THE EFFECT OF EMAIL NEWSLETTER SERVICES FROM ONLINE MEDIA! ABOUT THE INTEREST IN READING GENERATION Z

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Abstract. This research aims to determine the effect of email newsletter services from online media Catch Me Up! what makes Gen Z's interest in reading news increase or not. The method used in this study is a qualitative method, namely conducting a survey by distributing questionnaires, where the target is generation Z who have subscribed to the email newsletter from Catch Me Up! and read the news they present, which is then supported by several literature studies. The results of this research are 70% of people feel that email newsletter services increase Z generation's interest in reading news and 30% feel that email newsletter services do not increase interest in reading news.

Keywords: Email newsletter, Interest in Reading, Generation Z

1   Introduction

1.1   Background

Currently, the media industry in Indonesia has developed rapidly due to the influence of technological advances and the rise of globalization which seeks to bring people to keep abreast of existing developments. This can be seen from the changing use of media used to exchange information with the wider community. Initially, to disseminate information, the mass media will produce messages using conventional communication media in the form of television, radio and print media. After technology developed rapidly, conventional media was slowly abandoned and switched to new media or new media.

The new media presented by McQuail is a new media that gives birth to two directions so that it is interactive then the processing and distribution of its content varies, the development of new media is so rapid that it is supported by increasingly sophisticated communication technology (Kurnia: 2005). The media industry is slowly changing, the formats and forms of communication produced are different, the old media will still survive, but their role will change or slightly disappear.

The transition from conventional media to new media has its own challenges for media activists because they are triggered to be able to create or produce messages according to current technological advances. In addition, the transition from conventional media to new media has also resulted in media convergence, which is the amalgamation of various types of media, both conventional and new media, through technology in the form of portable devices. Within these portable devices, there are various digital platforms or applications that have been networked by the internet, where these digital platforms can provide all the information needed by the general public.

Apart from the availability of digital information, media convergence also results in demands for the media to write news or information quickly so that the media is considered as updated and reliable as a source of news compared to other media. However, this has a negative impact, where the more things that happen around us, the more information will be produced in the near future. As a result, we often miss important information. Not rare either we feel news overwhelmed because there is too much news presented and we don't know what news to read first. This can indirectly lead to a feeling of laziness to read because we already feel overwhelmed and have an impact on lower literacy levels.

According to data from Kominfo, at this time, Indonesia's digital literacy index is in numbers 3.49 which means Indonesia is in the medium category. Of course, this number can decrease at any time if the Indonesian people do not continue to read or do literacy. This reduction in numbers has the potential to occur, given the public's anxiety that they often miss information and feel news overwhelmed which results in a feeling of laziness to read. For this reason, it is necessary to present a facilitator who can increase the reading interest of the Indonesian people, especially Generation Z, through their concepts and innovations. One of the facilitators can be seen in the online media Catch Me Up!.

This time it is present in the form of news that provides general information about issues that are currently developing. While newsletters are usually used for company marketing and promotions, this type of newsletter comes in the form of news. Readers must register first to get this information by logging into the website, www.catchmeup.id and click "Subscribe" to enter a free email address later every day at 6am, Monday through Friday. Will send selected news that has been summarized to each subscriber's email, and Haifah Inayah, CEO of Catch Me Up, explains the level of open rate achieved and the increase in subscribers every month: Now, Catch Me Up! It's now in its second year and already has 50,000 subscribers, which is growing by 300-400 people per month. Its open rate is around 40%, higher than the average e-newsletter's 8-10% but it still manages to consistently be an online news medium that encourages subscribers to keep opening and reading the information it provides. 1 News format email newsletter Catch Me Up! It is the result of collaboration between technological progress, the media industry, and the creative industry. The three industries are working together to create a unique new form of media. Technological advances affect forms of media that will continue to evolve every day to meet the needs and changing times.

Catch Me Up! was the first medium to use email newsletters as a way to share general news on social media. Since email is the main account that everyone uses when using a device or smartphone, Indonesia has many users, and research shows that young people often open email in the morning. Choose e-mail as a medium for delivering messages and the target audience is young people who often use email, including workers, students, and school children. Teenagers and students use the most social media such as Twitter, Facebook and Instagram, and they are very receptive to new technology. Internet users use it for more than seven hours per week.

The ease with which social media can be used to meet all educational requirements, provide entertainment, and provide information is a driving factor in the number of students who use it for their activities. According to research conducted by Yahoo and Taylor Nelson Sofres (TNS) Indonesia in 2009 and the Ministry of Communication and Information Research in conjunction with APJII in 2010, youth accounted for 64% of Indonesian Internet users. The adaptation was made according to previous findings (Badri and Antin ☺ that teenagers like trying to change new things with technology. 2015) Catch Me Up! The concepts and innovations fit into the consumption patterns of youth are changing how they respond to their need for information and the high levels of email usage among Indonesian youth.

As many as 1.5 billion teenagers used Gmail in 2018, according to Google (Kompas, October 2018). Catch Me Up! using this online journalism product for the first time. Due to the light writing style and use of unique and catchy titles, the language is conversational and casual, like a conversation between friends, and even serious topics are easy to understand. The idea is also carried out in the form of a selected summary of the information, making it easier for the reader to focus on the problem without being distracted by ads or moving pages. The news summary provided will clearly and in detail describe the ongoing problem with the characteristic bilingual slang for young people who need information but don't have much time to look for updated news.

Haifa Inayah, the company's CEO, is worried because she is often distracted by pop-ups and advertisements when reading online news. He wanted to make it easier and less expensive for readers to find information. The Rundown of the Made News should meet the data needs of children- child. Obviously the news being distributed is confirmed and does not contain a fraudulent component, for me! Appears to improve skills (interest in reading), Indonesian individuals, especially children, as well as teach media education (https:// fisipol.ugm.ac.id/digitalk-46-cfds-get match-me up-ease while developing education/).

The new media provided by McQuail is a new media that has two sides: firstly, it is interactive, and secondly, it varies in the processing and distribution of its content. The fast growth of new media is aided by increasingly sophisticated communication technology (Kurnia: 2005). As agents of social change, new media are more individualistic than traditional media and more difficult to control, because they lack ownership relationships. 2005). The media industry is slowly changing, and the resulting formats and methods of communication are changing. The old media will still exist, but their role will change or slightly disappear. As a result of the advancement of the internet and

technology, online media and digital newspapers (e-papers) will evolve in terms of production, distribution, types of content, and readers' reading methods.

Catch Me Up! is the first online media in Indonesia to popularize email newsletters as a new model for summarizing news from various issues, both national and international news. This media is packaged in online form and can be accessed anywhere at any time through gadgets. In addition, this online media claims that the subscribers of their email newsletter service will get a different experience and get the latest news whose contents are important and need to be known. Therefore, this claim leads researchers to the desire to prove whether the email newsletter service from Catch Me Up! is quite effective for its readers and can increase literacy (reading interest) of the community, especially Generation Z, and can educate about media literacy.

1.2   Formulation of the problem

In general, this study wants to investigate how generation Z views the news packaging created by Catch Me Up! and what is the influence or impact of their email newsletter service on Generation Z's reading interest. This research itself focuses on the contribution of news presentation by Catch Me Up! through the email platform and its influence in increasing reading interest of Generation Z. In this way the researcher formulates the problem as follows.

1. How is the news in the email newsletter service packaged by Catch Me Up?
2. What impact did Gen Z have after getting the email newsletter service from Catch Me Up?
3. Will the email newsletter service increase Gen Z's reading interest in news?

1.3   Research purposes

The objectives in this study are as follows:

1. To find out what generation Z thinks about the news in the email newsletter service packaged by Catch Me Up.
2. To find out the impact felt by generation Z after getting the email newsletter service from Catch Me Up.
3. To find out Generation Z's opinion of the email newsletter service, whether it will increase Gen Z's reading interest in news or not.

1.4   Benefits of research

Apart from the objectives, the benefits of this research are as follows:

For researchers

- The results of this study are expected to provide benefits for researchers to find out about the effect of email newsletter services from online media Catch Me Up! make Gen Z's interest in reading news increase or not.
- Adding experience and insight in researching Gen Z reading interest through email newsletter services from online media Catch Me Up!

For Other Parties

- The results of this study are expected to be useful as evaluation material in researching email newsletter services from online media Catch Me Up!

- It is hoped that it will be useful for readers to know the effect of the email news-letter service from online media Catch Me Up! on reading interest of generation Z.

2   Research Approach

2.1   Research Framework

Catch Me Up! is an email newsletter in a news format the result of a collaboration between technological advances, the media industry, and the creative industry, resulting in the creation of a unique new media. In addition, technological advances affect the form of media which will continue to evolve every day in response to changes and demands of the times. Catch Me Up! Being the first to use email newsletters as a way to share general news on social media, Indonesia has a large number of users, and re-search shows that young people often open emails in the morning. E-mail is the main account that everyone has when using a device or smartphone. Catch Me Up! back-ground Can be seen here. Email was chosen as the medium for delivering the message, and the target audience consists of young people who are all active users of email,

The innovation and concept of Catch Me Up is a new way of using technology to create new media that has never been done before in Indonesia. Previous research (Adek, Yanto, and Lorita☺ explained that news.co.id Bengkulu was innovated by making a feature on the display of news and pages containing complete news to make it easier for people to access the portal. 2017).

Catch Me Up! As previously mentioned, creating other media that has never existed before in Indonesia. Consequently, Catch Me Up! Uses concepts and characteristics not found in most online media. It has a different idea of providing information, education and entertainment from a clear summary of data. Use conversational language so that the message is easy to understand, and the information is always up to date so that Generation Z doesn't find the news boring and starts reading it regularly to improve their literacy.

3   Research methods

The research method used in this paper is a qualitative research method, in which re-searchers will collect data and analyze it to become information that can be understood. The data collection itself will be carried out qualitatively, namely by distributing ques-tionnaires to Generation Z who have subscribed to the email newsletter from Catch Me Up! and read the news they present. After that, the answers from each respondent will be analyzed. Then, to deepen the research results, existing data will be supported by information obtained through qualitative methods in the form of literature studies.

Table 1 shows a summary of the research methods and their relation to the research questions/ RQ.

No.	Research question	Answer Choices	Method Study	Qualitative/ Quantitative
1.	RQ1: Are you included Gen Z (born in 1997-2012)?	YES NO	Questionnaire	Qualitative
2.	RQ2: Are you e-mail service users newsletter from Catch Me Up?	YES I HAVE	Questionnaire	Qualitative
3.	RQ3: How's the news on email newsletter service packaged by Catch Me Up?	Interesting/ Not attractive	Questionnaire and Study of literature	Qualitative
4.	RQ4: What are the impacts felt after get email newsletter service from Catch Me Up?	Make me know the news and latest information/ There isn't any	Questionnaire and Study of literature	Qualitative
5.	RQ5: What is email service Newsletter makes your reading interest towards the news increase?	YES NO	Questionnaire	Qualitative
6.	RQ6: If YES, how the service increase your reading interest?	There is news and information pull/add new knowledge	Questionnaire	Qualitative

3 Content

3.1 Research Findings

Data analysis is a useful step in qualitative research to examine data collected from various informants selected during the study. It is also helpful to explain research findings and ensure that they are accurate. From the start, this data analysis was carried out simultaneously with the field data collection process.

From the research that has been done, the researcher obtained several findings that can describe the process of communication and patterns of social communication in generation Z based on the results of questionnaires and observations regarding the locations where generation Z is involved. In the process of communication and patterns of social communication. Technically, the communication process between Z generations involves the Catch Me Up Online Media Email Newsletter Service as a communicator and communicator, as well as the forms or models of communication carried out in the environment. As a rule, the diversity of multicultural social orders , there are various kinds of individual characters, various vocations, contrasts of local beginnings, etc.

However, in fact, these factors are not an obstacle to being different in everyday communication. Referring to the findings from the presentation of data by researchers in the previous sub-chapter. Currently, researchers are able to present the results of presenting data in a systematic and detailed manner, with a focus on research.

The general description of the data will precede the description of the data generated during the research process. An overview of the research sample, namely Generation Z uses catch me up! Techniques, included in the general data to be described. Followed by a discussion or analysis of data and research findings. In order to collect the necessary information and conduct a documentation study, in-depth questionnaires were given to informants, then they were observed interacting with their environment. Description of research findings in the form of diagrams and descriptions compiled from information collected from primary and secondary informants. As a result of field-based data collection and processing, some research findings will be presented in Section 4. Of course, all data collected by researchers corresponds to the problem that is the focus of their investigation.

3.2   Discussion andA nalysis

Currently, 202.6 million people, or 73.7 percent, use the Internet, and 170 million, or 61.8 percent, are active on social media. Meanwhile, according to data from datalportal.com/reports/digital-2021-indonesia, 77.5 percent of Indonesia's total population uses the internet, with more than 231.2 million children aged 13 years and up to 190.1 million children aged 18 years. use the internet. There is no doubt that new media has both positive and negative effects. One positive effect is that it makes it easier to find jobs in technology, media, and digital, which require a large number of workers. Other positive effects are that relationships with hard-to-reach people can be easily connected, that communities, organizations and cultures can be exchanged (Global Village). and that various forms of messages can be created from various channels (Kurniawan: 2005) , it is simple and fast to create and send messages to anyone and everywhere. On social media, even Indonesians have been named the most disrespectful citizens of Southeast Asia. Research conducted by Micosoft was reported by the Digital Civility Index (DCI), which measures the politeness level of internet users in Indonesia with 76 points, the higher the number, the worse. Then, Indonesia needs to teach people how to use social media and new media platforms to learn new things and gain new perspectives. Messages produced by online media are more diverse. More and more forms exist, but digital visual messages such as photos, drawings, animations, videos,

Catch Me Up Innovation! based on the findings of researchers. The first is through sending messages via email; secondly through the implementation of the concept of casual language style, with English and Indonesian slang displayed in a conversational style. Both of these examples are examples of new media. Third, rely on trusted media sources. This innovation is in line with efforts to utilize technology that is widely used by teenagers in Indonesia. As a result, this step is considered appropriate because it fits the intended target market, namely students and youth who open a lot of e-mail. The information presented is easier for readers to understand thanks to the use of informal

and communicative language, similar to conversation. This includes providing catchy titles, interactivity, and hypertext. Unique Features Catch Me Up! requires processing messages digitally and sending them to customers via email. as the first news curator platform in Indonesia or as an online news media that also popularized the term email newsletter. Fake news (also known as hoax), disinformation, polarization and propaganda are all caused by online media. According to the Ministry Communication and Informatics, there are 800,000 websites in Indonesia that spread false information, and online media is the main channel for its spread. A production and distribution system that is difficult to control has polarized the country and pitted it against each other with false information (Febriansyah and Muksin: 2020). According to Muliawati, online media is considered to lack credibility because the value of the news is inaccurate, rampant plagiarism, and competition between news sources results in minimal verification (Muliawati: 2018). Due to the lack of public awareness regarding the distinction between news that is based on facts and news that is simply fabricated, hoax news is easily disseminated and accepted (Adiprasetio, Gumgum, and Maharani: 2017).

Catch Me Up! was born because the younger generation in Indonesia still lacks literacy or interest in reading so that in the end they are here to arouse the interest of the younger generation in reading in a new way so that reading the news does not become boring, but rather fun. To avoid fake news, disinformation, polarization, propaganda and useless television shows, people's media literacy must be emphasized. This education is for everyone, including children, youth, adults, even parents. They all need to know how to select and filter entertainment and information from the mass media and online media. What is displayed by the media is the result of construction carried out by the media.

In addition, because children are greatly influenced by their family, environment, and parents in shaping a culture of reading and watching television, this education needs to be provided as a whole in order to produce a society that chooses information and watches wisely (Darwadi: 2017). Humans can communicate with each other more easily thanks to the internet. One type of innovative progress is the presence of new media or also called virtual entertainment, which gives rise to new communities, patterns, ways of life from outsiders (worldwide towns) traded through web-based entertainment facilities. Culture, communication methods, and the use of sophisticated communication tools are all changing. One example is the invention of new online media such as the Catch Me Up! Who has the concept and innovation of new media development for Indonesia? New media is a consequence of increasing PC innovation, while computerized media is an innovation as media has the quality of advancing innovation, making combinations and digitizing in all parts of the media, expanding availability and intelligence across organizations so that individuals can easily send and receive messages anywhere. . different circumstances and conditions, the understanding of crowd and distribution work, the emergence of different media outlets, the establishment of the media has begun to blur (Sucahya: 2013). The uniqueness and diversity of Catch Me Up! combine and digitize across all media, expanding availability and intelligence across organizations so individuals can easily send and receive messages anywhere. different circumstances and conditions, the understanding of crowd and distribution work, the emergence of different media outlets, the establishment of the media has

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Catch Me Up is a company that creates online media. This new medium is said to be unique because, in addition to having young millennial readers, they also have the main way of accessing their news through email newsletters. The content strategy they use when writing news with Dwishing contributes to the fact that this online medium is different from other online media. Online media, which debuted for the first time in July 2019, aims to compete with existing online media competitions and incorporate the IMC concept into its marketing communications strategy by taking advantage of advances in new media technology, particularly the use of social media to support Marketing Communication Activities. The demographic target segmentation and psychographic target segmentation can be explained as follows:

1)   Target demographic segmentation
At this stage, their readers are young adults between the ages of 18 and 34 who are employed in the private and public sectors as well as students. Very interested in national issues. Entertainment, Economics, Foreign Policy, and Politics. For the target segment section referred to in discussions with the Creator, get me! Chosen to capitalize on the online entertainment scene with a large number of clients in Indonesia, for example, Twitter and Instagram served as the basis for the introduction of this new medium and its content. The characteristics of their users, which are similar to the readers targeted by this new medium, should be considered when selecting these two platforms. With an emphasis on two stages, Twitter and Instagram, Catch Me Up!

2)   Psychographic target segmentation.
At this stage, the leading business sectors by grouping people who have a truly bustling way of life have exorbitant interest in the latest issues and news from home and abroad. Since their users have really high actions in their discourse to the Creator, Catch Me Up! decided that e-mail newsletters would be the main way of accessing news. The Catch Me Up Internal Team conducted research in an interview that revealed the decision to use email newsletters! Other than that, it seems the best fit for readers who wish to keep up with the latest issues from home and abroad while maintaining a moderately active lifestyle.

Catch me Up! themselves build a position by emphasizing the singularity of their media. Some of the uniqueness that starts from the main stage access media through e-mail flyers, live system content, the use of online entertainment platforms Twitter and Instagram, as well as the latest issues and new show styles and easily understood by the carriers of the destination; Another position that caught my eye! Is that signing up for the email newsletter is simple, it's free, and the delivery time is the same every 6am.

Haifa Inayah claims that this will allow me to catch up with readers! It's as simple as opening their email inbox every morning to access the news overInstead of having to use a search engine or application.

Catch Me Up! establishes the initial foundation of a marketing communications strategy.
The next step is to plan the implementation of an integrated marketing communications tool to achieve the anticipated marketing objectives, which includes signing up as many readers as possible for their email newsletter service. Catch me Up! Likewise understand the importance of using correspondence innovation advances through new media in connection with this exploration is web-based entertainment, to help show correspondence practice.

They are aware that the impact of new media disruption cannot be separated from the marketing communications activities in business today. Therefore, they are also required to be involved in online marketing activities that utilize social media networks in cyberspace. Catch Me u started promoting Onli media through the use of social media, specifically Instagram (IG) @catchmeupid and Twitter (TW) @CatchMeupid, according to plans communicated to the authors. Target readers are after me! using both social media platforms. who share many characteristics with social media users, including the following: Young people of the millennial generation are technology literate and very busy in their daily lives until they have time to access. This information is short and visually appealing, keeping the reader engaged. Catch me on IMC (integrated marketing, promotion and communication activities)! Concentrate on these two platforms for social media. According to an interview with the author, This new medium also seeks to build relationships with readers and potential readers through returning testimonials of readers who have enjoyed their content to create a word-of-mouth marketing effect. This is done through the use of social media such as Instagram and Twitter. Catch Me Up! will start a long-term relationship with readers with close interactions on Instagram and Twitter, such as respond to comments, answer questions from followers, and repost reader testimonials. According to Gunelius' statement in the Orzan Research Journal article (Orzan, 2016), long-term public relations are expected to support the achievement of brand loyalty. Create a testimonial post or repost from Catch Me Up! is one of the routine actions taken in one of them that has the potential to entice new readers.

In Carvill and Macrae (2020: Russian Internet Research Agency, or IRA), 54) "Create memorable and shareable content" is one of the fundamental technical principles of social media use. Catch Me Up! It has its own uniqueness contrasting with other internet based media as a result. Utilizing a dwishing strategy, content that is reflected not only in their written news stories but also in their posts on social media. An issue that has received a lot of attention online, a short but interesting description. Utilize interesting pictures and illustrations. In addition, the storytelling style of the post encourages readers to share it with others.

News in the Catch Me Up! Service. According to the information provided by catch-meup.id: 2020, Catch Me Up! is an online media outlet with a free daily email news-letter that only requires an email subscriber to receive the latest news.

To subscribe and receive information by e-mail, you must register an e-mail address on the website. Simply by opening your email inbox it will be easier to read news with this subscription system. The accommodation you get from Catch Me Up! specifically, there are no clicks, pop-ups or ads so viewers can concentrate on reading the news. Then, by signing up for Catch Me Up!, as the news will be delivered every morning at 06.00 WIB, from Monday to Friday, it will be easier for subscribers to follow every-thing from politics and economics to sports and entertainment. Wake Me! is a one-year-old online medium with email newsletters as its main product base. Catch me! was founded in July 2019 by Haifa Inayah.

A study supports the use of email to communicate news. According to data from pre-vious internal research quoted from (instagram.com/catchmeupid, 2020), 98% of mil-lennials open email when they wake up in the morning. The originality or interest factor of Catch Me Up! Email, newsletters, in addition to being attractive, their storytelling is presented in a distinct and somewhat distinctive style. Using Catch Me Up! language style.

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The researcher then tried to present a questionnaire with 6 questions and 30 samples which had been presented and the answers analyzed. The following are the results of the questionnaire that has been provided.

From these results, it can be concluded that 70% said that the news presented by e-mail services packaged by Catch Me Up! very interesting. However, there are also those who think as much as 30% that the news in the email newsletter service packaged by catch me up is not interesting. Thus, the hypothesis states that the news service contained in the e-mail newsletter packaged by Catch Me Up! unattractive rejected and stated that the news from the email newsletter service packaged by Catch Me Up! very interesting.

The impact that Gen Z feels after getting the email newsletter service from Catch Me Up

In the questionnaire that was distributed and filled in by 30 people as a sample, a result and a graph like the picture above was obtained. The graph chart above shows that 70% of people feel the impact of Catch Me Up! is to make them aware of the latest news/information. Meanwhile, 30% of people think that there is no impact at all. From the graphic diagram above, it can be concluded that a research hypothesis which states that there is no impact felt after getting the email newsletter service from Catch Me Up is rejected and the hypothesis which states that there is an impact felt by Gen Z after getting the email newsletter service from Catch Me Oops! accepted.

The Effect of Newsletter Email Services on Gen Z Interests in Reading. Based on the diagram on the side, it can be concluded that from 30 samples, 70% of people felt that the email newsletter service increased generation Z's reading interest in news and 30% felt that email newsletter service did not increase reading interest in news. For this reason, it can be concluded that the hypothesis with the statement: The effect of email newsletter services on Gen Z reading interest does not increase is rejected and the effect of email newsletter services on Gen Z reading interest increases has been accepted.
In the next question, it is explained that how the newsletter service can increase reading interest. From this, a conclusion was drawn that 90.5% of Generation Z felt the news or information in the newsletter application was interesting and 9.5% answered by adding new knowledge. Thus, the hypothesis that there is no effect in increasing reading interest in Gen Z is rejected and the hypothesis that there is an impact in increasing reading interest in Gen Z is accepted.

From this question, it can be concluded that the average sample used to fill out the questionnaire was users of the email newsletter service from Catch Me Up! with 56.7% saying they used this service and 43.3% saying they had used it. However, the

hypothesis which states that the questionnaire fillers are not the generation that uses the email newsletter service is rejected.

4   Conclusion

Catch Me Up! as the first media to use email newsletter services as a way to share general news on social media. has a unique, fun, and not boring delivery style. Email newsletter service packaged by the media Catch Me Up! also minimal advertisements so that users will not be disturbed while reading news. This makes the email newsletter service provided by Catch Me Up! interesting in the eyes of generation Z. From this interest, eventually generation Z began to use these services in their daily lives and their influence was felt directly by generation Z, where they could find out the latest news or information. It doesn't end there, in fact, this email newsletter service can actually increase generation Z's reading interest in news.

Suggestion

Even though the majority of Generation Z feel the influence of the existence of an email newsletter service packaged by Catch Me Up! Here it is, the media Catch Me Up! can look for other concepts in conveying news or information so that the news becomes more attractive to generation Z and later can have a positive influence on them to increase reading interest from generation Z.

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