
Reader Response of Short Stories by Yulismar on Facebook (Literature Reception Approach)

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ABSTRACT

The Nation's Literacy Movement [Gerakan Literasi Bangsa (GLB)] which is the implementation of Permendikbud No. 23 Year 2013 started to show responses from teachers and students. It was proved by literacy activities in schools the rise of writers from teachers. One of the teachers implemented literacy movement is Yulismar, a teacher of SMP Negeri 8 Pekanbaru. She used social media (facebook) as the means of literacy activities. This study investigated the reader response using literature reception approach. This study used mixed methods research. The data collection technique was by inventorying all readers from each short story. The findings showed that the most responses were on a short story entitled *Surat Rindu untuk Ibu* with total 177 readers. Whereas the loyal readers who followed short stories by Yulismar were 71 readers who consisted of 62 female and 9 male. This means that Yulismar, through her work of short stories was successful to build loyal readers. The loyal readers were not only criticized the aspect of the simplicity of the language but also criticized the logical content of the story and touched their consciences.

Key Words: Literature Reception, Short Stories, Facebook

Introduction

Social media in the present can be used as a means to build literacy movement. The nation's literacy movement (GLB) is an implementation of Permendikbud No. 23 2013. This literacy movement has already showed responses from teachers and students. The movement has been implemented also by a teacher at SMPN 8 Pekanbaru, namely Yulismar. She is an active author on facebook. Social media was used by Yulismar as a place to express her thoughts. She is also actively encouraging the School Literacy Movement (GLS). Many of her works have been recorded. The literary works also get a lot of responses from readers. The response

can be seen from the short stories uploaded on Yulismar's facebook page.

Literary works are closely related to the readers, because the literary work is aimed at the readers' interest as connoisseurs of literary works. In addition, the readers also determine the meaning and value of the literary works, so the literary work has value because there are readers who give the value. The literary theory that analyzes works and readers is literary receptions. According to Pradopo (2007: 218) the intended reception is a science of beauty based on reader responses to literary works. Literary Reception is a literary school that examines literary texts by considering the readers as the greeter or responder. In

giving speeches and responses of course influenced by the factors of space, time, and social class (Sastriyani 2001: 253). In a broad sense the reception is defined as the processing of the text, the means of giving meaning to the work so as to respond to it. The intended response is not done between the work with a reader, but the reader as a historical process, the reader in a certain period (Ratna 2009: 165).

The development of literary receptions was more enthusiastic after the emergence of Jausz and Iser's thoughts which could be considered to provide a theoretical and epistemological basis. The focus of attention from literary theory will be given to the theory they develop. Jausz has a different approach to Iser's literary receptions, though both share the attention of readers in using their imaginations. Jausz sees a) how readers understand a work as seen in their statements / ratings and b) the role of the work is not important anymore. The most important thing here is the activity of the readers themselves. While Iser a) is more limited to a memorable reading without the reader needing to actively say it; and b) the work has a big enough role. Even the impression that is in the readers is determined by the work itself (Junus, 1985: 49). Furthermore, Jausz tries to avoid the problem of reader identification to focus on active research. While Iser tried to classify the readers into two groups. The first real reader, while the second group of readers who are demanded and suggested by literary and literary texts (implied reader). In this study the researchers focused on real readers.

Methodology

This research is mix methods research, which is a research step by combining two

forms of research that are qualitative and quantitative. Mixed research is a research approach that combines quantitative and qualitative research (Creswell, 2010: 5). Meanwhile, according to Sugiyono (2011: 18) mix methods is a method of research at once, qualitative and quantitative in a research activity, so that data will be obtained more comprehensive, valid, reliable, and objective. The source of data is a collection of short stories by Yulismar uploaded on the Facebook page from February 25, 2017 until July 29, 2017. The population of this study are 20 short stories of Yulismar's works uploaded on the Facebook page. The population is the sum of the amount to be studied or observed. Population is not only person (human), but also can be other forms of living things or other natural objects (Nisfiannoor, 2009: 5). The sample used in this study covers the total population. The researcher collected the data by observation, interview, and documentation. Analyzing the data was done by several steps, namely 1) collecting quantitative data from each story liked and commented by the readers on the facebook to find out the number of comments and likes of each short story, 2) the results of the data in the form of comments on the facebook analyzed and were associated with short story text.

Result and Discussion

Based on the observations of short stories uploaded on facebook from February 25 to July 29, 2017 obtained data as in the following:

Table.1 List of Responses to the Uploaded Yulismar Shortcuts and Readers' Response

No	Title	Date	Total Like	Total Comment	Shared
1	Macet dan Kebelet	February 25 th , 2017	84	62	
2	Surat Rindu untuk Ibu	March 9 th , 2017	184	39	
3	Rinduku dalam Rinai Pagi Itu	March 14 th , 2017	93	62	
4	Bukan Gara-gara FBi	March 22 nd , 2017	87	75	1 time
5	Buka Plang Itu Pak!	March 29 th , 2017	141	95	3 times
6	Pesonamu Menggodaku	April 6 th , 2017	97	40	
7	Rendy	April 15 th , 2017	102	65	
8	Akan kucoba meski loadingnya lama	April 16 th , 2017	85	53	2 times
9	Bu Kartini Kita	April 21 st , 2017	123	32	1 time
10	Bulan Dipinggir Jalan (1)	May 27 th , 2017	112	75	
11	Bulan Dipinggir Jalan (2)	May 29 th , 2017	84	28	
12	Malas	June 8 th , 2017	158	50	
13	Kemarin	June 12 th , 2017	132	53	
14	Pengiring Jenazah	June 19 th , 2017	90	46	
15	Takut	June 25 th , 2017	153	89	
16	Nice	June 29 th , 2017	78	36	
17	Sinetron	June 30 th , 2017	98	42	
18	Anakku	July 6 th , 2017	102	27	
19	Pekanbaru-Majene	July, 25 th , 2017	102	65	
20	Rindu Itu Menghipnotisku	July 29 th , 2017	146	60	

Based on the table 1, it can be seen that the short story with title Surat Rindu untuk Ibu get the highest likes (184 likes) while the

short story is much commented that Buka Plang itu! with the number of comments 95.

Table 2 List of Number of Uploads per Month

No	Month	Total Short Story
1	February	1
2	March	4
3	April	4
4	May	2
5	June	6
6	July	3

Based on the above table, classified short stories uploaded each month as follows:

Based on the above table, it is known that in June, the peak of Yulismar's creativity of writing the short story. In that month Yulismar share 6 short stories namely Malas, Kemarin, Pengiring Jenazah, Takut, Nice, and Sinetron. While in February only one story is shared by Yulismar. This is loyal readers who like and commented on all short stories Yulismar.

As observed from the responses of readers of these short stories generate motivation and increase productivity Yulismar in writing short stories. The proof after the short story *Surat Rindu untuk Ibu* that was uploaded on March 9, 2017 on the same month Yulismar brought forth to 3 more short stories, namely Rinduku dalam Rinai Pagi itu, Bukan Gara-gara FB, and Buka Plang itu Pak. Means that in March there are 4 short stories that were uploaded. The same amount also occurred in April. There was a decrease in writing motivation in May is only 1 story long enough because uploaded in 2 series is titled Bulan di PinggirJalan. But there was an increase of writing in June that there were 6 stories uploaded that were Malas, Kemarin, Pengiring Jenazah, Takut, Nice, and Sinetron. In July, the short story published were Anakku, Pekanbaru-Majene, and Rindu itu Menghipnotisku.

The observation of the whole story was the idea of the story is easy to understand because it is still associated with everyday life. For example, the ideas in the short story Rindu itu Menghipnotisku. The teacher and students' issue in school is a common feature in real life. Fights between students, their innocent behavior, the wisdom and affection of a teacher are very common in the present life. From the short story that many readers who participated melted because of the story. It can be found on the comments in the facebook for short

understandable because in that month Yulismar just started uploading short story exactly on February 25, 2017 (end of month). The data obtained by more than 100 likes and comments, from February to July (20 short stories) obtained data 71

stories Rindui tu Menghipnotisku. Here are some excerpts of comments from loyal readers of the short story:

Murni Yenti Rasda
 Hhhmmmm...rutinitas yg
 menyenangkan...Untung lah kita jd
 guru... Menghadapi anak2 yg bisa
 dijadikan teman... Kdg kita belajar yg
 dari mereka.. Contohnya Defril dan
 Ekal...sebentar sj mereka bertengkar...
 kmudian sdh berbaikan lg.. Sementara
 kita yg sdh dewasa ini kdg klo sdh
 marahan sampai berlama2 .. bhkan
 sampai ada yg menyimpan dendam..
 Kalah pula dg anak2.. 28 Juli pukul
 18:21

Wahyu Dyah S Ikatan batin dan kasih
 sayang seorang guru wali kelas yg
 disayangi anak-anak. Pasti empati dan
 kasih sayangnya akan tetap melekat
 hingga kelak mereka dewasa. Tak
 jarang suatu hari nant imereka pasti
 merindukan ibu guru wali kelasnya
 itu.. hem sungguh menyenangkan ...👍
 👍👍 · 28 Julipukul 18:28

Wawan Safendi Terharu baca
 ceritanya buk😭😭😭😭 jadi
 kangen sama masa-masa SMP dulu📖
 📖📖📖 29 Juli pukul 6:14

From some of these comments, it can be concluded that the contents of the short story Rindu Menghipnotisku which wanted to be delivered by Yulismar can be received well by the readers. Teacher and student characters are phenomena that we often

meet, so that can be understood directly by the readers. The characters and conflicts that appear in the short story can make the readers remember the same experience with the characters in the short story. So, it proves the simplicity of the short story. Yulismar proves with story ideas related to everyday life can be interesting to write short stories. The idea can directly touch the feelings of the readers.

Another example can be seen in the idea of short story *Anakku*. Many mother and child conflicts found are a smart choice to arouse the reader's emotions. Here are some excerpts of reader comments on short story *Anakku*:

Hati seorangibu.5 Juli pukul 18:36

Jeni Marbiah Larut hati kakak membaca cerita dinda ni .. sedaaap bhs dn tatanan kalimatnya . . 5 Julipukul 23:01

Deliza ZakirAnak itu tergantung orang tua mendidiknya... tanggungjawab dunia ahkirat..salah didik...sensaralah... lihat zaman skrg byk org tua salah didik...sdh byk contoh tp ngak diperhatikan... 20 Jul ipukul 9:25

The comments on the short story *Anakku* are witnesses to the success of a Yulismar in conveying a message to her readers. Simple sentences unravel in the short story and the story's content can make the reader touched. A child's abusive attitude to a mother is also a phenomenon that is often encountered in the present, especially with the figure of an arrogant child. This problem is a social representation that Yulismar wants to explain. The attitude of a child can be reflected from the condition of his family. It is one of the phenomena that occurs in the household.

Yulismar is also keen to make a long simple story. So, the readers do not take long to complete a story. One of the factors that can build loyal readers is the idea of a story whose ideas which is an experience that we often encounter in life today. With simple language make loyal readers enjoy the short stories. The advantage of the short story Yulismar uploaded to social media is the wider community can interact directly with writers and writers can immediately find out how many readers who respond to her works.

The results of the observation analysis of 20 short stories, it can be concluded that the theme raised related to the depth of emotion that involves the readers, such as the theme of longing with the deceased parents in the story *Surat Rindu untuk Ibu and Menentang Arogansi Kekuasaan*. Yulismar leads the story through a prologue of how she wants to start a story to mourn her longing for mother, as below:

Dari mana ku harus memulai uraian surat iniIbu? Apakah dari keluh kesahmu yang dulu kepadaku, atau keluh kesahku kini melewati hari tanpamu? Sejumpt rindu mengingatkanku akan masa indah bersama kita dulu.

The text above is able to build the emotions of the readers especially who miss the mother to the atmosphere of deep longing for the mother. Yulismar is good at playing phrases in opening stories. In the second sentence which is an uncertain answer from the first sentence builds the reader's emotion with the *Apakah dari keluh kesahmu yang dulu kepadaku* that lead the readers to remember the mistakes that have been made and resulted in anxiety of a mother. The question is also implied the regret and the awareness of mistakes from

the child to her mother. While the next sentence, Yulismar also devotes with the sentence in question while providing news to the readers of the status of mother in life, *atau keluh kesahku kini melewati hari tanpamu?*

In the story *Buka Plangitu!* who received the highest comment from the readers, Yulismar opened the story as follows:

Siang ini adrenalin ku terpacu dan terpicu. Bagaimana tidak, ini bukan kali pertama kami disuruh mutar arah. Semua aturannya sudah dipenuhi termasuk membeli stiker. Aku sebenarnya nggak paham apa itu yang dimaksud dengan adrenalin. Bagiku sesuatu yang merangsang otak dalam merespon suatu keadaan lalu disampaikan melalui tindakan atau gerakan tubuh serta ucapan, yang berwujud marah, takut, gugup de el el. Itulah dia adrenalin. Benar nggak sih Dok?

Nah siang ini adrenalin marahku yang terpicu tapi marah yang logis. Lho, memang ada marah yang logis? Ternyata ada dan itu kualami siang ini. Ya siang ini.

In this story, Yulismar was able to lead the reader's emotions to her angry and rebellious mood. This can be understood by the readers because of the anger that arises is not without reason. All rules have been followed to pass the auri plank to the place of duty in SMP Negeri 8 Pekanbaru. However, Due to the ruling wife who will land, the already fulfilled rules do not apply. Besides, the distance from the post to the airport is far enough. Logically, there is no effect if the situation is done as usual. However, due to excessive security and a reflection of arrogant beams of power led to Yulismar's fight. This attitude gets approval from the readers. This is one of the reasons why many readers comment. If we see the

psychology of language, there is a tendency of people's partisanship to those who dare to oppose the arrogance of power. Because, the opposing attitude as Yulismar says, need to have adrenaline.

Conclusion

1. The high response readers affect productivity Yulismar in writing short stories.
2. Very interesting story ideas and simple storyline invite readers to follow the short stories of Yulismar.
3. The message in the short story of Yulismar contains easy-to-understand educational values.
4. Excellence in the short story Yulismar lies in the style of language in the opening of short stories that can bring the fascinated readers to continue reading short stories.
5. Yulismar short story works can build a loyal reader, because the themes of short stories related to everyday life.

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