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INTERNATIONAL CONFERENCE OF
RESEARCH ON LANGUAGE EDUCATION 2023

**EMBRACING CHANGE:
EMANCIPATING THE LANDSCAPE
OF RESEARCH IN LINGUISTIC,
LANGUAGE AND LITERATURE**

13 - 14 MARCH 2023

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**“Embracing Change: Emancipating the Landscape of
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A PRELIMINARY STUDY ON THE YOUNG ADULT'S PERCEPTION OF LEARNING ENGLISH USING THE WEBSITE: SWIFTIES.READ

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ABSTRACT:

The advanced technology of the world today leads to the development of websites to retrieve information. This has eased our tasks in various parts of life such as career, academic, personal growth, entertainment or even building new skills. The trend of reading and sharing book recommendations is not uncommon in the past 10 years, and it keeps growing today. Hence, it results in various websites talking specifically about books on the internet. The author wants to create a book-related website where young adults of this generation can create bonds among each other through recreational reading that will be beyond just a hobby. This opens doors for young adults to be creative in how they see their world. The research is using quantitative methods and the development of the website is receiving satisfying feedback. The project is expected to generate a source of income through affiliate links in the future. For a project that focuses on embracing different opinions, there is no one right or wrong answer about how one's perception of understanding songs' lyrics and relating them to storylines. Therefore, this helps promote critical thinking skills among young adults.

Keywords: critical thinking, perception, reading, technology, websites

1. INTRODUCTION

In the modern world of the 21st century today, endless information is spreading through digital media and can be accessed with just the fingertips. One of the modern-day's products is the development of a website. This has opened doors for people regardless of age to use this as a platform to be creative and become content creators. The word "content creator" has morphed into a hit for technology-driven intellectual creators who produce and disseminate content via social media platforms, prompted by an entrepreneurial mindset and a goal of creating their own "media brands" (Craig, 2019).

SWIFTIES.READ is a website of book recommendations related to the songs of the American singer-songwriter, Taylor Swift. Taylor Allison Swift's songs are often inspired by her life journey and stories which received praise all around the globe with a huge fanbase. The author decided to name the website *SWIFTIES.READ* and the name comes from the word "swiftie" which is the way Taylor Swift's fan is being addressed. Then, it is combined with the word "read" to show that the website is specially developed for Taylor's fans who love books and reading. The books that are recommended on the website are closely related to the storylines in the songs according to the author's point of view, which will also be spread to other young

adults who also have the same perspectives or are looking to explore new perspectives. The prevalence of recreational reading research emphasizes academic performances as well as verbal abilities which include reading and comprehension, style of writing, grammatical structures, and vocabulary (Levine, Shelby & Cherrier, S. & Holding, Anne & Koestner, R (2020). The author believes that gaining the attention of young adults in song interpretation and reading needs to be done in a fun and enjoyable way and at the same time contribute to enhancing their critical thinking skills through recreational reading. According to Aloha (2005), finding meaning below the surface will incline the students to think way further about the world around them, thus, by scrutinizing the songs' lyrics they will be exposed to critical thinking. Developing a website that is easy to navigate, with a beautiful colour scheme, interesting book suggestions, and an aesthetically pleasing overall presentation will catch the eyes of young adults. In research conducted by Huizingh (2002), it was stated that the excellence of a website is measured by its content and the quality of the design. The author would like to use a different way of generating income from this project by using affiliate links. With the assistance of extensive research, it has been determined that affiliate marketing is the most efficient tool for generating digital sales seemingly the expense involved is regarded (Chattopadhyay, Pritam, 2020). Through this website, the visitors will also be able to leave their comments and interact with other visitors who have the same interest and purchase their desired books. It is expected for the visitors to develop critical thinking skills. Various genres of books are recommended on the website to provide a wider selection for visitors with different tastes in books.

1.1 Project Objective

This project is to enhance young adults' critical thinking skills by analyzing the lyrics and interpreting them from their own perspectives. This project is to encourage young adults to explore new things that are out of their comfort zone. The objectives for this project are:

- To have a minimum of 3 books recommendation for each of Taylor Swift's songs in an album
- To reach a minimum of 15 visitors on the website
- To receive a minimum of 10 comments from visitors on the website

1.2 Entrepreneurial Opportunities

The website was published and helped to be known to the public through peers on social media such as Instagram and WhatsApp. The income for this project is yet to be generated as for now the author is just starting to build a solid and robust base and foundation to gain the trust of the website's visitors. However, with the ubiquitous technology, once the website receives attention from the audiences, it will have the potential to generate income through affiliate links.

Affiliate marketing is one of the ways for people who work through social media to generate income without working for other people. The author will receive commission payment on the clicks or sales made by her on behalf of the company or brand. For this project, the author plans to work together with BookDepository and earn up to 5% commission every time a website visitor clicks the link that will bring them to the BookDepository website page and make their purchase, and this also includes pre-orders. The other company that the author would consider working with is Kinokuniya, a Japanese-based retailer known for its collection of Asian books & magazines, plus DVDs & stationery, and receives up to 4% commission.



2. METHODOLOGY

This project uses a quantitative method in which a questionnaire is provided in the google form and filled in by 40 respondents to get insights into the audiences of the project. Then, the author made a Gantt to keep track of the project's progress.

TASKS/ PROCESSES	WEEKS													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Brainstorming and Finalizing Ideas	█													
Ground Research		█												
Surveying Books			█											
Spreading questionnaires and collect results					█									
Start creating the website							█							
Adding contents in the website								█						
Publishing the Website														█
Finalizing and Submitting Written Report													█	

Gantt Chart 1.0

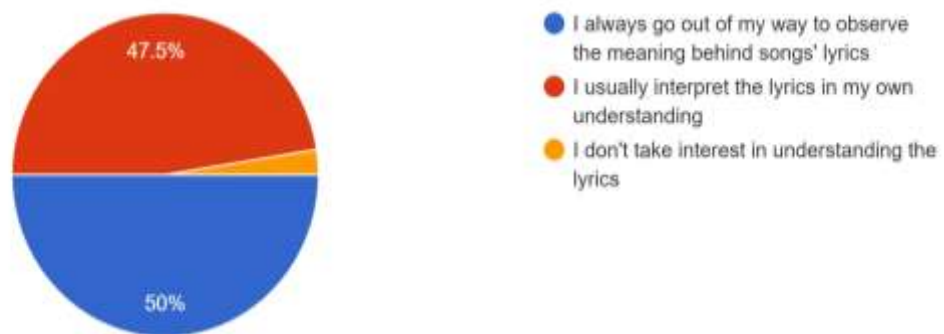
According to the chart above, it represents the timeline of the project from the beginning of the semester. It started with the first meeting consultation with the supervisor, to get useful bits of advice on how the project can be conducted and what should be done. The challenging phase of this project would be how to design a website that will stand out amongst thousands of others. The whole process is time-consuming as it requires trial and error of various ideas from fonts, sizes, colours, arrangement, wording, and the aesthetic aspects of the website itself. The project receives satisfying numbers of responses given through Google Forms to know the market demand. Some adjustments were made after receiving the feedback to develop a high-quality website. For instance, the author made sure to include various genres of book recommendations on the website and not just focus on one specific genre.

3. RESULT AND DISCUSSION

A set of questionnaires were released to the public through google form which begins with 4 sections of personal questions regarding the respondents' age, gender, status, and level of education. The questionnaire continues with 8 sections of questions related to the project conducted and their thoughts on the website.

Do you pay attention to the meaning behind songs' lyrics?

40 responses



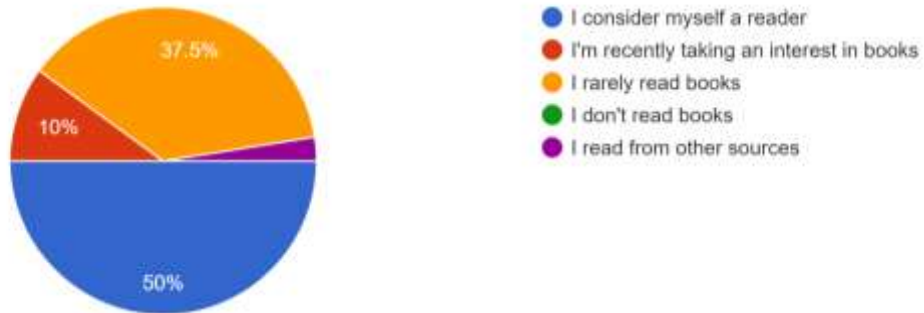
Pie Chart 1.0

According to the pie chart, most respondents (50%) said they always go out of their way to observe the meaning behind songs' lyrics. The others (47.5%) said that they usually interpret the lyrics based on their own understanding. The last 2.5% of respondents claimed to not take an interest in understanding lyrics. This is a great opportunity for the viewers to explore new genres of books that they might enjoy and new ways of understanding certain lyrics and storylines.



Do you enjoy reading books? (regardless of the genre)

40 responses

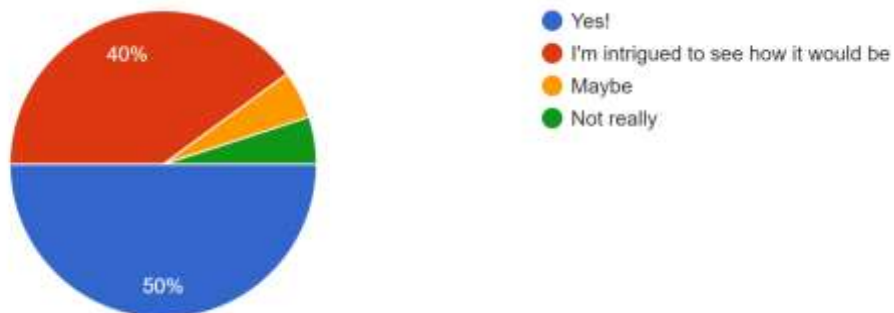


Pie Chart 2.0

Half of the respondents (50%) consider themselves a reader. The second highest percentage (37.5%) said they rarely read books. 10% of the respondents recently started taking an interest in books and the minority of respondents (2.5%) claimed they read from other sources. This shows that a huge percentage of the target audience enjoys reading books and may be interested in the project.

Would you like to see a website dedicated to books referring to Taylor Swift's songs lyrics?

40 responses



Pie Chart 3.0

Most of the respondents (50%) would want to see a website dedicated to books referring to Taylor Swift's song lyrics. Another huge percentage (40%) are intrigued to see how the website would be. 5% of the respondents said that they may like to see the website and the other 5% are not really interested in the idea. This indicates Taylor Swift has a huge influence on her fans and will be beneficial for the website to develop a strong foundation.

Would you like the website to provide information on where you can get the books (mentioned in the website)?

40 responses

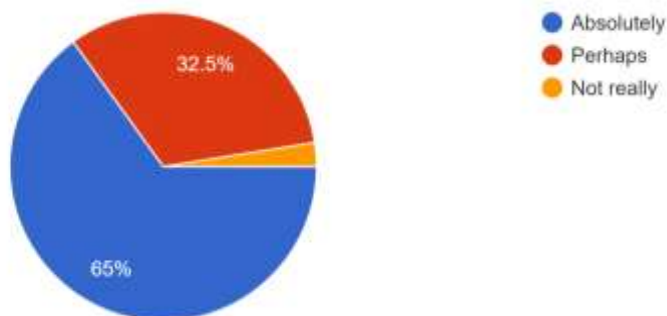


Pie Chart 4.0

A huge percentage of the respondents (82.5%) claimed that it would ease their work to purchase the books if the website provided information on where they can get it. The other 12.5% of respondents are not sure about the idea and the minority of respondents (5%) prefer to purchase books at the physical store. The author will take this opportunity to gain the viewers' trust and convince them to make purchases through the affiliate links.

Would you suggest the website to your friends or family who love Taylor Swift and/or reading?

40 responses



Pie Chart 5.0

Lastly, over half of the respondents (65%) would absolutely suggest the website to their friends and family who love Taylor Swift or reading in general. Another percentage of respondents (32.5%) contemplated the idea, and a minority of the respondents (2.5%) were not really interested in suggesting the website to others. The target audience will play a huge role in spreading about the website and this can be free marketing for the author without spending extra cost for advertisements.

4. CONCLUSION

In summary, it is a challenging thing to begin a project as a lot of reading and research need to be done to ensure the project is relevant and useful related to the topic that has been decided on. This project was done by observing what people are consuming on social media that have the potential to receive crowds. This project aims to encourage young adults to get out of their comfort zone. However, the ultimate focus of this project is to enhance critical thinking

skills among young adults by involving them in analyzing lyrics and understanding the relation of the story to the books they are reading.

Obstacles are endless and mistakes will be made. Instead of dwelling on it, view failures and mistakes as a golden opportunity to be somewhere better. All the constructive criticisms and advice were received with much respect and consideration as a reminder. By taking into consideration the words of the people who have come before us, we will be wiser, more creative, and smarter in handling conflicts in the future.

ACKNOWLEDGMENT

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