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THE INFLUENCE OF TECHNOLOGY ON LITERARY WRITING CREATIVITY IN THE DIGITAL ERA

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ABSTRACT

Nowadays technology not only functions as a tool, but also as a medium that facilitates interaction between writers and readers. In addition, technology also affects the creativity of literary writing in the digital era. The development of information and communication technology has changed the way writers create and distribute literary works. This research uses a qualitative and quantitative approach, namely by collecting data from interviews with digital literary authors and surveys of readers to explore their experiences in using digital platforms. The results of the study show that technology has opened up new opportunities for writers to innovate in writing forms and styles, allowing for wider collaboration, as well as expanding the reach of audiences. On the other hand, challenges such as information overload and reliance on technology also arise, which can affect the quality of literary works. It was concluded that technology provides many benefits for literary writing creativity, but maintaining the authenticity and identity of writers in the midst of rapid changes is still important to do.

INTRODUCTION

Technology is constantly evolving and cannot be underestimated. Technology also has a great influence on the world of education (Raja & Nagasubramani, 2018). Especially now that everything is all digital and is called the digital era. The digital era makes it easier to access all information in seconds (Donald, 2014). In fact, it can connect a person with

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knowledge and information that is difficult to reach. The ease of technology increases efficiency in learning, working, innovating, and collaborating in various fields.

The development of information and communication technology has changed the area of writing significantly (Batanero et al., 2021). Information and communication technology is transforming writing that initially used ballpoint pens and paper to various digital platforms that provide space to innovate in writing styles and formats. On the one hand, technology provides new tools for writers to express and reach a wider audience (Rizal et al., 2024)(Gupta et al., 2024). However, on the other hand, excessive information and loss of authenticity are also issues that need to be considered (Cruz & Chaves-Yuste, 2024). Moreover, the issue of authenticity in literary writing.

Literary writing has a very important role in human life, because it not only functions as a means of entertainment, but also as a medium for expressing ideas, emotions, and experiences (Ruslan et al., 2024). Through literary works, the author can describe social, cultural, and political realities, and invite readers to reflect on various aspects of life. Literature also functions as a bridge between previous generations, perpetuating values and wisdom that can be passed on to society. Additionally, literary writing stimulates imagination and creativity, providing space for the exploration of diverse language and narrative forms (Ariani et al., 2023).

This article was written to explain the influence of technology on literary writing creativity in the digital era, focusing on various forms of use of digital tools carried out by authors to create innovative works while facing emerging challenges. At the same time, it proves that maintaining the authenticity and identity of the writer in the midst of rapid change is still important to do.

METHOD

This study uses John W. Creswell's mixed method research. Mixed-method research integrates quantitative and qualitative data to provide a more comprehensive insight into the research problem (Soicher et al., 2024). The research stage can be seen in Figure 1.

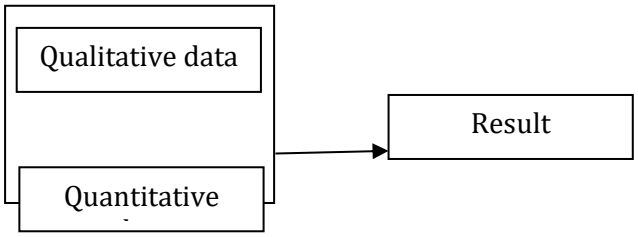

Figure 1: Stages of mixed research methods.

The data of this research is in the form of qualitative data and quantitative data. Qualitative data is collected by conducting interviews with authors and readers as well as analyzing the content of digital literary works. Interviews were conducted with 33 digital literary writers, mainly to find out the creative process and the authenticity of ideas, and interviews with 40 readers to find out readers' interactions with digital literary works. The analysis of the content of digital literary works is carried out by analyzing various forms of digital literary works such as e-books, blogs, digital poems and digital stories.

Quantitative data was collected by conducting a reader survey related to literary reading habits, literary reading format preferences and digital literacy levels. The survey was carried out by distributing the questionnaire that appears in Table 1.

No.	Description	Choice of answer
1.	Literary works read	a. Conventional literary works b. Digital literary works
2.	Reading format preferences	a. E-book b. Blog c. Digital poetry d. Digital stories
3.	Platform digital	a. Instagram b. Twitter c. Facebook d. Wattpad
4.	Digital literacy level	a. Every day b. 1 x per week c. 2 x per week

		d. 3 x per week e. 1 x per month

Table 1. Habit of reading literature.

Quantitative data is also collected through the reference of digital platform statistical data, namely regarding the number of users of the Wattpad platform and the number of literary works published on the Wattpad platform. In addition to qualitative and quantitative data, there is also secondary data that is carried out by collecting information from articles and journals about the development of digital literary works and the impact of technology on literary writing. In addition, the researcher also analyzed case studies of well-known authors who successfully utilized technology to increase the creativity and reach of their work.

Qualitative data analysis was carried out after interviews with authors and readers. The results of interviews with authors were identified according to the themes that were widely written, the originality of the ideas developed and the digital platforms used to create the work, while the results of interviews with readers were identified according to the themes that were widely read and the digital platforms that were often used. The quantitative data collected through the survey is then analyzed and presented in the form of graphs.

RESULT AND DISCUSSIONS

The analysis of qualitative and quantitative data collected in this study shows several results that are important to convey, because the use of technology will be a must in the future. Technology not only provides a new platform for publishing and distributing literary works, but also introduces new methods in the creation process (Tanjung et al., 2024). Literary writing in the digital area is starting to be popular with literary writers. They write many stories according to the themes that readers love today. The themes raised by many digital literary writers can be seen in Table 2.

No.	Theme	Number of authors
1.	Romance	33
2.	Fanfiction	17
3.	Humour	20
4.	Horror	25

5.	Teen fiction	20
6.	Fantasy and Sci-Fi	15

Table 2. Themes in digital literary works.

Table 2. shows that the author does not only write one theme, but several themes that are indeed interesting to tell. The romance theme occupies the highest number developed by the author because it features various love stories, including falling in love, infidelity, and unapproved relationships. There is one digital literature writer with the initials AT who writes many themes of romance, fanfiction, humor, horror, teen fiction, fantasy and Sci-Fi. For AT, all themes are life that must be told, everyone must be able to enjoy it.

The digital platforms used by authors to write literary works still vary. The digital platform used by 33 digital literary writers can be seen in Table 3.

No.	Platform digital	Number of authors
1.	Instagram	8
2.	Twitter	18
3.	Facebook	20
4.	Wattpad	30

Table 3. A digital platform used by digital literary writers.

Table 3. It proves that digital writers are more productive in writing on Wattpad because it is easier to provide more space for writing and reading. The Wattpad display is shown in Figure 2.

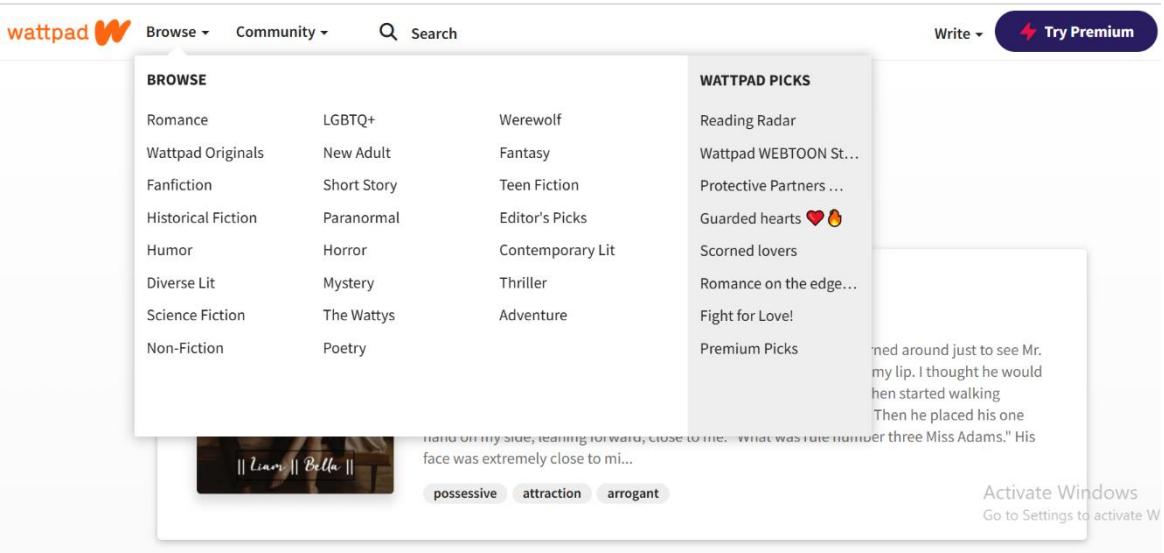

Figure 2. Wattpad display on windows.

In Figure 2. There are many choices of digital literary works that can be read, and there

is a writing space that can be used to write literature. Now it is clear that the digital era presents technology that is able to accommodate every literary writer to create literary writing freely.

Furthermore, related to the importance of the authenticity of literary works in the digital era. The results of the analysis related to the importance of the authenticity of literary works in the digital era can be seen in Chart 1.

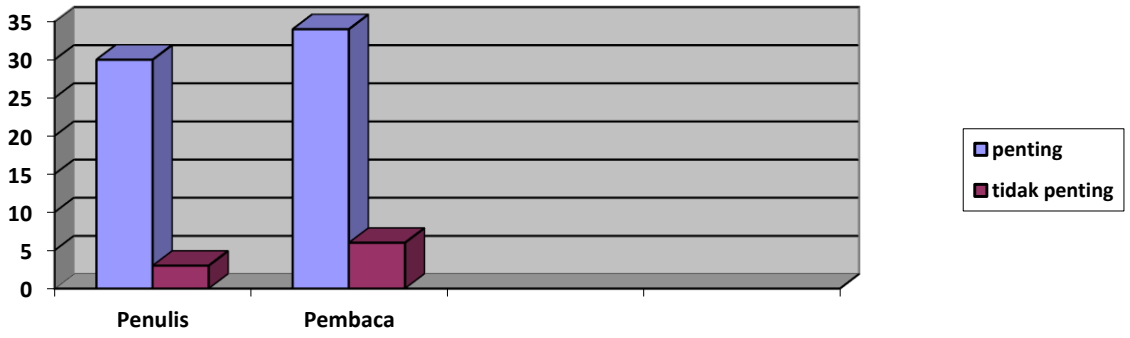

Chart 1. Authenticity of digital literary works.

Chart 1. Illustrate that the authenticity of digital literary works is still important to pay attention to, it is proven that there are 30 authors and 34 readers who declare the authenticity of important literary works. So authenticity must still be considered and maintained. The results of the interview with the author also produced the data analysis shown in Table 4.

No.	Indicator	Sub-indicator
1.	Accessibility and distribution	a. Easy access to information. b. Audiens global.
2.	Collaboration and community	a. A platform for collaboration between authors. b. A platform for collaboration between readers.
3.	Creative tools	a. Writing software. b. Alat editing. c. Brainstorming app.

Table 4. The influence of technology for writers.

In Table 4. It is a new fact that the digital era provides creative tools in the form of writing software, editing tools and brainstorming applications, so it is clear that technology has an effect on the creativity of literary writing in the digital era. In fact,

many new writers have proven themselves (Salsabilla & Ali, 2024)(Chen et al., 2024).

Some of the secondary data analyzed showed that technology also provides opportunities for authors to collaborate in real-time, share ideas and edit work efficiently (Babooram & Fowdur, 2024). In addition, digital platforms provide opportunities for writers to reach a wider audience and get direct feedback from readers, thus enriching the creative process of writers (Xu et al., 2024). Therefore, the influence of technology on literary writing creativity not only changes the way writers write literary works, but also expands the boundaries that are considered digital literary works.

Technology makes it easier to write literature, but it also provides challenges for literary writers. The challenges faced by literary writers in the digital era can be seen in Figure 3

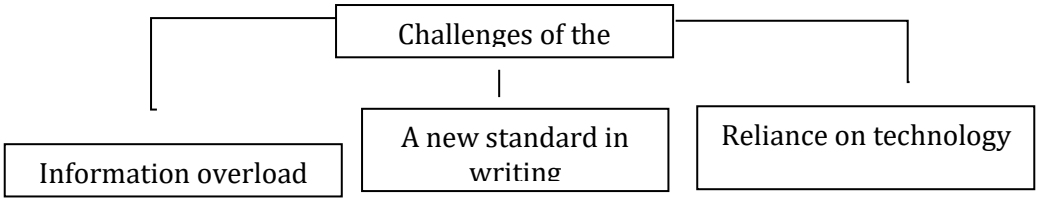

Figure 3. The challenge of literary writing in the digital era.

Figure 3. explained that technology presents challenges in literary writing, including information overload in the form of challenges in choosing ideas and inspiration from a lot of information; new standards in writing in the form of changes in writing styles and formats; The dependence on technology in the form of fiction loses authenticity or personal ideas in writing.

Some quantitative data was also obtained from the results of the survey to readers. The results of the survey to readers can be seen in table 5.

No.	Description	Choice of answer	Total
1.	Literary works read	a. Conventional literary works b. Digital literary works	a. 4 b. 36
2.	Reading format preferences	a. E-book b. Blog c. Digital poetry d. Digital stories	a. 6 b. 3 c. 25 d. 36
3.	Platform digital	a. Instagram	a. 20

		b. Twitter c. Facebook d. Wattpad	b. 31 c. 30 d. 36
4.	Digital literacy level	a. Every day b. 1 x per week c. 2 x per week d. 3 x per week e. 1 x per month	a. 15 b. 4 c. 9 d. 8 e. 4

Table 5. Survey of 40 Readers

In Table 5, information is obtained that readers now prefer to read digital literary works. The preferred reading format preferred by readers is digital stories. A frequently accessed digital platform is Wattpad. The level of digital literacy of readers is quite high because 15 out of 40 readers every day do digital literacy.

Based on the qualitative and quantitative data obtained from this study, it can be predicted that the future of literary writing creativity in the digital era depends on the trend of technology and literary engineering, as well as the way the author adapts to the needs of readers. In addition, the development of increasingly diverse digital platforms, such as social media and reading apps, allows writers to reach a wider audience and get feedback in person. Writers who are able to take advantage of technology, such as advanced editing tools and analysis of reader data, will have an edge in creating relevant and engaging work. On the other hand, the interaction between authors and readers through online communities can also influence the theme and style of writing, creating a dynamic and responsive literary ecosystem to changing tastes. Thus, the creativity of literary writing will not only be influenced by technological innovations, but also by the collaboration and dialogue that occurs between writers and readers in the digital world.

CONCLUSIONS

Technology has an important role in encouraging creativity in literary writing in the digital era. Technology supports writers' creativity through the provision of writing software, editing applications, and brainstorming applications. Digital platforms that are widely used by writers to create literary works and readers to read literary works are Wattpad, Twitter, Facebook, and Instagram. Some of the challenges faced in literary writing are information overload, new standards of writing, and information dependence.

In the digital era, many literary works are produced on digital platforms, so the authenticity of literary works remains an important element for readers and writers. In

the digital era, literary writing creativity will continue to develop with new technological trends and readers' needs. The interaction of literary works and technology can create a more dynamic literary ecosystem. Overall, technology provides many opportunities for the development of creativity in literature, but still requires attention to the authenticity and identity of the work to maintain the essence of literature in the midst of changes in the digital era.

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