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Buibu Baca Buku Book Club Activities & Impact Measurement Report



2025

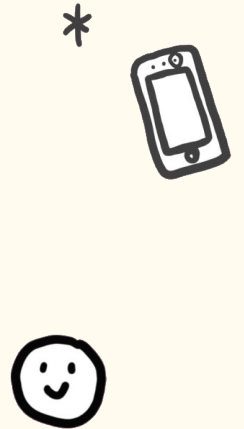
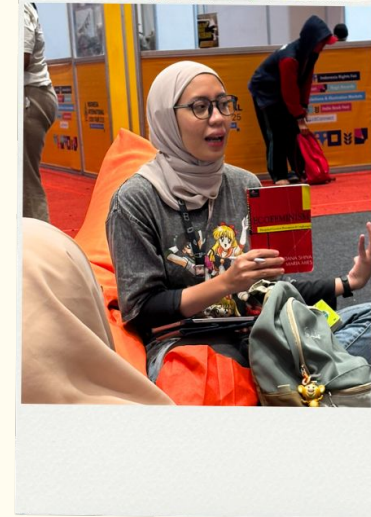




Trust and responsibility

is in the DNA of BBB

***therefore, we measure our
impact and take time
to present it***



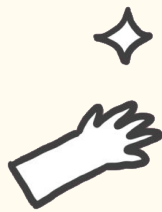
Another year to grow...

In 2025, BBB grew as both a nonprofit organization and a community.

We did a lot of internal capacity building, improving the organization management, and building a dedicated **'People & Knowledge'** team, so that we could welcome more volunteers.

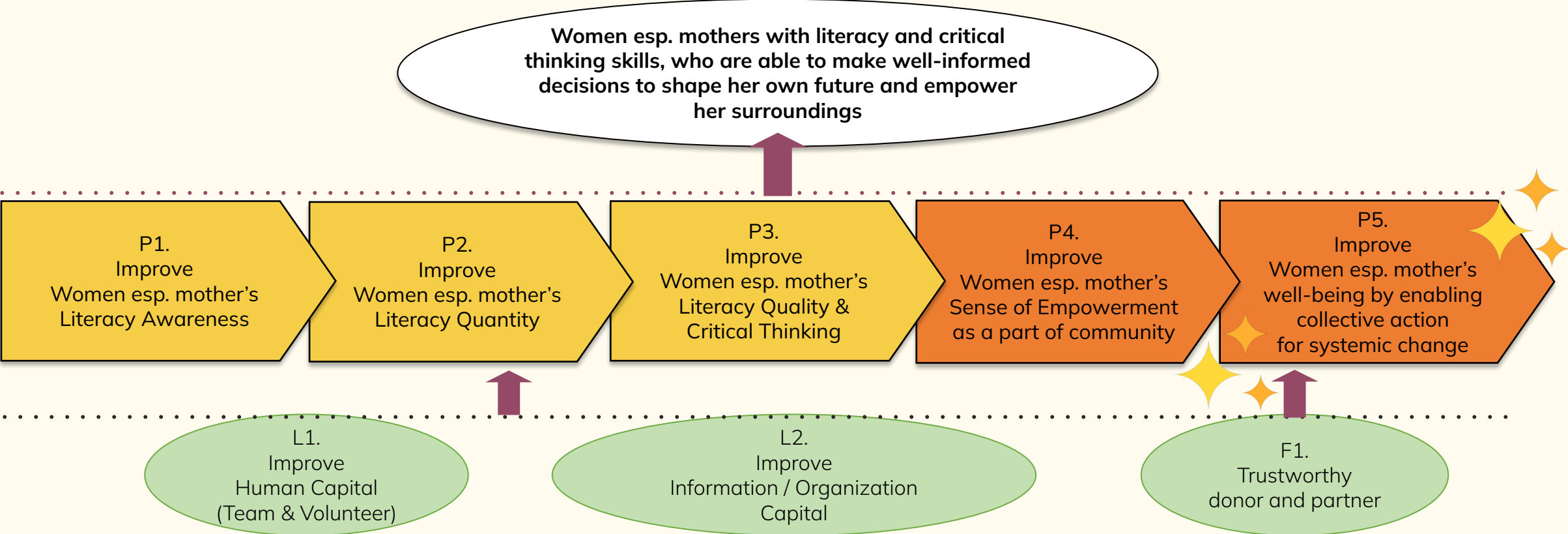
Guess what, by the end of the year, we've **grown to a team of 49!**

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We updated our impact model

We updated our impact model by including **enabling collective action and driving systemic change** as a strategic process to achieve what we aim: More women, especially mothers, have literacy and critical thinking skills, so they can make well-informed decisions to shape her own future and empower her surroundings

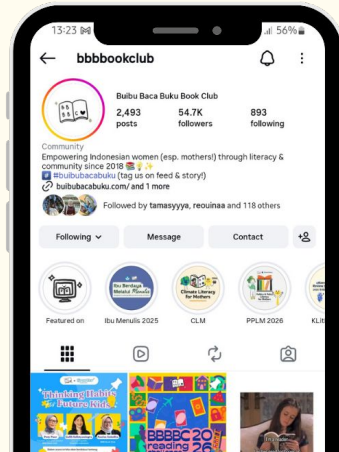


Reached More, Engage More, Meaningfully...

we grew our community to

52,000+

audience on **Instagram**
as our main platform



bbbbookclub ...
Buibu Baca Buku Book Club

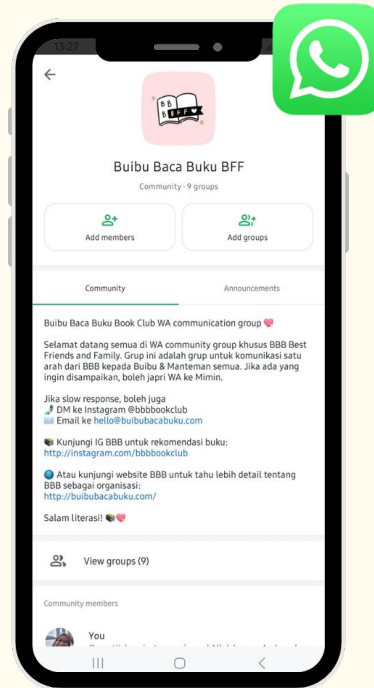
2,493 posts 54.7K followers 893 following

350+ posts | 250+ stories

by end of 2025, we had

3,000+

members of **BBB Best
Friends & Family**



from that number,

1,000+

of them are on **WhatsApp
Group Community**



8 sub groups:

- 6 groups for 6 areas in Jabodetabek and Bandung
- 1 group for climate leaders
- 1 grup "BBBBerbagi Rekomendasi" for sharing recommendation

Reached More, Engage More, Meaningfully...

We use our Instagram account (@bbbbookclub) to:



Interact and engage with our community



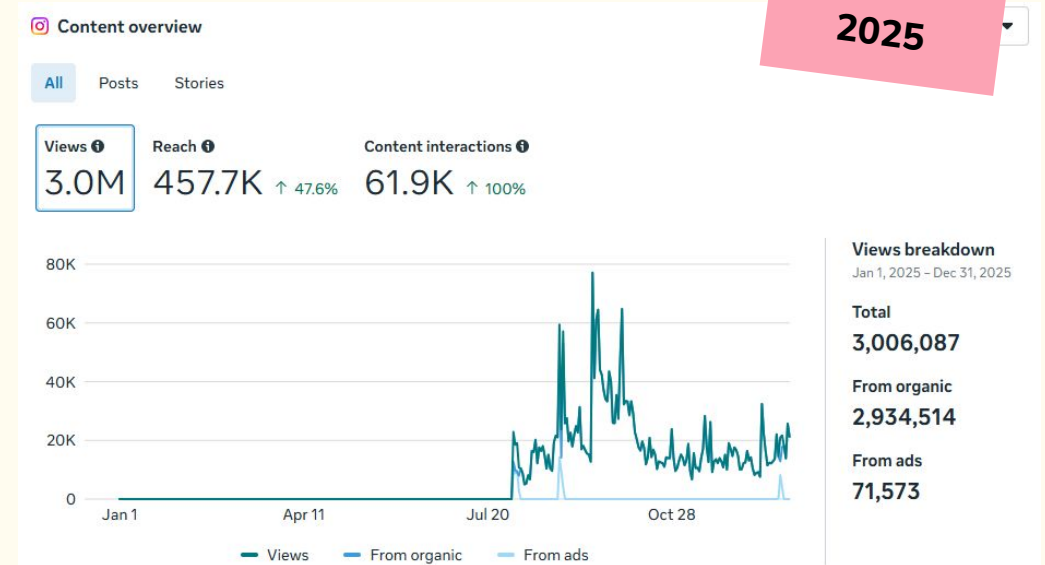
share our bookish content



Publish all of our programs and activities



Support our friends' program and activities as media/community partner



In 2025, we got

- **3 million views**
- **457k+ reach** (47% increase compared to 2024)
- **~62k interaction** (100% increase compared to 2024!)

In 2025, we reached...

Key Figures

5,900

participants in total

organizing





112

events, and

supporting

46

events through
regrant scheme

	event online	event offline	event regrant	total beneficiaries
Buibu Baca Bersama		56		330
 Climate Literacy for Mothers	10	12		960
 Climate Literacy for Mothers			44	2,633
regrants				
 Politics & Policy Literacy for Mothers — Climate Edition	2			144
 *Korean Literature Review Competition 2025 2025 한국문학 리뷰대회 - 인도네시아	4	1	2	791
all others	20	7		1,059



Regular Activities

Book discussion | webinar



27 activities
(20 online | 7 offline)

Buibu Baca Bersama

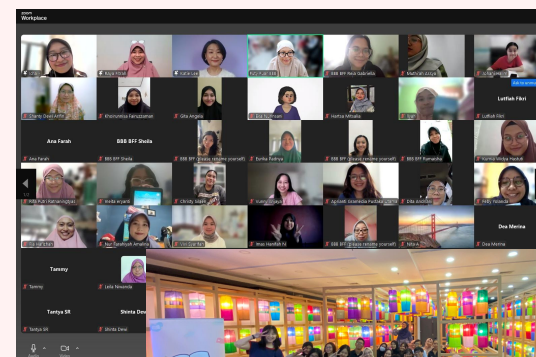


56 activities

Jakarta Barat, Jakarta Selatan, Jakarta
Pusat, Depok, Tangerang Selatan,
Bandung, Bogor, Melbourne

Korean Literature Review Competition 2025 2025 한국문학 리뷰대회 - 인도네시아

Book review competition and
discussion series with LTI Korea)



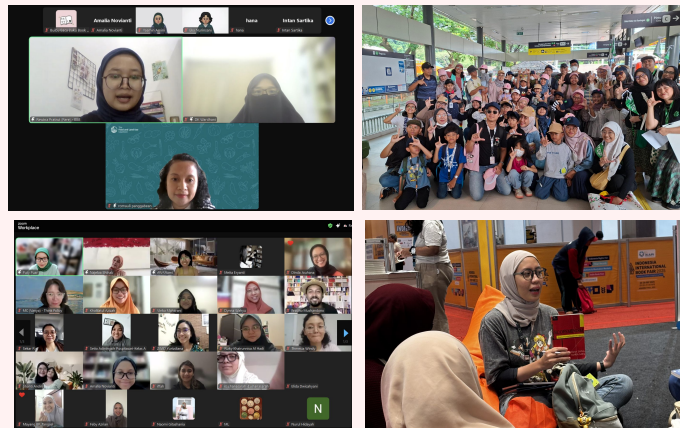
208 book review
submission

583 total number of
participants



Climate Literacy for Mothers

Book Discussion | Webinar | Workshop



24 activities

(12 online | 12 offline)

960 total number of participants



Climate Literacy for Mothers **regrants**

supporting 46 events through regrant scheme



44 activities

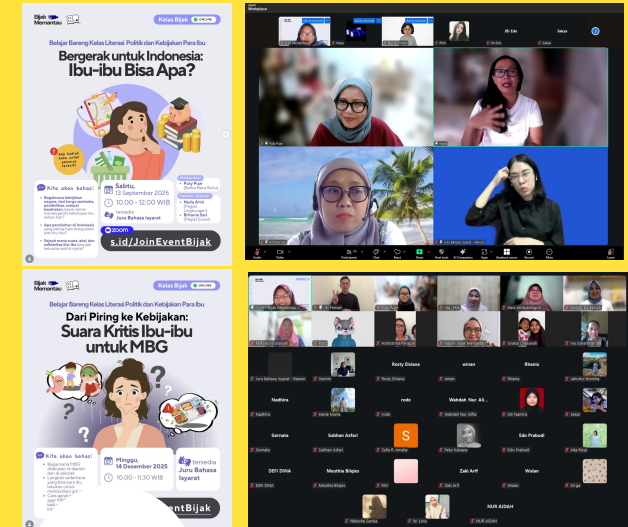
by local communities reaching **2,600+** adults and children

in Aceh Barat Daya, Aceh Besar, Balikpapan, Bandar Lampung, Bekasi, Bogor, Depok, Dompu, Jakarta Selatan, Jakarta Timur, Kab. Mimika, Kab. Pidie, Kabupaten Bogor, Ketapang, Kota Bekasi, Kota Depok, Kota Semarang, Makassar, Mappi, Padang Panjang, Rote Ndao, Sleman, Sorowako, Sumedang

kicking off our new program:



Politics & Policy Literacy for Mothers — Climate Edition



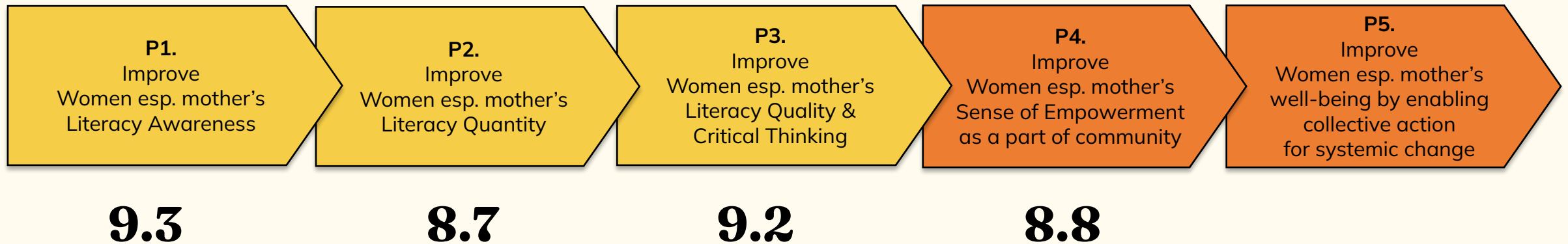
2 webinars collaborating with **Bijak Memantau**

144 total number of participants

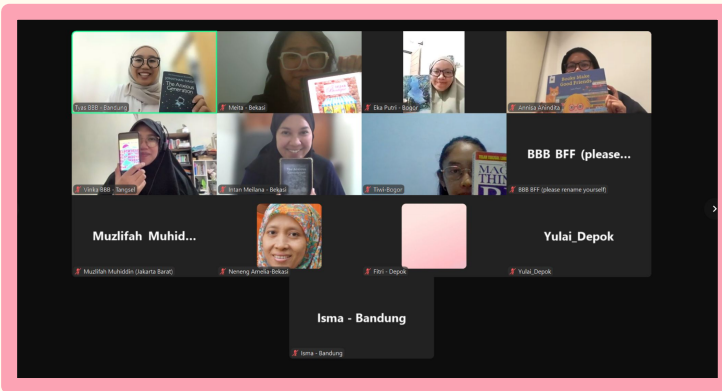
We also get **10 fellows Buibu Climate Leaders on board!**

*We always provide **feedback form** for every activity.
That's how **we measure the participants perception**
of our programs.*

Here are the average scores:



*Not only about numbers, we are always grateful for **the kind words...***



terima kasih sangat
bermanfaat untuk sharing
nya tim Gramedia dan
BBBB Club



Terus adakan webinar series yang rutin
agar kami para **mommies** merasa
terwadahi

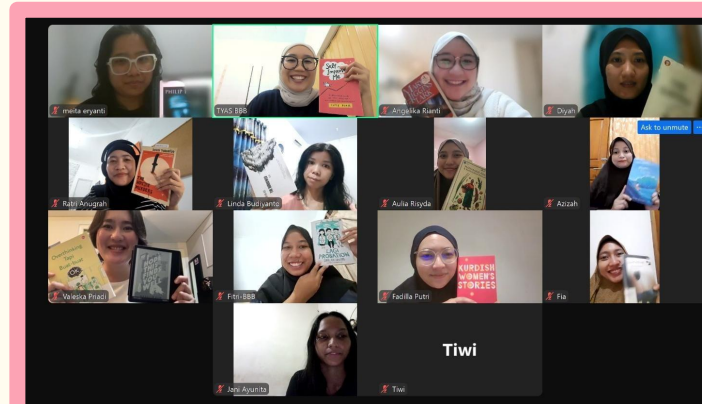
Senang banget sama diskusi hari ini.
Topiknya memang sedang menjadi concern
saya. **Saya jadi bisa mendengar perspektif
lain dari praktisi pendidikan yang memang
bersentuhan langsung dengan
penggunaan AI.** Yang kusuka tuh, karena
diskusinya diantar terlebih dahulu sama
buku yang secara optimis
mengimplementasikan AI sebagai alat bantu
dalam menyelenggarakan proses belajar.

Saya tidak tahu seberapa sering program
ini seharusnya dilaksanakan, tapi saya
sangat senang dengan Leseclub ini. Saya
berharap program ini lebih sering
diadakan, karena **sangat membantu
pembelajar bahasa Jerman seperti saya
yang tinggal jauh dari kota Bandung
maupun kota lain yang menjadi tempat
beradanya Goethe Institut.** Semoga nanti
saya punya kesempatan berkunjung
langsung! Terima kasih ya BBB dan
Goethe Bandung.

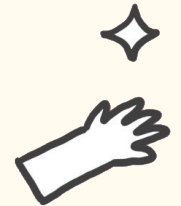


*Not only about numbers, we are always grateful for **the kind words...***

Pertama kali ikut diskusi buku dari BBB, it was such a fun experience! Pembicaraanya seru, moderatornya asyik, suasana chill, secara keseluruhan bagus! Kalau soal masukan, jika berkenan, ingin mengusulkan diskusi selanjutnya mungkin bisa mengundang Okky Madasari atau Andina Dwifatma



Terima kasih untuk materinya, **sangat daging dan bermanfaat**

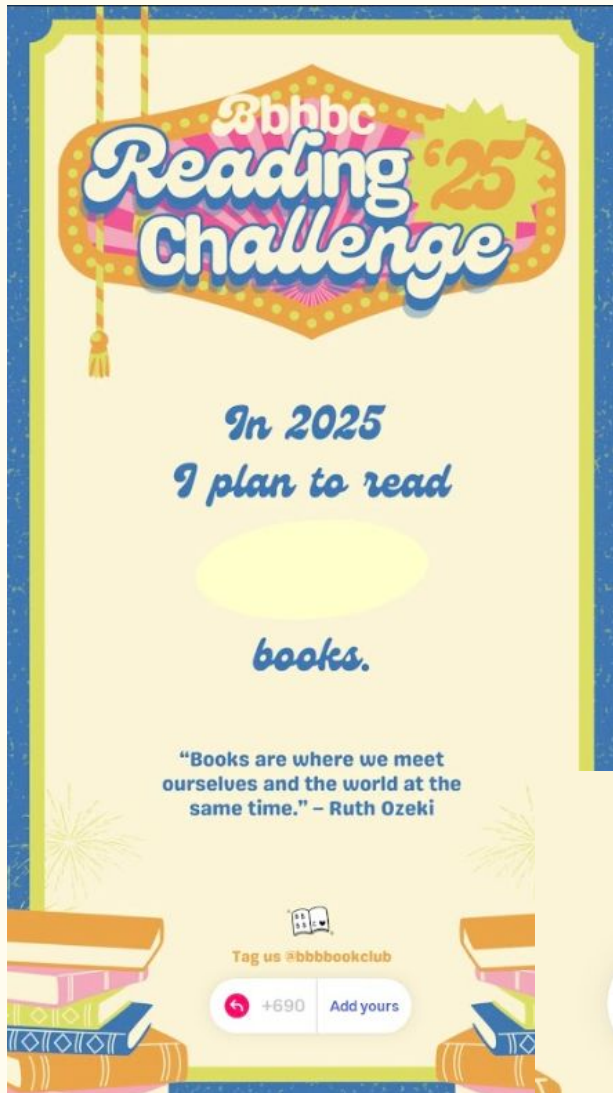


Terima kasih sudah membangun atmosfer bedah buku dan sharing yang nyaman jadi bisa merasakan pengalaman peserta lain dan membuka wawasan handling mental health issues.



Terima kasih banget menurut saya bagus untuk sharing- sharing tentang hal seperti ini. **semoga bisa lebih banyak yang ikut**, dan ga cuma buibu, tapi pakbapak seperti saya juga bisa lebih diajak ya, karena ini bagus untuk ilmu parenting in general.

In addition to that



690

joined our Reading Challenge on Instagram on January 2025!



260+

shared their Reading Challenge Wrap-up on December 2025!

200+

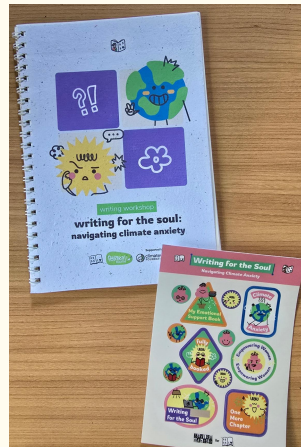
even filled out the Reading Challenge Wrap-up form!

Freebies



120+

downloaded our
2025 freebies.
we also gave them
away in-person!



Collaborators

In 2025 alone, we collaborated with **100 partners**.

We believe that collaboration is one of the most wonderful ways to scale our impact!





Climate Literacy for Mothers

Empowering mothers to take well-informed steps on their climate action journey

2024 - present

an initiative by:



supported by:





Climate Literacy for Mothers

Key Figures

January 2024 - February 2026



engaging
8,500+ participants



120+
social media contents



50+ Collaboration
partners

75+ Read Aloud
Communities/
libraries/schools



40+ Literacy related
activities by BBB

- Empowering **50+** Read Aloud Communities in **16** provinces in Indonesia
- **7,000+** Books being distributed



Collaboration



Book Distribution and Activation



7,000+
books being
distributed across
50+ cities in
20+ provinces
in Indonesia

4,600+
beneficiaries

75+
Read Aloud
Communities /
Libraries /
Schools

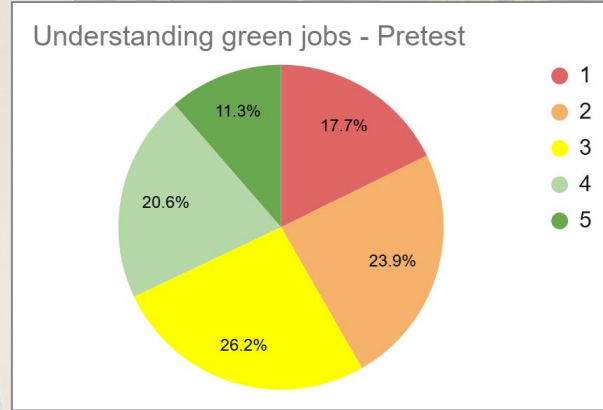
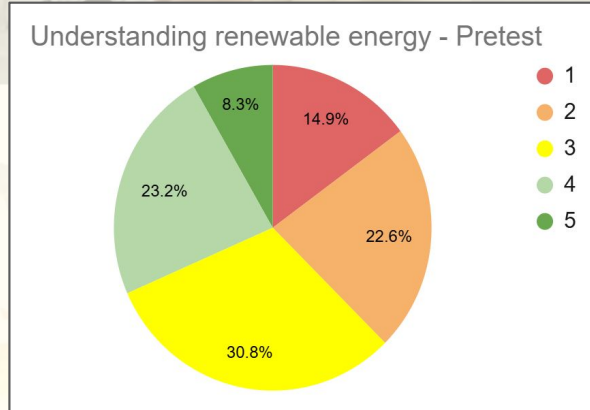
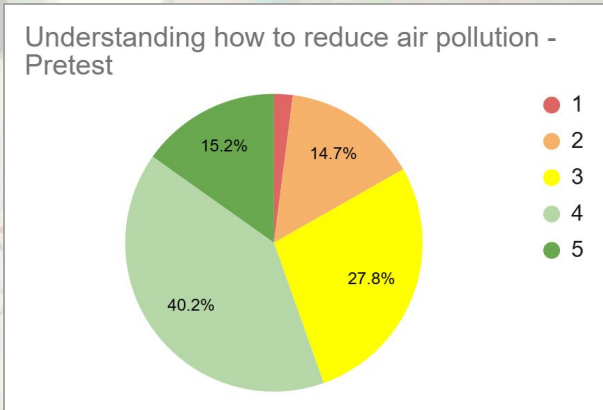
Impact of Children's Book Distribution and Activation on Participants' Climate Literacy

Understanding on Air Pollution

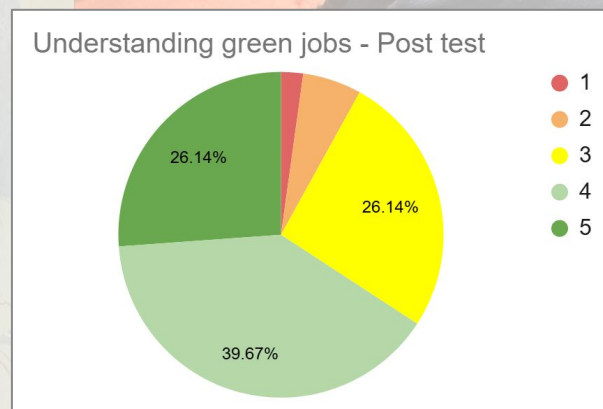
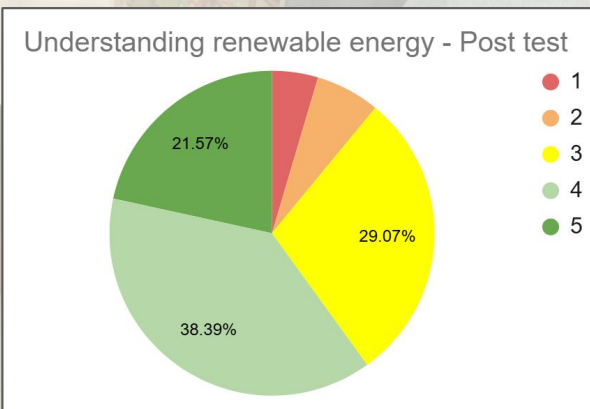
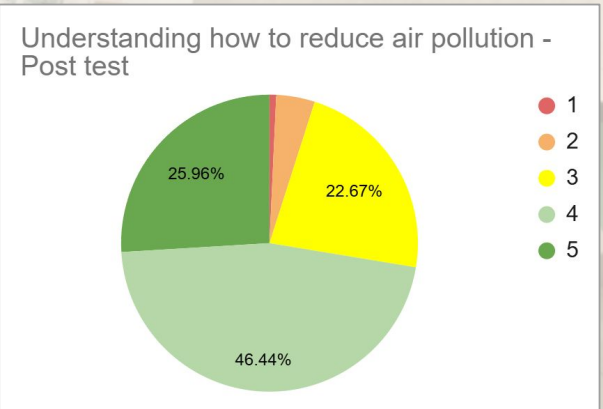
Understanding on Renewable Energy

Understanding on Green Jobs

Pre Test (n=822)



Post Test (n=547)



- 1: Still don't understand at all
- 2: Only slightly increased understanding/knowledge
- 3: Somewhat understood, but still need to learn more
- 4: Understand and are motivated to learn and plan actions
- 5: Very well understood and committed to consistently taking action and communicating this to the surrounding community

Average Impact Perception Score

Based on 253 respondents (data per January 2026)

9.0

Raise **AWARENESS** about the climate crisis issue

9.0

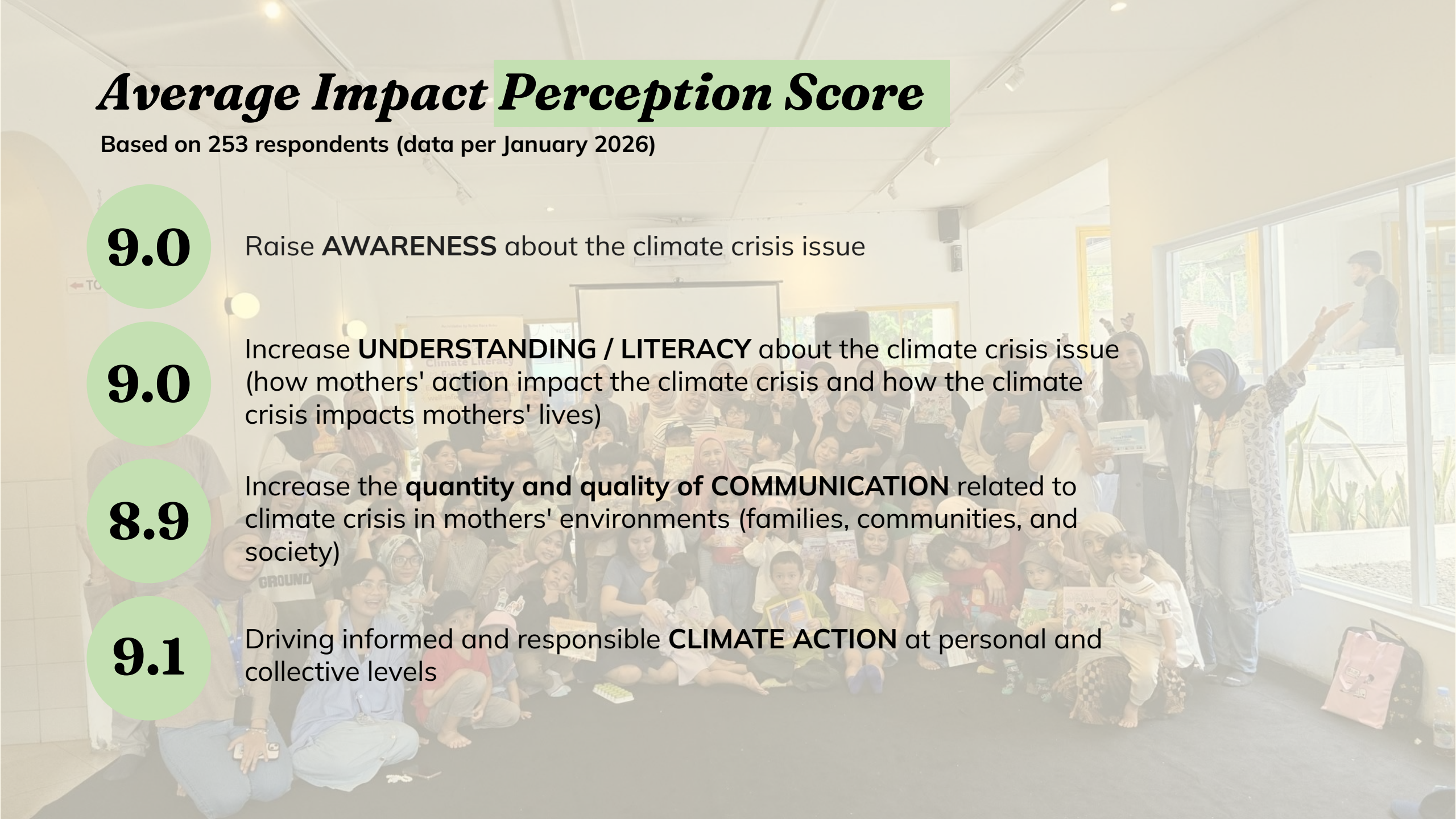
Increase **UNDERSTANDING / LITERACY** about the climate crisis issue (how mothers' action impact the climate crisis and how the climate crisis impacts mothers' lives)

8.9

Increase the **quantity and quality of COMMUNICATION** related to climate crisis in mothers' environments (families, communities, and society)

9.1

Driving informed and responsible **CLIMATE ACTION** at personal and collective levels



Some comments from participants

Sangat keren dan sangat memotivasi, harapannya acara ini berkesinambungan, sehingga membuat semangat makin membara. Dan tentunya akan mengupgrade pengetahuan para peserta.

— Bogor, Jawa Barat



Program yang sangat menarik dan disukai oleh anak-anak. Dengan adanya kegiatan ini, kita sadari bahwa masalah sampah tidak boleh disepelekan. Untuk kedepannya semoga bisa bermanfaat bagi orang tua, anak dan keluarga. Kegiatan seperti ini semoga terus terulang 🙏😊 Sukses dan bahagia selalu tim penyelenggara kegiatan 💪

— Dompu, Nusa Tenggara Barat



Some comments from participants



Lebih banyak mendorong komunitas atau sekolah untuk menormalisasikan read aloud, karna sangat membantu dalam banyak hal termasuk aware terhadap polusi

— Aceh Besar, Nanggroe Aceh Darussalam



Perlu sering sering dibuat kegiatan atau literasi seperti ini biar anak2 semakin tertarik tentang masalah sampah dan polusi udara

— Sigi, Sul Teng

Kedepannya mungkin bisa digalakkan lagi dg merangkul pemerintah setempat terutama untuk pengolahan sampah agar ada solusi atau pandangan juga dari pemerintah setempat

— Lombok Barat, Nusa Tenggara Barat

We are developing 2 more books in 2025!

to be launched in 2026!



IESR
Institute for
Essential Services
Reform



**Koalisi
Sistem Pangan Lestari**
Bagian dari Food and Land Use Coalition (FOLU)



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What's next? Balancing our growth; strengthening our roots and scaling our reach

2026 is the eighth year of BBB and we aim to **balance our growth by strengthening our roots and scaling our reach**. We will share more about our journey—the wins, the lessons, and the stories in between. At the same time, we will transform our internal systems into a space where every contributor can grow, lead, and thrive. By deepening our engagement with stakeholders and investing in the people who power our programs, we are building a BBB that is as strong on the inside as it is on the outside.

We invite you to stay close, stay curious, and continue growing alongside us. With your continued support, we can't wait to see the next chapters unfold.



**Ibu Baca Buku
Book Club**
A community aiming to empower Indonesian women (especially mothers!) through literacy

