The Impact of Reading Digital Application on Student's Reading Interest

Melin Jofitasari

English Education

melinjofitasari@gmail.com

Abstract

This article contains a discussion to determine the effect of reading digital application on student's reading interest in senior high school.This article focuses on comparing 2 digital applications that are quite widely used in Indonesia, namely Wattpad and Webtoon.

Wattpad is an online media or it can also be referred to as social media for writers. It can be said that wattpad is a place for writers who are just starting their career to become well-known writers. Wattpad is available in the form of an Android, IOS application, and reportedly it is also available on Windows Phone and can function to read and write books.

Meanwhile, Webtoon or what is often called webcomics, is a comic that can be accessed via the internet network. Typical comics originating from South Korea that we can read on one page of the website and present innovations, namely with colorful images.

Key words: : Reading Interest,Webtoon,Wattpad

INTRODUCTION

In today's digital era, people can easily get information (Dan, 2021; Darwis et al., 2021; Sensuse et al., 2020). The development of technology is increasingly fast, all information can be received very quickly, no matter how far the information is, with technology, everything can be accepted easily (Ismatullah & Adrian, 2021; Rossi et al., 2021; Supriyatno et al., 2020). In various survey results indicate that reading interest in Indonesia is very low (Febriantini et al., 2021; Mandasari & Aminatun, 2020; Putri & Aminatun, 2021). The question is whether the penchant for reading books for now can reflect the overall interest in reading? How does reading through online media contribute to Indonesia's reading interest index? The digital era has changed people's reading behavior. Internet is increasingly widespread,as a result, the tools used to access the internet, namely gadgets, dominate almost all levels of society in the world, including Indonesia (Ahdan & Susanto, 2021; Rahmania & Mandasari, 2021; Windane & Lathifah, 2021). Research shows that 84% of Indonesia's population is registered as gadget users (Gunawan D, 2020; Wahyono et al., 2021; Wantoro et al., 2021). Does this also affect the change in reading interest?

Of course, the use of gadgets is in line with changes in the daily reading function. When using chat features, for example. Everyone, use words right? Seeing the answers written in the chat means that you are reading, right? On the other hand, with the times, cellphones are getting smarter so that they can easily access the internet (as long as there is quota and wifi, of course) at the touch of a finger (Apriyanti & Ayu, 2020; Mandasari et al., n.d.; Oktaviani et al., 2020). So, everything related to the internet is also related to words and writing (Oktaviani & Mandasari, 2019; Sasalia & Sari, 2020; Septiyana & Aminatun, 2021a). In fact, Google as a word search engine still ranks first as the site most frequently accessed by internet users around the world (Ambarwati & Mandasari, 2021; Ayu & Sari, 2021; Puspita et al., 2021). As long as the virtual world community (commonly called

netizens) still access Google, there is still hope for reading interest to continue to be developed (Abidin et al., 2022; Parinata & Puspaningtyas, 2021; Sari & Oktaviani, 2021).

Unfortunately, the proportion of reading interest among young people is still low (Almuafiry et al., 2017; Gustanti & Ayu, 2021; Utami & Rahmanto, 2021). The online media Sindonews.com which was published on 19 September 2013 shows that the reading interest of the Indonesian people is very low. Based on the country index, only Indonesia's reading interest index reached 0.01. Under the country or region developed an average index between 0.45 and 0.6. Among them, the enthusiasm for reading from other countries in Asia is relatively small

LITERATURE REVIEW

Following this development, some people think that perhaps someone is more interested in reading a book on their gadget screen than reading a physical book. Then created digital books that we know as e-books (Saputra et al., 2020; Sucipto et al., 2021). Nowadays, smartphone users are familiar with an application that makes it easy for everyone to read anywhere without difficulty with book sizes that are considered inefficient (Ahmad et al., 2022; Pramana et al., 2017; Yudiawan et al., 2021). Whether it's people who really like reading or just to fill their spare time so they don't get bored (Maskar et al., 2020; Nadya et al., 2021; Risten & Pustika, 2021). The applications are wattpad and webtoon which can be easily downloaded on the playstore and googlestore (Al Falaq et al., 2021; Ayu & Pratiwi, 2021; Kardiansyah, 2019). Both of these applications are applications that have many benefits, one of which is being able to reduce the use of smartphones that are used inappropriately by users (Ariesta, W., Aina, M., Uslan, S. K., & Aminatun, 2021; Oktaviani, 2021; Styawati et al., 2022). Wattpad and webtoon readers themselves have different points of view to assess their respective readings. Wattpad and webtoon for readers are able to make reading enthusiasts save a little more money because they don't need to buy a large number of books. This application is also able to make someone who has imagination able to pour his imagination into a text or image (Erya & Pustika, 2021; Isnaini & Aminatun, 2021; Novanti & Suprayogi, 2021). Usually some people who have interesting stories and are very liked by their readers and have high ratings can be submitted to the print media for publication. Often times, wattpad and webtoon users can add insight and friends, and make the comments column a means of competing imagination. These advantages are the advantages possessed by these two applications. Both of Webtoon and Wattpad applications which can be easily downloaded in the appstore for free (Aminatun et al., 2021; Septiyana & Aminatun, 2021b; Yuliansyah & Ayu, 2021). Both are new media in the form of software that can be accessed by readers from their devices, for readers who like to read prose stories, all available in these two applications.

METHOD

This study used a descriptive qualitative approach to analyze the impact of digital reading application on students reading interest. To collect the public's perception, the writer used the Google Form platform to collect valid data. The writer use questionnaire to collect the data with the type Close ended question. This paper will conduct a research on how the public perception (student in senior high school in Gadingrejo) regarding what the impact of reading digital application on their reading interest and also the comparison between wattpad and webtoon. The writer provides an option to answer in the form of YES / NO. The questions provided are as follows:

NO	QUESTION	YES	NO
1	Do you like reading books?		
2	Do you think you are more interesting, reading printed books or e-books?		
3	Between the two digital applications to read, which one do you prefer Wattpad or Webtoon?		
4	Are the features on Wattpad more attractive than Webtoon?		
5	Are the features on the webtoon more attractive than Wattpad?		
6	Did you spend much time on using the wattpad / webtoon app?		
7	Does the presence of digital applications increase your interest in reading?		

RESULTS AND DISCUSSION

The questionnaire that filled by student in senior high school student in Gadingrejo via Google Form shows 19 responses.The respondent come from some of senior high school student in Gadingrejo,The writer note all the answers and and make a conclusion,as the results,it described below :

No	QUESTIONS	Percentage
1.	Do you like reading books?	30% = yes 70% = no

The results can be concluded that most of respondents did not like reading,it shows only 30% of students who loves reading.

No	QUESTIONS	Percentage
2.	Do you think you are more interesting, reading printed books or e-books?	100% = yes

The result of answer on the second question shows theanswer is 100%. the results can be concluded that all respondents agree that reading e-book using digital application is more interesting,it can be seen by their answer which is they select "yes" in the answer options provided.

No	QUESTIONS	Percentage
3.	Between the two digital applications to read, which one do you prefer Wattpad or Webtoon?	70% = Wattpad 30% = Webtoon

The result of answer on the third question show that the answer is 70% choose wattpad. It shows that most of respondent prefer wattpad than webtoon.

No	QUESTIONS	Percentage
4.	Are the features on Wattpad more attractive than Webtoon?	70% = yes 30% = no

The results of the fourth question show the same result as the third question.

No	QUESTIONS	Percentage
5.	Are the features on the webtoon more attractive than Wattpad?	30% = yes 70% = no

From the results of the fifth question, theanswer is 70% said yes that wattpad's features is more interesting than webtoon.

No	QUESTIONS	Percentage
6.	Did you spend much time on using the wattpad / webtoon app?	80% = yes 20%= no

The results of the sixth question shows that the answer is 80% for yes and 20% said no.It can be seen that most of digital reading apps user spend their time to read e-book on the application.

No	QUESTIONS	Percentage
7.	Does the presence of digital applications increase your interest in reading?	100% = yes

The results of the last question show that the answer is 100% yes. From these results it can be concluded that all respondents / samples agree that digital reading application increase their interest in reading a book trough their smart phones.

CONCLUSION

From the description above, it can be concluded that digital reading applications have a positive impact on students, especially in increasing their reading interest. In terms of practicality is also a major factor, of course digital books are more practical than physical books. Imagine, in one cellphone with a very large storage capacity, you can carry the entire library in one gadget. One library weighs only 140 grams and you can read it anytime. Just open the access, all as easy as moving your finger. In addition, digital books

help curate paper produced from trees to make printed books. The more digital books there are, the fewer trees will have to be cut down. The more trees that are left alive, the better for the environment. That is why digital book technology deserves to be called environmentally friendly. This proves that the existence of digital books has a big influence on the reading habits of students among adolescents, namely during high school. Based on the research the writer find the data from the sample. The writer conclude that digital reading apps such as wattpad and webtoon increase students interest in reading because it has many feature that easy to use and more practice.

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