

ABSTRACT

This study aims to determine the function of identity politics by political actors in the Badakjalu Hamlet area to influence the community, in order to fight for regional progress, so that the theory of identity politics can be applied to influence the community for an interest.

The theory used in this research is Abdillah's theory of identity politics, which states that identity politics is formed on the basis of certain similarities such as ethnicity, religion, and idealism.

This study used a descriptive qualitative analysis method approach, as well as data collection through literature studies and in-depth interviews with the community around the community Reading Park in Badakjalu Hamlet, Ciulu Village, Banjarsari District, and Ciamis Regency.

The results of interviews conducted with community leaders as political actors of Badakjalu in Ciulu Village, it was found that people who are moved to improve literacy skills through community reading parks are the influence of political actors and are their efforts to invite people to do so. The conclusion of the study can be drawn that identity politics can influence a society to achieve certain goals, through the role of political actors who have influence through their positions, jobs, to their social status.

Keywords: Identity politics, literacy, reading interest, political actors