

User Experience of Mobile Phone Users in Exploring and Reading Nonfiction Books

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ABSTRACT

The use of mobile phones should be able to make a positive contribution to its users, while increasing reading habits. We believe that it is very important for users to find information on several non-fiction books related to their needs and desires as well as developing a high-potential platform business model. This paper aims to map the relationship between user experience in exploring and reading nonfiction books using mobile phones. The study is a human center and a qualitative approach, which will carry out an analysis of the surveys distributed and user experience obtained from the interview results. Based on the data obtained, not everyone uses mobile phones to read nonfiction, because there are those who rarely read nonfiction using mobile phones and prefer to use books, but based on their experience reading nonfiction via mobile phones is very helpful and practical. The internet is also a supporting factor in nonfiction browsers via mobile phones.

INTRODUCTION

Mobile phones are taken everywhere and can therefore support situated learning (Reinders & Cho, 2010). The use of mobile phones and other mobile devices for educational purposes has received increasing attention in recent years (Chinnery, 2006). Mobile phones are increasingly seen as a viable way to provide

reading content to young people who are interested in reading but who have limited access to books (Chinnery, 2006). Based on several opinions and theories about the use of mobile phones that have been mentioned previously, it can be concluded that cellphones are used today not only as a communication tool to contact people but as another source tool that can facilitate users in terms of technology. sophistication like changing books and this is also one of them called e-books. Reading activity is an activity that is often carried out by all groups, be it reading books, comics, novels, newspapers, magazines and other reading. The availability of interesting, good, useful, and adequate reading materials can trigger the growth of reading habits. Interest, passion and hobby for reading is also the cause of growing interest in reading. Now reading a reading is not only with books printed but also with gadgets. Gadgets that are more flexible and time efficient can help find terms or statements quickly without having to open page by sheet like a book.

This incremental should be contributed positive matter to its user, once reading nonfiction book to up scaling either knowledge or soft skill (Muhibuddin et al., 2021). If fiction is something that isn't real, then nonfiction is something that is real. So, a non-fiction book is a book or essay that contains facts, based on things that actually happened, is factual, can be trusted and is accounted for by the data in it. Nonfiction books aim to provide information to readers. In terms of preparing to write non-fiction books, writers must also prepare data or conduct fact studies and scientific research first. So that non-fiction essays can be objective, and scientifically justifiable.

Customer journey mapping is the representation, in a flowchart or other graphic format, of the customer's experience as he or she interacts with your company in receiving its product or service. These maps can depict the customer's actual or ideal journey. Either way, plotting its stages forces you to focus on your customers, rather than on your organization. The journey map is a powerful tool to shift your focus from "What does my company want?" to "What is the customer trying to do?" It invites problem-solving teams to form a strong empathetic connection with the customer, not as a data point or a demographic, but as an individual with hopes and challenges worth considering (Liedtka and Ogilvie, 2011). The purpose of this study is to identify and describe the problems/user experience analysis of mobile phones user in exploring and reading nonfiction books. There are some related findings (Hsu et al., 2011; richard oliver (dalam Zeithml., 2021; Zhao et al., 2015), (Borolla et al., 2019), (Muhibuddin et al., 2021),

(Tredoux et al., 2016), (Hutchison et al., 2012), and (Shimray et al., 2015). Based on some of the research that has been done, it shows that the connection between readers who use mobile phones and non-fiction reading today is not new anymore, but it is an interesting interest to research how user experience analysis of smart phone users in exploring and reading nonfiction books.

RESEARCH METHOD

The study about user experience analysis will be conducted human centered design approach, which is descriptive with qualitative analysis adopted from Liedtka and Ogilvie (2011) framework. According to Wahyuni (2016), Tajibu (2013) and Punch (2013) descriptive research is research that aims to explain specific problems or objects in detail. This study focuses on identifying the user experience of mobile phones user in exploring and reading nonfiction books using empathy map canvas, customer journey mapping, and mind mapping. The study will be conducted in Tondano February to June 2022. Data will be collected using descriptive-quantitative approach, and there were two types of data will use are primary data and secondary data.

FINDINGS AND DISCUSSION

Findings

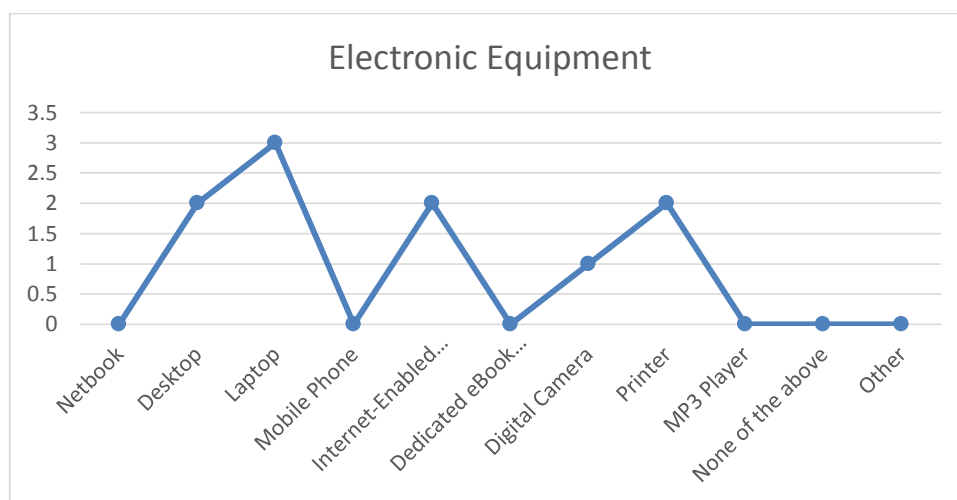


Figure 1. Electronic equipment currently own

Communication tool is a medium used to convey or receive information. Modern communication technology is currently developing very rapidly. The difference between modern communication tools and traditional signs is the technological elements. In general, modern types of communication devices utilize electricity, networks, signals or other technologies. In today's digital era, various kinds of modern communication tools are widely used by everyone, both for external and internal communication, here are various kinds of modern communication tools and their functions.

1) Telephone

This phone became very popular because it allows you to connect with people from different cities without meeting them in person. You can communicate more comfortably. The telephone is also the forerunner of mobile phones or now better known as smartphones.

2) Smartphones

A smartphone is a more modern version of a telephone. The function of a smartphone is the same as a telephone but with more advanced features. Such as camera quality, can connect to the internet, can be used to play games, touch screen surfaces, and more.

3) Newspaper

Newspapers include modern communication tools that are usually printed on newsprint containing the latest news on various topics. Apart from news, you can also read cartoons, complete crossword puzzles (TTS), and other entertainment.

4) Television

You can use television to get information quickly so it is classified as a modern communication tool. Usually television is used to convey information en masse.

5) Radios

Radio is an important modern communication tool that can receive information in the form of sound or signals using electromagnetic waves.

6) Computer

Next is the computer which is used to manage data and is quite important in modern communication tools. Computers can receive e-mail and are connected to the internet, so they can exchange messages with other people. Not only as a communication tool, computers can store important data and documents in the form of typed or video.

7) Electronic Mail or Email

Electronic mail or commonly known as e-mail or e-mail is a modern communication tool in the form of digital mail. Electronic mail is a substitute for correspondence communication technology which still uses postage stamps and post boxes. Whereas electronic mail only requires the internet and the message will be received by the recipient instantly.

8) Internet network

Lastly is the internet network. The presence of the internet network makes human relations closer and easier. The internet enables people to communicate and meet face to face even in different places or different countries. In addition, with the internet people can access information such as news, tips, articles, videos, and more.

The data above shows in figure 1 that laptops are the most preferred electronic equipment, followed by interactive mobile devices and printers. Judging from the data above, gadgets or electronic equipment are no longer a part of desire but a primary need in daily work activities.

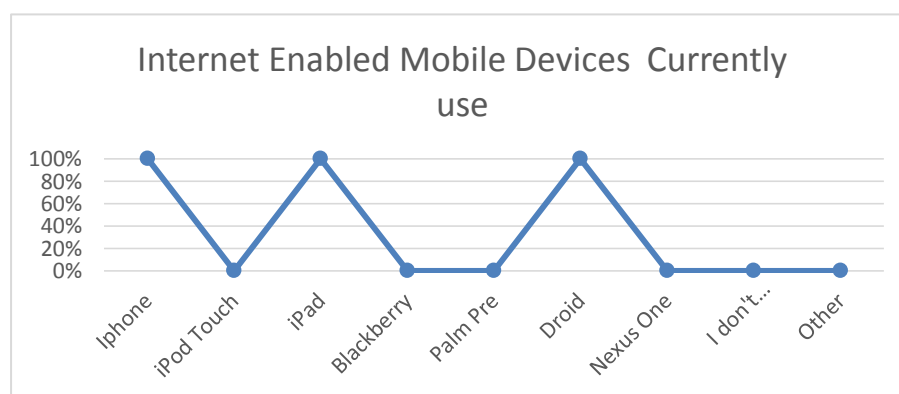


Figure 2. Internet-enabled mobile

Mobile broadband and Internet-enabled phones provide users with many options for accessing the Web. There is one major difference between the two categories: an Internet-enabled phone is a mobile phone that has the capacity to connect to a cellular company's wireless Internet network, and mobile broadband refers to a number of devices, including notebooks, netbooks, USB modems, and cell phones, that can connect to wireless internet.

The data above in figure 2 shows that the mobile device currently used is the droid, then the iPad and iPhone. Especially in Indonesia, it turns out that most users and enthusiasts are droids. In terms of price, the droid is still affordable compared to the price of the iPhone. However, regarding facilities, the Droid is no less sophisticated and complete than the iPhone.

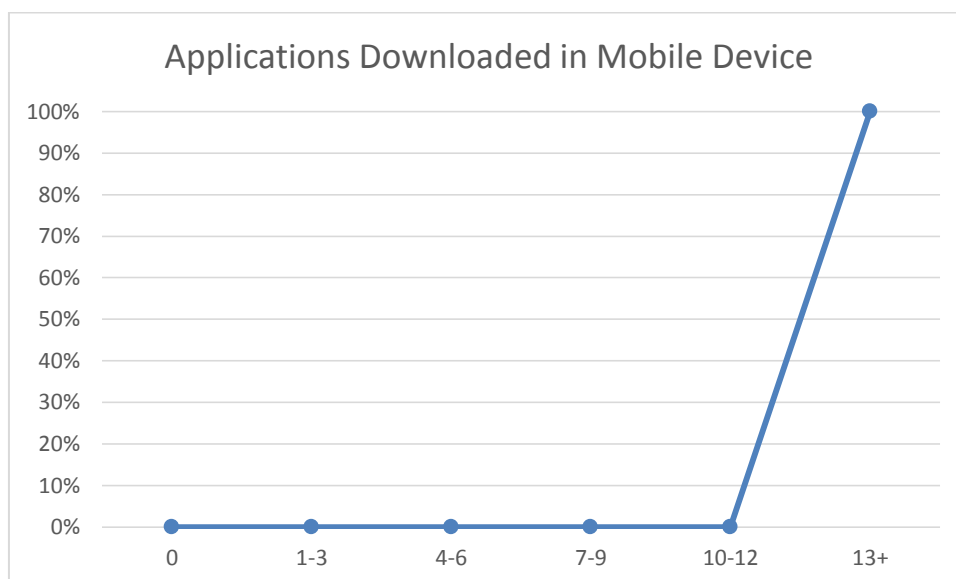


Figure 3. Applications Downloaded in Mobile Device

Mobile applications (Mobile Apps) are applications created for mobile devices (Mobile) such as: Smartphones, SmartWatch, Tablets, and others. Software or also called application software is the result of mobile programming that is designed using a particular programming language. There are many advantages that can be obtained when using mobile applications compared to web and desktop applications, including: The user interface and user experience (UI/UX) of mobile applications can be quite attractive and very easy to use. There are several applications that can be used without having to be connected to the internet, users or users can access applications anywhere through their gadgets

The data above in figure 3 shows that more than 13 applications have been downloaded and installed on mobile phones; in this day and age, the world is in your hands. Applications for all services are available on mobile phones, from transaction services, to shopping, academics, and various social media features. Everything can be done and done via mobile phone. Even students can attend lectures via mobile phones.

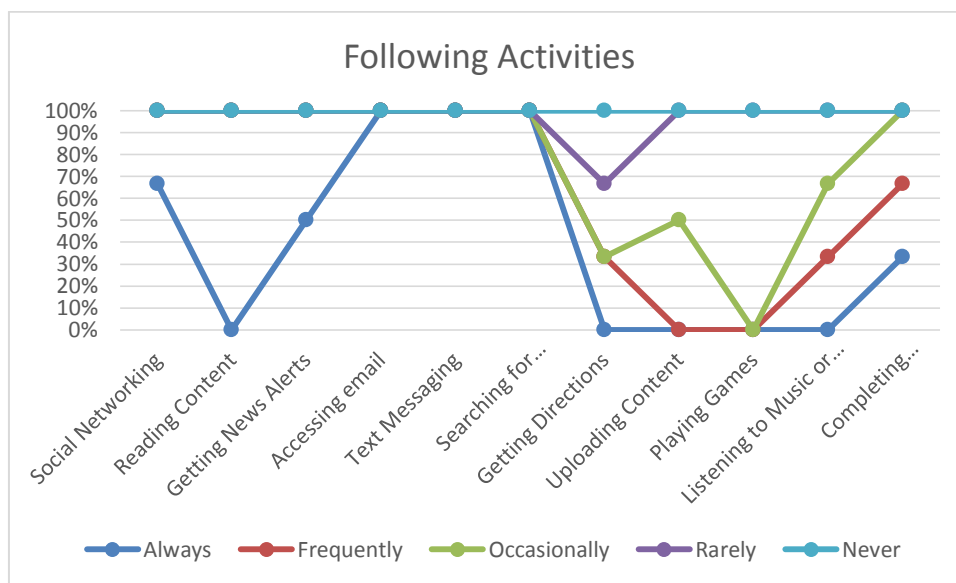


Figure 4. Following Activities

Texting was the most popular activity in almost every country examined, although in Colombia and India, capturing images or videos took the top spot. Circuits, transistors, microchips, and the behavior and transportation of electrons are all topics covered in the field of electronics, which is a subfield of physics and technology. It uses basic concepts and deals with active and passive electric circuits. It is a crucial component in engineering. The world's technologies are developing very quickly, thus it's critical for technology aficionados to stay up with the most recent societal changes. Electronic gadgets now play a significant role in our daily lives. We now find it challenging to work without using electronics. Our generation, which is reliant on gadgets and other technologies, where robots and artificial intelligence are capable of doing human work with more ease and efficiency.

The data above in figure 4 shows that accessing e-mail, text messaging, and searching for information is the most frequently performed activity on a mobile

phone while reading content is an activity frequently. It becomes interesting to analyze reading content for this research analysis.

Table 1. Application Use to do the following

Application Use to do the following					
Social					
Networking	Instagram	facebook	twitter	twitter	facebook
Reading					
Content (eg. Ebooks, articles)	Article	pdf reader		chrome	
Accessing email	Gmail	gmail		gmail	
Searching for Information	google	safari		google chrome	
Text					
Messaging	whatsapp	message		whatsapp	
Getting Directions	Detik.com			google maps	
Getting New Alerts	Tiktok			google	
Uploading Content		youtube		facebook	
Playing Games				sudoku	
Listening to music or watching videos	Spotify	youtube		youtube	spotify
Completing coursework or participating in lectures		google classroom		classroom	

The data above clearly shows that nonfiction reading is also part of mobile phone users because articles, pdf, detik.com, and safari are choices and answers from respondents about mobile phone users in exploring and reading nonfiction books.

Common activities that are often done with mobile phones include, firstly reading, now if you want to read you don't need to buy newspapers or books anymore. With the presence of smartphones, there are more and more sites that present interesting articles to accompany your free time. If you want to read thick books by certain authors, there are also platforms that provide access to many digital books. So, you don't need to spend money to buy books. The second is typing via a smartphone? Can! Even though it's still relatively fast and not as comfortable as typing directly via a computer or laptop. But yes, for light typing activities, smartphones can actually be relied upon. In fact, writing hundreds of words can still be done via your smartphone. So, don't be discouraged if you don't have a notebook to do your assignments, like typing papers for example. While the script can still be typed via a smartphone, you can work on it right away. The third is listening to music. In the past, when people wanted to listen to music, they had to buy a DVD or CD cassette first, only then could it be played through a special device. Another option, usually you have to wait for a music program on television that will show video clips of songs that are currently hype or according to the audience's requests. However, most people don't listen to songs on CD anymore. Because, now there is a digital streaming platform that provides lots of songs, not only old songs, but also the latest releases. It's easier for us to listen to music. Because this kind of streaming application is indeed available and can be downloaded directly to our smartphones. The fourth is watching movies, actually old model cellphones already provide features that we can use to watch videos. However, unfortunately there are still deficiencies in many aspects, such as limited storage, low video resolution, and sound output that isn't as clear as current mobile phones. In addition, the average person who lived during the old school cell phone still existed, mostly only watching shows on television or cinema. However, all of that changed when smartphones appeared in the world with lots of cool features, one of which is being able to watch long videos or movies with clear quality as well as capable audio. In fact, with the video streaming feature, we can access a lot of shows without worrying about the storage being full. Now, watching anything can be easily accessed through a small device that is compact, aka easy to carry in your trouser pocket. Fifth is playing games. Again, games have been around for a long time and are available on mobile devices such as cell phones. However, the graphics available at that time were still relatively mediocre. If you want to enjoy better graphics and gaming experience, then you have to buy a special gaming device. Or another option is to go to a game rental to rent a gaming device for a certain

duration. But now, with the advent of smartphones, good graphic games that were only available on certain devices can now be easily played via smartphones. If we have free time, all we have to do is take our smartphone out of our pocket or bag, then just choose the game we want to play. And the last, sixth is to do Remote Communication.

Discussion

A book is a collection of paper or other material bound together at one end and containing writing or pictures. According to the old saying, books are windows to the world. From it we can see the world without having to go around the real world. Books were once a popular item because of their revolutionary shape, easy to carry anywhere. However, in this day and age when the world is turning digital, the popularity of books is declining. Now, to get information, people no longer need to go to the library or read thick books for a long time. Books have now been surpassed by a digital application that is more revolutionary than itself. Internet. The fact is now the internet is more trending than textbooks. For example, in schools now you can easily find internet access. Internet use in schools is quite popular (Manggo et al., 2022). Users are not only teachers but also students. Because of its convenience, teachers tend to assign their students to collect learning resources and use them as a reference in completing lesson assignments. Likewise, students who often access the internet at every opportunity. Advances in technology seem to have an unfavorable impact on libraries. Libraries are now starting to be abandoned and less desirable. Visitors are increasingly receding in fact the library now looks deserted. However, this is where a problem occurs that deserves investigation. Is it true that now the existence of books as windows to the world should be questioned again? And is the internet really replacing books as a window to the world? How to revive students' love of reading books? in the era of internet-wide information technology, for a student, it is obligatory to know the internet. At least you can access Google and you should already have an e-mail.

There are many benefits when the internet is used in a healthy manner. Not only exploring sites that contain pornographic elements or are addicting like online games. It is not uncommon for students to spend a lot of time in internet cafes just to play online games and forget their obligations as students (Kandati & Tatipang, 2021). Therefore, for internet users who are called users, they must have their own discretion in using internet facilities as best as possible according to their needs.

Problems arise when today's students and students rely more on the internet to find references in writing papers. It's easy to find journals, e-books, or other forms of reference. I think this is not only felt by one or two students, but almost all students at this time, for matters of reading material or lecture assignment material, have shifted their orientation to searching for cyberspace (the internet). Almost all of human life is spent reading. Interest in reading among people is decreasing day by day. Advances in technology that make it easy for students to get information make students lazy to read. Reading is considered impractical because it takes quite a long time, and most people nowadays think reading is boring.

There is no doubt that reading is very important (Sigiro et al., 2022). Besides speaking, humans are required to be able to read. Reading is a tool for humans to absorb information that is around them (Lumentut & Lengkoan, 2021). The more you read, the more references you will get. This is useful when conveying thoughts in front of a forum or people. Reading can open our horizons. Like a window, we can see a lot of what is behind the window. The less we read, the less we know about what's outside the window. Reading should be a culture if you want to be a broad-minded person, because it's important in the future, for life after high school or work later. Reading is very important, not only textbooks. Reading should become a habit for students. In relation to the importance of reading, mobile phone users use their gadgets to read via mobile phones without having to buy books or carry books around.

1. Do you often read non-fiction e-books on your mobile phone/laptop?

Answer 1: Yes

Answer 2: Always

Answer 3: Yes

Answer 4: Seldom

Answer 5: Seldom

2. If yes, how is your experience with reading nonfiction e-books via mobile phone/laptop?

Answer 1: Usually reading via a laptop, because there are more features that can be used. Generally, use Microsoft Edge because of the many features it offers, for example the feature of adding text if needed, highlighting important text, and there is a read aloud feature if your eyes are tired of reading.

Answer 2: My experience is that reading nonfiction e-books via mobile phone/laptop is more practical and easier to find sub-topics or key words besides

that it makes it easier to find relevant discussions on the internet related to the e-book and it's also more efficient.

Answer 3: Convenience of experience in terms of access that can be done anytime and anywhere. E-books provide an extraordinary experience in reaching various knowledge without having to bother going to libraries and places that provide books

Answer 4: Helps in finding information quickly.

Answer 5: Very helpful when needing information and increase knowledge.

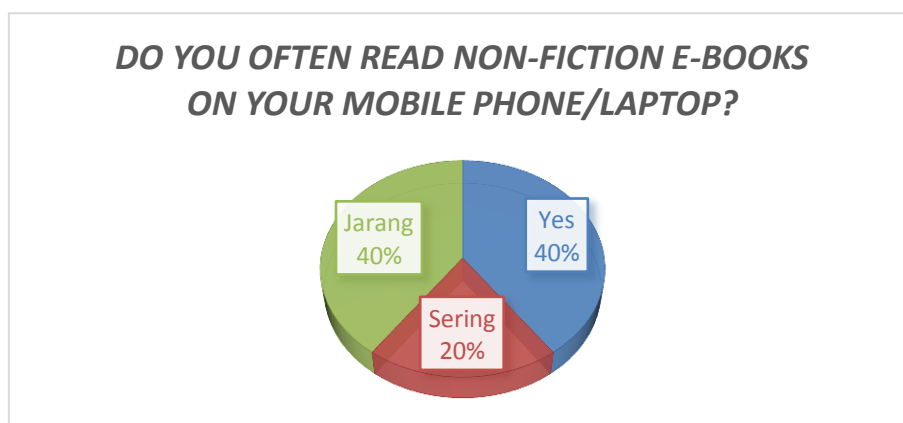


Chart 1. Data of question number 1 in interview.

E-books play an important role in the learning process because they have advantages. Some of the functions of the E-book as a learning medium are that it can increase learning productivity. E-books are unlimited references, so don't stick to one learning resource.



Chart 2. Data of question number 2 in interview.

Through the e-book you can get information in the form of text or images along with more interesting content. Namely video and audio. Not only that, this electronic book has a format that makes it very easy for owners to find the information they want.

In this era of high mobility, reading has become a way of life for the people. Whether it's the latest news, viral news that's ridiculous or touching. Not only news, reading in the form of novels to stories has also become material of interest. The access time for each person is different. Like in the morning before doing activities and going to bed, or anytime when you are free. Rapid and significant technological developments have certainly changed the culture of reading. Some people start using gadgets as a medium for reading. Gadgets that are smaller in size make it easier for you to complete the ending while sitting, lying down or in all kinds of comfortable positions. This is very useful especially for those of you who like to travel. You no longer need to carry lots of books that will make your bag or suitcase heavy. Simply enter the reading file into the gadget and you can carry it without adding to the burden.

This convenience is shown by you being able to access reading easily via gadgets. When you get bored, all you have to do is click on the desired reading file and the gadget will display the reading. A little addition, in the current technological era, there is a lot of hoax information scattered everywhere. Well, one of the benefits of reading stories or other reading is that it makes us not easily believe hoax news or information. The reason is simple, because the person has critical thinking, and good reasoning. so as to digest the information that comes in to cross-check the truth first. Usually, people who like to read also don't immediately agree with the news they receive immediately. Because we all know that hoax news via electronics is now very widespread, news titles often appear whose contents are in stark contrast to the titles that appear in high lights.

Previously, cellphones could only do SMS or long-distance calls, now we can also do it via smartphones. It's not just sending text messages or hearing other people's voices, we can even see the face of the person being contacted clearly through the video call feature on today's smartphones. The facts show that e-books are also starting to be loved by young people who often read novels. This is inseparable from their habit of reading novels/stories/manga online. Everyone has their own taste. Not only that, both have their advantages and disadvantages. Indeed, when viewed from the latest technology, e-books are the most technologically superior. E-books are capable of storing 1GB of memory on a cell

phone or smartphone. If printed out or printed in a book, the 1 GB e-book file has dozens of sheets and has run out of storage space, of course in terms of space, storage will take up more space. When viewed in terms of the impact between e-books and printed books.

Certainly, e-books are more environmentally friendly. Because e-books don't need to use paper, ink and machines. As for books? It wastes paper, even though the paper itself is made from natural sources such as sawdust. As for e-books? No need for all that. The name also relies on technology, don't be surprised if even this e-book can spoil you. Every time you want to read and move to the next sheet, you don't have to have trouble licking your fingers and opening the book. You just "click" or "slide" then you will go to the next sheet. Besides the advantages of e-books, there are also disadvantages of e-books, namely if you are not used to looking at smartphone screens or laptop monitors, maybe reading e-books for a long time will make your eyes get tired quickly, sleepy and lack concentration. To access an e-book, we need a device/smartphone/laptop where these electronic devices require electrical energy. When the battery runs out and there is no power source, we cannot access the e-book. Many people have the wrong idea that e-books can get pdf files, so we can distribute them and print them in printed book form. The fact is not the case, buying an e-book means buying an access to know the contents of the e-book. Even though it can't be printed, isn't that the original purpose? We can read books without the hassle of carrying them everywhere, without the need to store them and without the need to take care of them, but it turns out, reading through a computer screen or gadget can have an impact that is not good for health.

Researchers have found the difference between reading regular books and e-books. Many studies show that reading in a conventional way has many benefits compared to reading electronically which can affect your sleep. The digitization of text also means it tends to distract the reader as it is full of distractions and links that can take you anywhere on the internet. Reading using a computer screen or gadget will stimulate you to do other activities such as checking Facebook or Twitter which causes you to 'take a break' from reading too often. Reading can help you relieve stress more quickly, as can listening to music, taking a walk, or sipping your favorite cup of tea. When researchers measured heart rate and muscle tension, they found that people could feel instant relaxation within six minutes of reading. But if you're reading an e-book, you won't feel this effect, and it can even affect your

stress levels. in a more negative direction. Intensive use of cell phones or laptops every night will lead to depression, higher stress levels, and fatigue.

Having an e-book makes us save space and time. The place where we store our book collection. Meanwhile, we don't need to save books for fear of having to buy new ones if our book collection is lost. Respondents came from the academic world, namely lecturers and students, so a conclusion can also be drawn to be used as a reference, namely digital books or electronic books (e-books) are an alternative for students to increase reading interest. Because it can't be denied anymore, now students hold more cellphones than their books.

CONCLUSIONS AND SUGGESTION

Barriers to getting recommendations and book review information are divided into five categories that often affect smartphone and Android users when reading nonfiction books. Barriers to buying or renting books, poor reading management, difficulty taking notes, and a lack of willingness to read. Most users experience a lack of motivation to read, which is triggered by a feeling of uncertain motivation when reading a book, losing inspiration in the middle of the process, and feeling lethargic when looking at a dense book. Finding recommendations and details about book reviews is also difficult. The difficulties smartphone users face can be an inspiration for creating a platform that facilitates the exploration and reading of non-fiction. Book review recommendations and information. The user experience felt by smartphone users can be encouraged as an idea to develop a platform that helps users explore and read nonfiction books.

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