

THE EFFECTIVENESS OF USING FLIPBOOK TO INCREASE READING MOTIVATION

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(Font Times New Roman 10 in bold and authors' names can not be abbreviated)

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Abstract

Many reading tools grow up with technology, book turns to e-book like flipbook. According to Wibowo & Purnamasari (2019) that In general, this multimedia device can include pdf files, images, videos, and animations to make the flip book maker more appealing. Furthermore, the flip book creator includes a template design as well as features such as a background, control buttons, navigation bar, hyperlinks, and back sound. Students can read by feeling as if they are physically opening a book because there is an animation effect that when the page is moved, it appears as if they are physically opening a book.

This research is conducted in the aim for the effectivity of Flipbook in increasing reading motivation.

This study is done by online interview with university students of English Department who use Flipbook. Knowing the effectivity of Flipbook, first this study needs to know how much the interest of the students in using Flipbook as their reading tool and know the disadvantage of the Flipbook based on their point of view. The results shows that there are the reasons of why the Flipbook interesting and boring, also some disadvantages, so that Flipbook is effective enough in increasing reading motivation.

Keywords: *Reading tool, technology, motivation*

INTRODUCTION

Introduction includes background issues as well as benefits and rationalization of activities (research). The objectives of the activity and problem-solving plan are presented in this section as well as relevant research.

Reading activity should be familiar and related with the tools, such as paper, physical or printed books, newspaper, magazine, etc. Because of that, literature and reading tools get the main role in reading activity. The tool choices can motivate the reader or instead make the reader boring, so sometime it makes a reading class boring, based on the statement from Wibowo & Purnamasari (2019) that teachers continue to use PowerPoint slides and books to deliver material. Even though every student has a textbook/module, some students still do not understand. Trigger factor: This is usually caused by the teacher not understanding the lesson, but it can also be caused by boring lessons.

And now so many reading tools grow up with technology, book turns to e-book like flipbook. According to Wibowo & Purnamasari (2019) that In general, this multimedia device can include pdf files, images, videos, and animations to make the flip book maker more appealing. Furthermore, the flip book creator includes a template design as well as features such as a

background, control buttons, navigation bar, hyperlinks, and back sound. Students can read by feeling as if they are physically opening a book because there is an animation effect that when the page is moved, it appears as if they are physically opening a book. This study is done to know is using Flipbook in reading activity can remove the boredom when read using physical book. This research is conducted in the aim for the effectivity of Flipbook in increasing reading motivation for English Language Department student. This study is done by online interview with university students of English Department who use Flipbook in increasing reading motivation. Knowing the effectivity of Flipbook in increasing reading motivation, first this study is needed to know how much the interest of the students in using Flipbook as their reading tool and know the disadvantage(s) of the Flipbook based on their point of view.

Research questions:

1. What is/are the good side(s) of using Flipbook?
2. What is/are the disadvantage(s) of using Flipbook?
3. How effective using Flipbook in increasing reading motivation?

METHOD

The research method describes the design of activities, scope or objects, materials and main tools, places, data collection techniques, operational definitions of research variables, and analysis techniques

The method described how effective the flipbook in increasing reading motivation, the subjects are English Language Department students who use Flipbook. This study is done by online interview with university students of English Department. Knowing the effectivity of Flipbook, first this study needs to know how much the interest of the students in using Flipbook as their reading tool and know the disadvantage(s) of the Flipbook based on their point of view. Previous research from Yulinar (2019) that to assess the efficacy of the learning media utilized, the learning outcomes test received an average score of 78.57 with a proportion of 86 percent in the very good category, indicating that this learning medium is being used successfully. Based on these findings, it is possible to conclude that the Android-based kvisoft flipbook learning medium generated is legitimate, practical, and effective. That means Flipbook can be used as the effective material, but this study was done to prove that Flipbook is effective enough or ineffective in increasing reading motivation. The materials used for online interview are devices, Flipbook, mobile applications and internet connection. These are owned by each person who interview or be interviewed. The subjects are 15 students of English Department. Subjects were selected from three university in Java island. The students were asked three questions:

1. In your opinion, is flipbook interesting enough or even boring?
2. If so, what makes flipbooks interesting?
3. Do you think there is/are any drawback(s) or disadvantage(s) to flipbooks?

RESULT AND DISCUSSION

The three key results of this empirical study are:

1. There are more good sides of using Flipbook.
2. There are some disadvantages of using Flipbook.
3. Flipbook in increasing reading motivation is effective

No.	Name	Question Number 1	Question number 2	Question number 3
1	Student A	I think flipbooks are quite interesting because I myself like reading	What makes it interesting, like we read books in general, still use the	Lack of flipbooks can only be used by individuals or small groups, if I'm not

enough There are eight students from universitas A, B, and C. So here for the answer :

		readings with a flipbook display. Because the look is not boring	technology version	mistaken between 3-5 people.
2	Student B	I think flipbook is quite interesting	What makes it interesting because the content is varied and not monotonous, it can be made as creative as possible to attract the reader's attention	The drawback is that it can only be accessed via a link, it cannot be saved in the form of a file or document
3	Student C	Interesting	It is not boring because the variation of digital reading increase our reading motivation	Internet, because it is very influenced. If the internet is bad we can not access the flipbook
4	Student D	In my opinion, flipbooks are	Flipbooks are the newest means of	The drawback is that the first

		quite interesting to read. Even flipbooks are a new innovation in reading books in studying or reading articles according to the times	reading. In fact, this is an effort to maintain and preserve the environment, especially trees and also we take care of and reduce paper usage	one can only be used for individuals. Second, it can cause radiation on cellphones that have an impact on our eyes
5	Student E	Interesting	Because it looks like a real book	Must have a fast internet connection to be able to open it
6	Student F	I think flipbooks are quite interesting and not boring	The design. Funny and unique, feels like I'm reading a real book (I also really like the sound of	I think the only drawback is that it can't be downloaded, the rest is good

			the pages turning when I turn the pages)	
7	Student G	I think flipbook is interesting	The visuals displayed by the flipbook make it interesting because there are images that do not saturate	Only accessed via a link and must use the internet
8	Student H	Interesting, but a little boring because the display must be on the screen	Features, there are quite a lot of diverse features and cheap access	Having to stare at the screen that makes the eyes tired

There are more students who feel that the Flipbook is interesting and the reasons are more of the advantages than the disadvantages. The interest can influence the motivation of reading of the students.

CONCLUSION

The results shows that there are the reasons of why the Flipbook interesting and boring, also some disadvantages, so that Flipbook is effective enough in increasing reading motivation. There are more students who feel that the Flipbook is interesting and the reasons are more of the advantages than the disadvantages.

The interest can influence the motivation of reading of the students.

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