

## Analyzing The Data Reading Interest Of Tangerang Citizens In Selecting Between Physical Books And E-Books

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### ABSTRACT

Reading activities can be done by anyone; children, teenagers, adults, even elderly people. However, these reading activities have much ignored by various circles, especially Indonesian citizens. In an era when technologies have not developed rapidly as today, people used physical books for reading. In practice, physical books are still the main choice, especially for Tangerang people. The reading interest of Tangerang people increased significantly since 2014 to 2019. However, a solution is required to develop literacy amidst modernity in responding to the development of an all-around technology era. E-book is the manifestation of the provision of profound knowledge through digital access with all its strengths and weaknesses. This study aims to identify which one that Tangerang people are more preferred; reading physical books or e-books.

This study used qualitative-descriptive method. The data sources used were the result of a 10-day online survey and literature study as the secondary data. Research results indicate that based on the categories of the easiness in obtaining reading materials, and price, e-books are more superior because they are easily obtained and affordable. However, based on the comfort-wise category, physical books still become the preference of Tangerang people because they are clearer, appealing, and prevent eyestrain.

**Keywords:** Reading Interest, Physical Books, and E-books

## INTRODUCTION

Book is the window to the world; reading is one of the ways to open the window. Reading activities can be done by anyone; children, teenagers, adult, even elderly people. Book is the source of various information that can reveal the knowledge of many things. Reading book gives inspirations to people. However, reading has much ignored by various circles, especially Indonesian citizens.

According to the data of UNESCO, the reading interest of Indonesian citizens is very low, namely around 0.001%. A different study conducted by the Central Connecticut State University shows that Indonesia ranked 60<sup>th</sup> of 61 countries regarding reading interest.<sup>1</sup> However, the National Library states that the Indonesian data index of reading interest in 2020 categorized as moderate, namely around 53.84.<sup>2</sup> This increase indicates an improved reading interest among the society despite the insignificant reading interest index of Indonesian citizens.

One of the ways to improve the reading interest rate in Indonesia is by utilizing the development of technology. In an era when technologies have not developed rapidly as today, people used physical books for reading. But, physical books can not make the reading interest of people to increase. This condition is caused by the low economic level that conditioned the purchasing power of people towards books to be low. In addition, there is a leap from oral culture to viewing culture (television, CD, DVD, and others), and many entertainments such as malls and game arenas that are more pleasuring than reading. However, after technologies developed rapidly, people are inseparable from internet. The Ministry of Communication and Informatics states that the internet users in Indonesia have reached 82 million people and ranked 8<sup>th</sup> globally.<sup>3</sup> The habit of reading interest from physical books to digital books or e-books can be changed based on the data. This condition can be used to stimulate people to be interested in reading by optimizing the use of digital media and internet.

An e-book or digital book is the electronic version of a book. E-book provides information in the form of a text, image, video, audio, or other forms of multimedia that can be opened through a laptop, computer, and smartphone. The emergence of e-book has changed people's reading interest, especially on the current generation that tends to be inseparable from the use of digital media and internet as the supporting tool for their activities, but not in terms of book. Ingenta as cited by Novita Heryana has released a survey towards 2000 people aged 18-34 years in United States and England. The results of this survey indicated that about 71% or 3/4 people read physical books rather than e-books. Only 37% that read e-books since 2014.<sup>1</sup>

The data from the Indonesian Publishers Association indicate that the selling of e-books in Indonesia is still very low.<sup>1</sup> The rapid growth of technologies does not necessarily change the trend from physical books to e-books because people are used to prefer physical books than e-books in acquiring literature, which is considered as more effective. Reading physical books grasps information that is being read quicker than reading digital media that takes three times longer to grasp information. However, there are some literacy patterns that have changed into a more utilization of digital media, such as in getting news. Most people have left newspapers as the main media in getting information, they switched to using digital media platforms as the source of information. This change does not occur with the use of books, people prefer to use physic in acquiring knowledge and profound readings compared to e-books. By reading physical books, there is a sensation that can not be obtained through e-books. For instance, turning book pages by touching, the smell of a book and eye interaction.

In reality, physical books are still the main choice, especially for Tangerang people. The reading interest of Tangerang people increased significantly since 2014 to 2019. This condition happened because of the reading interest groups of Tangerang people, which generally come from forums, then National Library groups. In addition, the government also provides a service for school children through *Kriling* and Mini Library in the park.<sup>4</sup> However, a solution is required to develop literacy amidst modernity in responding to the development of an all-around technology era. E-book is the manifestation of the provision of profound knowledge through digital access with all its strengths and weaknesses. The technology era causes positive impacts in terms of the ease of use, the easiness to get information which can also be acquired cheaply. Based on the view above, this study aims to identify which one that Tangerang people are more preferred; reading physical books or e-books.

## **LITERATURE REVIEW**

### **Reading**

Reading is an activity that makes an individual to be able of improving his intelligence, accessing information, and improving knowledge. Reading activities can also create creativity, productivity, and innovation, so future problems can be faced and solved.

Amelia Haryanti and Dindin state that reading is one of lingual skills that is receptive and productive. Receptive means the ability to read and listen while productive means the ability to write and speak.<sup>5</sup>

According to Kasiyun as cited by Asniar, La Ode Muharam, and Dodi Priyatmo Silondae, reading is a learning activity that is mostly done by people through books, pamphlets, to discover phenomena of natural conditions, human life, and the surrounding neighborhood.<sup>6</sup>

### **Interest**

Interest is the feeling of emotional awareness, disposition, and will that affects one's mind and action. Interest is also a condition where someone is concerned towards something along with the desire to know, learn and prove further. Definitions of interest according to some experts cited from Karla Amanda are as follows.<sup>7</sup>

1. Hurlock states that interest is the source of motivation that drives someone to do something he wants without coercion.
2. Mappiare expresses that interest is a set of mental instruments consisting of the mix of feeling, hope, prejudice, fear, and other tendencies that lead an individual towards certain choices.
3. Slamento conveys that interest is a preference and a sense of attachment towards a thing or activity without being asked to.

It can be concluded that interest is the source of motivation that drives someone to do what he wants by involving a set of mental owned by the person without being told and any coercion.

### **Reading Interest**

Reading interest is the power that encourages someone to learn to pay attention, being interested, and happy towards reading activities, making him to do these things based on his own will without any coercion. Aspects regarding reading interest encompass pleasure of reading, reading frequency, and the awareness regarding reading benefits.<sup>8</sup>

A person with a high reading interest will always feel that they want to get reading materials without being realized. It would be better if one's reading interest is developed, it is never too late to start something. This effort will surely provide benefits for everyone in which the interest towards reading activities will expand the knowledge and insight of everyone.

## **RESEARCH METHODOLOGY**

This study used a qualitative-descriptive approach. A descriptive study is the data collection that is based on factors supporting the research object, then an analysis is conducted to find the role factors.<sup>9</sup> Qualitative study is a research procedure that produces descriptive data in the form of written words or by the form of policy actions.<sup>10</sup> The theory used in the study is

not forced to acquire the complete delineation of a thing based on the human perspective that has been studied. Qualitative-descriptive approach is a data-processing method by analyzing factors related to the research object by providing data more profoundly towards the research object.

Informants in the study were selected by using the purposive sampling technique. Purposive sampling is a technique to determine informants based on specific criteria or considerations. Tangerang people were selected as the informant in the study. The survey conducted towards Tangerang people without any coercion.

## RESULT AND DISCUSSION

The researcher collected data through observation and survey, then descriptive analysis was done towards the reading interest of Tangerang people regarding the preference between physical books and e-books. An online survey was conducted for ten days and 87 respondents were collected. The following is the explanation regarding the survey results:

### 1. The Identity of Respondents

Identities of respondents collected through the distributed online survey included gender, age, and last or ongoing education. The results of the online survey regarding respondents identities can be seen in Table 1.

Table 1 The Identity of Respondents

No	Category	Description
1	Gender	<ul style="list-style-type: none"> <li>• Male: 41 person</li> <li>• Female: 46 person</li> </ul>
2	Age	<ul style="list-style-type: none"> <li>• &lt; 15 years: 0</li> <li>• 15 – 25 years: 52 person</li> <li>• 26 – 40 years: 15 person</li> <li>• 41 – 45 years: 5 person</li> <li>• &gt; 45 years: 15 person</li> </ul>
3	Educational Stage	<ul style="list-style-type: none"> <li>• SD, SMP, or SMA: 19 person</li> <li>• D3: 0</li> <li>• S1: 40 person</li> <li>• S2: 23 person</li> <li>• S3: 5 person</li> </ul>

Source: Results from online survey

The results in Table 1 indicate that there are more female respondents than male, with a difference of five people. The age range is dominated by 15-25 years with an amount of 52 people. The category of educational stage is dominated by bachelor degree.

2. The statements regarding the reading interest of Tangerang people on the preference between physical books and e-books.

Menurut Anda, mana yang lebih mudah mendapatkan bahan bacaan. Fisik atau Digital?  
87 responses

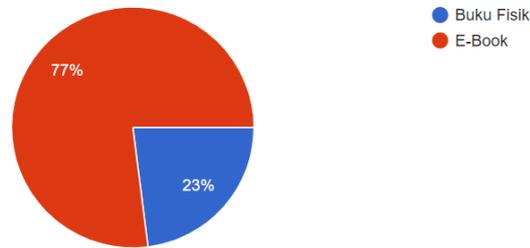


Figure 1 Answers to the online survey's question 1

Source: Results from online survey

The online survey results in Figure 1 indicate that 77% of Tangerang people prefer e-book to get reading materials. This condition is caused by the easiness to get e-books compared to physical books.

Menurut Anda, mana yang lebih terjangkau antara membeli buku fisik atau berlangganan e-library?  
87 responses

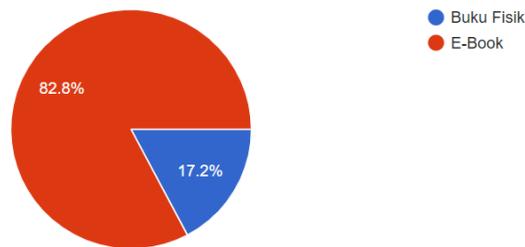
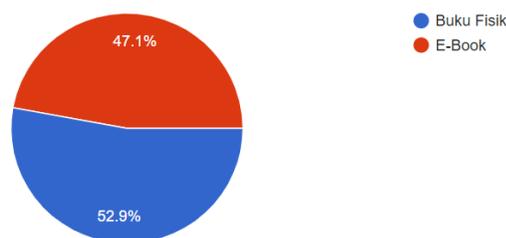


Figure 2 Answers to the online survey's question 2

Source: Results from online survey

Figure 2 shows that 82.8% of Tangerang people choose to subscribe the e-library because it is more affordable than purchasing physical books.

Menurut Anda, mana yang lebih menyenangkan antara membaca buku fisik atau membaca e-book?  
87 responses



Source: Results from online survey

The online survey results in Figure 3 show that 52.9% of Tangerang people prefer physical books for reading because they are more pleasuring than reading e-books.

Table 2 Answers to the online survey's question 4

<b>Preferring E-Books</b>	<b>Preferring Physical Books</b>
Everyone has been using gadgets	Physical books are more appealing
More practical and simple	Physical books can be stored longer
More accessible	Reading physical books is clearer
More affordable	Reduce eyestrain

From the results of the online survey that have been summarized in Table 2 regarding the questions about the preference between physical books and e-books, Tangerang people still have not decided to choose between physical books and e-books because each of them has their own strengths and weaknesses.

## CONCLUSION

Based on the research result and conducted discussion, it can be concluded that:

1. Based on the category of the easiness in getting reading materials, Tangerang people choose e-books.
2. Based on the category of the price, Tangerang people prefer e-books because they are more affordable.
3. Based on the category of comfort, Tangerang people prefer physical books than e-books.
4. Tangerang people who prefer physical books consider physical books as more appealing, more pleasuring during the reading, can be stored and can be made as collections, clearer to read, and reduce eyestrain.
5. Tangerang people who prefer e-books consider them as easier to get, more practical and simpler, easy to access only by electronic media, and affordable.

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