

Student Perceptions of the Wattpad Application to Grow Literary Literacy in the Indonesian Language and Literature Education Study Program, University of Pekalongan

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Abstract

This study specifically aims to describe student perceptions of the Wattpad application to foster a spirit of literary literacy in the Language and Literature Education Study Program, Pekalongan University. This research is a type of qualitative research with descriptive methods. The research subjects were PBSI study program students at Pekalongan University. Collecting research data using direct interviews with a purposive sampling technique, namely a sampling technique for data sources with certain considerations that the target is considered to know best about what is expected of the topic of a problem in research. Based on the results of the research, it is known that the Wattpad application is able to foster a spirit of literary literacy in PBSI study program students at Pekalongan University. The results of student perceptions were obtained from questions related to categories capable of supporting literary literacy skills consisting of knowledge categories, understanding categories, application categories, analysis categories, evaluation categories and creation categories. The real manifestation of cultivating a spirit of literary literacy in students of the PBSI study program at Pekalongan University includes growing interest in reading and being able to provide reference ideas to hone student writing creativity in the field of literature.

Keywords: Wattpad Application, Literary Literacy, Perception

1. Introduction

The development of information and communication technology in the current era is growing very rapidly. Technological sophistication allows humans to freely access information centers from various internet sources. Human dependence on the use of smartphones electronically is increasing, so that people are free to use them to access the internet on social media. The presence of the internet develops space for human life, because it can connect one information site with another in a short time. With the development of the internet, it also makes it easier for people to communicate and find information, so that the internet can develop rapidly in the form of the emergence of media sites according to user needs.

Media is a means or tool that is systematically designed for purposes and activities, which in nature can make it easier for anyone who uses it. The use of media in the development of this technology can have a good influence on the world of literature, because literature is an expression of a work that has aesthetic value and

reflects social reality through the medium of language (Teeuw, 2013.p. 20). In the development of human civilization from the past until now, literature has differences in developing literary works in everyday life. In ancient times literary works were developed through written form into published books such as novels, short stories, comics and others of the like. In the development of the modernization era, literary works are now quite extensive in developing their literary works, where the development of literary works in the current era can take advantage of the media according to developments so that literary works can be quickly recognized and accessed through the media. The media that is popular in presenting various forms of literary works is the Wattpad application media.

According to Hermus in Contreras et all (2015) the wattpad application is "youtube for writers" which provides a way to write and publish the writings of writers to be read among wattpad users. Besides being able to share stories, wattpad also provides various genres of stories with the theme of teenage life which are provided on its search engine. According to Halisa (2021) states that the form of literary works through wattpad provides various types of fictional stories in the form of novels, short stories, poetry and the like. Various genres of fictional stories on wattpad can be accessed for free with limited features, but if users want more complete features, they can switch to wattpad premium (paid version). Various conveniences for wattpad users make it a place to read and write stories you want without the need to buy books offline, you only need to access them via a smartphone. The ease of operating the wattpad application has created a significant interest in using the application.

According to Naver Corporation (2021), it is stated that wattpad users now have 90 million monthly users interested in reading and writing from November until now. With these results, the wattpad application is able to provide growth in reading and writing interest among adolescents related to their literacy growth. According to Harvey J. Grafff (2006) literacy is an ability in a person to write and read. With this understanding, in order to be able to understand something, the ability to read and write is the initial and fundamental step for the development and mastery of other fields, including in the field of literature. Especially for the generation in the highest education, namely students who are very influential and are always under the auspices of activities by reading and writing. Student activities in studying are also inseparable from the ability to read and write as a guide to understanding something, both in understanding the material taught in lectures. Related to reading and writing activities called literacy for students, it needs to be improved, because all students in tertiary institutions are prioritized to have a literacy spirit and one of them is for tertiary institutions at Pekalongan University in the Indonesian Language and Literature Education Study Program.

The research linkages with students of Indonesian Language and Literature Education at the University of Pekalongan because it discusses literacy in the field of literature with the ability to read and write. PBSI study program students at Pekalongan University are prospective educators who are sheltered to master language skills including speaking, writing, listening, and reading. Language skills are also related to literacy in the scope of literature because literature prohibits good writing skills and being a good reader or listener. As a prospective educator literacy is very important for life, because as a reference it adds insight into the knowledge of educators so they don't miss information according to the times.

Related to this literacy problem, new innovations are needed to foster a literacy spirit, especially students of the Indonesian Language and Literature Study Program at Pekalongan University as the next generation of creative educator candidates. The right innovation to foster literacy according to the times is the Wattpad application media. The wattpad application is closely related to the literary sphere which provides various literary works that have been provided in various story genres and provides an icon platform for writing and publishing works, so that it is expected to be able to foster literary literacy for students of the Indonesian Language and Literature Study Program at Pekalongan University.

Based on the literature review that has been carried out, several researchers have conducted the same research regarding the use of the wattpad application as the ability to process literacy. The leading research used as a reference in this study is 5 relevant studies that are used as references including Wulansari (2018), Halisa (2021), Aulia (2021), Sutarini (2022), and Artajaya (2022). Based on the relevant research findings, there is no discussion regarding the perception of the wattpad application to foster a spirit of literary literacy among students. Therefore, the author wants to elaborate more on the wattpad application with the aim of describing the Wattpad application to foster a spirit of literary literacy for students of the Indonesian Language and Literature Study Program at Pekalongan University.

2. Research Methods

This type of research is a qualitative research and is equipped with a descriptive approach. The place in this research was in the Indonesian Language and Literature Education Study Program, Faculty of Teacher Training and Education at Pekalongan University. The data in the study were the perceptions of research subjects from students of the Indonesian Language and Literature Education Study Program, Faculty of Teacher Training and

Education at Pekalongan University. Research data collection techniques were carried out by (1) observation, (2) unstructured interviews with purposive sampling techniques and (3) documentation. Research data analysis techniques according to Miles and Huberman (Sugiyono 2019) include three activities including (1) data reduction, (2) data or information presentation and (3) data verification and confidentiality.

3. Results and Discussion

3.1 Student Perception

Perceptions are taken from 6 categories that are able to support in growing a spirit of literary literacy. In this category, there are 10 respondents' perceptions which can be determined as follows.

3.1.1 Knowledge Category

There are three criteria for knowledge categories which can be explained as follows.

a. Knowing the Wattpad Application

Knowledge according to Notoatmodjo in Naomi (2019) says that knowledge is the result of knowing and this happens after people sense a certain object. In this study, knowledge of the Wattpad application aims to determine whether respondents can see, recognize, understand and feel in using the Wattpad application. Student content knowledge is the use of the Wattpad application by sensing an object. Object sensing is done by seeing, knowing, understanding and feeling objects to find out the use of the Wattpad application.

b. Using the Wattpad Application

Use is defined as a process, a way of acting using something, usage (KBBI, 2002: 852). This knowledge category aims to determine the use of the Wattpad application. The way someone wears something can be interpreted as use. Students have used or used the Wattpad application, so that Indonesian Language and Literature Education students at the University of Pekalongan already have knowledge of using the Wattpad application.

c. A Definitional View of the Wattpad Application

According to W.Poespoprodjo definition is a short, concise, clear and precise formulation to explain something from a thing. This definition relates to the popularity of the Wattpad application. This phenomenon aims to find out or interpret views on the Wattpad application by defining according to personal responses or knowledge. The response of Indonesian Language and Literature Education students at the University of Pekalongan is a view of experience in using the Wattpad application. This is because students are able to provide brief, concise, and clear formulations in explaining and defining the wattpad application, as well as understanding the use of the Wattpad application.

3.2 Category of Understanding

There are two criteria for knowledge categories which can be explained as follows.

a. How to Operate the Wattpad Application

The operation in using Wattpad aims to find out the respondent's understanding of the initial process that leads to how Wattpad media operates. Students of Indonesian Language and Literature Education at the University of Pekalongan are able to express their understanding of the way or process of operating the Wattpad application. The form of student understanding is explaining through knowledge that is adjusted to facts and experience in operationalizing Wattpad media.

b. Interesting Things from Media Wattpad

Interesting according to KBBI is something that is fun or arouses desire. This statement shows that attractiveness to something is part of having preferences that are owned and interested in like Wattpad media. Student preferences have their own meaning of interest for Wattpad, the interest of Wattpad users has two interesting sides, including the readiness of story genres and writing platforms to hone their creativity for the world of writing.

3.3. Category of Application

There are four criteria for knowledge categories which can be explained as follows.

a. Wattpad Usage Time

According to KBBI, time is the whole series when the process, action or condition exists or takes place. This aims to determine the usage time in the ongoing process of students reading or writing with Wattpad media. The time or process for Indonesian Language and Literature Education students at the University of Pekalongan in using the Wattpad application is in their spare time with a duration of 2-3 hours or a full

day for reading, this is provided because the storyline in the story genre provides interest so it also requires time. enough to not interfere with other activities.

b. The Positive Side of Wattpad Media

According to KBBI, positive is a strong influence that gives good things. The search for the positive side of Wattpad media aims to find out the path of the use of Wattpad media which is seen from a positive perspective as the feasibility of Wattpad media users in the lives of teenagers, especially for students. For Indonesian Language and Literature Education students at the University of Pekalongan, the positive side of Wattpad media can provide good value for life, including being able to foster literacy in reading or writing for Wattpad users.

c. Building Interest in Reading

According to Ginting (2005), reading interest is a form of directed behavior to carry out reading activities as a strong level of pleasure in reading activities because it is fun and provides value. This search for reading interest aims to find out the reading interest of respondents who use Wattpad media. Interest in reading Indonesian Language and Literature Education students at the University of Pekalongan is manifested by doing reading activities as a strong level of pleasure.

d. Creativity Writing Media Wattpad

According to Guilford quoted from Ngalimun et al (2013:44) said that creativity refers to the ability that marks a creative person. Creativity becomes a thought process for someone to try to find new methods and ways with visible pleasure to carry out creative activities. The joy of creativity is seen from the penchant for someone who likes worldly writing, the development of creativity can be done in a new way by writing through Wattpad which provides features for writing and publishing works. Students of Indonesian Language and Literature Education at the University of Pekalongan are able to think in terms of finding new methods and ways with visible pleasure. This form of pleasure is realized when doing creative writing activities. So, it can be concluded that Wattpad media can hone writing creativity if you use Wattpad media properly and correctly.

3.4 Category Analysis

There are two categories of analysis that can be adjusted as follows.

a. Mastery of Language Skills

Language skills are the ability and dexterity in using language which can include listening, reading, writing and speaking. Language skills are also an important element in communication, because they can express thoughts, express feelings and can understand thoughts about the ideas, feelings and facts conveyed. Mastery of language skills through questions related to mastery of language skills both in terms of written language including reading and writing. The language skills of Indonesian Language and Literature Education students at the University of Pekalongan in Wattpad media are in the form of writing and reading skills. Students can express language through speech or writing in writing and listening which is obtained from reading activities, so that Wattpad media is able to complement the existing language skills in PBSI study program at Pekalongan University.

b. Wattpad Media for Learning Media

Learning media is anything that can be used to convey messages or information in the teaching and learning process so that it can arouse students' attention and interest in learning. Delivery of messages in the learning process can be done through innovative learning media. One of the learning media innovations carried out is by using Wattpad media. Wattpad media can arouse attention and interest in learning PBSI Pekalongan University students in honing reading and writing skills, so that the media is worthy of being used as a reference in the process of learning literature.

3.5 Category Evaluation

This category refers to students' ability to find the values contained in stories in Wattpad media. Evaluation categories can be found under educational grades. According to Fitriani (2011) says that education is education that is obtained through learning, from those who do not know to know, those who do not know are able to overcome until they find a solution. This research directs that Wattpad media can provide educational value to the theme of the story given in accordance with educational value for life.

The ability of PBSI students at Pekalongan University to find educational values is obtained by reading the themes implied in stories in Wattpad media. The ability to find the value of education can provide benefits and kindness to become a better person.

3.6 Creation Category

The creation category aims to determine the creative thinking power of PBSI Pekalongan University students as prospective educators by utilizing Wattpad media. Creation is the result of human creativity in the form of art or brain or mind (J.S Badudu and Sultan Mohammad Zain, 1994: 723). This creation aims to find out the thoughts or views of the creations of PBSI students at Pekalongan University as prospective educators who are adapted to technological developments. Technological developments also produce various media that can be developed or applied in the learning process such as the availability of Wattpad media.

The results of creativity, creation and thoughts of PBSI students at Pekalongan University are poured through Wattpad media. Wattpad media is able to provide a creative view by training students' reading and writing skills, so that it can foster a spirit of literary literacy

3.7 Growing Literature Literacy

Obtaining data on students' perceptions of the Indonesian Language and Literature Education Study Program is data from students' views regarding the use of the Wattpad application in fostering a spirit of literary literacy. The use of the Wattpad application by students is the first step in cultivating a spirit of literacy in the field of literature. Fostering the literary literacy spirit of PBSI students at Pekalongan University can be done by honing the skills of reading and writing literary works. From the acquisition of data it is perceived that the Wattpad application is able to foster a spirit of literary literacy in students of the Indonesian Language and Literature Education Study Program at Pekalongan University. It is based on six categories of perceptions which include knowledge categories, understanding categories, application categories, analysis categories, evaluation categories and creation categories. Questions from the six categories of perceptions of PBSI students at Pekalongan University have answered and understood the use of Wattpad.

The manifestation of cultivating a spirit of literary literacy in PBSI students at Pekalongan University can be seen in their interest in reading, changes in language management or diction, and publication of works. With this change in form, it can be interpreted that the use of Wattpad media can foster a spirit of literary literacy in PBSI students at Pekalongan University including (1) there is a growth in reading interest, and (2) students use the Wattpad application as a reference for ideas for writing.

4. Conclusion

Based on the presentation of the results of the analysis carried out by researchers in the previous chapter, it yielded qualitative conclusions, namely the perceptions of PBSI students at Pekalongan University based on six categories of perceptions, including knowledge categories, understanding categories, application categories, analysis categories, evaluation categories and creation categories. The knowledge view category includes (1) knowledge of the Wattpad application, (2) the use of the Wattpad application, and (3) the definition of the view of the Wattpad application. The understanding category includes (1) how to operate the Wattpad application, and (2) interesting things from Wattpad media. The application category includes (1) time to use Wattpad, (2) the positive side of Wattpad media, (3) building interest in reading, and (4) creativity in writing Wattpad media. The analysis category includes (1) mastery of language skills, and (2) wattpad media for media learning. The evaluation category includes educational value. The creation category includes educator creations in learning using Wattpad. The use of the Wattpad application can foster a spirit of literary literacy for PBSI students at Pekalongan University. The manifestation of a growth in the spirit of literary literacy in PBSI students at Pekalongan University includes (1) a growth in reading interest, and (2) students using the Wattpad application as a reference for ideas for writing.

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