The Development of Wattpad Digital Fiction Story Ideas in Response to Readers' Feedback

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Abstract—Digital literature is literature in electronic/digital media. Such literature offers a forum for intensive communication, in which readers may provide suggestions, ideas, opinions, and comments. This feedback can provide new insights for a digital fiction storyline. This is what is called as a collaborative idea. The information transfer process on Wattpad uses the circular model of communication created by Osgood and Schramm during 1954. This research is conducted using the phenomenological method. The data is taken from a popular novel entitled *The Devil's Own*. The data is grouped using the theory of readers' comments patterns on digital literature. The results of this study show that the transfer of information on the Wattpad digital platform can be in the form of ideas, criticism, opinions, suggestions, and information, each of which represents a two-way form of interaction between the readers and the writer. This interaction continues until the work is complete. In the collaborative idea phase, the digital literary work is enriched through the process of combining the writer's and the readers' ideas. The combined ideas may contribute to further development of the story.

Index Terms—digital literature, Wattpad, readers' feedback, Osgood-Schramm theory, collaborative idea

I. INTRODUCTION

Technological development in the 4.0 era is important as it requires people to think fast and move forward (Cinthya & Wati, 2020; Mulatsih, 2020). With the advancements in internet technology, communication has become even more sophisticated (Farabi, 2020) because communication now connects people over a wide area thus shortening the distance between humans As a result, people can develop their reading and writing skills more, especially in literary works, through the implementation of large-scale collaboration activities utilising the many people who are connected to the internet (Asutay, 2017; Doney et al., 2014; Marpaung, 2019; Steensen, 2018). The factors of technological advancements, information, platform characteristics, experience, content, and participant roles (Vonderwell & Zachariah, 2005) have allowed the growth of digital social media to foster the progression of many new writers (Johnson, 2018).

At this point, digital literacy skills are required; that is, the ability to understand and use information derived from various internet media sources and presented in various forms. There are four main digital literacy competencies needed, among those are searching the internet, navigating hypertext, gathering knowledge, and evaluating information content (Gilster, 1997).

From the socio-cultural paradigm, communication in online forum discussions is one example of a flexible, innovative, and reflective digital literacy activity (Adiningtyas, 2020; Curwood et al., 2019; Zhang et al., 2021). This activity requires a high multi-literacy level in technology that continuously grows, and this has not yet been fundamentally integrated into the basic literacy skills taught in schools (Skains, 2019). Therefore, digital literacy not only requires writers to be able to write as creatively as possible, but also focuses its attention on the readers and their experiences. This is a holistic multi-literacy approach in writing digital literary work (Skains, 2019). Digital literature is an electronic literature that is widely used by others because it is practical and can be used anytime and anywhere, as long as the user is connected to the internet (Farabi, 2020; Fitriani, 2007; Sari et al., 2020).

In traditional cultures, literature is predominantly by oral, while in modern cultures, literature is dominated by written forms. Meanwhile, in postmodern cultures, electronic/digital literature predominates (Yusanta & Wati, 2020). The threshold for the transition between each culture type can be seen in the deformation of literary genres. The documentation and writing of oral literature are in line with the transition from a traditional to a modern culture. Recording, cinematisation, and digitization of both oral and written literature typify the transition to a postmodern culture (Yusanta & Wati, 2020; Yusuf, 2012), where people try to promote literary works to newer audience by inserting the digital as an element of change (Beaufils, 2020).

Wattpad is one solution for this problem. This digital literary application was launched in 2006 with the aim of publishing new stories written by its communities (Coelho et al., 2019). The function of this platform is to create a social community for writers (both amateur and professional) and readers (Benzaquen-Gautier, 2018; Kardiansyah, 2019; Noorfitriana, 2016; Sitepu, 2020). This platform is the first digital fiction platform in the world. Currently, the readers and writers of digital literary works still rely heavily on the Wattpad platform to express and explore their creativity (Sitepu, 2020). This can be seen in the fact that this platform has more than 90 million users worldwide and serves as a place for readers to directly interact with writers and to share their opinions in the comments sections (Putri, 2019).

Wattpad is an e-book community that can be used by readers and writers to read various genres, both fiction and non-fiction, as well as to provide comments and assessments (Mawardi, 2018). The platform functions as a place to write and read various articles such as blogs (Adiningtyas, 2020). Wattpad members can follow one another, and the platform can be accessed on computers, mobile phones, and tablets, so that it facilitates active participation by its members. This enables writers and readers to develop their creative writing skills (Jusmaya, 2019).

Currently, Wattpad has established some collaborations with publishers to support their community's writers gaining reputation and more appreciation for their works (Adiningtyas, 2020; Kardiansyah, 2019; Regimbal-Kung, 2018). A new company, Wattpad Studios, has established to connect popular writers with the publishing and film industries. These publishing companies try to exploit or control the digital fiction community in order to accommodate the readers and the writers of digital fiction (Gjefsen, 2020). Some traditional publishing houses such as Random House and HarperCollins have approached certain popular Wattpad writers to negotiate publishing contracts, making the website serve as a stepping-stone into the publishing industry.

By renewing the structure of the writer-agent-publisher model, writers will build a community for their writing by developing direct relationships with their readers (Gjefsen, 2020). This indicates that the relationship between writers and readers in digital literature is really close (Pianzola, 2021). Writers seem to have more freedom to communicate intensively, whether it is to offer suggestions, ideas, opinions, or comments or just to greet their (Gridushko, 2020; Pianzola et al., 2020).

Feedback can have a positive or negative impact (Lu, 2011; Timperley, 2007), depending on how the writer uses the feedback to develop and create a product (Keh, 1990). There is also a possibility that having a lot of feedback from readers will enrich the writer's imagination (Gielen et al., 2010; Zheng, 2012). This is what is called a collaborative idea in the development of a literary work (Mandal et al., 2018).

In Wattpad, there is shared knowledge development between readers and writers, through the collaboration of ideas. The results of this collaboration (Nor et al., 2010) show that writers who actively process and review posts in the online discussion forums always try to relate their own posts to what they have learned. This proves that both writers and readers work collaboratively to respond to the posts based on the topics presented in the discussion forums. Ultimately, analysis of writers' and readers' interactions reveals the various phases of knowledge development, which are a reflection of their cognitive thought process (Nor et al., 2010).

Digital literary criticism is a result of the process of transferring ideas to a literary work in the form of comments, reviews, opinions, and suggestions regarding the subject-matter of a literary work (Tamrin & Basri, 2020). As a learning process, the digital literature should – ideally – also include the dimensions of operational, cultural, and critical principles (Firmansyah, 2018).

Because the creation of digital fiction is a learning process, feedback from readers in the form of criticism, ideas, and opinions can automatically enrich and help writers develop their ideas (Sitepu, 2020). In a literary work, the readers' criticism is mostly concerned on textual forms. Those elements most criticised by readers usually concern characters and characterisations, plot, and language (Tamrin & Basri, 2020). By presenting an overview of a fictional story, readers are able to quickly decide whether a story interests them or not. This approach is done by classifying characters and story ideas. Thus, it is expected that it can provide an overview of the readers' criticism of the digital literature.

This process distinguishes between criticism of digital literature and criticism of printed literature. In the field of digital literature, anyone can freely write and publish their works on a digital platform (Cinthya & Wati, 2020). One can argue that digital literary works are created by the writers and the readers. Meanwhile, printed literary works are solely created by the writer. In the process of writing the draft of a digital literary work, a transfer of ideas occurs between readers and writers. In this process, there are a lot of ideas, opinions, or comments from readers that can provide new insights for digital fiction storylines.

The research on Wattpad's digital literature is still relatively limited, especially for digital literature in Indonesia. Moreover, no one has ever conducted research on the processing of information and ideas from readers to writers. Therefore, in psychoanalytic terms, we want to uncover how the two-way interaction process between the readers and the writer that takes place during the making of the digital Wattpad novel entitled *The Devil's Own* provides suggestions and enriches the writer's ideas in the development of the novel.

II. LITERATURE REVIEW

Nor et al. (2010) state that, in an online discussion forum, the participation rate of participants tends to be lower than expected. This leads to the discussion not being effective or efficient. There are several reasons for this, such as pressure

from friends and peers. The research also focuses on the relationship between high outcome expectations and low participant participation intentions. This limitation of this research is that it does not describe this new phenomenon occurring on the discussion forum platform.

Then, according to Mawardi (2018), Wattpad emerged as a service provider on the internet which enables their users to read and publish literary works in the form of short stories, novels, poems, or other literary works. Some popular writers on Wattpad want to publish their works with conventional publishing houses. By involving indie publishers, this cultural commodification on Wattpad is no longer impossible. This phenomenon will encourage more creative competition between literary practitioners in this postmodern era.

Additionally, the research also explains that not all members of the online writing community ask for feedback and responses to their writing. Some members of these communities join only to give feedback to inexperienced writers, or to writers who are in the initial stages of developing their writing (Mawardi, 2018).

Watling and Lingard (2019) conducted research about feedback to readers. According to their research, there are three ways to improve the quality of the writing in online discussion forums, namely: the energy given to readers, the clarity of the writing, and a feedback request to readers.

Rebora and Pianzola (2018) conducted research related to social reading focused on Wattpad. After the subjects finished their social reading, the effect of their comments was observed. This research discussed the identification of methodologies that combine reader response theory, computational text analysis, theoretical and practical problems in Wattpad studies, cognitive literary studies, and the definition of digital mixed methods for recognising linguistic and textual signs that trigger certain effects. The data is taken from the genre of teen fiction and classic novels. For the data collection method, the research uses Syuzhet sentiment analysis software. The result of the research shows a substantial difference between the resulting effects and the intrinsic emotional chemistry within the texts. However, this study does not provide any further explanation on how the transfer of ideas from the readers to the writers occurs in the comments section (Rebora & Pianzola, 2018).

Furthermore, Pianzola et al. (2020) also conducted another research project into young readers' comments on the Wattpad platform. They analysed genres, characterisations, and comments in thirteen languages. The research is conducted using a mixed method. This research shows that a global reading culture is increasing among the younger generation. This younger generation prefers to read teen fiction and classic stories. Unfortunately, this study does not discuss the transfer of information to readers.

III. INFORMATION TRANSFER THEORY

Information is a structured set of data or raw materials communicated through spoken languages, newspapers, or videos that requires further processing (Ati et al., 2014). Information is divided into three types, namely information as knowledge (information as knowledge-fact), information as an object (information as a thing – object, data, document), and information as a process (information as a process – the act of informing; Buckland, 1991).

Meanwhile, an idea transfer is a communication activity, in which participants are actively involved in the process of decoding information, visual symbolic forms or motivations in native language, and then converting the information either from linguistic forms to diagrammatic forms or vice versa (Littlewood, 1981; Nation, 1988; Palmer, 1981). Thus, the transfer activity becomes the most enjoyable method in managing the thoughts of its participants (Syam & Sangkala, 2014).

One of the idea transfer models most widely used to describe the communication process is the circular model of communication developed by Osgood and Schramm (1954). These two figures focused their attention on the role of source (encoding) and receiver (decoding) as the main participants of any communication. This model describes communication as a dynamic process, where messages are transmitted through encoding and decoding processes. Encoding is the arrangement of the message (sender), and decoding is the understanding of the message (receiver). Meanwhile, coding is the message or information sent or received (Richa, 2020).

The Osgood-Schramm model provides a complete explanation of the basics of communication. This model offers a classic general explanation of communication characteristics. According to Schramm, in order to understand how communication works, it is important in the communication process between two people to note the exchange of information, ideas, or attitudes. There are at least three elements involved in this exchange process: 1) source or communicator, 2) receiver or recipient, and 3) message or content (Richa, 2020).

This process may happen within ourselves (intrapersonal communication) or between two people (interpersonal communication). Each person acts as a sender and a receiver; therefore, they interpret the message. This process takes place simultaneously, i.e., encoding, interpretation, and decoding.

The process of idea transfer is focused on the information generated through words and ideas from certain texts as part of human's long-term memory, which is fast, passive, and has low-processing costs (McKoon & Ratcliff, 1998). The memory structure can be divided into three systems, namely: (a) the sensory memory system (sensory memory), (b) the short-term memory (STM) system, and (c) the long-term memory (LTM) system. This memory system is known as the Atkinson and Shiffrin paradigm model, later redefined by Tulving and Madigan (Solso, 1995).

The idea transfer process, according to Atkinson and Shiffrin, includes:

1. Sensory memory records information or stimuli that enter through one or a combination of the five senses: visual through the eyes, hearing through the ears, smell through the nose, taste through the tongue, and touch through the skin.
2. If the information or stimuli are not recorded, they will be immediately forgotten, but if they are recorded, the information is then transferred to the short-term memory system. The short-term memory system stores the information or stimuli for about 30 seconds, and only about seven chunks of the information can be stored and maintained in the short-term memory system at a time.
3. After being stored in the short-term memory system, the information can be transferred again by a repeated process to the long-term memory system for storage, or it may be lost/forgotten because it is replaced by additional new pieces of information (displacement; Solso, 1995).
4. Furthermore, after processing in the long-term memory system, the information can be retrieved through certain strategies, or the information is forgotten (failed or cannot be retrieved) due to deficiencies in the archiving system.

IV. RESEARCH METHOD

A. Method

This research is qualitative in nature. This method produces descriptive data in the form of written or spoken words from people and observed behaviours. The reason for implementing this approach is because this approach is based on the views and assumptions that human experience is obtained through interpretation. Objects, people, situations, and events have no meaning by themselves but through how they are interpreted. How people interpret the meaning of their experience, the process of interpretation is very important, and this may provide special and different meanings.

To achieve the goal of this research employs a phenomenological approach as its theoretical basis. Phenomenology seeks to reveal the meaning of one's experience. The meaning of something that someone experiences will depend on how the person related to that experience (Edgar & Sedgwick, 2008).

B. Data

In this study, the data is taken from one of the novels on Wattpad platform entitled *The Devil's Own*. This novel is written by Ur Dark Shadow, the nickname of the writer. The novel has received a lot of criticism, suggestions, opinions, and ideas from readers; it has also been read by approximately 365,000 viewers and has been published. This is the first novel by Ur Dark Shadow on the Wattpad platform and was at one time top-ranked on the site (August 13, 2020).
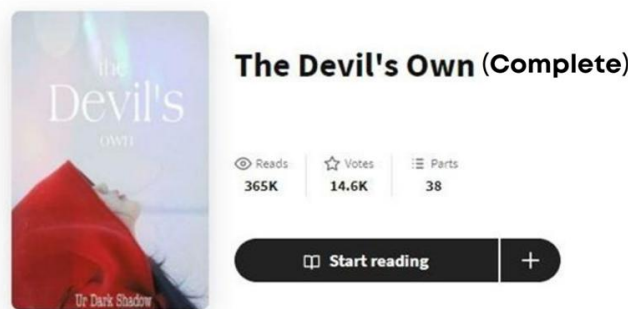

Figure 1. Novel *The Devil's Own*

V. RESEARCH PROCEDURES

The procedures of this study were conducted as follows:
1. Textural description. This is the experiences of the novelist concerning the literary criticism phenomenon that affects her writing. The writer's experience is the objective aspect. The data is factual, things that happen empirically.
2. Structural description. This description contains subjective aspects, including the opinions, judgments, feelings, hopes, and other subjective responses from the writer of the novel.

The data is obtained through a data reduction technique. This technique involves summarising, filtering, and focusing on the main things while discarding the trivia. This technique aims to provide a clear picture to help us to conduct further data collection. The research data to be reduced includes ideas, criticism, opinions, and suggestions from the readers who had contributed to the development of the literary work on Wattpad.

In the next stage, the data is analysed based on the transfer of ideas from the readers to the writer. Here, we use Osgood and Schramm's theory (Richa, 2020) and the pattern of readers' comments on digital literature (Reimer et al., 2017).

After the data is reduced and analysed, the next step is to present the data. Presentation of this data can be delivered in the form of brief descriptions, charts, relationships between categories, flowcharts, and so on. This is intended to make it easier to understand what is being presented in the data.

Finally, in the next stage, the research will draw conclusions and provide verification. The initial conclusion is still tentative and will change if no convincing evidence is found to support the next stage of data collection.

From the explanation above, we try to explain the data processing cycle used in this study. The picture below describes the components in the data analysis process (Interactive model).
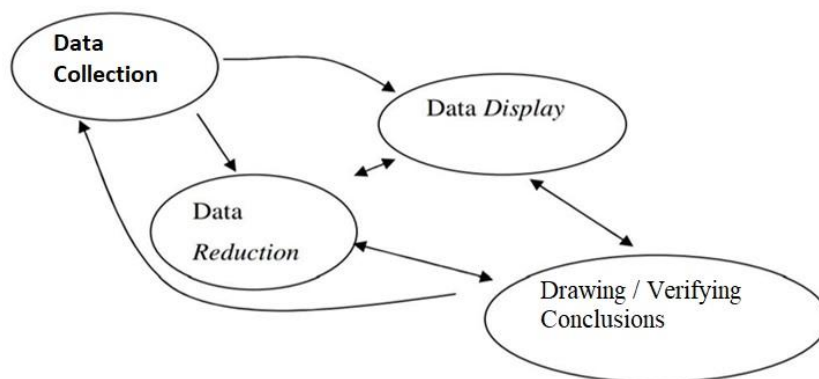
Figure 2. Interactive Model

VI. DISCUSSION

Figure 3 shows the Osgood and Schramm model (the circular model of communication), which is used to determine the transfer of ideas on a digital fiction platform.
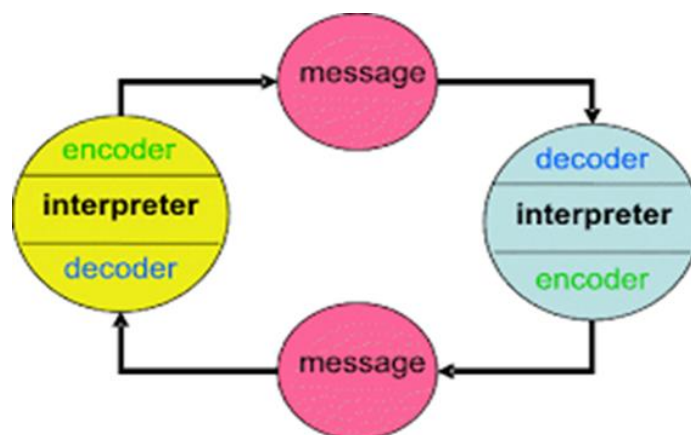
Figure 3. The Osgood-Schramm Model

Based on Figure 3 above, it can be seen that the process of transferring ideas from readers to the writer and vice versa can be divided into two sides, the readers', and the writer's sides, and it takes place in a rotating cycle. For this reason, a discussion of the transfer of ideas is carried out from the writer's and the readers' perspectives. In addition, an analysis of the results of the two-sided interactions is also carried out.

A. Transfer of Ideas From the Writer's Side

On the writer's side, there are five stages of ideas transfer, namely: message, encoder, decoder, interpreter, and message. At this stage, the analysis begins when the writer publishes her work, and the analysis is carried out as follows:

(a). Encoder (the Writer)

At this stage, the encoder (the writer) writes her ideas in the story in the form of a digital fiction work. In this study, we analyse a novel entitled *The Devil's Own*. This novel is written by Ur Dark Shadow, a teenage Indonesian girl who likes to read books and listen to Korean music. This information can be found in her Wattpad account profile.
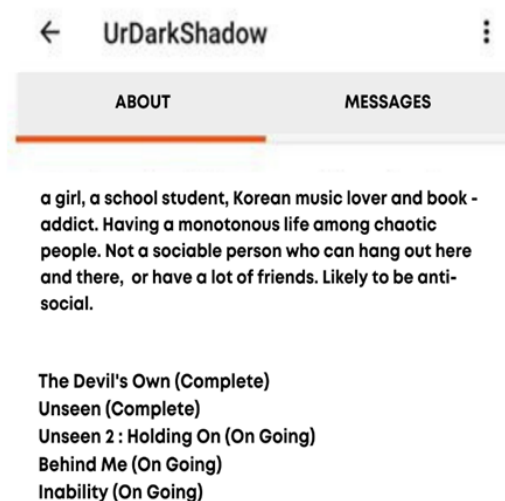
Figure 4. Ur Dark Shadow's Wattpad Account Profile

Based on her novels' titles, it is obvious that all Ur Dark Shadow novels (*Inability*, *Unseen*, *Unseen 2*, *Math with love*, *Behind Me*, and *The Devil's Own*) are from the teen-lit genre. The ideas for the stories come from her memory and are written through a combination of her five senses: eyes, ears, touch of the skin, and the movements of fingers and hands. She then converts everything into a novel manuscript on the Wattpad platform.

After the writer transforms her ideas into a piece of digital literary work, the writer (encoder) publishes this. On Wattpad, every writer has the freedom to choose whether to publish all the chapters directly or to split their work submission into chapters.

(b). Message (the Digital Fiction)

The writer as an encoder (sender) presents the novel story ideas as shown in Figure 4 and leaves a message in the form of notes, so that it can provoke the readers to give a response to the chapter of her writing on the Wattpad platform. So, before the readers start to read, the writer reminds them all to provide responses in the form of critical opinions, suggestions, and story ideas for the novel they are reading.
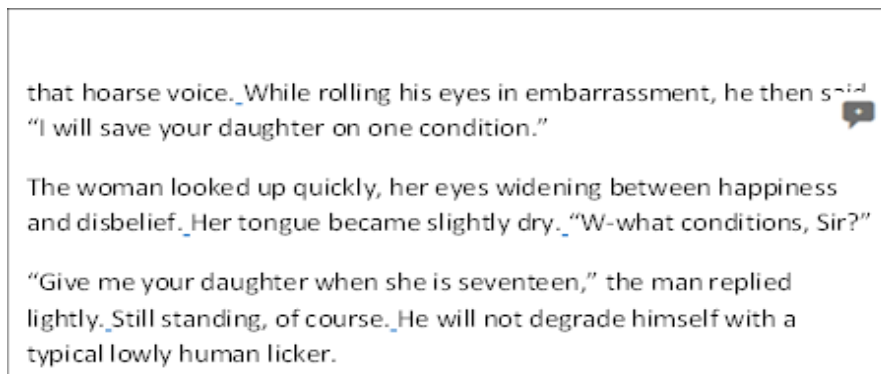

Figure 5. A message From the Writer in Chapter 1

Figure 6. The Writer's Encoder in the Novel's Prologue

From the data shown in Figure 6, it can be seen that the writer provides an inducement as a method to encourage observations to identify problems in her writing. It is expected that the observations will represent a source of information about everything needed by the writer.

The writer of this novel uses a communication technique to prompt her readers to provide feedback because this technique has been done by other writers and has proven to be successful. This proves that in a social interaction, humans like to imitate one another. This is what is called imitation behaviour in social life (Chen et al., 1998). In fact, everyone has a tendency to imitate, match, and even exceed the actions of others. This imitation behaviour occurs because there is a figure who can be used as a role model to be imitated (Tarde, 1902).

This is what happened to Ur Dark Shadow as the writer of "The Devil's Own. She tries to imitate the methods used by well-known writers on Wattpad Indonesia whose works have been published and even filmed, such as PoppiPertiwi (Galaxy), PutriLagiLagi (I'm Yours), EriscaFebriani (Dear Nathan), and Viveramia (Wedding Agreement). Those writers always maintain communication with their readers in the form of greetings, invitations, and feedback requests. The figure below is an example of inducement from one of the famous writers who became Ur Dark Shadow's inspiration in authoring her novel.
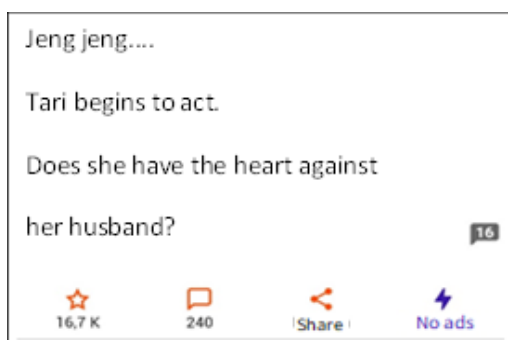

Figure 7. The Writer's Encoder on the Best-Selling Novel *Wedding Agreement* in Chapter 2

In Figure 7, Viveramia (author of *Wedding Agreement*) prompts readers by briefly describing the storyline that begins to climax. This bait is more specific and focuses on the storyline. Then, Viveramia solicits readers' responses about the storyline. This is also the same technique Ur Dark Shadow employs.
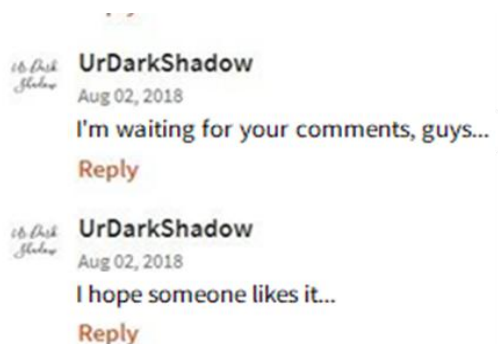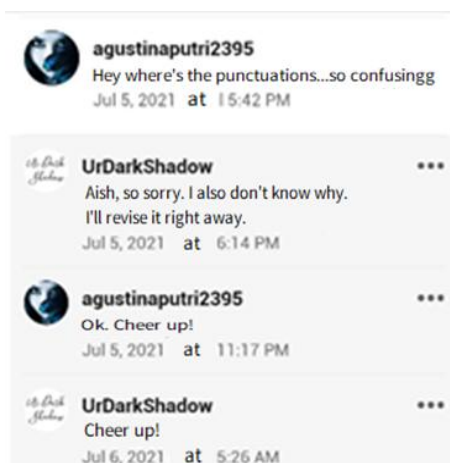

Figure 8. The Writer's Encoder in Chapter 7

Figure 9. Reader's Criticism in Chapter 7

Figure 9 shows that readers begin to give more specific feedback regarding the use of incorrect punctuation marks. Here, Ur Dark Shadow tries, as a writer, to imitate the ways of interacting with the readers which are usually used by Viveramia, the author of *Wedding Agreement*.

(c). Transfer of Ideas From Readers

Just like the writer, the readers also experience five stages of ideas transfer, namely: message, encoder, decoder, interpreter, and message. Here is the explanation of those five stages:

1. Decoder (the Readers)

The target of the message (the fictional work/the writer's note) is the decoder (the readers). The short-term memory system stores information or stimuli for about 30 seconds, and only about seven chunks of information can be stored and maintained in the short-term memory system at a time.

If the information from the writer is noticed by her readers, then the information is transferred to the brain through the sense of sight, the sense of touch, and through hands and fingers. Then, the message is interpreted by the readers as a decoder.

2. Interpretation (the Readers' POV)

After the message (the fictional work) is in the decoder's (the readers') short-term memory system, the message is interpreted, so that the decoder (the readers) can provide insights for the digital fictional work they are reading. At this interpretation stage, there are three actions that the readers perform as the decoder, namely: 1) reading the digital fiction, 2) reading the message from the writer, and 3) understanding the compatibility of the ideas and the story.

3. Encoder (the Readers)

At this stage, the readers change their role to that of the encoder. The ideas of the story and messages, in the form of criticism and comments, emerge through one of the five senses, the sense of sight (the eyes), and they are written using the senses of touch or skin. Furthermore, the readers – as the encoder – will write information in the form of suggestions, comments, criticism, and opinions into the comment's column on the Wattpad platform.

During this phase, according to Atkinson and Shiffrin, the process of ideas transfer occurs as shown in Figure 10 below:
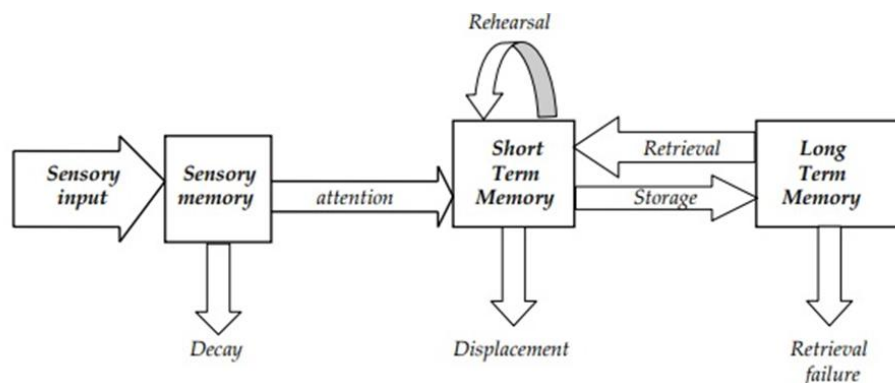
Figure 10. Idea Transfer Diagram According to Atkinson and Shiffrin

Depending on their background and memory, each reader will provide different interpretations; these interpretations are mostly based on the individual experiences of the readers.

4. Message (the Readers' Feedback)

After the cycle of transferring ideas from the writer to the readers is complete, the cycle repeats but this time from the readers (encoder) to the writer (decoder). The readers play a role in providing feedback in the form of ideas, opinions, and criticism through the Wattpad platform. Examples of ideas, opinions, and criticism from readers can be seen in Figure 11 and Figures 12 and 13 below:

xzykeke
Jun 21

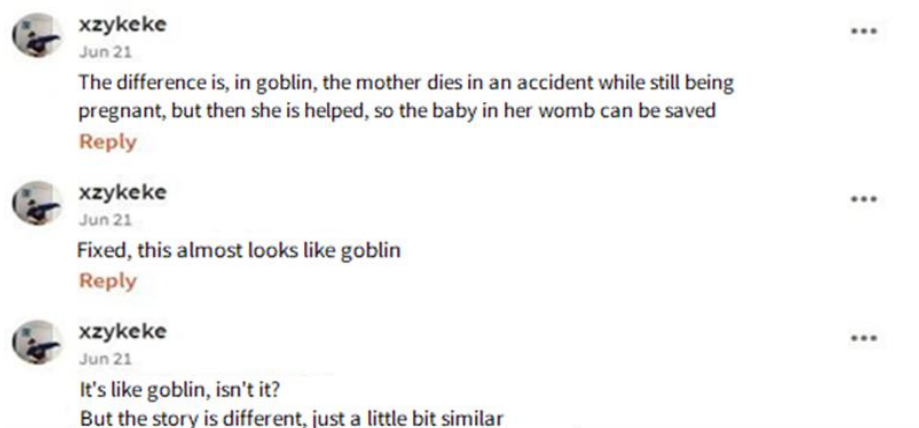The difference is, in goblin, the mother dies in an accident while still being pregnant, but then she is helped, so the baby in her womb can be saved

Reply

xzykeke
Jun 21

Fixed, this almost looks like goblin

Reply

xzykeke
Jun 21

It's like goblin, isn't it?
But the story is different, just a little bit similar

Figure 11. The Readers' Criticism of Chapter 3

QueenOfBaperan
Oct 03, 2020

Em, the story almost looks like goblin, doesn't it? good job, Sister
5 Replies

Yasmin1025
Aug 17, 2020

I seem to recall one of the old fairy tales 😆😆
2 Replies

UrDarkShadow
Aug 17, 2020

Just what's that?

Reply

Yasmin1025
Aug 17, 2020

@AnnisaSabila591 Timun Emas😆

Reply

Figure 12. The Readers' Opinions in the Novels' Prologue

NinaIsmuntoha
Mar 18

The good devil.. 😆

Reply

Figure 13. The Readers' Opinions of Chapter 6

Figure 13 is a commentary for the prologue in the writer's work shown in Figure 5, where there is a story about a baby girl being saved by the main character. Still in the same story, Figure 13 shows that the response varies from each reader. Based on the memory of the two readers (QueenofBaperan and xzykeke), it appears that the storyline is like a television show entitled Goblin (Guardian: The Lonely and Great God), a Korean drama film that was popular in 2016. This is very reasonable because the readers of this novel are a generation of readers who are also fond of Korean dramas. So, based on the readers' memory – as explained in the previous chapter – the story of the novel is similar to or inspired by Goblin.

From the psychoanalytic point of view, it is known that the process of transferring ideas from readers is strongly influenced by the background of the readers themselves. The richer the readers' memory, the more information there is that can be received. This agrees with (McKoon & Ratcliff, 1998) who state that the memory of the readers will affect sentence processing.

Goblin is a Korean drama that talks about a curse. In the days of the Goryeo Dynasty, Kim Shin is a general undefeated in war. But the young king, Kim Min-Jae is jealous of Kim Shin's prowess, and he kills him. Kim Shin then becomes a *dokkaebi* or goblin who becomes immortal. At first, he is grateful for the gift, but soon he realises that it is actually a curse.

In the present day, Kim Shin has been waiting for a human bride for 900 years. This bride is said to have the ability to end his eternal life. One day, Kim Shin saves a pregnant woman who is destined to die. Meanwhile, the Grim Reaper

cannot find the pregnant woman. The woman eventually gives birth to a daughter named Ji Eun-Tak. After the daughter grows up and attends high school; she often sees ghosts and hears them whispering 'dokkaebi's bride.' Then one day, Kim Shin tells her that she is in fact the bride he has been waiting for.

The novel *The Devils' Own* makes two readers, namely xzykeke and QueenOfBaperan, recall the storyline of *Goblin*. The long-term memory about the story of a baby who is saved by the main character reminds them of the information that has been permanently stored in the hippocampus. The information is then transmitted to the cerebral cortex for language and perception. This is what is called as the theory of memory retrieval (Ratcliff, 1978). After that, the information is stored in the cerebral cortex with an index system and semantic codes (Hecht et al., 2001).

In memory retrieval, there are three processes, namely: recall, recognition, and re-learning. Recall is the process of remembering information that has been learned in the past without any clues that are presented to the organism. Recognition is the clue that the organism is exposed to; whereas re-learning is the process that involves re-learning information that has been learned in the past. If the time taken to re-learn is not as long as the time required when we first learned the information, it means that we still have a good memory of the information (Bannard & Matthews, 2008; Ratcliff, 1978).

As readers of the novel, xzykeke and QueenOfBaperan store their long-term memory in the cerebral cortex so that the memory reminds them of *Goblin* through the recall process. This is because they can remember the information they store without any clues. In such a process, cultural background factors are also very influential (Holton et al., 2000; Chen et al., 2000). By taking a close look at their account profiles, these two readers are most likely people who are fond of Korean culture. So, when they read *The Devils' Own*, the first thing they automatically remember is the Korean drama.

However, another reader, Yasmin1025, argues that the story of *The Devils' Own* is actually similar to the story of *Timun Mas*, an extremely popular childhood fairy tale in Indonesia. This fairy tale narrates the story of a widow named Mbok Rondo. One day, while she is working at her garden, a green-skinned giant named Butho Ijo comes to give her cucumber seeds. The green-skinned giant says that he will ask for payment one day. Mbok Rondo plants the cucumber seeds and they bear fruit. When she harvests the fruit, inside one of the fruits, she finds a baby girl. Mbok Rondo is incredibly grateful and gives the baby girl the name Timun Mas.

When Timun Mas is 17 years old, the green-skinned giant comes again asking for Timun Mas. Mbok Rondo tries her best to keep Timun Mas from being taken by the giant, but the giant asks for the payment he previously mentioned. Timun Mas agrees to go with the giant. Mbok Rondo tells her to run away and take cucumber seeds, needles, salt, and shrimp paste along with her. When the green-skinned giant approaches for the first time, Timun Mas throws the cucumber seeds. Then, the seeds turn into a field full of cucumbers. The green-skinned giant eats the cucumbers. After that, Timun Mas throws the needles. From the needles emerge a bamboo forest that blocks the giant.

Still being chased by the green-skinned giant, Timun Mas throws the salt. Suddenly, a vast sea appears out of the thrown salt. Unfortunately, the green-skinned giant can swim and continues to chase her. Finally, Timun Mas throws the shrimp paste and it transforms into the vast land of mud. Tired and injured, the green-skinned giant drowns. Timun Mas survives and returns to Mbok Rondo.

Just like xzykeke and QueenOfBaperan, Yasmin1025 also stores her long-term memory in the cerebral cortex which reminds her of the *Timun Mas* story through the process of recall. The difference between the two recall processes lies in the culture. By having a close look on her account profile, it is obvious that Yasmin1025 is most likely an Indonesian knowledgeable of local culture; therefore, the first memory she remembers after reading the novel is the one related to Indonesian folklore.

(d). Story Development Due to the Ideas Transfer

The transfer of ideas between the writer and the readers that takes place several times enables the development of the story of the digital fiction. In general, the process can be summarised as follows:

1. Decoder (the Writer)

After the writer as a decoder captures the readers' feedback through the sense of sight and the sense of touch, the message is stored in her short-term memory.

2. Interpretation (the Writer's POV)

After the information in the form of criticism, opinions, and ideas is in the writer's memory system, the writer as a decoder tries to understand, select (filter), and classify the messages from the readers (encoder). At this stage, the writer also looks at the number and the priority of the feedback to determine whether the readers' opinions are worth considering to be used as a new idea in the story development.

Al walks along the house corridor. A bit in rush, he puts one of his hands inside his pocket. While the other carries a medium-sized box, wrapped in red with white ribbon. It looks gorgeous.

The devil who is well known as the Prince Lucifer is going to meet Clara. Although he actually knows that the girl who is now seventeen years old is fast asleep not too long after Al comes out of his room. Tonight Al wants to make Clara feel happy. Although on the other hand he also knows that Clara will not want to see him. In fact he never cares.

Figure 14. The Writer's Writing Before Being Criticised by the Readers

Ninalsmuntoha
Mar 18
The good devil.. 😄
Reply

Figure 15. A Criticism From a Reader in Chapter 5

Table 1 shows several classifications of feedback from the readers to the writer. The same comment will get more attention from the writer.

TABLE 1
THE WRITER'S INTERPRETATION OF THE READERS' FEEDBACK

No	Criticism	Opinions/Suggestions	Information
1	**Siscanessa** Apr 16 Since when there is such a gentle devil	**Xzykeke** Jun 21 The difference is, in goblin, the mother dies in an accident while still being pregnant, but then she is helped, so the baby in her womb can be saved	**agustinaputri2395**, Jul 05 Hey where's the punctuations… so confusing.
2	**Aviw_Doramon** Nov 05, 2020 Is there any such a gentle devil in the history?	**Xzykeke** Jun 21 It's like goblin, isn't it? But the story is different, just similar a little bit	**Dobelte,** May 26, 2019 So many typos in the last sentences
3	**Catcitcot,** May 19, 2020 Oh, man, you really are cruel as a devil	**jstPilla,** Dec 11, 2019 I think the plot is almost like goblin with some additional plots from timun mas whwh	
4	**QueenOfBaperan**,Oct 03, 2020 Em, the story almost looks like goblin, doesn't it?		
5	**Catcitcot**, May 18, 2020 A little bit similar to goblin, yes?		
6	**galaxy_meyou** Jun 13, 2020 It reminds me of goblin oppa 😵		
7	**syahrezha27** Jan 01, 2020 This one is inspired by goblins, yes, it's obvious when you start reading 😆		
8	**Xzykeke,** Jun 21 How come it's just like a Korean drama huh		
9	**Yasmin1025,**Aug 17, 2020 I seem to recall one of the old fairy tales 😂😂		

3. Encoder (the Writer)

By utilizing the short-term memory, and with the help of the senses of sight and touch, new ideas for the story are ready to be rewritten by the writer as an encoder. The development in the story may happen because, even though the writer has the main outline of the story, the writer will pay attention to the readers' comments. During this phase, changes to the text may made by the writer.

4. Message (the Digital Fiction)

In digital fiction, there are changes in character and the compatibility between the readers' feedback and the new writing in the next chapters. In this stage, collaborative idea phase happens during the two-way interactions between the writer and the readers. Figure 15 shows the differences in the character of the main character; the writer makes a slight

change to Al (the main character), who is originally a gentle devil (in Chapter 6), to become a bit rough (in Chapter 7). This happens after the writer receives criticism from the readers. This character change is greatly influenced by the readers' criticism, because in the digital fiction world, the ranking of works with the same genre is determined by the number of readers, and their comments and support. By accommodating the readers' wishes and making the readers enjoy the digital fiction, there will be positive interactions between the writer and the readers, and this will increase the ranking of that novel.

> She remains silent. Clara turns her face away. Again ignoring Al, she tries to pass the man. Before suddenly her fragile hand is grabbed by Al. A second later Clara's memory flashes back at the events of that cursed night. The spooky night drenched with blood. Clara's eyes are bulging. She turns around immediately and slaps him roughly, make the grip come off.
>
> Clara glares at Al. She doesn't want to be touched by such a cold-blooded man. "Don't ever touch my hand." Her words imply a warning. Clara blatantly shows her hatred. At least Al should be aware of his own situation.

Figure 16. The Writer's Writing After Being Criticised by the Readers
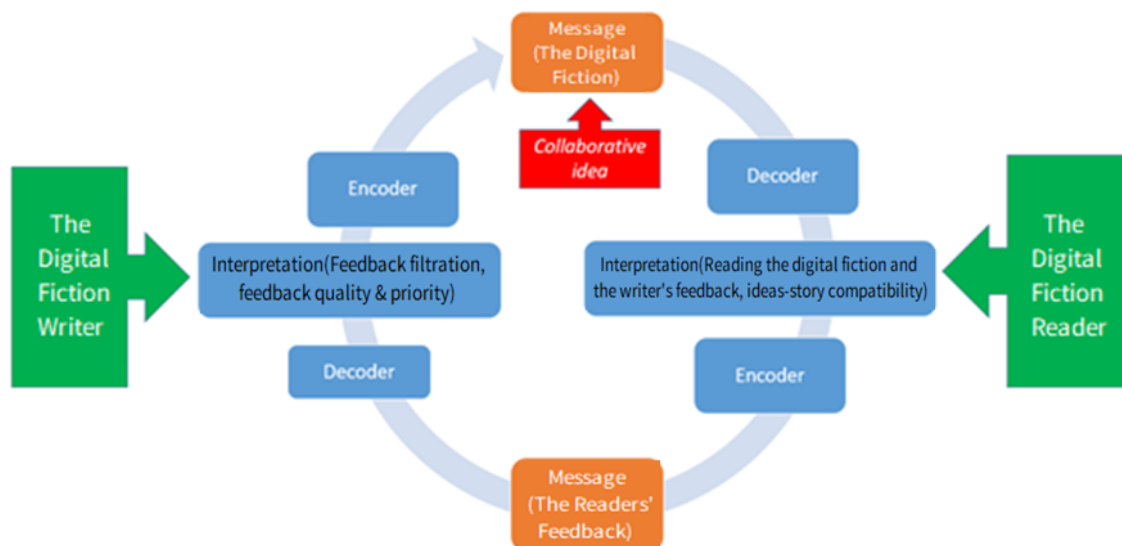
VII. RESULTS AND CONCLUSIONS

Figure 17. The Circulation Model of the Communication on Wattpad Digital Fiction

This study reveals that a new phenomenon is found on digital fiction platforms such as Wattpad. The new phenomenon is in the form of a two-way interaction between the readers and the writer at the phase of authoring the novel draft, which is carried out in stages. This two-way interaction causes the transfer of ideas to happen naturally and not by design. This transfer of ideas can be in the form of ideas, criticism, opinions, and suggestions between the readers and the writer, which continues gradually until the writing of the novel draft is complete.

With the readers' feedback, the writer can improve the quality of her writing. This feedback is in the form of virtual conversations between the readers and the writer. In this way, the writer becomes close to her readers, because she often greets, invites, and prompts the readers to ask for feedback. The feedback request must be focused and specific. Consequently, the readers become actively engaged in providing suggestions, comments, and ideas about the story.

At the stage of ideas transfer, the collaborative idea phase occurs (Figure 17), which is the process of combining the writer's and the readers' ideas to develop a digital literary work. This process enriches the digital literary work with more ideas and sets possible guidelines for the further development of the story.

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