of continuous evaluation to ensure that programs, including BI Corner, can continuously improve and adapt to the community's dynamic needs.

The gap between the BI Corner program in West Java and similar programs in other regions reflects differences in the implementation approach and involvement of various parties. In West Java, the BI Corner program faces several challenges, including the limitations of strategic planning, continuous evaluation, and ineffective promotion. In some cases, BI Corner in West Java did not succeed in establishing close cooperation with local communities, which in turn resulted in low community participation in the financial literacy program. In comparison, in other parts of Indonesia, similar programs received greater support from the local government and communities, which helped improve the effectiveness and sustainability of the programs.

The research shows that the cooperation structure between library institutions at Islamic universities in West Java has constraints regarding collaboration relationships impacting the availability of materials and information access. This aligns with the findings regarding gaps in the BI Corner program, where less than optimal collaboration between various stakeholders led to low utilization of financial literacy facilities (Commed, 2017). In some other areas, collaboration between institutions, including with the private sector and government, has successfully increased support for literacy programs, contributing to increased community participation.

The BI Corner program has another big issue: there's not enough evaluation. Without proper feedback, it's hard to see what's working and what needs to improve. Research shows that when there's no good way to monitor a program, it often doesn't achieve its original goals, and its actual impact is unclear. In some areas, BI Corner is combined with other local initiatives, making it easier to adapt to the community's needs. These programs also have better evaluation systems that are more open and involve the public (Maulida et al., 2023). Compared to them, BI Corner at Dispusipda Jawa Barat needs better planning and evaluation to keep the program running effectively.

Another issue is that the program doesn't always fit the specific needs of people in West Java. The goal is to improve financial literacy, but if the content isn't relevant to people's daily lives, they won't be interested. Many of the materials are too general and don't match the economic and social conditions of the local community. Because of this, the program doesn't have as much of a real impact as it could. To make it more useful, the program needs to focus on financial topics that actually matter to people in West Java

A study by Hidayat and Pamungkas (2022) found that financial literacy works best when it's adapted to local conditions and how people see financial risks. This can really help

them make smarter investment choices. To make financial literacy programs more useful, they should focus on topics that people in West Java actually deal with.

For example, farmers and small business owners might need guidance on how to get microloans or find safe investment options that fit their income. If the information is relevant to their daily lives, they're more likely to use it. Programs that take local needs into account can have a bigger impact and actually help people improve their financial decisions.

It's not only the content that needs to be adjusted but also the activities that are carried out. A study by Utami et al. (2022) found that millennials in Indonesia, especially high school students, prefer financial literacy activities that are more interactive and modern. This is especially relevant in West Java, where a large number of young people could benefit from financial education. Using digital tools and online platforms can make these programs more appealing to younger audiences. Interactive methods like online seminars, educational games, and financial simulations can help boost engagement and make learning more interesting. A more inclusive and hands-on approach would encourage more young people to take part in financial literacy programs and improve their financial skills.

The collaboration between the Dispusipda Jawa Barat and Bank Indonesia needs to focus more on making the financial literacy program relevant and better suited to the community. Local involvement is key to improving financial literacy through programs like BI Corner. If the program content doesn't match what people actually need, it won't be as effective.

One major challenge with BI Corner is that the program hasn't been adapted to fit the unique characteristics of the West Java community. A one-size-fits-all approach doesn't always work because people's financial situations, cultures, and needs vary. Research by Suleiman et al. (2023) shows that financial literacy needs are different in cities compared to rural areas. People in rural areas, for example, often need simpler business and financial information, including guidance on managing small businesses. This means financial literacy programs should be tailored to fit the specific needs of each community. In West Java, adjusting the program to better reflect local economic realities could make it much more effective in helping people improve their financial understanding.

In the context of tailoring to local community needs and program sustainability, citing research conducted by Laliyah, et al (2023), shows that successful literacy programs are usually those that are tailored to the local social and cultural context according to the needs of the community, for example by focusing on topics that are relevant to the people in the area.

The second aspect of the program adaptation problem is the relevance of the materials delivered in the financial literacy program. While the materials provided at BI Corner often cover important topics in financial literacy, such as investment and risk management, they are not always presented in a way that matches the level of understanding of the local community. Based on data from the West Java Provincial Government's 2023 website, the population demographics are dominated by adolescents aged 10-14 years. Adolescents in the context of financial literacy need basic knowledge of financial management such as saving,

delayed gratification, categorizing money according to needs, and other basic financial management knowledge. The collection at BI Corner focuses more on topics that are much more complex than the needs of most of the community. More relevant and simple materials can help communities understand how to better manage their finances, especially in addressing local economic challenges.

To increase the relevance of the BI Corner program, the material presented needs to be tailored to the context of the daily lives of the people of West Java. For example, the program could focus on topics such as family financial management, how to set a household budget, basic financial management, and tips to avoid the pitfalls of online loans that are often a problem in local communities. With this approach, the material provided will be more relevant and applicable to people's lives. Consequently, policymakers and both parties work together to pay attention to the sustainable adaptation of local communities.

The challenges of adjusting financial literacy programs to local needs include a lack of adapting materials and approaches to local context and the relevance of the content provided. It is expected that better adaptation will increase the effectiveness of the financial literacy program in responding to the needs of the community in West Java.

#### **4. CONCLUSIONS**

The BI Corner program at Dispusipda West Java has faced a lot of challenges in running smoothly. One big issue is that not many people in the community are actively participating. Another major problem is the lack of a solid plan to keep the program running long-term. Without enough funding and proper planning, it's hard for BI Corner to stay relevant and actually help people improve their financial knowledge.

One reason the program is struggling is that it hasn't been properly promoted, and there's no clear commitment to keeping it funded. On top of that, the financial topics covered don't always match what the local community actually needs. Because of this, people don't find it useful, and interest starts to fade. There's also no regular review to check what's working and what's not, which makes it even harder to improve. If nothing changes, the program will keep losing its impact, and fewer people will benefit from it.

To fix this, Dispusipda West Java and Bank Indonesia need to come up with a solid long-term plan. They should check in regularly to see if the program is meeting people's needs and make changes when necessary. It would also help to bring in private companies or get funding from outside sources to keep it going. Most importantly, the topics covered should be more relevant—things like managing family finances, helping small businesses grow, and avoiding scams. If these changes happen, BI Corner can actually make a difference and help more people improve their financial skills. The continuous training of the librarians should also be strengthened to equip them better to provide financial literacy materials, because trained librarians are more effective in delivering education. Furthermore, to increase the impact of the BI Corner program through social media and cooperation with local communities, advertising efforts must be improved. Interactive activities that relate to the daily lives of people, such as workshops and seminars, will increase interest in

community participation. These strategies are expected to improve the effectiveness of the BI Corner program, increase financial literacy in West Java, and have a sustainable impact.

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