

The Reception of Selected Female Readers Toward Romance Story in The Wattpad

Basri¹, Andi Febriana Tamrin², Yulia Afriyanti A³

[basri@unifa.ac.id¹, andifebriana90@unifa.ac.id², yulia.afriyanti@gmail.com³]

English Literature Department, English Literature Department², English Literature Department³
Fajar University

ABSTRACT

Along with the development of information technology, romance stories become literary variables including cyber literature in book applications such as Wattpad. This research used theory of reception literature. The purpose of this research was to describe the reception of selected female readers toward romance story in the Wattpad and the impact of a female reader's life after reading a romance story in the Wattpad.

This research is a qualitative descriptive methods. While, the instrument of this research are questionnaire and note taking to support the data collection. The source of the data of this research is selected female readers in Makassar whose age from eighteen to thirty were the respondents of this research.

The result shows that the reception of female readers has been influenced by romance story brings the readers to a specific emotional attitude. Thus, it forms the horizon of expectation of the readers caused by the reader's knowledge of the genre of romance can change the mindset, contradictions between literary languages and non-literary, norms of knowledge that emerge from texts read by readers to get a value, and the contradiction between fiction and reality.

Keywords: Romance stories, cyber literature, readers' reception, literary reception, the horizon of expectation of the readers

INTRODUCTION

Literature is the result of the human mind that has aesthetic value and reflects the social life of the community. It has two forms, namely fiction and non-fiction. Forms of literary fiction such as prose, poetry and drama. Meanwhile, nonfiction literary works such as biography, autobiography, essays and literary criticism. Along with the development of information technology, new genres emerged in the literary world called cyber literature, which made it easier for someone to produce literature and publish it to the public. The phenomenon of cyber literature makes it easy for writers to publish their work and for readers to read without buying the book in the bookstore because cyber literature makes it easy for users without having to buy and even carry books everywhere.

There are many terms used for cyber literature, (Rahman, 2017) said that the term of cyber literature known since the coming of the internet which brings convenience, changing habit and world view. This development of information technology, social networking features facilitate virtual world literature through Wattpad, FanFiction, feature notes on Facebook, and etc. The internet seems to provide an essential climate of freedom, without censorship. Everyone can publish their work and appreciate it from various parts of the world.

Wattpad is one site that facilitates users to write and read. Where writing and reading in question is writing stories made by users and also reading stories made by other users. Based on the official website, *www.wattpad.com*, wattpad is the largest community in the world for readers and authors. Wattpad also known as the place where all of authors gathering and publish their work freely to read by people who become the member of the site.

Recently, many publishing companies have published stories from Wattpad. Wattpad has many categories, namely; romance, science fiction, fantasy, humor, paranormal, mystery, horror, adventure, historical fiction, teenage fiction, and fanfiction. One of Wattpad's unique features is that the average writer on Wattpad is a teenager and most readers are women. Most female readers are more interested in reading story that are romantic. For this reason, the researcher will explain how the reception of selected female readers toward romance story in the Wattpad.

To analyze this research, researcher applied reception theory. It is a theory from Hans Robert Jauss. Reception theory is literary theory that emphasizes each interpretation in making meaning from a literary text. The existence of literary works because they were acknowledged by their readers. Doing literary acts can increase

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cultural knowledge. Reception theory is generally referred to audience reception in the analysis. This research is encouraged by reception theory to help the researcher explain the reception of selected female readers and the impact in their life.

Based on the elaboration above, the reception of selected female readers toward romance story in the Wattpad is a large part of this study, which is analyzed by applying the theory of reception by Jauss. This theory pays attention to the relationship between the text and the reader. Therefore, it is impossible to get the description of the reader without analyzing the process of reading the text which allows it to read the text in a certain way. Therefore, in this theory, the reader plays an important role in the text.

JAUSS' RECEPTION THEORY

Reception theory was introduced by Hans Robert Jauss emerging in Germany between the 1960s and 1980s, focused on the interaction between text and reading society rather than the writer. It relates to the collective social effects of a work of art in a particular historical period, given the prevailing moral values and sociological cultural conditions. According to (Kronegger, Jauss, & Shaw, 1985) literary works are dynamic and reflect the aesthetic tastes of the reader and their historical, social and cultural context. The response to a literary work was modified in the process of reading and thus the whole complex of historical literature was reformulated. Jauss's approach to canon recognizes dialogical and reciprocal relationships between literary works, both classical and new, and its audience.

Reception theory defines literature as the process of how the reader and the text interact with each other, and it was a revolutionary way of looking at the history of literature and literary criticism. Reception theory, however, confines the role of the reader within this process, and the "power" of the reader does not function as the dominant in the act of reading the text. Reception theory introduces the necessity of the reader's involvement in the history of literature, and this drastic and "revolutionary" development was rather natural considering the influential writings on the theory of relativity by Albert Einstein (1879-1955).

The reception theory as a hermeneutical theory places the reader community in the center of an interactive relationship between the literary text and its audience. The reader is responsible for determining the meaning of the text, its value, and its acceptance or rejection. But the public judgment of literary texts can change due to historical and social changes in aesthetic taste. The two main concepts in Jauss's acceptance theory are: 'horizon of expectation' and 'aesthetic distance'. By "horizon of expectation" he means a reference system carried by a hypothetical individual to the text given. Therefore, readers always read a work in the horizon of expectation.

Literary works can be in accordance with their expectations or may exceed or even disappoint those expectations. In addition to, if the work destroys the horizons of the expectations of the reader, the 'aesthetic distance' is quite large, implying a high art work that contributes to the formation of a new horizon of expectation. However, sometimes readers cannot recognize new aspects of a literary work and therefore show a negative response to it or simply ignore it.

As stated by (Wilson & Miller, 1981) Jauss explains that the reception theory as a hermeneutical theory places the reader community in the center of an interactive relationship between the literary text and its audience. The reader is responsible for determining the meaning of the text, its value, and its acceptance or rejection. But the public judgment of literary texts can change due to historical and social changes in aesthetic taste. The two main concepts in Jauss's acceptance theory are: 'horizon of expectation' and 'aesthetic distance'. By "horizon of expectation" he means a reference system carried by a hypothetical individual to the text given. Therefore, readers always read a work in the horizon of expectation.

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According to Jauss in (Wilson & Miller, 1981) the expectation horizon of literary readers is influenced by several things, among others:

- a. The reader's knowledge of the literary genres. The reader's knowledge of literary genres is very important point in literary receptions. Every reader has an interest in genre in the literary works they read. It can sometimes change the mindset of the readers in responding.

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- b. The knowledge and understanding of the themes and forms of literature that they get through reading experience.
- c. The knowledge and understanding of the contradiction between literary language and non-literary language in general. Non-literary languages for example like the language they use in everyday.
- d. The knowledge norms that come out of the text read by the reader. Each literary work certainly has the value and norms of its own. From there, readers can get whatever value they get. Whether it's good or bad value.
- e. The knowledge and experience of the reader or all the texts that have been read before.
- f. The contradiction between fiction and reality. For example, the ability of the readers to understand new texts both from literary expectations and from knowledge of life.

Art / literature can change society because it has the power to change norms, values, and conditions of mind. In reading a literary work, the reader has the motivation to carry out these activities. In this thesis the researcher focuses on the emotional attitude of reader acceptance in reading romantic stories.

WOMEN AND ROMANCE STORY

In the article entitled *Women Read the Romance: The Interaction of Text and Context*, (Radway, 1983) stated that roman interpreters do not always agree on the specific ways in which the story strengthens the traditional expectations of women's relations, all agree that these stories perpetuate patriarchal attitudes and structures. They did it, said these critics to us, by continuing to maintain that a woman's journey towards happiness and fulfillment must always be carried out accompanied by a protective man. If the romance is referred to as evidence that proves evolution or perpetuation of cultural beliefs about the role of women and the institution of marriage, it is first necessary to know what women actually understand when they read a romance they like.

Some people might think that there are not advantages of reading romance novel. However, this is untrue. There are several advantages of reading romance as stated by (Iqbal, 2014) :

a. Roman novels usually take women as the main characters. So, the storyline taken illustrates the struggles of these women and their success stories. It cannot be denied that most romance novels are written by women and are intended for women. Certainly, this becomes very interesting because the genre of this novel will try to appreciate women's abilities in life and in the love stories they lead.

b. In a story, surely the character in the story made a mistake. This error can be a lesson taken by you as a reader. Well, besides that, the character must have encountered a problem. The way the character resolves the problem can also be a meaningful lesson. Basically, the most important lessons that can be taken from romance novels are lessons about communication, loyalty, and problem solving skills.

c. The novel that is written with great attention, so that it can provide lessons about love itself for everyone. In the end, romance novels can provide lessons for understanding others, communicating with them, and how to strengthen the relationships you have with others. Sometimes, romance novels also focus on friendship and family life.

In contrast to this statement, (Radway, 1983) believed that there are two disadvantages of reading romance novel. First of all, reading novel is making a woman too perfectionist. In most romantic novels, the character of the man is often described as a very perfect, loving and handsome figure. Romantic stories that are built too often make women drift and want their love story to run the same as what they often read in novels. They want a male figure like the one in the story that often does not match the reality. This can make women very selective or cause problems in relationships that are being knit with partners because women always compare their real partners to the perfect male figure in the romantic novel.

The second is make a woman not confident. Not only are male characters always perfect, loyal and romantic, but the female characters in romantic novels are also perfect. They are beautiful, kind, and almost always get affection from the male lead. For women born with low self-esteem and physical imperfections, reading romantic novels can be a weapon that makes them lose their confidence. They will get worse and pessimistic about getting a partner who loves them for who they are.

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CYBER LITERATURE

The term cyber literature, can be taken from the origin of its words. Cyber, in English does not stand alone, but is intertwined with other words such as cyberspace, Cybertechnology, and cybernetics. Cyberspace means the intertwined (computer) space that forms the culture among them. Cybertechnology means controlling the process using a computer. Cybernetics means referring to automatic control systems, both in computer systems (electronic) and neural networks. It can be argued that cyber literature is a literary activity that utilizes computer or Internet media (Rahman, 2017).

There are several advantages of cyberspace literature according to (Septriani, 2016), the first, in cyber literature, a work can spread to various parts of the world in just seconds and cyber literature is a cheap and easy publication. Costs incurred are also relatively affordable. The second, a writer who has a personal homepage can display her work whenever he wants, without waiting for editor's approval as experienced by print literature. Therefore, cyber literature is democratic and indirectly, cyber literature also plays a role in giving birth to new writers.

The third, the cyber media opens up a large space for alternative literary growth that "rebels" against a common aesthetic standpoint and is not merely a medium of duplication of the print literary tradition. Because cyber literature is a place for enthusiasm and freedom of creativity, even so far it has no right place in the media of printed literature, both in the newspaper rubric, newspaper literature, literary anthology because of time constraints, and space owned by print media. Fourth, besides providing an open space for aesthetic and thematic freedom, cyber media also opens various alternative literature presentations.

The fifth, the emergence of cyber literature also supports environmental preservation. Reading literature from print media means taking paper. The more paper is consumed, the more wood is cut from the forest and the more forests are cut down. Another case with the media used by cyberspace literature, namely computers, hard disks, flash disks, e-mail and so on. Everything is in electronic form so that it can reduce the use of paper drastically. The sixth, cyber literature is believed to be growing into a giant industry like the current print literature. Because, the cyber literature business benefits all parties involved, namely from writers, readers and funders (publishers) who all get comfort.

Cyber literature rise distributors of all forms of inspiration for novice authors who are a new milestone in the presence of the world free literature not familiar with space, time, language, and break down the partitions of the country, because with a few seconds of writing it can be recorded throughout the country. This means the media also has an important role in the existence of animating literary works. A cultural product, if not consumed by the audience or the public, then the literary work will evaporate without meaning. This may be referred to as a form of self-searching for novice writers to the public in terms of enjoying the served works, it is up to the public that will assess the extent of the quality of such a literary work.

Among the reasons of the authors fall into cyber literature are: first; they want to find a new model of creativity and want to leave the old traditions saturated. It will better represent the desire and power of fighting creativity, because it is still limited who is interested in that direction. The second are those who want to find popularity soon. The writer's name will be lifted and immediately known by the entire Cyber network. The last are those who just play the internet, and want to escape from the jail newspaper literature.

WATTPAD

Wattpad is one website that allows people to find stories from users that cover various genres. By using an internet network, it can be accessed but first by creating a free account to start writing or reading posts, short stories, novels, serials, articles, or poetry. It also provides the advantage that readers can provide votes and votes for each reading. Not only can it be accessed on smartphone, this application can also be accessed on a computer or tablet. One of the uniqueness is that the average writer is a teenager who mostly writes fan-fiction stories.

Wattpad makes it easy for users without having to carry heavy books. Through this application there can be an exchange of ideas about a reading between users. It also equipped with 'Copyright' so there is no need to fear that your work will be copied and pasted by others. There are many categories in Wattpad, namely; romance, science fiction, fantasy, humor, paranormal, mystery, horror, adventure, historical fiction, teenage fiction, fan fiction, poetry, short stories, general fiction, chik-lit, fight, vampires, werewolves, spiritual, non-fiction, and classic. Wattpad

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became popular because every year he gave awards to writers whose writings received the most votes or the ones most liked by readers. The award is called 'Watty Awards'.

Ivan Yuen is one of the founders of Wattpad who was an alumni of the Computer Engineering program in 2000 from the University of Waterloo. The establishment of Wattpad comes from personal needs, where he only has little choice to read. In 2006, he approached his co-worker, Allen Lau and found an idea for Wattpad. Previously, Allen had spelled out the same thing which eventually made Allen and Ivan realize Wattpad. The first few years, Allen and Ivan struggled to get users. Canadian author and literacy advocate Margaret Atwood, is a Wattpad contributor, saying that Wattpad is the perfect tool for young people in creative writing.

The red Wattpad workspace and orange furniture is the main thing. Ivan and Allen employ five to six Waterloo students each semester to provide experience. This contribution is one of the causes of the success of Co-Op (Cooperative Education) programs. Now it has 15 million users every month. Wattpad is the object of research in this study because of its popularity with the support of the internet that can facilitate every user in accessing the site.

METHODOLOGY

RESEARCH DESIGN

In this research, the researcher applied qualitative method as the research methodology to analyze data from the research. This research used descriptive method with reader reception as the theory. Descriptive research is focused to make description systematically and accurately based on facts about a certain object. The method of descriptive in this research is used to describe the data from the questionnaire and interviews.

SOURCE OF DATA

There are two sources of data in this research. The sources were questionnaires that given to 25 respondents and interviews of 5 selected female readers romance story. The ages of the respondents were from eighteen to thirty in Makassar.

The researcher chose 5 selected female readers from 25 respondents because the 5 answers from each respondent on the questionnaire were the best answers and they were fanatical romance story readers in the Wattpad. Every time they read a romance story, they always leave their criticisms and suggestions on the story or even buy a book published from a romance story in the Wattpad. So that researcher found the right information about their impact after reading the romance story in the Wattpad.

INSTRUMENT OF RESEARCH

There are several instruments in this research, the first is note taking, the second is questionnaire, and the last is interview that gave 7 of questions about the experience in reading a romance story in the Wattpad to be answered. The questionnaires gave to 25 female readers of romance story in Makassar and interviewed 5 selected female readers from 25 respondents who had complete an online questionnaire, from the age eighteen to thirty.

Questionnaires and Interviews are the instruments of this research were given to 25 respondents and 5 selected female readers. There are 7 questions in questionnaire that indicated the theory and the romance story in the Wattpad as an object of this research.

TECHNIQUE OF DATA ANALYSIS

This research was using qualitative descriptive because it described the perspective of people that being studied. The data were in the forms of questionnaires and interviews. The questionnaires in this research is a closed method questionnaire, where the possibility of answer choices is predetermined but the respondent is given another alternative answer

FINDINGS AND DISCUSSIONS

FINDING

THE RESULT OF QUESTIONNAIRE RECEPTION OF FEMALE READERS TOWARD ROMANCE STORY IN THE WATTPAD

Question number 1

What is your goal to read romance stories in the Wattpad ?

- As an Entertainment
- Related to Academic Assignments
- Fill The Free Time
- Another...

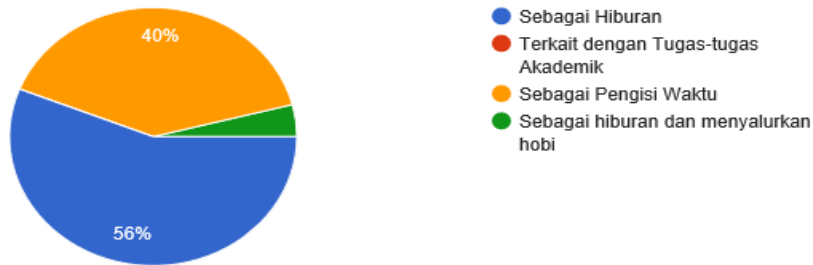


Figure 1: Presentation Diagram of Question No.1

According to the respondents answers from Figure 4.1, it is concluded that based on the women readers' answers to the question number one, there are 56% respondents who choose As an Entertainment, 40% respondents who choose Fill The Free Time, and 4% respondent who choose another option that is answered that the goal of reading romantic stories in the Wattpad is As an Entertainment and Reading Romance Stories in the Wattpad to Channeling Hobby.

Question number 2

What is the benefit do you get after reading romance stories in the Wattpad ?

- Change Behavior
- Understand the Complexity of Human Problems
- Adding Insight
- Satisfaction Arises
- Another...



Figure 2: Presentation Diagram of Question No.2

From Figure 4.2, it is concluded based on that women readers answers to the question number two, there are 12% respondents who choose Change Behavior, 40% respondents who choose Understand the Complexity of

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Human Problems, 24% who choose Adding Insight, 20% respondents who choose Satisfaction Arises, and 4% respondent who choose another option that is answered that the benefit of read romance stories in the Wattpad is Add Insight Even Though Not All Makes it Insight, Not All is Useful.

Question number 3

When you search a story, what is your consideration ?

- a. Romance
- b. Teenage Fiction
- c. Fantasy
- d. I Know the Author's Name
- e. Another...

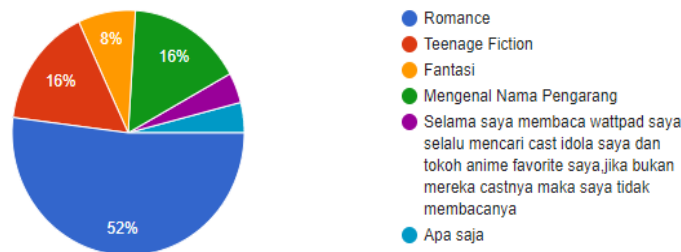


Figure 3: Presentation Diagram of Question No.3

Based on the Figure 4.3, there are 52% respondents who choose Romance, 16% respondents who choose Teenage Fiction, 8% respondents who choose Fantasy. Meanwhile, 16% respondents who choose I Know the Author's Name, and 8% respondents who choose another option that is consider their cast or idol and whatever as long as it entertained and could make the reader understand the complexity of human problems.

Question number 4

After read the story, how do you feel ?

- a. Emotion
- b. Empathy
- c. Happy
- d. Another...

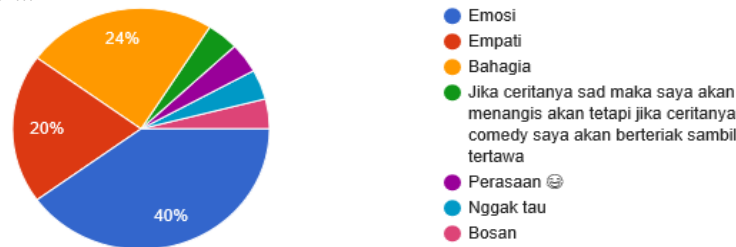


Figure 4: Presentation Diagram of Question No.4

Based on the Figure 4.4, 40% respondents who choose Emotions, 20% respondents who choose Empathy, 24% respondents who choose Happy. There are many different reasons in their answers. There are 16% respondents who choose another option, that is If the Story is Sad then she will Cry But if The Story Comedy She Will Scream while Laugh, Feeling, Don't Know, and Bored.

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Question number 5

How do you feel when you don't have chance to read a romance story in the Wattpad ?

- a. Lonely
- b. Feel Something is Lacking
- c. Mediocre
- d. Another...

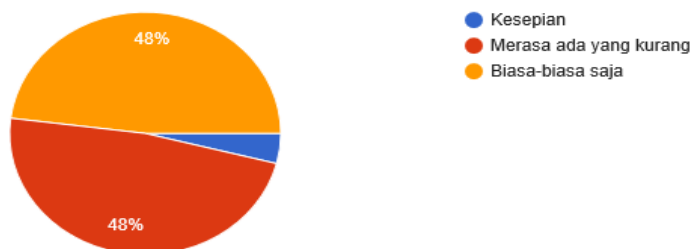


Figure 5: Presentation Diagram of Question No.5

Based on Figure 4.5, there are 4% respondent who choose Lonely, 48% respondents who choose Feeling Something is Lacking, and 48% respondents who choose Ordinary. This result shows that twenty four out of twenty five female readers Feeling Something is Lacking and Ordinary when they doesn't have time to read story in the Wattpad. Meanwhile, only one out of twenty five female readers in Makassar choose the Lonely option when she don't have the chance to read a romantic story in the Wattpad.

Question number 6

Explain the negative impact that you get after read romance stories in the Wattpad !

No.	Participant	Answer
1.	UR	Forgetting the time
2.	PS	High imaginations does not match reality
3.	N	High imaginations does not match reality
4.	F	High imaginations does not match reality
5.	RDU	Carried away by the situation
6.	NIW	Forgetting the time
7.	AS	Forgetting the time
8.	KE	Forgetting the time
9.	R	Reduce interest in reading books
10.	KRA	Contains adult content (element 18+)
11.	FA	Carried away by the situation

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12.	DL	High imaginations does not match reality
13.	AA	Carried away by the situation
14.	FRR	Contains adult content (element 18+)
15.	AFT	High imaginations does not match reality
16.	P	Nothing
17.	SN	High imaginations does not match reality
18.	A	Contains adult content (element 18+)
19.	SMA	Reduce interest in reading books
20.	I	High imaginations does not match reality
21.	IPS	High imaginations does not match reality
22.	FW	Forgetting the time
23.	SM	Forgetting the time and high imaginations does not match reality
24.	SRA	High imaginations does not match reality
25.	FDA	High imaginations does not match reality

Table 1 : Respondents' Answers to Question Number 6

Based on the Table 4.1, there are five of female readers answers Forgetting The Time, ten of female readers answers High Imaginations Does Not Match Reality, one of female readers answers Forgetting The Time And High Imaginations Does Not Match Reality, three of female readers answers Contains Adult Content (Element 18+), two of female readers answers Reduce Interest In Reading Books, one of female readers answers Nothing, and three of female readers answers Carried Away By The Situation.

Question Number 7

Explain your suggestion and criticism of romance stories in the Wattpad !

No.	Participant	Answer
1.	UR	Reduce adult content (element 18+)
2.	PS	Come up with new features
3.	N	Reduce adult content (element 18+)
4.	F	Improve the quality
5.	RDU	Improve the quality
6.	NIW	Nothing

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7.	AS	Improve the quality
8.	KE	Reduce adult content (element 18+)
9.	R	Improve the quality
10.	KRA	Improve the quality
11.	FA	Improve the quality
12.	DL	Nothing
13.	AA	Improve the quality
14.	FRR	Reduce adult content (element 18+)
15.	AFT	Improve the quality
16.	P	Reduce adult content (element 18+) and improve the quality
17.	SN	Reduce adult content (element 18+)
18.	A	Improve the quality
19.	SMA	Improve the quality
20.	I	Improve the quality
21.	IPS	Improve the quality
22.	FW	Improve the quality
23.	SM	Improve the quality
24.	SRA	Reduce adult content (element 18+)
25.	FDA	Come up with new features

Table 4.2 : Respondents' Answers to Question Number 7

Based on the Table 4.2, there are six of female readers answers Stories That Contain Adult Content Should be Given Private Mode, Don't Only Be Warned or Reduce Adult Content Because Most of Wattpad Readers are Children Under The Age of 18 Years Old. Sixteen out of female readers answers Improve The Quality of The Romance Stories And Come Up With New Features. One of the female readers answers Stories That Contain Adult Content Should be Given Private Mode, Don't Only be Warned or Reduce Adult Content Because Most of Wattpad Readers are Children Under The Age of 18 Years Old And Improve The Quality of The Romance Stories. Meanwhile, two of female readers answered no criticism and suggestions.

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DISCUSSION

THE RESULT OF QUESTIONNAIRE RECEPTION OF FEMALE READERS TOWARD ROMANCE STORY

From the results of the questionnaires that was distributed, in the first question, most respondents choose their purpose of read romance stories in the Wattpad as entertainment. Because women's activities were very dense in the office, campus, school, even at home making them look for entertainment so that all their work did not make them stressed. It can be seen through their horizon of expectations where they have gotten a picture before reading a romance story. Indirectly they already know the contents of the story which leads to a relationship between human beings.

In the second question, most respondents choose the benefits of reading romance stories in the Wattpad to understand the complexity of human problems. Romance stories always give lessons to undergo or deal with a relationship that is in trouble. Although not everything in the story is the same as reality, sometimes the main character in the story gives examples of how to deal with it like not running away from problems. The main character usually looks for a way to solve his / her problem, not giving up and not surrendering to what he / she is experiencing. That way a romance story gives the reader a lesson in establishing or facing a relationship problem. Based on the answered of the respondents to the first and second questions as similar by Jauss in (Kronegger et al., 1985) about the expectation horizon of literary is influenced by their knowledge and understanding of the themes and forms of romance stories that they get after reads it

In the third question, most respondents choose to consider romance when searching of the story. In the fourth question, most respondents choose to be often carried away when reading romance stories in the Wattpad. This is because women are creatures who really like something related to romance. If they don't get romantic things in their lives, they will play their imagination. One way is to read the romance story so that they can also feel what is happening in the story. According to research conducted by University of Basel in Switzerland (Nationalgeographic.co.id) found a different brain structure between women and men, which determines sensitivity to feelings and emotions. Because of these differences, women are identified as creatures who prioritize emotions in dealing with problems. In addition, usually women will more easily express the emotions they are feeling.

In the fifth question, half the respondents choose to feel there was something is lacking. Meanwhile, the other half chose mediocrity if they did not have time to read romantic stories in the Wattpad. This indicates that an activity that has been carried out by a woman for a long time, if she does not have time to do it for a long time will make her feel that there is something lacking of herself because she has no time to express her emotions by read romance stories but if she has activities associated with releasing her emotions, she will feel mediocre if she does not have time to read romance stories in the Wattpad. Based on the answered of respondents to fifth question supporting with Radway (Radway, 1983) which if a female reader has accustomed herself to reading a romance story will feel something is lacking if they do not have time to read it because of emotion. Meanwhile, if female reader has an activity that involves emotions, they will not feel anything is missing if they do not have time to read the romance story.

Next is the sixth question, most respondents answered the negative impact they can get after reading a romantic story on Wattpad is high imaginations does not match reality. According to Jauss in (Kronegger et al., 1985)the answered of the respondent makes the expectation horizon of literary readers is the contradiction between fiction and reality makes female readers too perfectionist. The last question is the seventh question, most respondents answered their suggestions and criticisms of the romance story in Wattpad is improving the quality in the story. Because some romance stories on Wattpad incorporate the local slang so that it is difficult to understand. This makes a work lack its aesthetic value, this is what will make the horizon of expectation of readers affected by literary work using non-literary language.

Based on the results of the questionnaire about the reception of female readers toward romance stories in the Wattpad, researcher found reading romance stories keep female readers entertained. Female readers to understand the complexity of human problems. Because romance stories always give lessons to deal with a relationship that is in trouble. Female readers always use their emotions when reading romance stories. So that when not doing these activities, they will feel there was something is lacking. Romance stories make female readers too perfectionist.

CONCLUSION

Based on the findings and discussion of selected female readers' acceptance in Makassar, romance story brings the readers to a specific emotional attitude. It was concluded that there are four influences that make the horizon of expectations the reader formed, namely the first is the reader's knowledge of the genre of romance can sometimes change the mindset of the readers in responding. The second is knowledge and understanding of the contradictions between literary languages and non-literary language in general. The third is norms of knowledge that emerge from texts read by readers who can get a value whether it is good or bad. The last influence is the contradiction between fiction and reality.

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