

## ABSTRACT

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### *THE EFFECT OF WATTPAD DIGITAL NOVELS ON THE READING INTEREST OF TEENAGERS IN THE BUKIT TINGGI REGION*

*Keywords: Digital Novel, Wattpad, Interest in  
Reading*

*(xii – 87 – appendix)*

*Wattpad is one of the application platforms and online community sites for writers and readers. Interest in reading is an impulse that arises as well as a great desire in man that causes him to pay attention accompanied by a feeling of pleasure in reading activities so that it can lead a person to read of his own accord. This study aims to find out whether there is an influence of Wattpad digital novels on adolescents' reading interests in the Bukit Tinggi area. The data used were from the number of adolescent boys and girls with a range of 13-21 years in the Bukit Tinggi area, which amounted to 30.577, and the research sample was determined by the purposive sampling method sample of 100 respondents was obtained. This study used qualitative methods, and the results showed that the Wattpad Digital Novel Application had an influence of 30.6% after being analyzed using the help of the SPSS version 25 application.*

*Bibliography (1993-2021).*