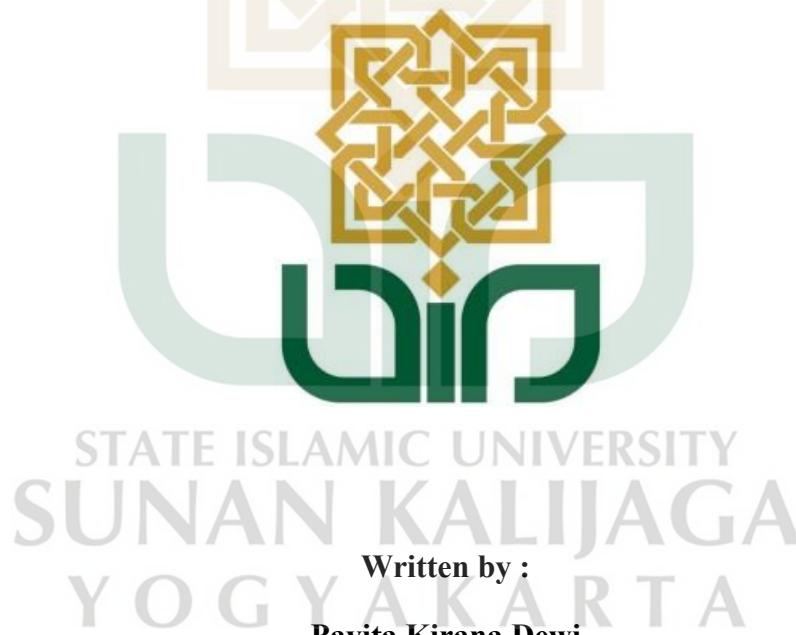


**ANALYSIS OF READING INTEREST AMONG BTS (ARMY)
JOGJA COMMUNITY MEMBERS**

THESIS

Submitted to the Library Science Study Program, Faculty of Adab
and Cultural Science of Sunan Kalijaga State Islamic University
Yogyakarta to Fulfill One of the Requirements for Obtaining a
Bachelor's Degree in Library Science



Written by :

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FACULTY OF ADAB AND CULTURAL SCIENCES
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2024

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This thesis, titled "Analysis of Reading Interest among BTS (ARMY) Jogja Community Members," represents my original work and does not plagiarize any other sources. Should it be determined later that this statement is untrue, I accept the applicable academic sanctions.

This statement is made for the appropriate purposes.

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OFFICIAL NOTE

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Dear Sir,

Dean of Faculty of Adab and Cultural Science of Sunan Kalijaga State Islamic University
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After reading, correcting, and suggesting improvements as necessary, I, as the supervisor,
am of the opinion that her thesis:

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Can be submitted as one of the requirements to obtain an undergraduate degree in the
Library Science Study Program, Faculty of Adab and Cultural Science of Sunan Kalijaga
State Islamic University Yogyakarta. Based on this, I hope that her thesis mentioned above
can be immediately approved and arranged the *munaqosyah*.

Thank you.

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ABSTRACT

ANALYSIS OF READING INTEREST AMONG BTS (ARMY) JOGJA COMMUNITY MEMBERS

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In light of the observed decline in reading interest and the emergence of fan communities, which have the potential to serve as information distribution channels, this study aims to ascertain the level of reading interest among the BTS (ARMY) Jogja community. A quantitative research method with a descriptive approach was selected for this study, and data were collected by distributing questionnaires to members of the BTS (ARMY) Jogja community. The questionnaires consisted of 28 statements derived from six indicators: pleasure of reading, internal motivation, curiosity, reading material selection, focus and attention, and frequency of reading. The findings indicate that, based on the results of the final grand mean calculation, the level of reading interest among members of the BTS (ARMY) Jogja fan community obtained a score of 3.05, indicating a positive reading interest level within the range of $2.51 < X \leq 3.25$ on the Likert scale, which is considered to be good. Nevertheless, there is potential for further development, particularly through the organization of literacy-based events designed to enhance the members' reading interest.

Keywords: Reading interest, Community, BTS

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MOTTO

“Tomorrow will always be waiting for you.”

(Minisode 3: TOMORROW)



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DEDICATION

To my dear own self, no matter how today is, tomorrow awaits.

May your trials end in full bloom.



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The researcher acknowledges that this thesis is far from perfect. However, it is hoped that it will serve as a valuable resource for readers and provide a foundation for further research.

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Yogyakarta, September 10, 2024

Researcher

TABLE OF CONTENTS

VALIDATION	i
STATEMENT OF ORIGINALITY	ii
OFFICIAL NOTE	iii
ABSTRACT	iv
MOTTO	v
DEDICATION	vi
ACKNOWLEDGEMENT	vii
TABLE OF CONTENTS	x
LIST OF TABLES	xii
LIST OF ATTACHMENTS	xiii
CHAPTER I	1
1.1 Background of The Issue	1
1.2 Issue Formation	5
1.3 Research Objectives and Benefits	5
1.4 Research Writing System	6
CHAPTER II	8
2.1 Literature Review	8
2.2 Theoretical Basis	13
CHAPTER III	20
3.1 Types of Research	20
3.2 Location and Period of Research	20
3.3 Research Subjects and Objects	21

3.4 Research Population and Samples	21
3.5 Research Instrument	23
3.6 Data Source	25
3.7 Data Collection Techniques	25
3.8 Data Validity and Reliability	27
3.9 Data Analysis Technique	31
CHAPTER IV	35
4.1 Overview	35
4.2 Results of Analysis of Reading Interest Level of BTS (ARMY) Jogja Community Members	36
4.3 Discussion of the Results of Analysis of Reading Interest Level of BTS (ARMY) Jogja Community Members	66
CHAPTER V	70
5.1 Conclusions	70
5.2 Suggestions	71
REFERENCES	73
ATTACHMENTS	77

LIST OF TABLES

Table 2.1 Theory Mapping & Previous Researches.....	11
Table 3.1 Questionnaire Grid.....	24
Table 3.2 Instrument Measurement Using a Likert Scale.....	26
Table 3.3 Validity Test Results for Reading Interest Level of BTS (ARMY) Jogja Members.....	28
Table 3.4 Result of Reliability Test on the Analysis of Reading Interest Level of BTS (ARMY) Jogja Members.....	31
Table 3. 5 Assessment Scale Score Range.....	33
Table 4.1 Reading a book or an article with their own initiative.....	37
Table 4.2 Reading a lot of fiction in novel form and digital serials.....	38
Table 4.3 Consume different types of reading, ranging from books, scholarly articles, essays, short stories, serialized stories, tweets on Twitter, to newspapers.....	38
Table 4.4 Equip applications to read books and newspapers (e.g. Gramedia Digital, iPusnas, Kompas) on personal mobile device.....	39
Table 4.5 Results of Grand Mean Analysis of Reading Interest Level of BTS (ARMY) Jogja Community Members.....	40
Table 4.6 Equip applications to read fiction (e.g. Wattpad, Webtoon, Medium) on personal mobile device.....	41
Table 4.7 Subscribe to articles on digital reading applications.....	42
Table 4.8 Feeling happy and enthusiastic when reading books or articles that they find interesting.....	43
Table 4.9 Relished each sensation evoked by the words on each page on the book, until the time itself seemed to slow down.....	44
Table 4.10 The messages in the sentences they come across while reading resonate with them.....	44
Table 4.11 Feeling a sense of satisfaction after finishing a reading that they enjoy....	45
Table 4.12 Keeping up with reading helps people stay informed and responsive to changes and developments in today's fast-paced world.....	46
Table 4.13 Understanding that their critical and analytical thinking skills can be developed through reading extensively.....	47
Table 4.14 Reading helps them to concentrate and focus.....	48

Table 4.15 Results of Grand Mean Analysis of Reading Interest Level of BTS (ARMY) Jogja Community Members.....	49
Table 4.16 Reading helps them learn to increase empathy and understand other's perspectives.....	51
Table 4.17 Increased capacity to communicate in a clear and effective manner after a period of extensive reading	51
Table 4.18 Engaging in reading can provide considerable inspiration and motivation to achieve one's goals.....	52
Table 4.19 Keeping up with reading helps people stay informed and responsive to changes and developments in today's fast-paced world.....	52
Table 4.20 Results of Grand Mean Analysis of Reading Interest Level of BTS (ARMY) Jogja Community Members.....	53
Table 4.21 Reading can facilitate the acquisition of knowledge and insights.....	54
Table 4.22 Reading is a way to develop imagination and creativity.....	55
Table 4.23 Each book presents an opportunity to gain new knowledge.....	56
Table 4.24 They can find time to read despite their busy schedules.....	57
Table 4.25 Results of Grand Mean Analysis of Reading Interest Level of BTS (ARMY) Jogja Community Members.....	58
Table 4.26 They take pleasure in reading during their leisure hours.....	59
Table 4.27 They allocate one hour per day for reading.....	59
Table 4.28 They are capable of reading and comprehending at least one chapter of a book or novel in a single day.....	60
Table 4.29 Results of Grand Mean Analysis of Reading Interest Level of BTS (ARMY) Jogja Community Members.....	61
Table 4.30 They have established a target number of books to read in a year to maintain motivation for reading.....	62
Table 4.31 They can finish at least one book within a month.....	63
Table 4.32 They visit the library at least once a month to read or borrow books.....	63
Table 4.33 They regularly procure books from the library for both professional and recreational purposes.....	64
Table 4.34 Results of Grand Mean Analysis of Reading Interest Level of BTS (ARMY) Jogja Community Members.....	65
Table 4.35 Results of Grand Mean Analysis of Reading Interest Level of BTS (ARMY) Jogja Community Members.....	66

LIST OF ATTACHMENTS

Attachment 1: Research Permission Letter.....	77
Attachment 2 : Questionnaire.....	78
Attachment 3: Results of Reliability and Validity Test Calculations on SPSS version 26 Windows.....	80
Attachment 4 : Turnitin Test Result.....	82
Attachment 5 : Curriculum Vitae.....	83



CHAPTER I

INTRODUCTION

1.1 Background of The Issue

Reading is an essential skill that a person must have (Romadhon, 2020). The progress of a nation can be marked by people who have a high need for information and are aware of the importance of reading (Prianto, 2020). Those who engage in reading activities are more likely to achieve success (Dai & Chiu, 2023). By reading, a person can obtain information that enriches his mind and understanding of something. Slamet (2007) suggests that language skills a person must have include four elements: listening, speaking, reading, and writing, which reinforces the fact that reading is one of the fundamental skills that everyone must have. Kamus Besar Bahasa Indonesia defines *reading* as the activity of seeing and understanding writing, whether spoken aloud or just recite silently. From this understanding, reading is not just being able to sound out the writing but also understanding the meaning of the writing itself.

A person must hone their reading habits and increase their reading interest (Sartika, E., 2021). Reading habits and interests must be trained in order to achieve reading goals. The purpose of reading, as previously explained, is to gain understanding from information in the form of text. Given the pivotal role that reading interest plays in educational and personal

development, it is crucial for all individuals to cultivate this interest. However, building a habit and interest in reading takes work. Doing so not only requires the ability to buy books and access all sources of information but also must be accompanied by the will of the individual. However, even so, that does not mean it can not be done at all. Many things can encourage increased interest and reading habits. Such as maximizing the factors that influence interest in reading, in the form of internal factors, namely curiosity from within an individual, and external factors, such as parental support (Clavel & Mediavilla, 2020), the availability of adequate facilities and books, and as well as the influence of peers or idolized figures (Putri et al.; P.A., 2021).

Nowadays, even though information can be accessed freely and very quickly, the reading ability and interest of the younger generation have dropped quite drastically (Hasibuan et al., 2023). A survey conducted by the National Assessment of Educational Progress (NAEP) from the end of 2019 to early 2020 showed that the number of children in the United States who still enjoy reading and make it a hobby decreased by 17% compared to the survey results in 2012 which amounts to 35%. Most have a lower attention span because they are used to consuming social media and concise videos, which makes them less likely to have the desire to read and search for comprehensive information on a topic that is being widely discussed. As a result, many of the younger generation are easily influenced by hoaxes because they are not used to doing research and finding out more before

finally receiving information (Schaeffer, 2021). Not only in the United States, Indonesia also faces the same problem. A survey conducted by the Perpustakaan Nasional (Perpusnas) through the Tingkat Kegemaran Membaca Masyarakat (TGM) program in 2023 revealed that the reading proficiency index value of Indonesian people was 66.77 on a scale of 0-100 (Setyono et al., 2023). The survey, which involved 11,683 respondents from 104 districts/cities in 36 provinces in Indonesia, demonstrated an increase of 2.87 points from the previous year, which scored 63.90. Despite this increase, it cannot be concluded that the level of interest in reading in Indonesia can be considered high, as it falls within the medium category.

Among the advantages of generation Z and Millennials is that they like to network and collaborate with people with interests and hobbies similar to their own (Irvianti, 2020). By joining a community, they can connect and exchange information. From here, encouragement can ultimately emerge to increase curiosity, which can then develop more widely and increase interest in reading (Momuat et al., 2021).

One community that is active in networking and creating activities is the BTS (ARMY) Jogja community. The BTS music group fan community, which was established in 2014, is said to regularly hold various activities such as humanitarian actions, art appreciation, and activities in the field of literacy. The BTS (ARMY) Jogja community also regularly holds birthday celebrations for BTS group members to create a place to chat casually and exchange information about the latest news from BTS.

BTS is the world pop star who has continued to dominate the global music industry in the early 21st century (Jin, 2021). This music group from South Korea, which has had a career for a decade, has the largest fan community in the world based on a survey conducted by Billboard in 2023. Therefore based on how big they are globally, they have the power to influence more people (in this case BTS fans). According to data reported by the Twitter account (now X) @btsanalytics, Indonesia is in second place among the top 10 countries with the most BTS fans in the world.

One of the positive traits of BTS is the fact that BTS is one of the public figures who actively invites his fans to read more. Apart from sharing the literature that its members read daily, BTS also often uses books as references in creating songs in their discography (Shihab & Learning Teacher Community, 2019).

The fans of BTS called ARMY (Adorable Representative M.C. of Youth) are known to have very high loyalty to their idols and tend to follow and pick up the good traits from their idol (Laffan, 2020). The differences in language are not an obstacle; instead, they allow ARMY to seek further truthful information and context that can not be provided just by relying on a translation machine. This circumstance is where a culture of exchanging information and updates between fellow fans is finally formed, usually done by a fanbase account. The BTS (ARMY) Jogja community is one of these fanbases. By accessing the information provided by the BTS (ARMY) Jogja Community, ARMY are encouraged to search for more information, which

in turn stimulates the growth of interest and reading habits even on matters not related to BTS or fanbase activities.

In light of the observed decline in reading interest and the emergence of fan communities, which have the potential to serve as information distribution channels and stimulates interest and reading habits, researchers initiated a study to ascertain the level of reading interest exhibited by members of the BTS (ARMY) Jogja community.

1.2 Issue Formation

This research project was initiated in response to the observation that Indonesian society exhibits low levels of awareness and interest in reading. Additionally, the role of fan communities in fostering engagement with reading material was identified as a potential avenue for addressing this issue. Therefore, a problem formulation was developed to identify the level of reading interest among members of the BTS (ARMY) Jogja community.

1.3 Research Objectives and Benefits

1.3.1 Research Objectives

The objective of this research project was to determine the level of interest in reading among the BTS (ARMY) Jogja fan community.

1.3.2 Research Benefits

1. Theoretic

Increase knowledge and information for researchers and the general public about things that can increase interest in reading and provide an overview of the community's contribution to encouraging interest in reading.

2. Practical

This research contributes to scientific developments in library science regarding efforts to increase people's interest in reading, which can be done through fan community activities to create a literate society. For the researchers themselves, this research can hone their skills, deepen their understanding, and become a reference for further research.

1.4 Research Writing System

This research proposal is structured as follows:

CHAPTER I INTRODUCTION. In this chapter, the researcher will explain the problem, the research background, the problem formulation as a research guide, and the aims and benefits of preparing the research. Then, it ends with a research writing system.

CHAPTER II LITERATURE REVIEW AND THEORETICAL BASIS. This chapter contains a literature review of previous research with relevant themes or titles as a guide during the research preparation process. Meanwhile, the theoretical basis describes theories from experts that serve as a reference for researchers.

CHAPTER III RESEARCH METHODS. The final chapter in this proposal will explain the type of research and its implementation design, including the time and place where the research will be conducted; subjects and objects that are the focus of research; instruments that support research; research data sources; research informants; research data collection methods; as well as validity testing and analysis of research data.

CHAPTER IV RESULTS AND DISCUSSIONS. In this fourth chapter, the results of the research process will be presented and analyzed. To facilitate a comprehensive examination, the results will be displayed in tabular form and subsequently interpreted in narrative form.

CHAPTER V CONCLUSION AND SUGGESTIONS, the final chapter, will present the conclusions derived from the research results and offer suggestions for future consideration.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

This study began with the aim of identifying the level of reading interest in the BTS fan community (ARMY) in Yogyakarta. The research problem formulation and research objectives that have been set are based on the reading interest variable, which is divided into six sub-variables:

1. Sub-variable “pleasure of reading” obtained an average score of 3.31, indicating a positive assessment in the “excellent” category.
2. The average score for the sub-variable “internal motivation” was 3.34, indicating an “excellent” category placement.
3. Sub-variable “curiosity” gained an average score of 3.34, indicating a positive assessment in the “excellent” category.
4. Sub-variable “reading material selection” achieved an average score of 2.89 which indicating a “good” category placement.
5. Sub-variable “focus and attention” obtained an average score of 2.77 that indicating a positive result and classified in “good” category.
6. The last sub-variable, “frequency of reading” yielded a score of 2.77, indicating a category ranking of “good”.

In conclusion, the analysis presented above shows that the level

of reading interest among members of the BTS fan community (ARMY) in Yogyakarta can be classified as good, as evidenced by the score of 3.09. The score is in the range of $2.51 < X \leq 3.25$ on the reading interest scale, which indicates that the level of reading interest among members of the BTS (ARMY) fan community in Yogyakarta is classified as good.

5.2 Suggestions

The analysis of field data obtained through questionnaires and observations indicates that, although reading interest among BTS fans in Yogyakarta (ARMY) is relatively high, no activities are currently in place to encourage this interest to be developed further. Therefore, one of the primary objectives of this study is to propose recommendations designed to enhance reading engagement among members of the BTS fan community (ARMY) in Yogyakarta. It is anticipated that this will contribute to an increase in literacy levels and the ability to process information effectively. This, in turn, will enable members of the BTS fan community (ARMY) in Jogja to respond to technological advances and diverse information sources. Furthermore, it will facilitate their capacity to process and utilize valuable insights gained from future research studies.

The following recommendations are proposed:

1. The BTS fan community (ARMY) in Jogja could organize regular literacy-based activities to encourage its members to read

more. This activity could be initiated by introducing books that have been read or recommended by BTS members themselves. Furthermore, the activity could be diversified by holding a book review event or a reading session together. A visit to the library could also be an alternative activity that encourages community members' literacy.

2. It is recommended that readers expand their reading references and develop a routine of reading in order to cultivate the ability to think critically. This process will facilitate the formation of a habit that enables readers to approach information with greater thoroughness and contextual awareness.

3. The researcher recommends that future research should expand the scope of investigation into reading interest within the fan community, as the current research has not been able to fully elucidate the factors that may increase reading interest.

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