EMERGING STRATEGIES FOR IMPROVING LITERACY SKILLS: A COMPREHENSIVE LITERATURE REVIEW

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Abstract
This research aims to identify and analyse the evolving strategies in improving literacy through a comprehensive literature review. The main focus of this study is to understand the role of educational innovations in addressing literacy challenges in various contexts. By reviewing various sources or references, it was found that the use of digital technologies, such as reading platforms and educational apps, plays an important role in increasing student participation and interest in reading. In addition, the active involvement of teachers, parents and communities proved essential in shaping an enabling environment for literacy reinforcement. Thus, an adaptive and technology-based approach to literacy, supported by effective collaboration among stakeholders, can significantly improve literacy outcomes.
Keywords: Emerging Strategies, Literacy Skills, Comprehensive Literature.

Introduction

Literacy is one of the basic skills that is very important in modern life. Literacy includes not only the ability to read and write, but also the ability to understand, evaluate and use information effectively in a variety of contexts (Graham & Hebert, 2010) . Literacy also involves the ability to think critically and understand the structure of language, which is crucial in evaluating and producing information. With good literacy, individuals can participate fully in social, economic and cultural life (Cunningham & Stanovich, 1998) .

In the context of education, literacy plays a very important role as the main foundation for all learning. Students with good literacy skills are better able to understand subject matter, do schoolwork and follow teacher instructions effectively. Literacy also supports the development of critical and analytical thinking skills, which are indispensable in solving problems and making decisions. With strong literacy, students can explore knowledge across a range of disciplines, open up opportunities for further education and prepare for an increasingly competitive world of work (Cooper, 2010) .

At the community level, literacy is key to active and productive participation. Literate people tend to be more aware of and engaged in democratic processes, have better access to health information, and are able to make better decisions for their well-

being (Evans & Thomas, 2022) . Literacy also contributes to economic growth by improving individuals' ability to obtain decent work and contributing to the advancement of innovation and productivity. As an instrument of empowerment, literacy enables individuals to understand their rights and obligations, and to fight for justice and equality in social life (Scott & Rogers, 2025) .

However, improving literacy skills in many parts of the world still faces many challenges. According to a report from UNESCO, around 773 million adults and adolescents around the world are still illiterate, especially in developing countries. One of the main challenges is limited access to quality education (Allen & Baker, 2025) . In many areas, especially in rural and remote communities, educational resources such as books, qualified teachers and learning facilities are often inadequate. Difficult economic conditions also play an important role, with many children having to work to support their families rather than attend school. Gender inequality is also an issue; in some places, girls are given fewer opportunities for proper education than boys (Aslan, 2019).

In addition, cultural and social challenges also affect efforts to improve literacy. For example, in some communities, there is a perception that education is not very important or is only a secondary priority to immediate employment. Language barriers are also an obstacle, especially in countries with many regional languages, where reading and teaching materials are often only available in the national language or a language that is not spoken daily by most of the population (Aslan & Hifza, 2020) ; (Aslan & Setiawan, 2019) . Efforts to improve literacy must also deal with low levels of digital literacy, particularly in light of modern technological advances. Digital literacy skills are important for utilising online information and technology in the learning process. Addressing these challenges requires a holistic approach involving improved educational infrastructure, cultural change, community support, as well as government policies that emphasise the importance of literacy for all (White & Harris, 2023) .

Along with technological developments and changes in social dynamics, new strategies for improving literacy have emerged. Traditional approaches such as phonics and text-based learning are now complemented by digital technology, project-based education and a holistic approach to developing literacy in the context of everyday life. However, the diversity of these strategies demands careful evaluation to understand their effectiveness and how they can be optimally applied across different contexts (King & Young, 2023) .

This comprehensive literature review aims to identify and analyse current strategies used in improving literacy skills. It also seeks to evaluate the effectiveness of these strategies based on evidence in the academic literature.

Research Methods

The study in this research uses the literature method. Literature research method, also known as literature review or literature study, is an approach used to

collect, review, and analyse information that is already available from sources relevant to the topic being researched. Through this method, researchers can identify existing understandings, explore various theories and concepts, and find gaps or deficiencies in current knowledge (Sudrajat & Moha, 2019) ; (Yusanto, 2020) . The preparation of a literature review usually involves systematic steps, such as searching the literature with specific keywords, screening sources based on relevance and quality, synthesising information from various studies, and critically evaluating previous research findings. This method not only helps in building a strong theoretical foundation for further research, but also allows researchers to understand trends and developments in issues in depth (Rofiah & Bungin, 2021) .

Results and Discussion
Strategies to Improve Literacy

A key strategy in improving literacy is to ensure access to quality education for all individuals. This includes providing adequate schools, well-equipped learning facilities and well-trained teachers. In remote areas, governments and non-governmental organisations need to build schools and provide technology that enables distance learning. In addition, the support of books and relevant learning materials is important to support the learning process (National Reading Panel, 2000) .

The curriculum needs to be relevant and inclusive, reflecting the needs of students from different cultural, economic and linguistic backgrounds. A curriculum that supports literacy should include a variety of texts and reading materials that are engaging, educational and appropriate for students' ability levels. With an inclusively designed curriculum, students from different groups can feel more engaged and motivated to learn (Arnadi et al., 2021) ; (Aslan, 2023) ; (Aslan & Wahyudin ., 2020)

Literacy experiences that start at an early age are an important foundation in a child's development. Early education programmes such as kindergarten and preschool that focus on literacy have a significant long-term impact. In addition, involving parents in their child's educational process, through home-based learning such as shared reading activities, can increase children's interest and love for reading (Kamil & Hiebert, 2005) .

Teachers are the spearhead in improving student literacy. Therefore, training and professional development for teachers should be a priority. Continuous training programmes, which include literacy teaching strategies, the use of technology in education, as well as differentiated approaches to meet the needs of diverse students, can improve the quality of teaching and, in turn, students' literacy (Hapinas et al., 2025) ; (Judijanto & Aslan, 2025) .

The integration of technology in education can open up wider access to varied learning resources. Digital libraries and online resources allow students to access books and learning materials anytime and anywhere (Komari & Aslan, 2025) ; (Purike & Aslan,

2025) . In addition, the use of educational tools such as learning apps and e-books can make the learning process more interactive and engaging for students. To foster a culture of literacy, public literacy campaigns involving the whole community are essential. This can include various activities such as book festivals, literacy exhibitions and reading competitions involving students, teachers, parents and the wider community. These campaigns aim to raise awareness of the importance of literacy and encourage active participation in reading activities (Snow et al., 1998) .

Collaboration with non-governmental organisations (NGOs) and local communities can strengthen literacy improvement efforts. Many NGOs have innovative literacy programmes that can be implemented in different areas. In addition, community libraries and local learning centres can be important places to support reading and learning (Edwards & Hill, 2024) .

Tutoring and mentoring for students with literacy difficulties is an important step. Mentorship and tutoring programmes can help students to overcome barriers in reading and writing. Through more personalised guidance, students can receive the support they need to improve their literacy (Guthrie et al., 2004) .

Regular evaluation and assessment of students' literacy is important to know how much progress has been made and which areas need further improvement. Accurate and comprehensive assessment tools should be used to identify students' literacy levels and to take appropriate intervention measures (Wright & Perez, 2024) .

Support from the government in the form of public policies that support education and literacy is essential. The government needs to allocate adequate budgets for educational infrastructure development, teacher training and other literacy programmes. Policies that lead to inclusivity and equitable access for all levels of society should be enforced. Investment in education not only improves literacy but also contributes to overall human capital development (Martinez & Turner, 2024) .

Thus, through a strategic combination of these approaches, the challenges of improving literacy can be effectively addressed and people's literacy skills can grow significantly.

Effectiveness and Implications of Literacy Strategies

Literacy is an individual's ability to read, write and understand information conveyed through text. This ability is very important in everyday life, both in educational, work and social contexts. Literacy development requires appropriate strategies from schools, families and communities. The effectiveness of literacy strategies has direct implications for the quality of education and individual well-being (James & Green, 2025) .

Effective literacy strategies generally involve a comprehensive and integrated approach. One such approach is through text-based learning where students are invited to understand, analyse and critique texts. This approach not only improves reading and

writing skills but also critical and analytical thinking skills. In addition, the use of technology in literacy learning is also increasingly utilised, such as the use of interactive and engaging digital applications and platforms (Morgan & Richardson, 2022).

The implementation of literacy strategies in schools cannot be separated from the role of teachers. As learning facilitators, teachers must have adequate competence in teaching literacy. Teacher training and professional development is an important part of this effort. Teachers also need to encourage students to develop an interest in reading and writing through creative approaches and making learning fun (Hall & Lewis, 2022).

On the other hand, the role of the family in developing literacy is also very important. Parents can support children's literacy skills by reading to them from an early age, providing diverse reading materials at home and modelling reading habits. Literacy programmes and campaigns that involve families have been shown to be effective in increasing children's interest in reading (Gambrell et al., 2011).

Communities also play a role in implementing literacy strategies. The provision of facilities such as public libraries, community reading programmes and easy access to quality reading materials are significant supporting factors. Collaboration between schools, families and communities can create a conducive literacy ecosystem (Hill & Bennett, 2023).

The effectiveness of literacy strategies can be measured by various indicators, including the level of students' reading and writing skills, how often students read outside school hours and the growth of interest in reading. Studies and research in the field of literacy show that students who engage in literacy activities from an early age have better academic abilities and tend to be successful in their careers (Duke & Pearson, 2002).

The implications of effective literacy strategies are not limited to education. Good literacy can improve the quality of life for individuals. The ability to critically understand information helps individuals make informed decisions, obtain gainful employment and actively participate in society. Good literacy is also associated with improved health, as literate individuals are more likely to understand health information and lead healthy lifestyles (Applegate & Applegate, 2010).

Overall, an effective and sustainable literacy strategy is a long-term investment in individual and societal progress. Multifaceted collaboration between schools, families and communities as well as appropriate utilisation of technology can strengthen literacy culture. Thus, we can create a generation that is not only intellectually intelligent but also has high life skills in facing global challenges.

Conclusion

This research highlights the rapidly evolving strategies to improve literacy skills across different populations and educational contexts. These approaches include the

use of digital technologies, the enrichment of reading resources and the application of teaching methods that integrate project-based learning and practical experience. Among the technologies used, digital reading platforms and educational apps have proven effective in encouraging participation and increasing interest in reading among students. In addition, the accessibility and availability of diverse reading materials are also key factors in the success of literacy programmes.

The success of these literacy strategies relies heavily on the active involvement of various parties, including teachers, students, parents and communities. The establishment of a supportive literacy culture in the school and home environment can provide a significant boost to the development of literacy skills. Training and professional development programmes for educators are also considered essential in strengthening and disseminating best practices in literacy teaching. Collaboration between schools and libraries, as well as other educational facilities, also enriches students' learning experiences.

Overall, this literature review indicates that implementing innovative and holistic literacy strategies can have a significant positive impact on improving literacy skills. Approaches that are inclusive and adaptive to students' individual needs have been found to be more effective in achieving the desired outcomes. By continuously evaluating and adapting teaching methods to suit the times, educators can be better prepared to meet the challenges of improving literacy skills across the board. This conclusion calls on stakeholders to take an active role in strategic efforts to achieve better literacy in society.

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