

Analysis Of The Use Of The Wattpad Application As A Media For Developing Creativity Of Islamic Broadcast Communication Students For The Lifting Of 2017

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Abstract: The background to the problem of this research is that there are many applications similar to Wattpad that can be used as a medium to develop creativity, especially among Islamic broadcasting communication students class of 2017, such as Webtoon or Mangatoon. The aim of the first research is to determine the analysis of the use of the Wattpad application as a medium for developing creativity for Islamic Broadcasting Communication students, Class of 2017. The research uses qualitative methods. Data collection techniques through observation, questionnaires and documentation. The results of the research show that there is an analysis of the use of the Wattpad application as a media for developing the creativity of Islamic Broadcasting Communication Students Class of 2017, namely to convey the content of a story or prepare a final college assignment report, remembering that students in the final semester are busy and they can use the Wattpad application to make it easier. for all their work, this application is an opportunity for them to share stories both in terms of cognition, affection and connotation that can convey students' feelings in any situation.

Keywords: Wattpad Application, Media, Creativity

A. INTRODUCTION

Like a tree, creative writing is a tree with many branches and twigs. The longing tree is full of beautiful flowers and delicious fruit full of benefits. The beautiful flowers are in the form of poetry, short stories, Wattpad, plays, which adorn the life of human civilization. The delicious fruit can be science, technology, philosophy, and so on. In other words, creative writing is not ordinary writing. It is extraordinary writing, inspiring the imagination, inspiration and critical powers of its readers. Imagination is able to disturb, lull, stimulate,

soar, blow away and sweep away, and can even stir feelings. This is the most important difference between regular writing and creative writing.¹

Text (or symbols) is a medium that represents the communication process via the internet. Even though advances in communication technology have now made it possible for entities to interact via letters or visually, for example via Skype services, text has become the basis for computer-mediated communication.² Meyrowitz emphasized that contemporary research on communication no longer focuses only on messages or content, but should also expand to the development of communication technology itself which has become embedded and part of people's lives. This statement is confirmed by David Holmes that every day individuals always come into contact with technology and in reality we currently live in an information society.³

Wattpad is a website and application where we can read and/or write our own stories and can be read by various people throughout the world. Through Wattpad we can read various Wattpads for free anywhere and anytime.

Wattpad was first launched in December 2006, the result of a collaboration between Allen Lau and Ivan Yuen. Wattpad's base is in Toronto, Canada. The advantage of reading on the Wattpad website or application is that we can read for free and can be read without knowing the time, anywhere as long as our cell phone is connected to the internet network. Wattpad can also be a forum for new writers who are learning to write. The disadvantage of Wattpad is that our writing is not copyrighted, so anyone can plagiarize it. Apart from that,

¹Naning Pranoto. *24 Jam Memahami Creative Writin*. (Yogyakarta; Penerbit Kanisius. 2011), h. 9

²Rulli Nasrullah, *Komunikasi Antarbudaya Di Era Budaya Siber*, (Jakarta; Prenadamedia Group. 2018), h. 99

³*Ibid.*, h. 60

Wattpad's weakness is that there are many pornographic posts. It cannot be denied that Wattpad writers come from various backgrounds and ages. However, if the article contains adult content, the author must give a warning by writing "WARNING21+". The many features on Wattpad can also be an obstacle for those who cannot operate it.⁴

B. RESEARCH METHOD

1) Type of Research

Referring to the problems above, research needs to use a qualitative approach. With this approach, researchers conduct research with a natural background or in accordance with the existing context. Qualitative writing emphasizes analysis on deductive and inductive data collection as well as analysis of the dynamics of relationships between observed phenomena using scientific logic. This means that the qualitative approach does not use quantitative data support at all, but the emphasis is not on examining hypotheses, but rather on efforts to answer research questions through formal and argumentative ways of thinking. The type of research used is descriptive, namely analyzing and presenting facts systematically so that they can be more easily understood and concluded.⁵

2) Research Approach

A qualitative approach is used to reveal descriptive power and information about what they do and what they experience regarding the focus of the research.

⁴Shelma Afrana Ulfa, Jurnal, jurnal komunikasi dan informatika, Peranan Aplikasi Wattpad Dalam Mengasah Kemampuan Menulis, 2018, http://elibrary.unikom.ac.id/93/13/UNIKOM_41814171_SHELMA%20AFRIANA%20ULFA_ARTIKEL.pdf

⁵Lexy J.Moleong, *Metode Penelitian Kualitatif*. (Bandung: Remaja Rosdakarya,2019), h. 4

Qualitative research has characteristics including: scientific, humans as instruments, using qualitative methods, inductive, descriptive data analysis, prioritizing process rather than results, focus, criteria for data validity, research design is temporary and research results are negotiated and agreed upon. together.⁶

3) Data Source

Data sources are an important part of research. The importance of data to fulfill and help a series of problems related to the research focus⁷ Primary data is "data collected first hand by analysis experts." As stated by Moleong, the words and actions of people who are observed or interviewed are the main source of data recorded through written notes and through video or audio tape recorders, taking photos or films. , recording the main data sources through interviews or participating observations so that it is the main result of the combination of viewing, listening and asking questions.⁸

4) Data Collection Techniques

a) Interview

According to Moleong, an interview is a conversation with a specific purpose carried out by two parties, namely the interviewer who asks questions and the interviewee who provides answers to the questions.⁹

⁶Robert R. Mayer dan Ernest Greenwood, *Rencana Penelitian Kebijakan Sosial*. (Jakarta: CV. Rajawali, 2018), h. 361

⁷Nana Syaodih Sukmadinata, *Metodologi Penelitian Pendidikan*. (Bandung: PT. Remaja Rosdakarya, 2015), h.4

⁸Suharsimi Arikunto, *Prosedur Penelitian Suatu Pendekatan Praktek*, (Jakarta: Rineka Cipta, 2016), h. 9

⁹Nasution S, *Metode Penelitian Naturalistik kualitatif*. (Bandung: Tarsito, 2018), h.106

b) Documentation

Each method has advantages and disadvantages so researchers use three methods, namely in-depth interviews, participant observation, and documentation so that they complement each other.

5) Data Analysis Techniques

Data analysis is the process of systematically searching for and compiling data obtained through interviews, field notes, and other materials, so that it can be easily understood, and the findings can be informed to others. This is done by organizing data, describing it into units, synthesizing, arranging into patterns, selecting and making conclusions.

C. RESULTS AND DISCUSSION

This research was carried out from January 12 2023 to March 20 2023, this research took quite a long time in the process of retrieving the information results because students of the class of 2017 of the Islamic Broadcasting Communication Study Program were very rare to find, there were only a few people, of course but currently in the process of completing the thesis, even though the research process carried out is quite long, the researcher is still very grateful that this research was finally completed on March 20 2023. This research seeks to provide an explanation of the benefits of using the Wattpad application as a medium for developing student creativity, especially entering the final semester of the class of 2017.

Humans are social creatures and surely you must have heard that sentence and realized the truth behind it. Why are humans called social creatures. One reason is because humans cannot live alone. Communication is something we do every day. Istilah komunikasi sendiri

sebenarnya berasal dari bahasa Latin yakni *communicatus* yang memiliki arti berbagi atau tujuan untuk mencapai kebersamaan.¹⁰

1. Cognition

Wattpad helps its users to develop imagination. Even though imagination can be sharpened in any reading, the various stories in this application help users to hone their imagination skills as freely and widely as possible.¹¹

2. Affection

In every story, there must be happy and sad moments for the characters in the story. The four informants said that they could get carried away by their feelings when reading stories, especially sad stories. This can happen because the reader has entered a story, so he can empathize with the story's characters.¹²

3. Conation

As stated by several sources:

The Wattpad application can also be used to learn how to manage time. Not all readers can divide their time between reading or writing and their daily activities. Some people are too addicted to Wattpad, so they are willing to spend hours of their time quietly in front of their smartphone. However, for those who have been reading the Wattpad application for a long time, the feeling of dependence begins

¹⁰Onong Uchjana Effendy, Ilmu Komunikasi teori dan Praktek. (Bandung: Rosdakarya, 2019), h.80

¹¹Auzar, mahasiswa Prodi KPI Angkatan 2017 UIN Raden Fatah Palembang, *wawancara* tanggal 12 Februari 2023

¹²Devia, mahasiswa Prodi KPI Angkatan 2017 UIN Raden Fatah Palembang, *wawancara* tanggal 20 Maret 2023

to decrease. Maybe the Wattpad application is not something new anymore, so they can already manage their time well.¹³

D. CONCLUSION

Pouring out the contents of a story or compiling a report on a final college assignment, remembering that when students in their final semester are busy and they can use the Wattpad application to make all their work easier, this application is an opportunity for them to share stories both in terms of cognition, affection and connotation that can free them up. students' feelings in any situation.

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¹³*Ibid*

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