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COM 363
PROFESSIONAL PROJECT

THE PREFERENCES FACTOR BEHIND THE LOVE NOVEL
READING AMONG WORKING ADULT: A GENDER-BASED STUDY
ON READERS AT KARANGKRAF

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ABSTRACT

Love novel has been one of the people's choice novel genre and most of the reader are female. They love to read this kind of novel, compared to male reader. Therefore, the main purpose of this research is to study about the preferences factor behind the love novel story novel reading. There are several reason why the researcher choose this topic, such as, to know the X factors that makes people read love novel regardless of the gender. Besides, the purpose of the research is to clarify why female use love novel as a medium to portray female sexuality desire. Other than that, the researcher want to know how love novel could improvise individual's relationship with their partner in real life. In this study, the researcher will be using qualitative method which is an integrative approach to conduct an in-depth interview with the informants to collect the answer for the research question by selection of purposive sampling. Furthermore, in-depth interview gives the opportunity to gather descriptive data about people's behavior, attitudes and perceptions. The informants consist of 6 readers of love novel, 3 informant for each gender to collect the data from their answer.

KEYWORDS: love novel, female, x factors, effect of love novel.

TABLE OF CONTENT

NO	TITLE	PAGE
1.	Chapter one: Introduction	
	1.1 Background of Study	1
	1.2 Problem Statement	2
	1.3 Research Question	3
	1.4 Research Objectives	3
	1.5 Scope of Study	4
	1.6 Limitation of Study	5
	1.7 Significant of Study	6
2.	Chapter two: Literature Review	
	2.1 Literature Review	7
	2.2 Theory Related	11
	2.3 Research Framework	12
3.	Chapter three: Methodology	
	3.1 Qualitative Method	13
	3.2 Subject	14
	3.3 Population and Sample	14
	3.4 Sampling Technique	15
	3.5 Research Instrument	15
	3.6 Pilot Test	16
	3.7 Data Collection	17
4.	Chapter four: Research Findings	
	4.1 Research Question 1	18
	4.2 Research Question 2	20
	4.3 Research Question 3	22
	4.4 Discussion	25

5.	Chapter five: Conclusion and Recommendations	
	5.1 Implication of Study	28
	5.2 Future Recommendations	29
	5.3 Conclusion	30
6.	Appendices	31
7.	References	41