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REPORT:

**FACTORS THAT INFLUENCE READERS TO READ “99 KATA-KATA #QALIFMODEN BY
FATTAH AMIN”: AN EXPLORATORY STUDY FROM THE PERSPECTIVE OF THE
EDITOR AND READERS**

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ABSTRACT

Factors that influence readers to read book “*99 Kata Kata #QalifModen by Fattah Amin*”: an exploratory study from the perspective of the editor and readers. The purpose of this study is three: first is to study what influence the reader to buy and read it. Next is to determine overall acceptance among readers toward the book. Last but not least, to identify the practicability of the content. In this study, the researchers will be using qualitative method which is an integrative approach to conduct an in-depth interview with the informants from the editor of the book also the readers. In order to obtain answers for our research question by selection of purposive sampling. Furthermore, in-depth interview gives the opportunity to gather descriptive data about people’s behaviour, attitudes and perceptions. The informants consist of 5 people, the editor of the book, 2 male readers and 2 female readers. It can be concluded that the readers think the book was affordable. The content in the book inspired the readers and most of the readers are fans of Fattah Amin and they read it as sign of supporting their beloved actor.

KEYWORDS: book, idol, gender stereotype, reader’s trust, affordable, inspired, supporting

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