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AN ANALYSIS OF USING WEBTOON IN IMPROVING STUDENTS' READING MOTIVATION AT FIRST SEMESTER

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Abstract

The purpose of this study was to analyze the use of Webtoon to improve students' reading motivation in the first semester of the English department, Bandar Lampung University. The population used in this study was 15 Students. This research used purposive sampling technique. Data was collected using observations, questionnaires and interviews. Interviews were used to find out more about using the Webtoon that is used. The technique used in this study was purposive sampling. The results of the study show that most students were motivated to read when using a Webtoon, it was caused reading using the media, would influence students' desire to do something. This research could have implications for English language teachers, students, and further researchers.

Keywords: *Reading motivation, Webtoon, Interest*

INTRODUCTION

English is one of the important languages used throughout the world be it a first, second, or foreign language. In learning English, there are four language skills that must be learned such as: reading, writing, speaking and speaking. The objectives of the research to find out how An Analysis Of Using Webtoon In Improving Students' Reading Motivation At First Semester. reading is one of the skills that must be possessed by a student in studying, and in English reading is one way that must be mastered by students to improve student learning abilities and to improve general language skills for English. Dorkchandra also (2010, p. 1) states that the reading is one of learning English as a second language or language

(ESL / EFL), to achieve academics, and for professional development. Nga (2012, p. 2) also states that, reading is an important skill for English as a second or foreign language (ESL / EFL). According to Anderson in Nunan (2003: 69), reading is a fluent process of readers combining information from a text and their background knowledge to build meaning. he adds that goal of reading is comprehension. Reading is one of important skills that we must have. it means that Our background knowledge influences the reading process so that it helps us to understand the reading text after it is linked to the knowledge we have.

So, in this research I use the media, which can increase the desire of reading

students. In reading it is good to use the media based on English version. So in this study I used Webtoon as a reading medium to increase student motivation in reading. Webtoon is one of the media based digital comics online applications. In Webtoon There are many comic titles with different genres of stories that are presented in digital Webtoon comics for free. I am interested in doing this research, as some of them are not interested in reading, with the media students will be motivated to read. Because some of them mostly use cellphones all the time, so I use Webtoon as a medium to make them read so their motivation will be improved. Because most of them more often use a cell phone than reading a book. So here I use an interesting medium that they can read anywhere and anytime.

The Line Webtoon app means, in general, the NAVER Digital comic Reader, Storefront applications, sites or software where you can do Browsing, purchasing, downloading or streaming, reading and using Digital or other content offered for use in the device Smartphones, tablets, PCS, and computers. Line Webtoon is a digital publishing platform (available on the web and Mobile: Android and iOS) free for comic makers both amateur and Professionals to showcase their best work to the Comic enthusiasts around the world. This Webtoon series service is updated daily and is available in a wide selection of languages, which makes readers of the whole world, can enjoy it, including the availability of options in Indonesian. At Line Webtoon There are services where fans can find Web-based comic content (webcomic) regularly, because Line Webtoon is a pioneer who implements a daily system that can give the latest episodes on the popular series

every day, every week. The Line Webtoon users can also enjoy various types/genres of webcomics, easily access to download content and receive notifications when the series latest will be released / available.

LITERATURE REVIEW

Reading is important for students, in general, to cope new knowledge in a changing world that of the technological era. Reading is ability or a skill that is important for gaining new knowledge and information. In reading, there are many advantages. Reading can be influenced by students' interests. Interest has an important role when we read. Reading knowledge is expanded and well informed by reading. Besides that, reading is an effort to understand the content of the text. Linse (2005:69) argues reading is a set of skills involving the meaning from the printed word. Reading comprehension is the ability to understand what text they read and have a profound impact on their entire lives. Anderson (2003) mentioned that the purpose of reading understands. Without understanding, reading is frustrating. Moreover, reading comprehension is regarded as the most dominant skill in learning any subject because the ability to read is not only performance to pronounce the passage but also the understanding of the message from a passage or text. Snow (2002, p.223) explains that in reading not only to understand the text of reading in a book, but also to find out how to use or do something. The influence for the reader is to know the application of how to improve students reading motivation through reading. Student success in reading is an important reason for students in reading is about Motivation

which has a close relationship with students in reading text procedures, and students need to have motivation in reading. Students who have increased motivation devote all their abilities to obtain optimal learning outcomes as expected, such as increasing awareness in reading encourages students to be more active in reading. If students can read, then students will read more actively. And also, by having the motivation in reading, they can understand the text reading procedure well. Important reasons motivation is an important factor related to reading activities, motivation is a key factor in reading activities.

According to Nation (2009), reading classes must make students enjoy reading and receive motivated to read, so the teachers must provide interesting texts and reading activities (p.6). According to Mihandoost (2011, p. 18) motivation to read is an important form to successfully involved in the reading process because it is an element that activates and maintain student involvement throughout the reading process. According to Wright & Sherman, the teachers had to use comic in language classes, for three reasons. Firstly, there is of great students interest in the genre. This means that the comic is one of the most beloved genres. Comic tells about the casual situation and many funny or interesting stories and illustrations. Secondly, they are easy to get. In this era, technology students can easily get or download material resources from Playstore. Therefore, teachers should be able to consider comic strips to make the right materials for teachers to be taught. Thirdly, most of the comics have low readability, with word and sentence pauses. Comic have a vocabulary that is not difficult to understand and comic can

also be read using websites on the Internet.

The uniqueness of webtoon Based on Marrison, Bryan, and Chilcoat (2002:759) the comic has more power than other teaching materials are as follows: First Comics are familiar and popular with middle and high school students '. Second comics are literary forms that make students enjoy. Third students engaged in greater literacy exploration than students will otherwise because the comics ' formats are popular and easily accessible.

RESEARCH METHODOLOGY

This is a descriptive study, which aims to describe the use of Webtoon app in increasing student motivation in reading. According to Lodico (2006: p. 15), He said to collect data using qualitative techniques are collect and summarize data tend to use words such as observation, interview, and document analysis. The author uses qualitative techniques to determine student progress in student activities and their participation during the teaching and learning process. In this case, the researcher analyzed the observations about activities in the classroom. This illustrates the process and results of students' improvement in fluency reading using a webtoon. There are three instruments used in this study, observations, questionnaires, and interviews. Observations are used to see directly how the process is using the Webtoon in boosting reading motivation. In this research the researcher conducted 2 observations, the first observation of the researcher introduced the Webtoon and introduced the Webtoon app to be used, and then the researcher will give the reading material for the students. Then on the next observation the researcher will see the development of students in

reading Webtoon. After conducting a survey, the researcher will provide questionnaires, in a research questionnaire, gather information or opinions from participants about the use of webtoon in the reading process, then the researcher will then conduct interviews, interviews used to get more student responses regarding the use of webtoon in the reading process. Population : This research will be conducted for the 1st semester students of the UBL English Department. consists of 15 students. Sampling: This research will use a sampling purposive. According to Sugiyono (2016:85) that: "Sampling purposive is a sampling technique of data sources with certain considerations" The researcher will select several students who have the appropriate criteria and represent the research. This technique is taken with a purpose based on the background of students who have a low reading motivation.

This research, the writer uses some techniques to collect data, as follows: Observation, Questionnaire, and Interview

Observation has an important role in classroom action research to observe the teaching-learning process and the students' activities. In this observation, the writer has a role as an observer. According to Arikunto, (2010: p.272) observation is a method which effectiveness with complete the observation sheet as an instrument. form that arranged of items that explain the occurrences, behaviors or actions which is described. the researcher will explain and introduce the media about the webtoon. What is webtoon, what is the function of webtoon in this study and how it works?

Questionnaire will be given to the students of the English department at Bandar Lampung University, this is done to find out if they have motivation in reading. According to Sugiyono (2008:199) "*The poll or questionnaire is the technique of collecting data done by giving a set of questions or written statements to the respondent to be answered*".

The researcher will conduct the interview, According to Esterberg in Sugiyono (2013:231) "*the interview is a meeting of two people to exchange information and ideas through the question and answer, so that it can be contracted to the meaning of a particular topic*". the researcher conducts an interview to get more information from students, so that the information obtained is more complete. This research spread the questionnaire and interview to get more information. And lastly, after collecting data the researcher finally chose how to analyze data after all data has been collected.

RESULT AND DISCUSSIONS

The result explains all the data that have been collected. Meanwhile, discussion explains phenomena that related to the research problem. The observations are based on teaching notes is recorded by the researcher when giving direction to students to use comics. Observations were done to see the class situation when reading using a Webtoon.

The researcher conducted observations twice. At the first meeting, the researcher gave questions related to reading activity. The researcher asked them whether they like reading English or not. Students who did not like reading English. Were participants. It is because the researcher had criteria to get

participants; the criteria were students who did not like reading because the researcher wanted to increase students' motivation to read using Webtoon media. Based on the first, observation the researcher introduced the Webtoon as media that would be used for reading. The researcher, and then invited students to download the application as a medium to assist students in reading and to increase students' motivation in reading, and the researcher also provided reading material for students to read. Then after students downloaded the webtoon, then the researcher provided reading material to students. Then students read it at home or wherever when students had free time because in this study researcher did not teach. Finally, the researcher did observations through online to see the progress of students in reading. The result, at the second observation was better than the first meeting. The students read comics seriously. In addition, their understanding of the material was better. The pictures in the comics helped the students understood the reading texts. Students more easily understood reading text and story line that existed. The aimed of observations was to find out the process of reading students using comics, and see the development of students in reading. Students read enthusiastically, enjoyed reading comics, and did silent reading. In addition, students' understanding of English was better; students got more sentences that students rarely heard. They really focused on reading comics. It was seen by their expression serious when reading comics. In this cycle, the researcher observed the process of students when using the Webtoon when reading by monitoring student activities and giving attention

during the action. In the results of these actions, the researcher can saw that most students appeared to be more active in class.

Questionnaire is about close-ended questions which can be answered by a simple "Yes" or "No". The questionnaire consisted of 15 questions and answered by 15 students. The questionnaire was conducted for the first time as a data collection that was followed up in the interview.

The first indicator was motivation, which worked to find out whether students were motivated after using the webtoon.

Do your reading motivations increase after reading the webtoon?

The figure Showed the results from the first questionnaire in the first indicator showed that 10 students (66.7%) were interested in reading the webtoon and have increased reading motivation after using the webtoon. There were 5 students (33.3%) who answered 'no', maybe students had reasons why students were not motivated to read, this made most students feel bored while reading, so students did not have an enhancement in reading the webtoon. It might be that students who answered the "no" had their own ways to increase their reading motivation by using other media. so indirectly their desire to increase reading motivation using English was currently not increasing. Are you motivated to read other reading after reading the Webtoon? In the second statement in the first indicator showed that 13 students after reading the Webtoon students were motivated to read other readings using English, while there were 2 students who answered "no". Because students did not have the desire to read because of the lack of student interest in reading using English.

Here is the explanation of all the results that the researcher obtained from the Questionnaire and the interviews. In this section, the researcher explores how students can have the motivation to read by using a webtoon. The analyze of using a webtoon as an object to improving reading motivation. So, here are some indicators that could be seen: Motivation, Interest, and Visual media. Based on the questionnaire, motivation is one indicator that has an important role in this study, this is because this research to increase students 'reading motivation, researchers provide interesting reading material for students to use in increasing motivation to read texts English through webtoon. On this indicator, some students feel motivated after reading using a webtoon and can read other books too. But besides that, when reading a webtoon using English text, students' knowledge in English increases, there are many benefits students can get, when reading a webtoon using English text. When the researcher asked him about the reason why he didn't like to read the Webtoon, the answer was directly related to the indicator. But besides that when reading aWebtoon using English text, students' knowledge in English increases, there are many benefits students can get when reading a webtoon using English text. In brief, although he felt difficulty when reading because of the limitations of capacity on his smartphone, but that did not affect his motivation when reading, because at the beginning he did not like it, but over time he became like and had the motivation to read and was able to spend 1 reading book, which previously did not he ever did. This means that something we do accidentally, in a row it will make ourselves a habit. Then that habit can also

be one of our motivations to do something.

The second indicator is interest; Interest is an impulse or desire in a person for a particular object. Based on the questionnaire, most students began to be interested in reading English but some did not. Based on the results of the statement of response in this indicator 10 students have an interest in reading after using the webtoon, it happens because there is an increase from within oneself. Other than that 5 students have not had a natural interest in reading. There are several reasons why they respond to indicators. One of the students who answered there were several things that made students have an interest in reading English texts. there are many things that can affect students' interest in reading, such as the picture in the text, the picture in the text has a very good effect, when students read and do not know the meaning of the reading, the picture helps to make conclusions from the existing text, it is very helpful for students in reading. Interest is one things that influence motivation if they have interest it can be concluded that they have motivation.

Visual media have a very important role in the learning process and can also facilitate understanding and strengthen memory. Visuals can facilitate student understanding in learning. based on the questionnaire, most students more easily understand the text in the presence of images, because of the images students can understand and can imagine the situations and circumstances that exist in the story Most students feel bored when there are no pictures while reading. From the interviews of 6 students, 3 of those who answered that they did not like to read also continued to like reading if there were pictures in the text. There were

many reasons why students were more interested in reading when there were pictures, one of the students said that when reading in text there were pictures that would make students easier in reading and understanding existing texts. In this instrument, the researcher did interview with six students. Some students liked reading webtoon and others did not. There were 6 questions that interview. What is the reason you like webtoon? After reading the webtoon, what things that makes you like reading? Why is reading using a webtoon is fun? Why do the pictures on the webtoon help you understand reading texts? Why are your English ability improved when reading webtoon? What does thing make you motivated when reading Webtoon?

Discussion

Here was the explanation of all the results that the researcher obtained from the questionnaire and the interviews. In this section, the researcher explores how students have the motivation to read by using a webtoon. The analysis using a webtoon as an object to improving reading motivation. Here were some indicators that could be seen: Motivation, Interest, and Visual media. Based on the questionnaire, motivation is one indicator that has an important role in this study, this is because this research is to increase students' reading motivation, to increase students' reading motivation, researchers provide interesting reading material for students to use in increasing motivation to read English texts through a webtoon. some students feel motivated after reading using a webtoon and reading other books as well. Here sample of students answers for this indicator. "*But sis, from reading this webtoon, there's a change in me, sis.*" "*So my sister brought*

a novel, sis ... but I can read the novel completely in a day" (Interview - HS12, HS13). Briefly, although he felt difficulty when reading because of the limitations of capacity on his smartphone, but it did not affect his motivation when reading, because at the beginning he did not like it, but over time he became like and had the motivation to read and was able to spend 1 reading book, which previously did not he ever did. It means that something we do accidentally, in a row it would make ourselves a habit. Then that habit can also be one of our motivations to do something.

Interest is an impulse or desire in a person for a particular object. Based on the questionnaire, most students began to be interested in reading English but some did not. Based on the results of the statement of response in this indicator 10 students had interest in reading after using the webtoon, it happens because there was an increase from within oneself. Other than that, 5 students had not had a natural interest in reading.

There were several reasons why they respond to indicators. One of the students who answered there were several things that made students have an interest in reading English texts. "*If we find a word that we don't understand, we can guess it or not if I'm really curious, so search on google translate so it can add vocab, so I like the curious, so I'm interested in finding it*" (interview-RTS9). Shortly, there were many things that can affect students' interest in reading, such as, the picture in the text has a very good effect, when students read and did not know the meaning of the reading, the picture help to make conclusions from the existing text, it was very helpful for students in reading. Interest was one things that influence motivation if they had interest.

It can be concluded that they had motivation.

Visual media have a very important role in the learning process and can also facilitate understanding and strengthen memory. Visuals could facilitate student understanding in learning. Based on the questionnaire, most students were more easily understand the text in the presence of images, because of the images students could understand and could imagine the situations and circumstances that exist in the story. most students felt bored when there were no pictures while reading. From the data interviewed of 6 students, 3 of them who answered that they did not like to read also continued to like reading if there were pictures in the text. There were many reasons why students were more interested in reading were pictures, one of the students said that when reading in text there were pictures that would make students easier in reading and understanding existing texts. "Make it easier to understand, so I know **the picture that's what the text means**" (interview-ms12) "Well the problem is that the picture already illustrates from a word ... usually those image will explain the meaning of the text, **so the picture really helps**" (HS21)

CONCLUSION AND SUGGESTION

This chapter tells conclusion and suggestion. In conclusion, it explains the whole result of the research in brief. In suggestion discusses the recommendation to readers who feel that the research is needed to be conducted further. The use of webtoon to increase students 'reading motivation is one of the ways used by the researcher to increase students' reading motivation using media, namely webtoon. The media that has been set using English. so through the webtoon students

can improve their English, at least to get more English vocabulary.

Based on the results of data analysis and discussion, it was concluded that the use of webtoon encourages the motivation of 1st semester students of Bandar Lampung University, According to students when reading a webtoon, Students' feel interested in reading, especially with the existing visual media on Webtoon to help students understand text more easily. Therefore, students become motivated to read because of the features available on the webtoon. The students showed that they were more comfortable and happy to read English texts on the webtoon. After the webtoon was implemented as reading material the motivated student indicators were reached.

There are several suggestions presented in this thesis. They are suggestions for students, teachers, and further researchers.

1. For students

Since webtoon could encourage students' motivations in language learning, it was suggested for student of Universities Bandar Lampung in the first Semester to read English webtoon in taking advantage of spare time. Therefore, it could help them to learn English enjoy.

2. For Teacher

Language teachers play an important role in improving students' motivation to learn in the class, especially in reading English texts. The teachers should have an interesting way to attract students' interest in learning English. Therefore, it was recommended for English teacher to use comics as the reading passages in order to make them interested to read English texts. However, the Webtoon should be relevant to the learning material to develop the students' understanding.

3. For the researcher
Due to the fact that this research could help the students to encourage their motivation in language learning, the researcher recommends for the further researchers to implement this teaching technique in encouraging students' motivation.

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