

WATTPAD AS THE READING STORY STYLE ON SOCIAL MEDIA AMONG INDONESIAN URBAN MUSLIM YOUTH

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Abstract. Millennial can't be separated from gadget use in daily life. This habit changes in reading and writing patterns too. These changes in the use of paper to social media. One of many applications which they can use to read and write is wattpad. This study aims to find how young Muslims use wattpad to write Islamic stories as a means of Islamic da'wah. This research is a qualitative research, using observations and interviews to get primary data. The results showed wattpad users can read thousands of books and stories written by other users and they can also write various kinds of stories that can be read by other users. Among the Muslim generation, Wattpad has become one of the favorite media for reading Islamic stories and writing Islamic stories. Because this application is simple and interactive between users, making users comfortable and more productive. There are several Islamic stories inspire users, including: The stories of the Prophet, Memorizing the Qur'an, Romance of Young People with an Islamic Style, The Struggle for Hijrah, The Relationship of Islamic and Non-Islamic Religions, Hijrah Becoming a Convert or A story of how to wear the hijab properly and correctly. The majority of Islamic stories are true stories categorized in the spiritual genre. The writer in wattpad performs social construction (through a process of internalization, externalization and objectification) of his life experience that is spread to other users to influence it. The main purpose of this genre is to preach or give meaning to others by using social media that is considered more effective than direct propaganda. Wattpad is a new medium for da'wah among young millennial Muslims.

Keywords: *Wattpad, Islamic Stories, Millennials, Hyperreality.*

Abstrak. Generasi milenial tidak bisa terpisah dengan penggunaan gadget dalam kehidupan sehari-hari. Hal ini membawa perubahan pada pola membaca dan menulis. Perubahan tersebut nampak dari beralihnya penggunaan kertas menjadi media sosial. Salah satu aplikasi yang diminati sebagai sarana untuk menyalurkan minat membaca dan menulis dengan menggunakan wattpad. Penelitian ini bertujuan untuk mengetahui bagaimana pemuda Islam menggunakan wattpad untuk menuliskan kisah-kisah islami sebagai sarana dakwah Islam. Penelitian kualitatif ini menggunakan observasi dan wawancara untuk mendapatkan data primer. Hasil penelitian menunjukkan pengguna wattpad bisa membaca ribuan buku dan cerita yang dituliskan oleh pengguna lain dan mereka juga bisa menuliskan berbagai macam cerita yang bisa dibaca oleh pengguna lain. Di kalangan generasi muslim, wattpad ini menjadi salah satu media favorit untuk membaca cerita yang islami dan menuliskan cerita Islami. Dikarenakan aplikasi ini yang sederhana, simple dan interaktif antar pengguna sehingga menjadikan pengguna nyaman dan lebih produktif. Cerita-cerita islami menginspirasi pengguna, diantaranya: kisah-kisah Nabi, menghafalkan al Qur'an, percintaan anak muda dengan gaya Islami, perjuangan hijrah, hubungan agama Islam dan Non Islam, hijrah menjadi muallaf ataupun kisah bagaimana memakai hijab dengan baik dan benar. Kisah-kisah Islami tersebut mayoritas merupakan kisah nyata yang dikategorikan dalam genre spiritual. Penulis melakukan konstruksi sosial (melalui proses internalisasi, eksternalisasi dan obyektifikasi) atas pengalaman hidupnya yang disebarkan kepada pengguna lain untuk mempengaruhinya. Tujuan utama dari genre ini untuk berdakwah atau memberikan makna kepada orang lain dengan menggunakan media sosial yang dianggap lebih efektif dibandingkan dengan dakwah secara langsung. Wattpad menjadi media baru untuk berdakwah di kalangan generasi muda muslim milenial.

Kata Kunci: *Wattpad, Kisah Islami, Milenial, Realitas Semu*



INTRODUCTION

Indonesian can be said to begin understanding the media literacy, marked with the increasing of the internet users year by year. According to the report of *Asosiasi Penyelenggara Jasa internet Indonesia* (APJII), throughout 2017 half of Indonesian, which is 143 million out of 262 million people, are connected to internet, with the main category of users as much as 72,41%, consisting of urban people in the Javanese area as much as 57,70%; Sumatera 19,09%; Kalimantan 7,97%, Sulawesi 6,73%; Bali-Nusa 5,63% and Maluku-Papua 2,49%. The main consumer of the internet are young adult ranged between 19-34 year-old as much as 49,52%; aged 35-54 year-old as much as 29,55%; aged 13-18 year-old as much as 16,68% and aged more than 54 year-old as much as 4,24%. (Kompas.com)

The biggest user of internet is young adult. This cannot be separated with the trend of young adult that internet is one of the way to form their identity by uploading themselves to the internet, such as to be an Instagramer or YouTuber.(Primada Qurrota Ayun, t.t.) The use of various social media are adjusted to various necessities which adjust features available in the social media. Based on the research which involves 100 people in Social Science and Humanity Faculty, it is shown that the use of social media are for: (1) personal communication; (2) easy and simple because many people use it; (3) media for entertainment; (4) portal of informations (job, news, actual information); (5) media for find; (6)

Bisnis (jual beli barang) secara online dan (7) Membentuk komunitas.(“interview” 2018)

Social media that are used by most Indonesian young adult are Youtube (43%); Facebook (41%); Whatshaap (40%); Instagram (38%) and Line (33%).(Wahyunanda Kusuma 2018) This is not quite different with the result of survey involving Islamic college students in one of Islamic University in Yogyakarta. By surveying 100 people, it is shown that the most frequently used social media are : Whatshaap (52%); Facebook (48%), Instagram (47%) dan Youtube (30 %). Another social media are Line, Twitter, Email and BBM.(“interview” 2018)

Another social media that is widely used by users who like writing and reading stories is Wattpad. Wattpad come from Toronto, USA and launched by Ivan Yuen and Allen Lau in 2006 who were graduated from University of Waterloo. In 2007, iPhone and Kindle have been able to operate Wattpad application. Margaret Atwood, author from Canada and Advocacy for Literacy, said that Wattpad is a perfect application for young adult in creative writing.(“perjalanan-pendiri-wattpad-yang-sukses-hingga-miliki-15-juta-pengguna” t.t.) Currently, there are 15 million people accessing or using Wattpad per month around the world.(“Wattpad-surganya-penulis-dan-pembaca” t.t.) Most of the users are American, followed with British, Canadian, Philippines, Australian, Russian, Arabian.(“Wattpad Revolutionizes Online Storytelling” t.t.) In Asia,

Indonesia, Philippines and Malaysia are countries that have many users than other countries.

At first, writing diary or story is a form of internal communication to confide that is supposed to be confidential. In this era, personal life is not only for ourselves anymore. It can be public consumption. g.(Cangara 2012) According to UNESCO, at first, communication is one way. However, the development of technology makes the feedback can be accepted easily with interactive program, for example by like and comment in social media. Information that spread in internet has a role for socialization, motivation, material of discussion, education, culture preservation, entertainment and integration.(Cangara 2012) The meaning of reality now already change. At the moment, there is no boundary between personal reality and public reality so that reality become unclear (pseudo-reality).(Jean P Baudrilard 2004)

In this era, ink and paper can be replaced with social media. This also happens among Islamic generation who write their creation in Wattpad. The change of this behavior pattern can give benefit to Islamic lecture. Previously, that lecture is usually done in mass communication, public or personal. At the moment, following the development of technology, that lecture can be also done in social media. Interesting thing which is investigated in this research: how is the form of narration which is delivered by millennial generation in telling Islamic stories as the one of Islamic preach.

The previous study about social media emphasize more that the use of social media is to form someone's identity by attaching positive image towards themselves. Social media provide so much features such as emoticon, animation, simulation and hypertext for someone to express themselves. The user is more innovative and creative in using social media that is purposed for ingratiation (liked by other people), competence (skilled and have a certain quality), intimidation (to get power), exemplification (have a moral and high character) and supplication (seem powerless). (Jandy E Luik 2010) The use of social media, Instagram for example, shows two faces, front and behind. Videos and photos which are uploaded show impression that follow trend of technology, success in profession and etc. However, the behind face shows that millennial generation has ordinary appearance, hasn't get a job, and present themselves more freely.(Mutia 2018)

This study, completing the previous study, about how the use of Wattpad as form of social media that create self-presentation which emphasizes on exemplification (have a moral and high character). Moral is being emphasized by the existence of Islamic stories that give message to the author and reader of those stories. Analysis of theory using social construction of reality by Peter L. Berger (1990) shows that social reality is a simultaneous process consisting of internalization, externalization and objectification. Social media has important role in creating media reality which accelerate and widen the process and

the spreading of internalization, externalization, and objectification to users, which ends to the form of mass information.

RESEARCH METHODE

This study used constructivism paradigm, which is a paradigm that assumes that every human act has a meaning in the process of social interaction. The constructive context that is built in the writings on wattpad is related to the meaning made by the reader of life experiences expressed through various Islamic stories as propaganda media.

The source of the study is constructivism qualitative research that emphasizes on entity quality, process, meaning which are built socially, as well as the close relation between researcher and subject research or obstacles in the research situation. Constructivism means that there is personal and collective reconstructions that form mutual agreement. Primary data as a source are obtained by observation and deep interview towards Wattpad users that have trending post and constructive comment. Writing process by joining the primer and secondary data.

DISCUSSION

ISLAMIC STORIES IN WATTPAD

At the beginning, the development of Wattpad usage in Indonesia is around fiction stories, action, fans fiction and poetry. The Islamic stories author has not existed yet. Islamic stories in the Wattpad are included in spiritual category. Other categories are: random, short story, chick-lit, fantasy, science fiction,

fans fiction, teenagers fiction, history fiction, general fiction, vibration, horror, joke, classic, fight, werewolf, mystery, non-fiction, paranormal, adventure, poetry, romance and vampire. In the spiritual category, there are sub categories such as hijrah, love, Islam, Islamic, *muslimah*, religion, romance, *rohani*, teenagers, muslim, *jodoh*, marriage, *baper*, Allah, teen fiction, and matchmaking. Among those sub categories, there are several title that become trending, because a lot of people read, comment, and like it.

Lately, the amount of spiritual genre author getting bigger. The aim of writing this genre is giving motivation to the readers particularly young adult. For them, spiritual genre story has more benefit and the language of its story is not *alay* like those used by teenager. The reader understand easier the message from the story. Spiritual stories are also able to strengthen the faith and the religiosity of the reader, because there are religion teachings that are delivered by the author.

In the spiritual category, subcategories Hijrah, romance, and Islamic are the most favored by the author. Inside those subcategories, there are many stories that are able to persuade the reader to do Hijrah. Although it is spiritual story, most of the authors want to let the readers know about someone's love to the opposite sex but in Islamic ways. Even though the story is fiction and flavoured with barely romantic side, it gives message to the reader to understand religion better without

vulgar love, so that it can be read by all age.

A story titled “B&A 30 Juz” telling a story about young adult whom the marriage is arranged by his parents. This story is one of trending stories which has a lot of comments and likes. Inside the story, there are parts that deliver Islamic religion knowledge such as stories about Prophet or someone who gets Allah grace or even Allah punishment. In this story, there is also part that tells Syifa and Alfin, a couple that always read Al-Quran together to finish 30 juz. Syifa and Alfin always recite Ar-Rahman which is the most their favorite.

This is the story of *Askhabul khafi*, seven young men who fell asleep in a cave. The seven youths were named Tamlikha, Maksimalina, Masyalimina, Marnusy, Dabarnusy, Syadusy, Kafsyathathiyusy, and a dog named Qithmir. They slept in the cave for more than 300 years because they avoided being forced to deviate their faith. This incident took place in the land of Romania, where the king was named Diqyanus, a cruel king. He caught the young man who ..

Reader's Response:

Meinanda_Isnaini:

Subhanallah (Oct.25, 2017, 12.57 AM)

NANA19881: I met this Wattpad and immediately fell in love (Dec 217, 2017 at 7:44 PM)

E-lisaputri: MasyaAllah sister, continue *istiqomah* for da'wah anywhere..haha

Source : Wattpad, 2018

Based on the reader's responses, many of them like this story. It is because the story contains short story about 7 young adult made fall asleep by Allah for about 300 days to avoid being murdered by King Diqyanus because he assumed that 7 young adult didn't obey the his rules. Those 7 young adults then convert to Islam.

Not just that, there is another short story in this story about Aisyah's jealousy towards Khadijah. This story about prophet's wife is quoted because it has a relation with Syifa's story who feel jealousy to her husband. Also there is a story about Syifa and Alfin's daily activity who always read Al-Quran after praying.

I have never felt as jealous of a woman as I was to Khadija. I saw him, but Rasulullah SAW often mentioned and remembered her. When slaughtering a goat, he always cut some of the meat and presented it to Khadija's friends. Once, I said to Rasulullah, 'Is there no other woman in this world besides Khadija?' Rasulullah replied: 'Khadija is such this and such that and it was from her that I got children.'

After performing the *Maghrib* prayer together, Alfin and Syifa did not move from the stretch of the prayer mat but faced each other to recite the Qur'an and study its contents.

Source:Wattpad, 2018

A story titled “Perjuangan Hijrah”, about the girl called Sabrina who become depressed after her father passed away. She begins to knows free world and becomes a bad girl. Resist what her mom says, Sabrina got stressed out and leaves her obligation to pray to Allah SWT. Until one day, Sabrina walks around and stop near a mosque and listen to a preach about the punishment to girl who open her aurat will be given to her father. After she heard that preach, she starts to do Hijrah and covers her aurat.

But, Hijrah that she does is not easy. Many friends bully her because they think bad girl is inappropriate to cover her aurat. However, her best friend always give her motivations to strengthen her and focus on Hijrah that she does.

Picture 1. Cover Perjuangan Hijrah



Source : Wattpad, 2018

Sabina was glued in front of the mosque when she heard a lecture by an *Uztads*.

"One step woman leaves the house without covering her *aurat*, then it is the father who is held accountable in the afterlife, one step is that his father almost goes to hell. If a girl comes into contact with the skin with someone who isn't her *mahrom*, then Mother and Father will receive the impact. And if a child does not perform the 5 daily prayers, no matter how good the worship of the parent and child, they will not go to Heaven."

Is covering aurat an obligation?
 Asked Sabina again.

"Allah conveyed to His Messenger, Muhammad, through the letter Al Ahzab which means: "O Prophet! Ask your wives, daughters, and believing women to draw their cloaks over their bodies. In this way, it is more likely that they will be recognized 'as virtuous' and not be harassed. And Allah is All-Forgiving, Most Merciful."

So wearing the hijab is an obligation. And obligation is a must", explained Aulia.

"Please help me to move to the right path", said Sabina firmly.

"*Bismillah*, may Allah make it easier for you to go to His heaven". Said Aulia, while giving thanks in her heart.

"*Bismillah*, forgive me Allah. Make my way easy. Guide me to your path,"Sabina said to herself, making up her mind.

Source : Wattpad, 2018

From a little story about Sabrina who starts to fix herself and

doing Hijrah, evidently there are so much positive responses from the reader and many of them make this story to motivate them do Hijrah.

Latifahjnr13: Mashaa Allah (Nov 22, 2017, at 8:57 PM)

Luffy_2024: I hope that by reading this, we can move to the way of Allah (Dec 27, 2017, at 8:29 PM)

Ulfa213: Sabinaaaa. Cheer up and stay istiqomah (Feb 25, 2018, at 8:19 AM)

User79985721: motivated (Feb 27, 2018, 4:40 PM)

FitraFitriani: Maa Syaa Allah, I hope reading this can increase my enthusiasm (Apr 23, 2018, at 5:24)

Source : Wattpad, 2018

The reader feels motivated by Sabrina's story. To the reader, this story can increase the spirit and intention to do Hijrah. Even though there are obstacles in Hijrah, this story teaches to stay strong and focus to the process of Hijrah. Here is part of story when Sabrina is bullied by her friends because doing Hijrah.

Is this bad girl repenting? Velikha asked as she looked at Sabina with a mocking look.

"You know what? People who are already dirty like you, your repentance will not be accepted," said Velikha.

Sabina was silent at all the reproaches given by Velikha. Sabina's silence didn't mean that she wasn't able to fight Velikha, but she remembered a hadith she read from Aulia's

book in class earlier. The hadith reads "Whoever believes in Allah and the Last Day should not harm his neighbor."

"Uh, see, it doesn't really suit you"

"If you want to wear hijab, then your heart should be veiled first, isn't it?"

"That's right, it's useless to wear a hijab if her heart is wild."

"Basically the former bad girl doesn't fit in the hijab."

"Agree. So many sins. There is no way for his sins to be forgiven. "

"Look, it's really hypocritical, the casing is okay ... the inside? It's like an apple with smooth skin but rotten flesh."

Sabina kept her head down, she wanted to cry, but she had to be strong. *Hijrah* is not easy. Many trials must be passed before happiness comes.

"What's wrong with my hijab?" Sabina said to herself.

Source : Wattpad, 2018

When she gets ridiculed, Sabrina stays strong and does not respond to the bully from her friends. Although she ever cried once, her best friend strengthen her and motivates her by using several hadiths and stories. Sabrina's best friend way to motivate Sabrina do motivate the reader.

NurAsyh26: Because actually silence is a victory (Nov 20, 2017, at 12.09 PM)

Latifahjnr13: Thumbs up (Nov 22, 2017, 9:16 Pm)

EsaMega: *Subhanallah* (Jan 25, 2018, 9:48 PM)

Source : Wattpad, 2018

This story motivate people not to be scared of doing Hijrah. Even though there are so much obstacles, if it is done consistently or *istiqomah*, it will be easier.

There is another story about a person who just convert to Islam and begin to deepen her knowledge about Islam even though her family resists. This story titled *Islam di Balik Gereja Katedral*. This story tells about Rei, a non-muslim that just moved to N.Y. She always feels stunned and impressed when hearing Azan sound from Istiqlal mosque.

Picture 2: Cover Islam di Balik Gereja Katedral



Islam Di Balik Gereja Katedral

UFAlceVera996
 ROHANI

Source : Wattpad, 2018

When hearing azan, she feels calm and peace. Until one day she starts to learn Islam without her parent's consent. One day her parents who dislike Islam know that their daughter convert to Islam. They get mad, and regard Rei as being insubordinate to them. Even her neighbors ask Rei to convert back to her previous religion, but she insists

to stay in Islam because she feels peace with it.

After school, I, Jess, and Via came to the church and prayed there. Hmmm actually I often go to church because I want to find peace but until now I have never been calm. Hmm, maybe, I'm not that serious yet, I thought.

I closed my eyes and started to recite the prayers, I closed my eyes until it felt like the atmosphere became quiet.

Allahu akbar 2x

Until I heard the sound of speakers reciting melodiously and beautifully vibrated, it felt like my heart heard it.

"What do you feel when you hear the call to prayer and the Koran?" Asked the woman, looking into my eyes.

"I ... feel like being called, when I have filled it I feel at peace ... Calm and so beautiful ... I like it," I replied happily with sparkling eyes.

"But ... when I wanted to join you in the mosque ... I felt so despicable that I didn't deserve to go there." I'm really sad about this fact.

"I wanna be like them, I want to be called like that, I want to fulfill that call, I want to feel the serenity of that call," I replied with tears flowing down the street.

"Can't be dear, Mama and Papa will be disappointed if that happens".

"I just kept my head down, that's true Islam. I know Papa hate Islam. I would disappoint my parents if I converted to

Islam and I became a rebellious child.

"Come on, let's go home."

Brother El asked.

"Our child will become an enemy of the world Ma, he dares to convert without our permission"

Mama just cried in Papa's arms, hiding her face so as not to see me.

"But... She may not be guilty pa." "But... He may not be guilty Pa." Mama said while crying.

"She made a mistake, she would embarrass Amiel's family, we have practiced Christianity for a long time. Even her grandmother was a saint."

Mama just cried to hear it, my heart also hurt when saw Mama crying because of me.

Source : Wattpad, 2018

Many readers feel touched and shed a tear by Rei's story. How could a non-muslim can feel touched by hearing Azan and Al-Quran sounds. Even though her entire family resist but she could convince them that Islam isn't wrong. Here's some responses from the reader :

Rara03031524: this is amazing ... I was just curious about the title, so I continued reading it. It really adds insight into the info and it thrills my heart when reading this verse ... Subhanallah...

Azzahranurulfadila: cool story, masyaAllah love it (Mar 27, 2018, at 5:21 PM) Far away:

Subhanallah, the story is very touching, you don't feel the tears dropping... Subhanallah... masyaaa Allah (Apr 1.2018 at 10:53 AM)

Cimol_maniss: masyaAllahhh I touched (Apr 22, 2018 at 3:12)

Zahraaa: continue the story ... (Dec 13, 2017, at 5:39)

Rabiytl: I shed tears (Apr 19, 2018, at 6:33)

Riana837: Subhanallah..Can learn also read this ... love it (Jun 2, 2018, 10.10 AM)

Source : Wattpad, 2018

Many parts of Rei's story touch the reader when she struggles to hold tight her trust towards islam. Besides Rei's story, there is a story about a girl who got ridiculed because of wearing a veil. This story titled *Niqab is My Life*, which tells how Azrina's struggle in wearing niqab or veil. A lot of students in her school ridicule and regard her as terrorist. Even though her heart is broken, but she tries to stay strong and ignore them. And she truly believe that using niqab does not mean that she is a terrorist. She wants to change people mindset about niqab.

Picture 3. Cover Niqab is My Life



Source : Wattpad, 2018

Along the corridor, there were not a few people who criticized him. "Hey, there is a stray ninja!" everyone who stood looking at her laughed. As if there was Cak Lontong who was making a comedy in front of them. "ha ha ha." Not a Ninja! But she's cold! "ha ha ha." "Hey she looks like a terrorist!" whispered one of the schoolgirls to her friend who was standing beside her with a look of displeasure. Azrina accidentally heard it. Azrina accelerated her pace even more. Her eyes began to tear up. Their cursing was too much. Even though Azrina only looked down and took a few steps back, "sorry, I want to pass!"

"Terrorist! You could be a hypocrite!" The student sneered.

"Sorry, you can call me flat face, ugly, or whatever you like! But don't call me a theorist or a hypocrite! Please respect veiled women! I'm human too!" Azrina couldn't control her emotions. Her anger just spilled over. Her tears are dripping, wetting the niqab huh. She immediately barged in. It doesn't matter if they touch. Because of the skin...

Source : Wattpad, 2018

Azrina does not care about her friends ridicule them. She always tries to be patient. She wants to be treated the same as other people without being differentiated. Here are reader's responses about Azrina's story :

Khailisa: Masya Allah, the story is almost the same as my life, but the difference is that I'm not wearing the niqab but wearing a long hijab (Jun 8, 2018, 11:42 PM)

WindaMaulid8: Masya Allah, a friend of the world in the hereafter really ... love it (Jul 2, 2018, at 3:45)

Nurhoiriah: Subhanallah... love it (Oct 1, 2017, at 8:50)

Inzihummuhiyam: Are there any public schools that allow the niqab? My heart would be really happy if I could go to a public school that allowed the niqab. Like (Oct 14, 2017, at 7:19 AM)

Source : wattpad, 2018

THE REASON USING AND SOCIAL CONSTRUCTION AT WATTPAD AS SOCIAL MEDIA

Storytelling style in B&A 30 Juz, Perjuangan Hijrah, Islam di balik Gereja Katedral or Niqab is My Life's are delivered with light, simple to understand and draw interest to the readers. These story become trending and encourage the reader to give comments, just like it, or even shed a tear. The author's storytelling style is supported with Wattpad app which is favorited by the users, just for reading or writing. Wattpad app is used because: (1) it is efficient media and easy way to write; (UFAloevera996 2018a) (2) it is comfortable for writing; (3) starting when there is friend who write on Wattpad, then become user of Wattpad, then become author of story because feeling bad at the first as there too many inappropriate adult stories also in Wattpad; (4) starting from her trial to write on Wattpad, then writing on Wattpad becomes a hobby; (5) simple media to do author's writing hobby and (6) Wattpad is simpler than blog; frequent reading stories on Wattpad draw interest to write on it also.

Wattpad is one of social media that is able to communicate with people, spread information etc. For the user who likes to write and read, Wattpad is the best choice because the features are easy, efficient, and comfortable for writing. For the reader, they can just browse, choose category and click the story's title. For the author, they

can just add story, make a title, make a description of its story and give cover image to the story. Wattpad gives more ease and advantages than the disadvantages.

Conveniences of using Wattpad: (1) able to send messages to the reader and persuades a lot of reader to do Hijrah and gives a lot of insights about religion; (UFAloevera996 2018d) (2) adding the reader's insight by the knowledge that is delivered in the story; (indhahnursf 2018c) (3) able to motivates teenagers to know more about Islam and reduces adult contents in Wattpad; (Alnadzira 2018d) (4) get a lot new friends in Hijrah, feel helpful when a lot of people get motivated, and gain profit because the story get published; (Ilmiprtw01 2018d) (5) able to fill free time in a more useful way, and facilitate writing hobby; (Olaffya 2018d) and (6) easy to write ideas, so that becoming more productive. (Youngiee 2018d)

For Wattpad user, there is no disadvantages in using the app. Users feel : (1) there is no disadvantages from reader's comment, instead they motivate more and inspire in writing; (UFAloevera996 2018c) (2) able to produce ideas, make helpful content and share knowledge about religion to others; (Indahnursf 2018) (3) able to open millennial's mind so that they are able to learn religion and want to do Hijrah; (Alnadzira 2018c) (4) t) author's purpose can be delivered to reader by giving knowledge about Islam in Wattpad; (Ilmiprtw01 2018c). But, when they write in wattpad : (5) there are fewer responses because there are many silent readers; (Youngiee 2018c)

dan (6) there are few appreciation from readers to author in voting a story that author already write.(Olaffya 2018c)

Story which is heart touching has strong message and religious life experience to readers. Currently, the most favorited genres by authors and readers are : (1) genre that give meaningful message to readers;(UFAloevera996 2018e); (2) provide writing to become preaching medium and able to motivate as well as persuade the readers to do good things by telling Islamic story;(indhahnursf 2018d); (3) provide writing to preach to millennials so that they open their mind and feel bad with several adult story in Wattpad; (Alnadzira 2018e) and (4) provide writing to share (Ilmiprtw01 2018e)

This spiritual genre shows that Wattpad as social media has a role in spreading informations, educating, entertaining, and influencing the author as well as the reader. (Sambas 2015, 152) With the pleasant features, moral message can be delivered in a more interesting way.

For the author of spiritual genre, it is not so easy to write the idea into a story. Here are some difficulties: (1) rebuild their motivation to write and find an exact time to continue writing their story;(UFAloevera996 2018b)(2) they need to expand their knowledge by reading books, such as inspiring prophet story, hadiths which can motivate the readers; (indhahnursf 2018b) (3) feel a little difficulties in writing because they need to learning religion knowledge by reading hadiths and Al Qur'an; (Alnadzira

2018b) (4) feel difficulties in writing because they need to read hadiths or Al Qur'an interpretations as well as find a trusted source so they can minimize the difference opinion in the readers. However, this can be overcome by joining weekly preaching in mosque so that there is no need to browse in internet for information who's the source sometimes is not credible.(Ilmiprtw01 2018b) (5) finding a good mood to continue writing the story (Olaffya 2018b) and (6) find a good idea for the story. (Youngiee 2018b)

Message that is delivered in social media has effects: (J Severin dan W.Tankard 2001, 193) (1) cognitive (idea/notion) which is related to science or knowledge; (2) affective (emotion) which is related to response toward something and (3) conative (motivation) which is related to behavior. These three things can be accepted by user directly or indirectly. First impression whether a message is accepted or is not accepted can be seen by the comments: do the readers like it, not much like it, or give bad comment. A strong moral story in this spiritual genre makes comments that are given by readers become reflective. For example : feeling touched, giving supports or taking moral message from the stories.

Message accepted by receiver through three stages, those are: internalization, objectification, and externalization. Internalization is a process where values in society are absorbed by person, then those values are learned by the person so that the person has good understanding about values which

exist in society. Objectification is a process where society become objective reality (a reality separated from individual). Society, with all norms and values affects and form the behavior of individual. Externalization is a process where individual express themselves by improving themselves. Society is a reality that is built by individuals. (Peter L Berger dan Thomas Luckman 1990, 102)

Internalization is a process which can be seen the most from Wattpad users. Meanwhile, objectification and externalization are the subsequent process when the receiver of information, in the long term, have finished adjusting their experiences with the reality shaped by the stories on Wattpad. Several comments for example: "cool, the story is awesome, can't wait for the next episode", "i was touched", "i was crying" is a first stage that affect the receiver. The most favorite story, based on the trending one, is the one which provide a story plot that is debatable about the Islamic practice in Indonesia or the one that tells about strengthening of someone's faith towards the religion. Therefore, moral message that want to be delivered by author can be delivered through Wattpad app. The form of the moral message is in externalization in form of religious practice. This even emphasizes that the influence of social media in affecting readers or exemplification function (high moral and character) are strong.

CONCLUSION

Trending spiritual stories in Wattpad show that this story does not

only increase interest in reading, but also will expand knowledge especially about Islam, which can strengthen someone's faith. There are many stories about religious lives which can be taken by the readers. Even though the stories also contain love story, but there are religious values that can be applied in real life. Not only that, inspiration and motivation to stay on Allah's way are delivered by the author to readers through the story. So, the stories in Wattpad not only entertain the readers in free time but also give lesson and motivation to be better in life or in trusting Allah. By reading, we can also motivate ourselves to change to be better person and left behind bad things and keep struggling against badness with no fear even though many people ridicule us just like the story tell.

Wattpad gives features which makes easier to interact with people in form of easy way to write and read the story. Social construction which is made by narration in Wattpad is illustration from religious values that become the anxiety among Indonesian muslim. Some of them are: marriage in different religion and muallaf or using niqab (veil). This process called internalization: how values in society are simulated through language which is simple and easy to understand, so that those values can be objectified and externalized by the author as well as the reader. Social construction that is made by social media becomes mass culture which are read by many readers. Spiritual story becomes social construction of Wattpad that is expected to be able to become oase

for the users between vulgar stories which give less or no moral values.

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