

Empowering Digital Literacy through Wattpad: Bridging Creativity, Reading, and Writing in Education

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ABSTRACT

Pengabdian masyarakat ini menyelidiki dampak Wattpad, sebuah platform media sosial, terhadap minat, kreativitas, dan literasi digital siswa dalam kerangka gerakan literasi digital. Hasil menunjukkan bahwa Wattpad secara positif memengaruhi keterlibatan siswa dalam membaca dan menulis, menawarkan ruang bagi para calon penulis untuk memamerkan ide-ide mereka dan membina komunikasi yang konstruktif antara penulis dan pembaca. Potensi literasi digital Wattpad terlihat jelas dalam perannya sebagai penyedia layanan digital, yang membantu siswa mengakses konten dan sumber daya sastra yang beragam. Studi ini menekankan perlunya manajemen konten yang cermat agar sesuai dengan standar moral dan literasi. Wattpad memiliki janji yang luar biasa sebagai alat literasi digital, terutama dalam lingkungan pendidikan. Mengintegrasikan Wattpad ke dalam kurikulum pendidikan formal dapat menawarkan pengalaman literasi yang mendalam, menumbuhkan kreativitas, pemikiran kritis, dan memenuhi kebutuhan dunia digital modern yang terus berkembang. Sebagai kesimpulan, penelitian ini menggarisbawahi pentingnya literasi digital di era saat ini dan memposisikan Wattpad sebagai alat yang berharga untuk mengembangkan kemampuan literasi, kreativitas, dan menumbuhkan kecintaan untuk membaca dan menulis di kalangan siswa.

This community service investigates the impact of Wattpad, a social media platform, on students' interest, creativity and digital literacy within the framework of the digital literacy movement. Results show that Wattpad positively influences students' engagement in reading and writing, offering a space for aspiring writers to showcase their ideas and fostering constructive communication between writers and readers. Wattpad's digital literacy potential is clear in its aspirations as a digital service provider, helping students access diverse literary content and resources. This study emphasizes the need for careful management of content to conform to moral and literacy standards. Wattpad has tremendous promise as a digital literacy tool, especially in educational settings. Integrating Wattpad into formal education curricula can offer deep literacy experiences, foster creativity, critical thinking, and meet the needs of the ever-evolving modern digital world. In conclusion, this research underscores the importance of digital literacy in the current era and positions Wattpad as a valuable tool for developing literacy skills, creativity, and fostering a love for reading and writing among students.



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INTRODUCTION

The modern digital era has a significant impact on many facets of human existence, including literacy. The importance of developing digital literacy is rising in order to stay up with the rapid progress. Wattpad is one app that's becoming more and more well-liked as a digital literacy tool. Wattpad facilitates free connection and sharing of written works between authors and readers, which may encourage younger people to take an interest in reading and writing. Wattpad's interactive and participatory reading and writing experience fosters users' creativity and writing abilities.

The platform fosters growth by making a variety of creative forms easily accessible, including fanfiction, poetry, novels, and short stories. Aspiring authors can enhance their writing abilities and receive recognition for their imaginative creations. They can get in touch with publishers and literary agents, interact with other writers, and get reader comments and criticism. As a digital literacy tool, Wattpad may be utilized in the classroom to help students become more proficient readers and writers, expose them to a variety of literary genres, encourage engagement in reading and writing assignments, and develop critical thinking abilities when evaluating written work. Teachers can support their pupils' reading development by using Wattpad.

Additionally, Wattpad is an excellent teaching tool that helps kids become more proficient readers and writers. By exposing students to a variety of literary genres, encouraging them to participate in reading and writing assignments, and developing their analytical abilities in the evaluation and interpretation of written works, teachers can support the development of literacy by using Wattpad. The advancement of information and communication technology has had a significant impact on every facet of human life in the current digital era.

The greater accessibility of several platforms and applications that support education and information sharing is one important effect. The potential of Wattpad as a tool for digital literacy hasn't been thoroughly investigated, though. The capacity to efficiently get, comprehend, assess, and use knowledge from a variety of digital sources is known as digital literacy (Amhag, 2019; "Shaping Digital Education," 2023). The ability of readers to comprehend, evaluate, and interpret content on Wattpad might be considered digital literacy. There is a lot of promise for using Wattpad as a digital literacy tool.

First of all, readers from various backgrounds and locations can easily access the site. This suggests that Wattpad may be a useful tool for raising readers' levels of literacy and knowledge. Second, Wattpad gives non-professional writers a platform to help students improve their writing abilities. Writers can gain knowledge about story structure, writing strategies, and reader response through the process of creating and sharing work on Wattpad. They gain literacy and communication skills as a result of this.

But even with Wattpad's potential, there are still some obstacles to be solved. The platform's material varies in quality, which is one of them. Knowing the limitations and caliber of the information ingested is crucial when discussing digital literacy. Consequently, more research is required to determine the degree to which Wattpad can be a useful tool for enhancing digital literacy.

Therefore, investigating Wattpad's potential as a tool to enhance digital literacy can offer students insightful information. Wattpad is an online writing community where members may publish and read one other's works. As a platform for reading and exchanging novels, short tales, and other creative works of literature, it has become increasingly popular (Syahid et al., 2022). The mostly entertainment-focused website Wattpad has been recognized as a tool for literacy promotion. Numerous research works have looked into Wattpad's viability as a literacy aid.

Wattpad can be used in a variety of ways as a literacy tool. The importance of integrating technology into literacy practices is growing as it develops. It is intended that using Wattpad as a literacy tool will increase the general public's love of reading and writing and raise the standard of literary abilities in Indonesia as a whole. Prior studies have demonstrated that students frequently spend a significant amount of time consuming digital content, particularly on social media sites. There hasn't been much research done on Wattpad as a tool for digital literacy yet. According to several studies, utilizing Wattpad can help kids become more enthusiastic about reading and writing while also enhancing their literacy abilities, including text comprehension, analysis, and critique.

This study aims to investigate and assess Wattpad's potential as a tool for digital literacy. The main emphasis of this study is Wattpad's use as an instructional tool for pupils to enhance their

literacy. The importance of digital literacy is growing in the current digital era (Norman & Furnes, 2016). The reason this research is urgent is that, despite Wattpad's enormous potential, its use as a digital literacy tool has not yet received enough attention. Previous studies have shown that Wattpad can help pupils become more interested in writing and reading while also enhancing their reading abilities. It is therefore envisaged that by utilizing Wattpad as a literacy tool, the younger generation will take a greater interest in writing and reading. Teachers can also benefit from this study's recommendations and assistance on how to use this platform to raise their students' digital literacy.

METHOD

The case study method was the primary methodology used in this study within a qualitative framework. This study looks into how students' interest in reading is affected when they use Wattpad as a digital literacy tool. Students' reading habits, involvement in literary debates, and behavioral changes in reading before and after Wattpad use were used to determine the effects of the app. This study's primary goal is to offer insightful information about Wattpad's efficacy as a digital literacy tool and how it affects digital literacy levels. It is anticipated that students would use the Wattpad app as a teaching tool, particularly when reading short stories. It has been demonstrated that Wattpad may pique pupils' interest in reading, which was once thought to be dull. The diversity of stories available on Wattpad entices pupils to read, and the narrative language is comparatively simple to comprehend. Put another way, Wattpad is a useful tool for improving pupils' literacy and piquing their interest in reading because it makes it simple for them to comprehend the author's intentions.

The case study method is the main strategy used in this qualitatively grounded research project (Prayuda, Ginting, et al., 2023). The study looks at how students' interest in reading is affected when they use Wattpad as a digital literacy tool. The study intends to determine the app's effects in a comprehensive way by looking at students' reading patterns, participation in literary debates, and changes in reading behavior before and after using Wattpad. This study's main goal is to offer insightful information about Wattpad's efficacy as a tool for digital literacy and how it affects digital literacy proficiency. It is anticipated that students would use the Wattpad app as a teaching tool, especially when it comes to reading short stories. Based on available data, Wattpad may be able to spark students' interest in reading, an activity that was once thought to be boring. Students are enthralled with the diversity of stories on Wattpad, which motivates them to read, and the narrative language is easily comprehensible. In conclusion, Wattpad seems to be a useful instrument for raising students' reading interest and improving their literacy abilities by offering a platform that makes it easier for users to comprehend the author's aims.

RESULT AND DISCUSSION

This study has demonstrated that Wattpad, as a social media platform, positively influences students' interest in and creativity related to reading. Several studies demonstrate how important Wattpad is in making a large body of written material accessible and giving aspiring writers a place to showcase their ideas. Wattpad fosters communication between writers and readers, offers constructive criticism, and helps aspiring writers become more creative and self-assured.

Within the framework of the digital literacy movement, Wattpad is essential in stimulating public interest in writing and reading. It is crucial to provide digital literacy instruction that is optimally suited to meet learning objectives and provide digital writing resources. As a digital service provider, Wattpad helps students read books or novels that are based on popular books and locate literacy resources.

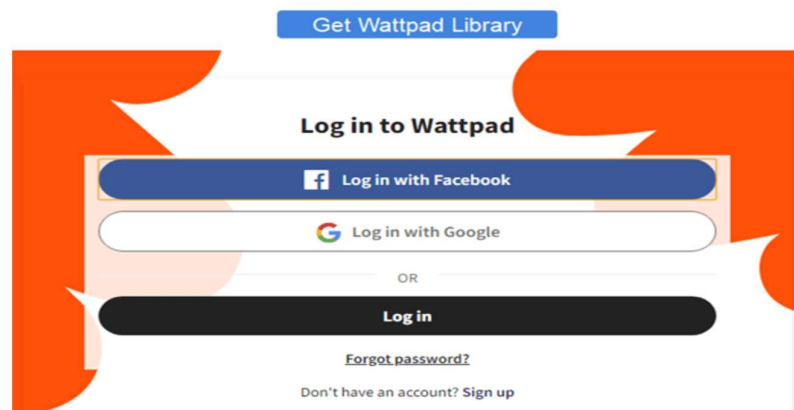


Figure 1. Wattpad Interface

Students' interest in reading is positively impacted by Wattpad, and it also creates opportunity for the development of digital literacy. By using this platform, students can improve their analytical skills for evaluating and analyzing written works, as well as their understanding of various literary genres and how to motivate others to read and write (Prayuda, Juliana, et al., 2023). Although Wattpad has numerous benefits, there are still obstacles to be solved, particularly with regard to the caliber and ethics of the content. Monitoring and controlling content is crucial to keeping the platform in line with current moral and literacy standards.

Wattpad is a platform for writer-reader cooperation in addition to being a useful tool for digital literacy. Wattpad gives users an interactive and customized writing and reading experience with features like font changes, comments, voting, sharing, libraries, and playlists. Those who want to publish their literary works online can also do so on this site. As a result, Wattpad has made reading more interesting, encouraged creativity, and engaged students with literature as a digital literacy tool. Wattpad has tremendous promise as a digital literacy tool and can be further developed in an educational setting, despite certain obstacles that must be overcome.



Figure 2. Students' Enthusiasm after Learning with Wattpad

Overall, there is a lot of promise for good when using Wattpad in the classroom. By making a wide range of captivating stories that align with students' interests easily accessible, the platform can boost their interest in reading. Furthermore, Wattpad is a useful tool for improving students' writing abilities since it allows them to express themselves creatively and publish their writing. To guarantee

that the resources students access and share are consistent with moral principles and educational ideals, ethical and content management issues must be carefully evaluated, particularly in an educational setting. By teaching students how to utilize digital platforms wisely and engage in constructive online interactions, Wattpad can also help students develop their digital literacy. Therefore, including Wattpad in the curriculum for formal education may be a step toward offering an immersive literacy experience that is pertinent to the needs of the modern digital world.

CONCLUSION

In conclusion, a number of facets of human life, including literacy, are greatly impacted by the current digital era. Developing digital literacy is becoming more and more important to stay up with the quick advancement of technology. Wattpad is becoming more and more well-known as a digital literacy tool since it makes it easier for writers and readers to connect and share written works for free. Users' creativity and writing abilities are stimulated by Wattpad's interactive reading and writing experience. Not only can aspiring writers hone their craft on Wattpad, but they may also get acknowledged for their creative works. Wattpad is a digital literacy tool that educators can use in the classroom to help students become better writers and readers, expose them to a range of literary genres, and foster critical thinking while assessing written works.

Wattpad has a lot of potential, but there are still certain issues that need to be resolved, such as inconsistent content quality. Consequently, more investigation is required to ascertain the degree to which Wattpad might serve as a useful instrument for enhancing digital literacy. This study highlights the beneficial effects of Wattpad on pupils' reading interest and inventiveness. Wattpad is a social networking site that encourages writers and readers to communicate, offers helpful feedback, and develops the creativity and self-assurance of aspiring writers. In the context of the digital literacy movement, Wattpad plays a significant role in encouraging people to write and read. In order to accomplish learning objectives, it is crucial to offer suitable teaching in digital literacy and to provide tools for digital writing. Wattpad assists pupils with finding literacy materials and reading books or novels that are based on well-known works.

As a digital literacy tool that can be further developed in formal education contexts, Wattpad is so promising. Even though there are still some obstacles to be solved in the areas of ethics and content management, including Wattpad into the curriculum can help provide students with an immersive literacy experience that is up to date with the needs of the modern digital world.

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