

## DESCRIBING THE MOTIVATION AND LITERACY ACTIVITIES OF INDONESIAN K-POP FANS IN ONLINE ENGLISH FANFICTION

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### Abstrak

Penelitian ini membahas bagaimana hubungan motivasi membaca Fanfiction berbahasa Inggris para fans K-Pop Indonesia dan faktor apa yang mempengaruhi mereka untuk membaca. Penelitian ini juga berfokus pada kegiatan literasi apa yang terjadi dalam tren membaca Fanfiction berbahasa Inggris oleh penggemar K-Pop di Indonesia. Fanfiction adalah jenis fiksi buatan penggemar yang ditulis menggunakan nama idola mereka sebagai tokoh utama. Penelitian ini menggunakan metode kuantitatif dengan MRQ (Motivation Reading Questionnaire) dan wawancara untuk mengumpulkan data. Dari penelitian ini, 78% penggemar setuju dengan hal yang memotivasi K-Pop fans untuk membaca Fanfiction adalah karena idola mereka adalah tokoh utama dalam cerita. Dengan persentase hingga 92% para fans K-Pop juga termotivasi untuk membaca jika judul cerita yang mereka baca memperbarui lanjutannya. 89% penggemar K-Pop setuju bahwa mereka termotivasi untuk membaca Fanfiction karena jenis genre yang bervariasi dan dapat disesuaikan dengan minat mereka. 81% Fans setuju bahwa membaca Fanfiction adalah kegiatan belajar dimana dengan membaca kosa kata mereka meningkat. Penelitian ini juga menemukan bahwa kegiatan literasi dalam membaca Fanfiction di kalangan K-Pop fans antara lain minat menulis yang muncul setelah membaca cerita. Secara singkat, aktivitas literasi komunitas K-Pop fans terhadap Fanfiction online adalah membaca, menulis, memahami tanda baca, dan meningkatkan kemampuan kosa kata yang kemudian digarisbawahi dengan kesimpulan bahwa Fanfiction membuat mereka memilih membaca sebagai aktivitas yang mereka minati.

**Kata kunci:** Fanfiction, K-Pop fans, Literasi, Motivasi, Teknologi

### Abstract

*This study discussed how the reading motivation of Indonesian K-Pop fans relates to English Fanfiction and what factors influence them to read. This study also focused on the literacy activities that occur in Indonesia, particularly in the trend of K-Pop fans reading English fanfiction. Fanfiction is a type of fan-made fiction that is written using the name of the idol as the main character. This study used a quantitative method with MRQ (Motivation reading questionnaire) and interviews to collect the data on the subject. From this research, 78% of fans agree that the thing that motivates K-Pop fans to read Fanfiction is because their idols are the main characters in the story. With a percentage of up to 92%, the K-Pop fans are also motivated to read if the title of the story they are reading updates the continuation of the chapter. 89% of K-pop fans agree that they are motivated to read Fanfiction because the types of genres are varied and can be adjusted according to their interests. 81% of Fans agree that reading Fanfiction is a learning activity whereby reading their vocabulary increases. This study also found that literacy activities in reading Fanfiction among K-Pop fans have an interest in writing that arises after reading the story. In short, the literacy activities of the K-Pop fans community towards Fanfiction online are reading, writing, understanding*

*punctuation, and improving vocabulary skills which are then underlined by the conclusion that Fanfiction makes them choose reading as an activity for their interest.*

**Keyword:** *Fanfiction, K-Pop Fans, Literacy, Motivation, Technology*

## **Introduction**

In exploring a science, reading is the main key as a basic action in gathering information. But reading is also not always interpreted as a learning activity, as we understand that reading news aims to find sources of information, reading advertisements aims to find products to complement daily needs, reading a comic can aim to fill spare time, and so on.

Although the goals in reading may be different, in all reading activities individuals tend to have motivation within them. According to McDonald (as cited in Hamzah, 2015).

*"Motivation is a change in energy within a person which is characterized by the emergence of feelings and preceded by a response to a goal."*

In other words, a person is motivated to read when the reading they choose will benefit them and enable them to fulfill their goals.

But even so, the motivation to read in Indonesian society is categorized as being at a low level. According to UNESCO data quoted from the [kominfo.go.id](http://kominfo.go.id) page, Indonesians' motivation to read is at 0.001%, which means that out of a thousand people, there is only one person who likes reading. This is very concerning considering that

reading is a very positive activity, especially in seeking knowledge and absorbing information.

Reading is one way of recording knowledge independently based on the text (Fakhrudin A, 2017). From that statement, it can be concluded that Reading is the main thing that must be applied in learning everything because reading is the initial stage for a person to digest knowledge which is then stored in their brain's memory independently. Of the various kinds of good benefits that can be obtained by reading, this activity is also considered as something boring. It can't be denied, when we ask ourselves, what is interesting about reading? Maybe some people will think that reading is not very fun, not everyone has free time in the midst of their busy life to read, this activity also requires a calm and comfortable atmosphere, besides 'finding interesting reading' is sometimes a problem faced by someone because they feel confused about where to start.

Related to the reading activities, the advancement of the digital era is currently producing a variety of cutting-edge technologies that are easily accessible by a wide community. With that, people are starting to be able to access books or any

type of reading via online platforms. This technological advancement certainly helps people to more easily find the reading they like. One thing that is interesting in the menu found on several online reading platforms is that there are types of fandom-based fictional stories created by fans with characters who are their idols. In this case, K-pop fans are the most dominant in the development of a culture of reading fictional stories in online reading applications. We can see that there has been a trend of making fictional idol-based stories commonly known as; Fanfiction.

This is a breakthrough that is actually not new in the world, the discussion of Fanfiction itself has been discussed in the book *The Longman Masters of Short Fiction* by Dana and Gioia in 2002. It says; "Most Fanfiction writers assume that their work is read primarily by other fans, The Star Trek fanzine *Spockanalia* contained the first Fanfiction in the modern sense of the term before about 1965, the term fanfiction was used in science fiction fandom to designate original, or fiction about fans and fandom".

Although originally Fanfiction was aimed at science writers and inventors,

now Fanfiction is also used for Idols. Fanfiction is a fictional story created by fans based on an existing story, characters, or setting. Fanfiction can apply to movies, comics, novels, celebrities, and other famous characters. Seeing the rapid advancement of technology and the many reading platforms, fanfiction is easy to find and easy to access by fellow fans who are members of the fandom. When their idols become the characters in a story, sometimes it makes them have an interest in reading the story. (Abdulrahman TR, Cahyati : 2020). From this statement, hypothetically, when interest arises because their idol is the main character in the story being presented, then the desire to read will also be awakened and they will continue or start the reading activity. In other words, there is motivation that arises when they read Fanfiction.

According to Anurrahman (Hasanudin, 2017), Motivation is a force capable of transforming energy within a person into the form of real activity to achieve certain goals. From this statement, it can be said that motivation is formed from goals to be achieved by individuals when they crave something. As a theory when someone wants to get something, then they will be compelled to make

efforts to achieve it. This has caught the attention of researchers, is English Fanfiction can be applied to how the level of one's desire, especially K-pop fans to be motivated in reading.

We must realize that the motivation for reading activities for Indonesia's people still lacking. Some people think that reading is not very fun. Not everyone has free time in the midst of their busy lives to read. And reading activity requires calm and comfortable atmosphere, besides 'finding interesting reading' is sometimes a problem faced by someone because they feel confused about where to start. So that this research was conducted to find out what is the motivation of K-Pop fans in Indonesia to read online Fanfiction. And then what the literacy activities that K-Pop engages with the Online Fanfiction.

### **Theoretical Framework**

#### **Definition of Reading Motivation**

Motivation is influenced by interest, if someone has a high interest in reading then they most likely have a high motivation to read as well. According to Ratnasari (as cited in Erawati, 2019) Interest in reading is a strong and deep concern accompanied by feelings of pleasure towards reading activities so as to

direct someone to read on their own accord or with outside encouragement.

In general, motivation to read is divided into two, namely intrinsic motivation and extrinsic motivation. What is meant by intrinsic motivation is the motives that become active or functioning doesn't need to be stimulated from outside. Meanwhile, what is meant by extrinsic motivation is motives active and functioning because of the stimulus from outside (Hamzah, 2015).

For example, intrinsic motivation in reading for someone is when they want to know the entire content of the story after they start reading a few pages of book or text, they feel curious and compelled to finish the entire story. Extrinsic motivation is compared to when someone reads a story or journal after they are influenced by other people, such as being given a recommendation or some stimulus so that they are interested in reading.

Reading is an activity carried out by someone with the aim of understanding the contents of the pages contained in a title which is influenced by the urge within the willingness to carry out the activity. The types of reading are very diverse, starting from science, articles, poetry, biographies, novels, and many more.

Everyone who reads something has a motive or purpose whether they desire to learn, are curiosity, or are feeling challenged. Reading foreign language literature is a challenge for a reader. The various factors that underlie the desire to read foreign literature are encouragement for each person for reasons that may differ depending on each person's goals. In relation, the desire and encouragement can be referred to as motivation.

Reading motivation is an inner urge caused by the desire to find out or understand reading material. This desire arises when there is something that makes someone interested or considered challenging. In reading people will drift in their imagination according to the directions written in textbooks both in the form of printing and electronic media.

Motivation itself can be divided into two, namely intrinsic motivation or encouragement that arises from an individual in achieving something, and extrinsic motivation, namely encouragement that arises due to factors outside such as being influenced by the environment, friends, or relatives. Reading motivation is everything that can motivate and drive students or individuals to read, to be successful in reading texts,

motivation is an important factor of it. (Kasyulita E, 2016).

Of the various types of motivation that have been mentioned above, there are three theories about motivation to read foreign languages, namely integrative motivation, instrumental motivation, and social group identification motivation. (Kholid I, 2017). Integrative motivation is a learning approach to the ability to speak and the culture of the target language, while Instrumental motivation refers to the goal of learning a foreign language because it is influenced by environmental, cultural, and social factors. (Sari, 2018).

According to the: Kholid, (2017). "Social group identification motivation is a desire to gain proficiency in a language or the variety of languages used by the social group that the learner wants to use as an identity". From that statement, researchers get the idea to find out and see if Fanfiction can play a role in this because seeing the rise of large fandoms created among young people and seeing the rise of types of Fanfiction on various online reading platforms about Idols, a type of writing that is accepted and interested in and able to be considered as a way to increase motivation to read which will be

related to increased literacy skills as a result.

### **Definition of Fanfiction**

Fanfiction is a fictional story written by fans using their idol's name as the main character. Noer Q (2019) said that fan Fiction is stories created by fans character stories contained within, and created by fans based on the true nature of the idol or their imagination and it is the most-read genre of fiction today. Fans distribute their imagination in such a way according to the genre they see fit with the story they made.

This paper is then or usually published on a personal blog or fandom-based website. Fanfiction is a work of creativity from fans in writing and can be in the form of stories from novels, films, TV, or other media that are told according to their understanding and point of view about their idol characters. (Merawati F, 2016).

With the rapid development of the digital era, online reading platforms such as Watt pad are expanding their facilities by creating a special page for Fanfiction publications according to the Idol category, such as KPOP, Film, and Anime. The internet has popularized the world of fanfiction and has allowed people from all

across the globe to share their love for stories on a single platform. (Sankar, 2022).

Fanfiction also has genre rules and consumption eligibility rules, this is labeled with a code such as stories for different age levels depending on the genre. Fanfiction genres also vary, such as Romance, Angst, Action, Comedy, Horror, and Poetry. As proof that Fanfiction is an interesting literature in a fandom, a literacy-based website that provides a place to share fiction writing in various languages, namely Fanfiction.Net, has released an application version that is easier to use.

This platform has hundreds of thousands of fiction writing with authors from all around the world in various categories that can be accessed from various countries, this is one of the real opportunities that is floating before our eyes and needs to be studied. This is because Fanfiction authors purely write and read on the basis of encouragement within themselves without expecting any material gain for the works they dedicate to their respective fandoms.

The legality of fanfiction works is tentative, depending on the extent to which the fanfiction work does not violate

the economic and moral rights of the creator of the original work. (Fauzi. Muh, 2014). That's what makes fanfiction remain a place for the creativity of the younger generation in developing their writing talents.

Fanfiction is also a positive place to deepen your writing skills with the advantage of getting support from readers in the fandom. Not only that, (Sankar, 2022) states "The internet allowed this once underground activity to surface into the mainstream. Sites like fanfiction.net (started in 1998) and Wattpad (started in 2006) revolutionized the world of fanfiction." Thus, Fanfiction has a place in digital growth that is advancing rapidly.

### **Definition of Literacy**

According to UNESCO, literacy is a set of real skills, especially skills in reading and writing which are independent of the context in which the skills are acquired and who acquires them. In other words, literacy is the ability to understand letters in which there are aspects of reading, writing, counting, and solving problems that can be encountered in everyday life.

Reading literacy is the ability to understand and use those written language forms required by society or valued by the

individual. Readers can construct meaning from texts in a variety of forms. They read to learn, to participate in communities of readers in school and everyday life, and for enjoyment.

In general, and briefly, literacy can be interpreted as the quality or ability to be literate including the ability to read and write. As educated beings, literacy is a very important thing to cultivate both in terms of education and living everyday life. Literacy includes activities of reading, writing, calculating as well as understanding and solving problems. Readers are regarded as actively constructing meaning, reasoning with the text, and knowing effective reading strategies and how to reflect on reading.

Quoted from the website of the Indonesian Archives & Libraries Service, the following is a description of the 6 basic types of literacy and their explanations: Literacy is the ability to understand the contents of written texts, both implicit and explicit, to develop one's own knowledge and potential. Numerical Literacy is the ability to use various numbers and symbols related to basic mathematics to solve practical problems in various contexts of everyday life. Scientific Literacy is the ability to understand the



natural and social phenomena around us and make the right decisions scientifically. Digital Literacy is the ability to use digital media ethically and responsibly to obtain information and communicate. Financial Literacy is the ability to apply an understanding of concepts, risks, skills, and motivation in a financial context. Cultural Literacy and Citizenship are skills in understanding and acting towards Indonesian culture as a national identity and understanding rights and obligations as citizens.

The aims of literacy itself are to increase public knowledge by reading various useful information help increase one's level of understanding in drawing, help people think critically and be able to respond wisely, strengthen personality values, and develop good manners through reading and writing activities.

Explanation of Digital Reading Platform. The progress of the digital era forces people to get used to adapting to circumstances, including reading. Currently, reading can not only be done with books but also with electronic tools. Reading text digitally is now a common sight that can be found in various places.

Reading online through smartphones and e-books which are

accessed using tabs and also computers has become a habit that is somewhat easier for book readers because now we don't need to carry heavy loads of books in our bags when we want to go somewhere, there are so many e-books and online reading platforms. Online reading now allows everyone to access the information and reading they want from anywhere whether it's news, research results, biographies, history, or fiction.

This technological advancement has led to a trend in which reading applications have become very popular. One of the popular platforms in question is Watt. Pad. According to Aulia (as cited in Lifiani, 2019) said; Watt pad is an application platform and online community site for writers and readers.

The Wattpad application can be easily accessed and used in exchanging information online. Wattpad users can write or read content information within the scope of cyber literary stories. (Lifiani, 2019). Functionally, Wattpad allows readers to find various stories in various languages including English, and is supported by genre filters that suit the needs of readers. In the Wattpad application, anyone can publish their writing which will be accessible to all users.

General info about Wattpad circulating on the internet is that this digital company was launched in 2006, currently headquartered in Canada. Wattpad already has 15 million users with over 400 million stories. Wattpad is a planet to more than 65 million those who spend more than 15 billion minutes per month to read stories on Wattpad. Wattpad claims that 90% of Wattpad activity is accessed via mobile and supports more than 50 languages. Wattpad houses millions of stories from various genres including Fanfiction. In the Wattpad application, Fanfiction-type stories have a 'library' box as a container so readers can access stories more easily.

Wattpad was launched with the aim of freeing up space for readers and writers within the social network. This reading application allows all story genres to be entered into a system that can be accessed as needed. The Wattpad application also has various supporting menus that make it easier for users to choose interesting types of stories. Wattpad also provides space for the type of Fanfiction reading that has been so popular lately.

## **Methodology Research**

This research was carried out using a Quantitative approach with the questionnaire and interview. The Questionnaire has 100 respondents and the interview was conducted with five participants. This study was a Survey Involving K-Pop fans and Fanfiction

The definition of a survey study is a quantitative method of gathering information from a group of respondents by asking a number of survey questions. This type of research includes the recruitment of individuals and, the collection, and analysis of data.

This research was conducted from February to May 2023. The total time for data collection was calculated to be completed within three months. The subject of this research is K-pop fans in Indonesia who read Fanfiction between sixteen and forty years old. The number of respondents collected is 100 people.

This research was conducted using questionnaires and interviews. The preparation of the questionnaire has passed the validity test using thirty respondents and the scale of Guttman theory with a total of 'Yes' and 'No' answer choices. The results of this instrument validity test are as follows:

r-hitung	0,485324	0,481795	0,364052	0,487308	0,487308	0,471756	0,555145	0,40008	0,571415	0,390029	0,594424	0,674299	0,538853	0,583052	0,583052
r-tabel	0,361	0,361	0,361	0,361	0,361	0,361	0,361	0,361	0,361	0,361	0,361	0,361	0,361	0,361	0,361
status	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid

Table 1.1 (Validity test of the Questionnaire)

The questionnaires are declared valid because the R-count is greater than the R-Table.

Questionnaires were distributed using the Google form and the interviews were conducted offline (to several respondents) and online considering that the questionnaire fillers were a collection of fans whose locations were spread all over Indonesia.

## Results and Discussion

### Motivation to Read English Online Fanfiction

After testing the validity of the questionnaires distributed as the MRQ (Motivation Reading Questionnaire) with a total of fifteen questions, the answers counted were 1500 with 100 respondents who were K-Pop fans.

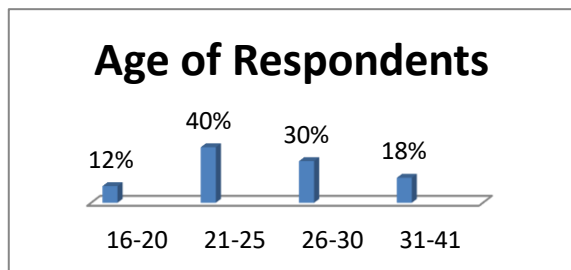
The Motivation Reading Questionnaire (MRQ) is a measuring tool for reading motivation which has 7 dimensions such as; curiosity, involvement, academic value,

competition, social recognition, emotion regulation, and freedom from boredom.

The items were developed by Dr. Allan Wigfield and Dr. John Guthrie at the University of Maryland. Measuring instruments are statistically tested to produce valid and reliable measuring instruments. The dimension that has only positive points is the dimension of emotion regulation while the dimension that has only negative items is the social recognition dimension.

The MRQ that was distributed had fifteen questions with two survey answer choices namely 'Yes' and 'No' following the Guttman scale validity test. The following describes the results of a questionnaire that was filled in by 100 respondents who are K-pop fans in Indonesia. From the results of the questionnaire data, it can be seen that the age range of the questionnaire fillers was between the ages of 16 to 41 years. 12 percent of the questionnaire fillers have an age range of 16-20 years. 40 percent of respondents aged 21-25 years. 30 percent of respondents aged between 31-35 years. The remaining 18 percent are aged 31-41 years. Of all the fans who read Fanfiction, the most readers are those aged 20-25 years at 40%. With this data, it can be

concluded that K-Pop can attract the attention of fans of various age ranges, namely teenagers to adults. The diagram below is the result of a table or percentage chart of the age range of all respondents in this study.



Picture 1 (Chart of the Respondent's age)

This study has a total of fifteen statements excluding the column for filling in questions for e-mail and the age of the respondents. All statements are compiled based on the need to measure K-POP fans' reading motivation towards Fanfiction. The results of this study are described as follows;

NUM	STATEMENTS	ANSWERS	
		Yes	No
1.	As a K-Pop fan I read English Fanfiction.	82%	21%
2.	I read Fanfiction because my idol is the main character in the story.	78%	22%
3.	I choose Fanfiction with a genre that interests me and make sure it's suitable for my age.	89%	11%
4.	Even though English is not my first language, I will finish reading Fanfiction as soon as I can when I find the story interesting.	82%	18%

5.	In a day I spend more than two hours to read Fanfiction.	47%	53%
6.	If I don't like the story, I will stop reading it even though my Idol is the main character in the story.	77%	23%
7.	I read fanfiction on online reading platforms such as Wattpad, Fanfiction.net, Blogs etc.	87%	13%
8.	I read Fanfiction out of personal impulse.	89%	11%
9.	I read Fanfiction because of the influence of my Fandom.	52%	48%
10.	I think that reading Fanfiction makes me feel that I am learning something.	81%	19%
11.	I only read Fanfiction with storylines that interest me.	91%	9%
12.	I get excited to read when there is a new continuation of the Fanfiction that I follow.	92%	8%
13.	If I have free time, I will continue to read the Fanfiction until the story ends.	92%	8%
14.	I prefer to use my free time to read Fanfiction than any other kind of reading.	72%	18%
15.	I feel that Fanfiction encourages me to like reading activity.	89%	11%

Table 1.2 (The results of the questionnaire)

From the results of the respondents' answers, 82% of K-pop fans admitted that they read English fan fiction. This indicates that K-Pop fans' interest in reading Fanfiction is quite high, out of 100 respondents, 82 people claim to read Fanfiction, so only 18 fans count as not reading Fanfiction.

Continuing from the next statement data, they agree that the thing that encourages them to read a Fanfiction story is the factor of the main character in the story is their idol, calculated in the data that 78% of fans agree with this reason.

Furthermore, in terms of genre types, 89% of fans only read Fanfiction with the type of genre they think suits their taste and age range. A very interesting statement from the results of respondents' answers is that 82% of fans admit that they will finish reading immediately if the story they read is interesting even though English is not the mother language in Indonesia. This shows that K-Pop fans in Indonesia can also be interested in foreign languages through K-Pop, namely English.

The next result is 53% of all respondents admit that they do not spend more than two hours a day reading Fanfiction, this means that their purpose for reading is most likely to fill their free time and not as a necessity.

The statement in the previous paragraph is supported by findings in the following data statement, where fans read Fanfiction in their free time. This statement is supported by the results of the data which show that 92% of readers

feel they will continue reading what they like if they have free time.

And then 77% of them also admit that they will stop reading activities if the stories they read are not interesting, regardless that the main character in the story is their own idol character.

Of all respondents, 87% admitted that they read Fanfiction online via Watt pad, Fanfiction.net to Blogs. All three are reading platforms that are growing rapidly in today's digital era. This shows that the use of online reading platforms is in great demand among fans and is used as a place for exchanging information. Stories published on the reading platform are accessed by fans via smartphones which can be used anytime and anywhere.

From the results of the data in the next statement, there are 89% who claim to read Fanfiction on the basis of their own volition. This shows that fans read Fanfiction on the basis of their own interest in the contents of the reading. High interest in something creates motivation that influences them to do something, including reading.

Even though their willingness to read arises from within them, in fact there are 53% of respondents agreed that Fandom has an influence on the

emergence of their desire to read. This means that the fandom they are in becomes a place for exchanging information such as recommending titles and discussing what stories they like. Fandom is an unofficial forum that makes fanfiction popular among fans. Fandom can also be used as a gathering place for thousands of fans to discuss their interests in their idols.

From the data that given by the next statement, 81% of readers feel that reading Fanfiction, especially in English, makes them feel like they are learning something. The respondent said that she felt her English vocabulary had increased after getting used to reading English Fanfiction, she also agreed that reading Fanfiction had quite a positive impact on her.

The next one is state that 72% of fans admit that they prefer Fanfiction over other types of reading such as novels, fables and other types of fictional stories. This is supported by the statement of a 25-year-old respondent who admits that she prefers Fanfiction to other readings such as novels, because she finds it easier to enter her imagination when reading by imagining that the character in the story is

someone, she is very familiar with, namely her own idol.

The results of the questionnaire followed by readers agreeing that they feel excited to read when the stories they follow upload a continuation, this is a fairly high motivation with a percentage of 92%. When fans have their own favorite stories, waiting for the continuation of that story becomes a challenge for them. When the story they've been waiting for finally gets the chapter updated, of course they will be excited to read.

And they only read the Fanfiction that fit with their taste with the 91% result answers from the questionnaire. Fans interpret reading fanfiction as an activity to entertain them so reading stories that don't suit their tastes is of course a bad idea.

The result of the final questioner is with 89% of fans feeling that Fanfiction encouraged them to enjoy reading activities. This result has such a high achievement rate, the results are very positive that on average only 11 fans disagree with the statement that fanfiction made fans to enjoy the reading activities.

### **Literacy Activity in Online English Fanfiction**

Literacy activities found in Fanfiction reading activities from interview results include;

First, the researcher asks what factors motivate them to read Fanfiction, whether it is internal factors or external factors. Respondents' answers indicated that their triggers for reading Fanfiction were internal and external factors.

*“What drives me to read Fanfiction is an inner drive, to be honest I started to know Fanfiction through one of the fan pages on Facebook when I started to like my idol (BTS). I read Fanfiction because I have free time, so I think that can also be said as a factor why I read Fanfiction.” (R1: CY).*

*“The factor that encouraged me to read Fanfiction can be said to be an external factor, initially because I was influenced by a recommendation from a friend, then I tried reading the Fanfiction title he suggested and I liked the story. I became curious about other genres and started looking for Fanfiction with the highest number of comments or followers, I used to read fanfiction where my idol was the main character, so it was easier for me to imagine the characters in the story.” (R3: EE).*

Second, researchers are looking to see if reading Fanfiction makes fans feel a certain impact. Respondents' answers indicated that they felt Fanfiction had a positive impact on them, including increasing reading motivation and the basic knowledge to write story.

*“For a special impact there may be a few things that I pay attention to, slowly I become interested in reading more. I also started to understand how stories should be written, such as the sequence of the story and also how to write sentences, use uppercase and lowercase letters, paragraphs and so on. This indirectly helps me when I find writing assignments at school because it feels familiar, although maybe I only understand the basic knowledge.” (R4: SFA).*

Third, the researcher asks whether reading Fanfiction is a learning activity. Respondents' answers showed very positive results, they agreed that reading Fanfiction can be categorized as a learning activity. One of them claimed that reading Fanfiction was an unintentional learning activity, indirectly this activity made her has more vocabulary, and an understanding of punctuation.

*“I think we can say that we learn through Fanfiction, because honestly using Fanfiction we enjoy the learning more, such as increasing English vocabulary because we are used to reading. It can be said that reading Fanfiction is an unintentional learning activity, because the initial goal is to read the story but there are lessons that can be taken such as knowing the correct punctuation, or adding a lot of vocabulary.” (R3: EE).*

Fourth, respondents were asked whether fanfiction affects their literacy skills. Respondents' answers indicated that their writing skills had improved, even one of them admitted that she had a significant

impact on basic writing skills and that she could apply them to make her school assignments.

*“The answer is yes, indirectly Fanfiction also makes me interested in reading more, like other fictional stories both online and in books. For writing ability, it may not be too significant, because I can't say that I am a writer, but if I encounter assignments at school such as making reports or short story assignments, I pay more attention to my writing method, namely applying the principle of perfected spelling.” (R4: SFA).*

*“After starting to read Fanfiction I feel that I have more potential in terms of writing, because I like to imagine so after reading, I became interested in writing stories too. I am passionate about putting my ideas and imagination into writing, and I am grateful that after I try to share the stories I write, I have readers who give me feedback through one of the apps or online reading platforms.” (R2: IKZ).*

*“I guess you could say there is, I have a better understanding of proper punctuation, neat writing will make the reader comfortable and I think I'm starting to know the rules of proper writing even though I don't write Fanfiction stories.” (R3: EE).*

Fifth, respondents were asked how much time they spend in a day reading Fanfiction. From the answers received, they spend at least three hours per day if they find an interesting story and they like it.

*“Two to three hours a day, usually at leisure or before going to bed at night.” (R4: SFA). “When I find a good story, I can probably spend more than three hours a day reading Fanfiction, especially if the Fanfiction I'm waiting for updates on uploads a new chapter, I can immediately take the time to read. However, if I don't have free time, sometimes I don't read at all, so it just depends on the situation.” (R1: CY).*

## Discussion

Motivation to read is impulse that arises and makes a person have a strong desire to find out, understand or complete a reading, be it books, journals, news etc. From the findings that have been described above, we know that the motivation to read Fanfiction among K-Pop fans is encouragement from both internal and external factor.

The internal factor can be seen from the questionnaire result about their willingness to read is a personal urge and desire, an interest in reading arises in them and they sincerely start reading for their own sake. And we can see how the results of the interview show that one of the respondents became interested in Fanfiction when reading one of the story titles on Twitter, that experience made her curious, and ended up looking for more Fanfiction that suited her taste.



So, it can be analogized that actually fans get to know fanfiction through the fandoms they enter, they then find out about Fanfiction and start reading. In the interview session with the respondents, two of them also agreed that Fandom had introduced Fanfiction to them through social media.

From their active writing about their idols, fandom must be understood not only as passive consumption but also as actively producing something. (Lanier as cited in Farabi, 2020.) From this statement, it can be underlined that in spreading Fanfiction; Fandom is a container that is used as a field to find more readers and this community plays an important role in disseminating information about this type of writing.

As for the things that motivate them in reading Fanfiction, one of them is the main character factor which is the idol figure of the reader. This is in line with previous research. "I started reading when my idol was the character of the story" (Abdulrahman T: 2020). From this statement, it can be seen that fans' interest in reading arises when they know that their idol is the main character and raises motivation to find out all the content in the title of a story.

Even so, from the results of the respondents' Fanfiction readers still maintain their reading tastes through genres and also the age range, if a story is labeled as an age that they don't deserve to read, then they will stop. This shows that K-pop fans do not close their eyes to the quality of their reading. If they feel that the stories being served are not to their taste, they will not hesitate to stop reading to look for other types of stories. This indicates that the reader's wisdom is still strong among K-Pop fans because they still choose the reading according to their taste and age.

This was confirmed by one of the respondents in the interview session, she admitted that reading Fanfiction with their favorite characters is a very strong attraction, especially if the stories they meet had interesting stories such as the detective-themed action genre that suit their taste. They feel it will be easier to enter into the storyline they read when the idol becomes the main character of the story.

There were respondents who said that their reading motivation increased when the story they liked had a sequel. They admit that Fanfiction encourages them to enjoy reading activities. This is

certainly in line with the research that is used as a reference where there is a statement that;

*"Fanfiction could be used as an alternative means to engage young readers in literature, Fanfiction positively attracts the attention of young people in reading which means increasing their motivation to read". (Deanna, 2015).*

From this, the genre is very influential for the reader. That way Fanfiction writers must realize that their readers are active people who can help them improve their writing skills by providing feedback and comments in the form of criticism or suggestions. It can be concluded that the stories they say are interesting will interest them in reading at a high level and encourage them to read.

This was agreed upon by the respondent in the interview who said that she was excited if the story she followed uploaded a continuation, she even admitted that she would immediately take the time to read the advanced chapter even though English is not her mother language. When the motivation to read grows, the literacy process also runs when someone starts reading activities.

In addition, technological advances have made it easier for readers to access Fanfiction, such as the results of the questionnaire where readers use digital

platforms more often than books. This data can be said to be in line with reality if we look at the data in online reading applications such as Wattpad, advances in technology are of course the main factor for this phenomenon to occur, because reading online is of course considered easier and cheaper.

As we know K-Pop is a Korean culture that has entered Indonesia, but with Fanfiction, K-Pop fans are still familiar with English. Considering that English is an international language that can ideally be learned and mastered by everyone, this is a positive thing for the development of English among K-Pop fans in Indonesia, it also can be concluded that the level of interest of K-Pop fans towards Fanfiction in English is relatively high.

Literacy is an activity of reading and writing as well as arithmetic which emphasizes the ability to understand and solve problems. Literacy activities that are balanced with the latest technological advances can help readers to more easily access content, be it books, news, journals, or fictional stories.

As we all know, technology was created with the aim of facilitating all human affairs at a low price and efficient

use, in this case, the realm of technology has also covered various aspects in the field of education, including literacy activities.

Reading is the most important foundation in increasing literacy in this case technology facilitates reading activities with the presence of online reading applications, e-books, or social media-based writing and sharing platforms.

Innovative and digital literacies have given birth to English literacy education in the digital arena. (Zhai:2021). Literacy activities that occur in the K-Pop fans community include reading news and reading fictional works namely Fanfiction.

Fanfiction is a type of reading that has high demand because the characters in Fanfiction are idols from various fandoms or types of characters that readers like. One of the factors that make fanfiction more popular is that the genre is interesting and diverse the popularity of Fanfiction also makes this type of reading a tool for learning, especially literacy.

The results of the questionnaire also show that fans agree with the statement that reading Fanfiction is a learning activity, and the statements are followed by the result of the interview

with several respondents. The result found that the readers who read Fanfiction have improved their vocabulary buildings as such written below.

*"I think reading Fanfiction can be categorized as a learning activity, I mean learning is not just about books right? I think Fanfiction, especially those in English, makes me have a lot of vocabulary, I can also understand how past tense is used to describe the content of the story in fanfiction."* (R1, CY).

*"...after I often read, my vocabulary becomes more masterful, I also feel that every time I try to write, I become more careful in choosing words and patterns. Sentences, as well as the punctuation that I should use. That is the impact that I think is very positive that I have felt until now."* (R5, YS).

So, it can be concluded that reading Fanfiction has a positive impact. This is also in line with the results of Zhai X's previous research in 2021, he stated that

*"Online fanfiction can also produce positive effects on reading and writing skills."*

This certainly can be proof that Fanfiction can have a good impact on the literacy activities of its readers.

One of them said that she slowly learned how to develop good writing skills, seeing examples in writing Fanfiction with proper punctuation. This is certainly proof that literacy activities occur in K-pop fans who read Fanfiction, including a positive and interesting phenomenon. "In the

digital era, online fanfiction literacy classes can enhance motivations and entertainment.” In other words, Fanfiction is a type of reading that can be considered as content that motivates readers to improve literacy skills such as reading and writing.

*“I also started to understand how stories should be written, such as the sequence of the story and also how to write sentences, use uppercase and lowercase letters, paragraphs, and so on. This indirectly helps me when I find writing assignments at school because it feels familiar, although maybe I only understand the basic knowledge. I pay more attention to my writing method, namely applying the principle of perfected spelling.” (R4, SFA).*

*“I think my literacy interest has increased quite a bit because I read Fanfiction, I read more often, finding Fanfiction, to be honest, I was not a person who really liked to read either lessons or fictional stories like novels, but after I accidentally read Fanfiction, I feel more enthusiastic about reading.” (R5, YS).*

The things that encourage them to do reading activities include because their idol is the main character in the story, so they are compelled to read Fanfiction. This reason is considered quite strong as an underlying influence on fans' reading interest in Fanfiction. It can be imagined that fans find it easier to enter into the stories they read when the characters depicted are idol figures they consider

familiar and close to them. This makes the story feel more alive and fun.

They also admit that their motivation to read increases when there is a new follow-up from the Fanfiction they follow, as shown in the interview below.

*“I used to read fanfiction where my idol was the main character, so it was easier for me to imagine the characters in the story.” (R3, EE).*

One respondent said that she would spend time at night before going to bed reading Fanfiction if one of the stories, she was waiting for appeared.

*“When I find a good story, I can probably spend more than three hours a day reading Fanfiction, especially if the Fanfiction I'm waiting for updates on uploads a new chapter, I can immediately take the time to read.” (R1, CY).*

Fanfiction writers even have the professionalism to finish the stories they made and try to satisfy their readers. Fanfiction is actually used as a show of skills or interest in the world of literature. (Shaharani, 2017). In other words, the type of reading Fanfiction has the knowledge and strategy of writing in the field of literature.

The other respondent said that her writing skills have increase since she learned to write and channel ideas in her brain for a story, she admits that she likes to imagine, and seeing a lot of Fanfiction

on online reading platforms makes her want to continue or create her own story.

*"I have more potential in terms of writing because I like to imagine so after reading, I became interested in writing stories too."*  
(R2, IKZ).

Usually, she has to go through several stages until her writing can be uploaded, such as thinking about the plot and making the story as detailed as possible before finally having to go through the editing process where she uses the feedback from readers in making revisions.

Through the process of writing fanfic stories, the writer got a chance to learn 'new' things from the feedback that was given. (Rosalina 2016). It can be concluded that writing Fanfiction also has its own rules and these stages are passed by Fanfiction writers in order to produce good writing that is easy for readers to understand.

As for K-Pop fans literacy activities towards online Fanfiction among other reading activities motivated by an interest in an object namely idol figures, the positive impact that readers feel is an increase in the amount of their English vocabulary.

Another activity is learning that is carried out accidentally, namely understanding how to write and use the correct punctuation as a result of frequently doing Fanfiction reading activities, then this encourages them to be motivated in writing their own work as a vessel for expressing story ideas in their imagination.

Coupled with the findings from the results of the questionnaire also show that fans agree with the statement that reading Fanfiction is a learning activity that increases their reading motivation and a positive impact on this reading habit as a literacy activity.

## **Conclusion**

From the results of the research that has been done, several findings can be concluded, including; the thing that motivates K-Pop fans to read Fanfiction is because their Idol is the main character in the story. K-Pop fans are also motivated to read if the title of the story they follow updates the continuation of the chapter, K-Pop fans are also motivated to read Fanfiction because of the various types of genres and according to their tastes.

In short, literacy activities in the K-Pop fans community towards online

Fanfiction are reading, writing, understanding punctuation, and increasing vocabulary skills which are then concluded with the conclusion that Fanfiction makes them prefer reading activities.

In general, all of the existing findings can be underlined that reading is the most important foundation in increasing literacy. Not only that, but technology has also facilitated reading activities with the presence of online reading applications, e-books, or social media-based writing and sharing platforms, which are social phenomena. Which can be utilized optimally in increasing the willingness to read from various groups including K-Pop fans.

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