

STRATEGIES AND FORMS OF COMMUNICATION WRITING THE NOVEL "COLD BABY" BY WITZLU ON THE ONLINE NOVEL DIGITAL PLATFORM

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ABSTRACT

This research explores the strategies and forms of communication employed in the creation of the novel "Cold Baby" by Witzlu on the online digital novel platform. Language plays a crucial role in human communication, and the written language is a significant medium for conveying ideas and information. Writing skills, particularly in literature, are essential but often lack adequate publication and promotional strategies, hindering the writer's impact. Effective novel writing strategies encompass understanding the target audience, selecting a unique genre, choosing a compelling plot, crafting strong characters, creating engaging conflicts, using narrative techniques, employing dialogue effectively, and varying language styles. In the digital age, writers have embraced online platforms for publishing and promoting their works, reaching a wide readership and contributing to the growth of Indonesian literature in digital form. The research aims to shed light on these strategies, inspiring aspiring writers to create quality digital literature and enrich Indonesia's literary heritage.

INTRODUCTION

Language occupies a very important position or function in human life. One of the functions of language is as a communication tool. Language is a system, in the form of symbols, in the form of sounds, arbitrary, meaningful, conventional, unique, universal, productive, varied, dynamic, human, used as a tool social interaction, and functions as the speaker's identity (Chaer, 2012:33). Language is a communication system used by humans to convey messages, ideas and information between each other. Language consists of a collection of symbols that have certain meanings, whether in the form of words, phrases or sentences. This system allows humans to communicate, convey thoughts, express emotions, describe the world, and interact with the environment and fellow humans. Language is an important tool used by humans to communicate, interact, and understand the world around them.

Language can be divided into two types, namely spoken and written. Spoken language involves the use of sounds, intonation, and body movements to convey messages, while written language uses written symbols to communicate. The use of language can be written and spoken. The use of written language is carried out using certain media. For example, through essays,

through social media (Instagram, Twitter, WhatsApp, Line, Facebook, etc.). Writing is one of the language skills that needs to be mastered. With mastering these skills, a person can express thoughts, feelings, and information in writing accurately.

However, in reality skills Writing, especially literature, is not accompanied by good writing skills and work publication skills, so that the results of the writing do not have a significant impact on the writer, therefore the right strategy is needed in writing and publishing an article.

Novel writing strategies that a writer needs to master include knowing the audience or potential readers, choosing a story genre, unique story ideas, choosing the right plot, strong characters, interesting conflict, narrative, using dialogue and various language styles (Efendi, 2012:19)

The development of the world of literature has now reached a fairly high stage in terms of its scope and many literary writings have begun to spread in various print and digital media. Development technology information the more fast has influence almost all aspects of life. The internet is no longer something foreign public. As is the presence of the internet seems to eliminate borders distance and time for obtain all information which needed by man.

The development of the internet has also influenced the field of literature which competes with other fields to demonstrate its existence in global competition. The literary work produced can be an opportunity for writers to get free publishing and even income through digital media.

Media is one of the choices of a writer in the current digital era as a medium for marketing novel literary works through digital media. Novels are one of the most popular forms of literary writing in Indonesia world, essay prose Which long And contain Suite story life someone with the people around them by highlighting their character and traits every perpetrator. This literary form is the most widely circulated, because Power the reader which widely and especially among teenagers or students, thus bringing interest in creating a digital platform to meet the needs of one community novel digital platform.

The presence of digital platforms is one of the consequences of the digitalization process that society must inevitably carry out today, especially young people in Indonesia. A digital platform is a media, place, container or facility that facilitates the meeting of many parties to exchange information, market a product, service or services. The novel digital platform is receptacle novel writers and readers come together, sharing the same interest in the world of novels.

A person or novelist can introduce his novel through digital platforms the Because in it isn't it only Which own passion Just write a novel and join the community forum also a place or container for people to gather to communicate with people Which have a hobby Which the same ie read novels that form a community within the platform. Novel digital platform already has many users including Wattpad, Noveltoon, dream, novelme, fizzo and so on.

Make use of availability community forum Which There is in digital platforms can make it easier for introduce his writing to reader. On the novel digital platform, para writer the novel reach stage initial, process stages until the end of production and can see interest para readers of novels made by the author. So when the novel was finished Uploading can be seen by the number of readers or views who visited the novel written by the novel creator and then the number of readers or views can influence the final stage of the novel, namely the opportunity to go into print. Free.

Previous research has revealed effective communication strategies in various contexts, such as marketing communication strategies for Fair N Pink products via Instagram social media which utilizes Instagram features for online promotions (Rahman & Panuju, 2017). Apart from that, marketing communication strategies via WhatsApp media have also been proven to reduce marketing costs, reach target markets quickly, and enable direct interaction with consumers (Priantoro, 2019). Inspired by these studies, this research entitled "Strategies and Forms of Communication for Writing the Novel Baby Cold by Witzlu on the Online Digital Novel Platform" aims to analyze the strategies and forms of communication used in the process of writing the novel which succeeded in attracting the attention of 9 million readers, winning an award., and get free publishing. The hope is that this research will provide insight to young writers in exploring

their creativity in writing novels in digital media, expand appreciation of Indonesian literature, and enrich digital literary heritage.

Based on the previous research that has been described, the author is interested in carrying out research with the title "Strategies and Forms of Communication in Writing the Novel Cold Baby by Witzlu on the Online Digital Novel Platform" with the aim of analyzing the strategies and communication used in writing the novel which succeeded in attracting the attention of 9 million readers. Won awards, and free publishing. The hope is that this research will provide inspiration to young writers in creating quality works in the realm of digital literature, so that their works can be recognized by various groups and contribute to the development of Indonesian literature in digital form.

This research is expected to contribute to the development of several fields of science. In the field of psycholinguistics, this research is expected to provide theoretical insight into the strategies and forms of communication used by digital novel writers. In the context of linguistics and sociolinguistics, this research is expected to introduce the characteristics of the language used in digital novels. In the field of literature teaching, it is hoped that this research can provide theoretical guidance on effective novel writing.

METHODS

This research uses a qualitative descriptive method that focuses on observations and interviews to analyze strategies and forms of communication in writing the novel "Bayi Perempuan" on the digital novel platform. Data was collected through interview transcripts with novel authors and through direct reading of novels published on Wattpad. Data analysis uses content analysis techniques to explore meaning in communication. The validity of the data is strengthened by triangulation through comparison of data from various sources and theories. The results of this analysis will be used to conclude the strategies and forms of communication used in writing the digital novel.

RESULTS AND DISCUSSION

A. Novel Writing Strategy Witzlu's " Cold Baby" on the platform Digital Novel Online

Based on the results of this research, it shows that in general the strategy for writing the novel "Bayi Perempuan" by Witzlu on the online digital novel platform "Wattpad" is (1) getting to know the audience (potential readers), (2) choosing a story genre, (3) unique story ideas, (4) choosing the right plot, (5) strong characters, (6) interesting conflict, (7) narrative, (8) use of dialogue, and (9) various language styles.

The strategy for writing the novel "Bayi Cold" by Witzlu is reflected in the content of the story and the author's choice of digital platform. Of course, this strategy cannot be separated from the intrinsic literary elements that the writer adheres to when creating his work, one of which is the choice of plot and story setting. The creation of the novel "Bayi Cold" was intended to be enjoyed by teenage readers on the digital platform "Wattpad" and the author succeeded in creating a beautiful work that received 9 million readers, clear evidence that the novel represents literary writers at a young age who came from school. Some of the writing strategies used are as follows.

1. Getting to Know the Audience

The main typology of writing strategies that we can observe in the novel "Bayi Cold" is the selection of the audience who will be the potential readers. When a writer knows who his potential readers are, his writing will be in demand because it is appropriate to the age of the reader, trends and hobbies and other interests that attract the reader. The audience chosen by the author is teenage readers on the Wattpad digital platform. The choice of a very appropriate strategy by the author is a way for the literary work of youth novels to be known, because it is age appropriate and of course the existence of a community forum on the Wattpad platform, the content of which is dominated by teenagers, and will further open the way for the novel to be known to readers according to their age, this can be seen in the following interview excerpt.

Researcher: When you look at the many digital platforms, why did you choose Wattpad? (LT-09/TRP).

Respondent: Because Wattpad has an average reader share Teenagers, and the novels that I write indeed Revolves around teenage stories, and Wattpad Very well known by teenagers compared to Other platforms, some of which The readers are adults and housewives. (LT-10/TRP)

Wattpad is a digital platform that utilizes community forums to share information about the latest novel lists, and even introduces novel writings to the public. Community forums can be a way to disseminate novels to fellow forum members, so that novels can be known by many readers, but only as a starting point, because readers will sort out which works are considered good and then determine which novel will be their reading material.

We can observe that on the novel author's home page on the digital novel platform Wattpad, you can see the cover of the novel *Bayi Cold* by Witzlu, indicating that the author's platform of choice for publishing his novel is the Wattpad digital platform.

2. Selection of Story Genre

Genre is a model that forms the basis of a book's story. The genre reflects the societal trends of its time. Does the fiction writer choose the genre of romance, teen fiction, fan fiction, science fiction, realistic fiction, fantasy, thriller, mystery, or horror?

In the novel *Bayi Cold*, it is clear that the genre chosen is teen fiction, this can be seen in the following quote.

No one knows what's in Arsean's heart now. He really had an unbearable affection for the woman sitting in front of him. He could still control himself with his flat expression. Not wanting to argue for a long time, Arsean finally stood up to leave Zara's presence. However, Zara managed to hold Arsean's hand, making the master immediately stop in his tracks.

"Eits, want to run away? Treat me first at the canteen."

Arsean was forced to sit back down, because he didn't want to linger, he took out a note with a nominal value of fifty thousand rupiah. He then gave the money to Zara.

"Next time you should treat me to Pizza Hut."

(BD/EP-01)

Data above shows the strategy for choosing the genre of the novel, which is teen fiction, as seen from the words in the novel which describe an incident where the protagonist is a school teenager, with the setting in the school canteen and the habit of asking friends to buy something in exchange for solving a problem.. Apart from that, it can be seen in the following interview excerpt.

Researcher: So, what strategies do you use so that your novel gets lots of readers?

(LT-13/TRP)

Respondent: In essence, after knowing which platform is for teenage readers, then our novel must also be in the juvenile fiction genre, this is one of the determining factors whether it will sell or not, whether or not there will be many views for our novel. (LT-14/TRP)

In the interview excerpt above, the novel writer has a strategy for choosing the genre of the novel by looking at who the readership of the novel is, because it is considered a determining factor in whether or not the novel will sell in the future or the number of readers of the novel on digital platforms.

3. Specificity of Story Ideas

The next strategy that researchers discovered was the strategy of determining a typical story idea. This story idea is the key to the success or failure of the story. According to researchers, the first aspect that makes story ideas interesting are things that cause unusualness that can become attractive for teenagers, namely developing the story idea of a genius teenager who is full of mystery with his pacifier, is something that is not common for readers.

The next aspect that can be found in this novel is the unique idea of a modern lifestyle that tends towards hedonism, just like the everyday stories enjoyed by today's children when watching Korean dramas, such as the story of a rich young master and a poor girl who makes him fall in love or vice versa, a girl who is the heir to the throne who is assigned the responsibility to run her parents' company, or even a poor girl who is actually still a descendant of the rich, but has just been thrown away due to divorce. This can be seen in the following novel excerpt.

"Mrs. Arsean deliberately took your father away from Mrs. Za that is original story. He just wants your father's wealth."

"He's not my father and I don't care."

"Are you sure you don't care? I heard that your father still loves your mother, he wants to cover your mother's hospital expenses, but she doesn't want to."

"Don't you think that your father is doing all this because he has to? "You don't know how evil Arsean's mother is," Kevin stressed, raising his voice.

(BD/EP-34)

Looking at the two things above, researchers can conclude that distinctive ideas must be taken into consideration by a teenage novel writer, of course ideas that must follow existing trends, so that they can sell on the market and have many readers on the digital novel online platform.

4. Selection of the Right Plot

Plot is the interweaving of events in a literary work to achieve a certain effect (the difference can be realized by temporal or time relationships and by causal or cause-effect relationships). Plot is the main events in a story arranged as a sequence of connected events. A story without a good plot will have no clear direction in the story. Researchers see that the plot in the novel *Cold Baby* has a single plot, consisting of only one sequence of events that are followed until the story ends.

5. Strong Characters

In a literary work, a character is someone who takes a role or is involved in the events in the course of the story. Characters become strategic targets for writers so as to increase the interest of the stories they create in a novel

Character is often used as a term to refer to character, character or characteristics that show how the character behaves in the story.

The term character in a story refers to the person or actor in the story. Character is the character, character, or traits possessed by the character who plays or is involved in the course of the story. A variety of characters will make the storyline easy for novel writers to build.

In the novel *Bayi Cold* by Wizlu, the author finds the attractiveness of the characters created by the author, namely the main character, an intelligent but mysterious young man named Arsean, who has a habit like a baby who still uses telon oil in his teens, and even still uses it secretly. Dot. Apart from the main character, the side characters also have unique characters, as evidenced by the character Zara, a teenage girl with a brave nature and full of struggle. This can be seen in the following quote.

(BD/EP-03)

6. Interesting Conflict

Conflict in a novel is one of the important elements that drives the plot of the story and creates tension that keeps readers involved. Conflict is a contradiction or obstacle faced by the main character in achieving his goals.

The conflicts contained in the novel *Cold Baby* are very diverse, either in the form of internal conflict (within the character) or external conflict (with other characters, the environment, or circumstances).

Internal conflict occurs within the main female character, namely Zara, in the form of a struggle between desires and obligations, a conflict between difficult decisions, or a struggle to overcome fear and uncertainty in facing the future because she is the backbone of the

family in the condition of her mother's illness. This conflict provides a dramatic impression, but also becomes the basis for the development of the main character's character and results in significant change or growth in the story. This can be seen in the following quote.

"I have to look for a job, I can't stand idly by my mother lying sick," said Zara to herself.

(BD/EP-05)

7. Narrative

Based on narrative situation theory developed by Franz Karl Stanzel which includes three narrative situations: 1) first-person narrative (first person narrative), 2) authorial narrative (writing narrative) and 3) figural narrative (figural narrative) (Stanzel, 1984 : 216).

Researchers found two types of narrative used in the writing strategy for the novel *Bayi Cold*, namely authorial narrative (writing narrative) and figural narrative (figural narrative). Two types of narrative are based on assumptions about the author's way of narrating events, including authorial narrative. That is, when you make the author the narrator or direct storyteller. Can be seen in the following quote.

(BD/EP-05)

Narrative is also clearly visible in the novel *Bayi Cold* because the author creatively describes the thoughts, emotions and behavior of the characters with a third person type. This can be seen in the following quote.

Zara took a deep breath after turning off the phone.

"They've gone home," said Zara to Arsean.

"Okay, let's go home now. I'm thirsty."

Zara nodded in agreement then walked with Arsean towards the parking lot. But their steps suddenly stopped when they accidentally passed Kevin.

Kevin, who was walking in the opposite direction, just watched Zara and Arsean silently. His eyes immediately focused on the two joined hands. He glanced at Arsean sharply.

"Zara, I want to talk to you for a moment," said Kevin, about to take Zara's hand.

(BD/EP-16)

The quote above explains that the author creates an alternative view for readers about the personality of the story character in third person style, namely the character Zara.

8. Dialogue

Dialogue is not only present in drama literary works, but dialogue is also present in short stories or novels. Dialogue is a conversation or communication process in a story. Dialogue can be in the form of story text contained in short stories or novels, because in a novel dialogue is also needed to present a complete description of the story and make the reader's imagination seem able to understand the characters in the story. Dialogue text is one of the main components that has an important role in the storyline written in the novel, as in the following quote.

(BD/EP-45)

In this excerpt, the dialogues that appear in the narrative of the story seem to bring the story to life and make the reader understand more deeply the character of each character, so that you can clearly see the characterization of the character who is very loving and full of responsibility through the dialogue presented in the novel and not just with story narration.

9. Language Style

Language style is a figure of speech used in a literary work, one of which is a novel. The language style in a novel greatly influences the genre of the novel, whether fantasy, romantic, comedy and horror. The language style in the novel has a great influence on the characters. The language style used by the author for each character reflects the character and nature of each character and of course also reflects the author's writing style.

The novel *Cold Baby* uses a lot of hedonistic language, which is often used to describe a life full of pleasure, pleasure and beauty. This language style tends to prioritize descriptions that are sensual, colorful and arouse the reader's senses. One of them we can see in the following quote.

"The sun slowly set over the horizon, spreading with orange rays that caressed the sky and radiated warmth. Zara came out of the magnificent house surrounded by lush gardens and a large swimming pool, I never thought Arsean was the son of that magnificent owner."
(BD/EP-05)

The hedonistic style of language in the novel plays an important role in creating an atmosphere and captivating the reader's imagination, presenting a world filled with beauty and pleasure.

There are various types of language styles that researchers found in the novel *Baby D Want*, namely: comparative language style, conflicting language style, affirmative language style, and satirical language style.

a. Comparative Figure of Speech

It is a figure of speech that expresses a comparison to increase the impression and also its influence on the reader. Allegorical figures of speech, allusions, similes, metaphors, anthropomorphs, synesthesia, antonomasia, aptronyms, metonymy, hypocorisms, litotes, hyperbole, personification, depersonification, pars pro toto, totem pro parte, euphemisms, eponyms, and symbolic figures of speech are included in the category of comparative figures of speech.

In the novel *Bayi Cold* by Witzlu on the digital novel platform Wattpad there are several types of figures of speech, including the following.

(1) Symbolic: It is a figure of speech that describes something using symbols or emblems to express its meaning, found in the following quote.

"Zara fills my black and white life, full of color".

Arsean's heart sounded as he looked at Zara who was fast asleep.

(BD/EP-45)

The words black and white and the words color here serve as symbols of life's journey. Black and white depicts life, which at first seemed flat, becomes full of color. Full of colors here means a life that is fun, exciting, and happy, with various tastes, like various colors.

(2) Metonymy

Disclosure using the name of a product (brand) which has become a characteristic of an object. In the analysis carried out, there are expressions using metonymic figures of speech. Here is one of the quotes as follows.

Arsean was forced to sit back down, because he didn't want to linger, he took out a note with a nominal value of fifty thousand rupiah. He then gave the money to Zara.

"Next time you should treat me to Pizza Hut."

(BD/EP-02)

The word Pizza Hut is a form of metonymic figure of speech that describes a pizza dish. In the context of this sentence, the food menu that will be eaten. However, it uses a more specific name for a pizza place, namely Pizza Hut.

(4) Simile

Comparison of two things that are related and that are considered the same, expressed with connectors such as, like, as if, like, like, and so on. In the analysis of the novel *Bayi Cold*, there is one quote that uses a simile figure of speech in the following quote.

"Arsean said, a normal human's CO₄ is 500 to 1000. But, if we are infected with HIV, the number will continue to drop, like the star board in our class, if you If you dare make the mistake of taunting him with his pacifier, I'll report it to BK and your star will be revoked!"
Zara said firmly.

(BD/EP-13)

In the quote above, a simile is used when comparing how the amount of CO₄ is reduced, like the star board in class, which will always be reduced if the student makes a mistake. These two things are a link that compares two things that are essentially different but are considered similar and are stated explicitly with the word "like".

(5) Hyperbole

An expression that is so exaggerated that it doesn't make sense. In the novel Cold Baby, there are several expressions that use hyperbole. The following is one form of expression used.

"When Zara was about to pour hot water on Arsean's porridge, his body suddenly locked up. Arsean hugged her from behind, as much as he loved Zara.

"I can't live without you Za"

(BD/EP-16)

My character is described as very dependent on a character named Zara. But that doesn't mean that if there is no Zara, my character really cannot live and will die without Zara.

(6) Synesthesia

An expression in the sentence experiences a change in the meaning of the word caused by an exchange of responses from two different human senses. It is in the following quote.

"Their faces gradually drew closer. Zara closed her eyes, unlike Arsean, looking at and breathing in Zahra's beauty. Both of them seemed to feel each other's irregular breathing with different outbursts.

"ARSEAN!!!" "The sound of screaming coming from behind suddenly made Zara and Arsean startled and then distanced themselves."

(BD/EP-15)

In the quote above, the word inhale should only be applied to an aroma, which can be identified by the sense of smell. Meanwhile, beauty, like a view, can only be touched with the sense of sight.

b. Figure of speech of conflict

It is a figure of speech that is used to state something that is true but uses opposite terms. Paradoxical, oxymoron, antithetical, interminous contradiction and anachronism figures of speech are types of figures of speech that fall into the category of contradictions. In the novel Bayi Cold there is an expression that uses the figure of speech of contradiction, which is as follows.

(1) Paradox Figure of Speech

It is the expression of a sentence by stating two things that appear to be contradictory, but in fact both have the same meaning, as can be seen in the following quote.

"I'm looking for someone to be my heart's soul mate. I search all the time. Unfortunately, the more I look, the more empty I feel, that's what I feel with Arsen."

(BD/EP-17)

The quote above describes my character, namely Zara, who is increasingly looking for someone, but increasingly she is not finding what she is looking for, so she feels empty. Even though usually when something is searched for, the chances of finding it are greater, but the expression above states the opposite.

3) Figure of Speech for Affirmation

It is a figure of speech used to emphasize something to increase understanding and impression for the reader. Included in this figure of speech category are apophasis, pleonasm, repetition, parallelism, alliteration, parallelism, tautology, sigmatism, antanaklasis, climax, anticlimax, rhetorical, ellipsis, correction, polysyndeton, incidenton, interruption, exclamation, enumeration, preterito, allonym, colloquial, sylepsis, and szeugma. In the stylistic analysis of the novel Bayi Cold, there are several types of affirmative figures of speech used, including the following.

(1) Enumeration

It is a figure of speech for affirmation that is conveyed by explaining part by part of the whole. In the analysis, there are several expressions using enumeration figures of speech.

"I felt like I had no more grip, I knew I would fall soon. I started crying, I asked, begged, begged so that I could have someone who would understand me like Zara."

(BD/EP-21)

The sentence above reveals that my character feels things repeatedly which are described using the words asking, begging, begging, crying, for something he doesn't have.

(2) Accidenton

It is a figure of speech used to express a sentence or discourse without presenting connecting words, found in the following quote.

"I could feel Arsen's hand on my waist, warm. His chest, his hands, his neck. I can feel it all "
(BD/EP-21)

Sentence in above describes the use of incidental figures of speech, in the sentence "His chest, his hands, his neck". This is because in this sentence there are no connecting words used, there are only commas to connect the words.

(3) Parallelism

It is expressing a meaning by using parallel words, phrases or clauses, aimed at confirmation. In the novel *Cold Baby*, several parallelism figures of speech are found. The following is an explanation of the form of parallelism found in the novel *Bayi Cold*.

Zara thinks for a moment. This job seems quite interesting. Zara has never experienced being a model. Please note that Zara really likes trying new things. There's nothing wrong with him accepting it.

"Yes ma'am, I want to!" Zara exclaimed.

"God is great, God can do anything for Zara, everything"

(BD/EP-23)

The quote above explains the power of God. God is great, parallel to the statement that God can do anything, everything. This is all because God is great, as Zara's character expresses that because he always got help when he had just lost his job.

(4) Repetition

It is a figure of speech that expresses affirmation by repeating the same words, phrases and clauses in one sentence. There is 1 sentence that uses the figure of speech repetition in the novel *Bayi Cold*, which is as follows.

"I'm confused, I'm alone. Zara feels touched, Arsean must be very hurt. Zara could only carry her boyfriend's body in her arms.

(BD/EP-26)

In the quote above, there is repetition of the word I in one sentence. This repetition shows confirmation of the condition of my elbow which is in a really devastated state.

(5) Rhetorical

It is a figure of speech that expresses an affirmation in the form of a question that does not require an answer, because the answer is already in the question sentence. In the novel *Bayi Cold* there are expressions using rhetorical figures of speech, as follows.

"Of course I have a strong spine if in heaven. Right, Lord? Because my spine is a chunk of Arsean's bone."

(BD/EP- 33)

In this sentence there is a question posed to God, but the answer is already in the question sentence posed. So there is no need for an answer to this question, the novel writer's rhetorical style is very easy for readers to guess in the use of figures of speech.

4) Satire figure of speech

It is a figure of speech that functions to express satirical sentences and aims to strengthen the meaning of the sentences expressed. Consists of five figures of speech, namely irony, sarcasm, cynicism, satire, and innuendo. However, in the stylistic analysis of the use of satirical figures of speech, there is only one type, namely sarcasm.

(1) Sarcasm

It is an expression of direct and harsh satire. In the novel *Cold Baby* there are several expressions of sarcasm, one of which is as follows.

"Let me explain again before I leave, you are the top class but stupid who can only see my family's past," Zara snapped at Kevin.

(BD/EP-35)

In the quote above, there is a quite rude statement of sarcasm, or harsh swearing directed at a man, which my character made because he felt very angry. Meanwhile, in general, someone who wins the class must be someone who is smart and cannot be stupid.

B. Form of Communication by the Author of the Novel "Bayi Cold" by Witzlu di Digital Novel Online Platform.

In this research, researchers discovered the forms of communication used by the author in the process of writing the novel "Bayi Perempuan" by Witzlu on the Wattpad digital platform, including;

1. Intrapersonal Communication (Intrapersonal Communication)

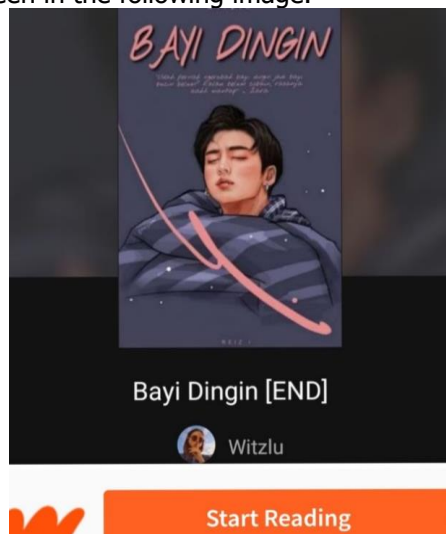
This communication occurs within the individual himself, or in other words the process of communicating with oneself. So in this sense, the writer acts as a communicator and as a communicant. He dialogues and asks questions with himself when he has to choose which digital platform to publish his work.

The author got the answer after conducting several research into the types of platforms with their respective reading shares, and finally the author decided to choose the digital platform "Wattpad" to publish his work. This can be seen in the following interview excerpt.

Researcher: Apart from the strategies above, are there any other things, or is there any other communication apart from relying on the content of novel writing on the platform? (LT-23/TRP)

Respondent: What is clear is that there was communication with myself at the beginning, what platform did I put it on? Then after successfully writing several chapters I tried to share with my friends the link to the episode I had written, and in the application there is also a group or community support, namely a group of fellow author friends and in this group we usually promote each other. Our novel. (LT-24/TRP)

Apart from that, the author can also see the results of intra-personal communication within the author, this can be seen in the following image.



4.2 Homepage or display of the Cold Baby home page on Wattpad
Source: www.wattpad.com (accessed November 20, 2022)

We can see that on the novel author's home page on the digital novel platform Wattpad, you can see the cover of the novel Bayi Cold written by Witzlu, which is the answer that the choice of platform that ultimately became the way for the author of Bayi Bayi Cold to publish his novel was the Wattpad digital platform.

2. Interpersonal Communication (Interpersonal Communication)

Interpersonal communication is an interaction between two or more people, where the sender can convey messages directly, and the recipient of the message can receive and respond directly. Researchers found that interpersonal communication is the second form of

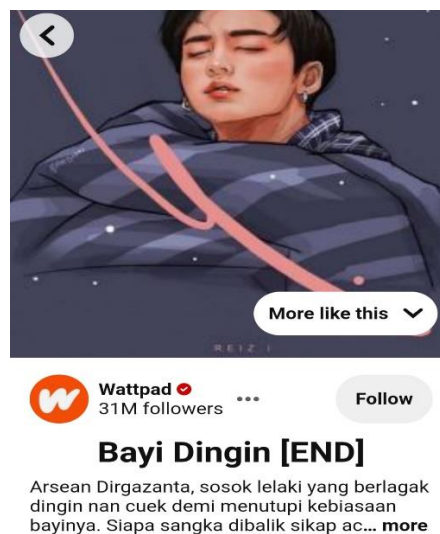
communication for novel writers after choosing a platform. At this stage the author carried out activities to spread the novel link to several friends directly and friends online (on the network), namely friends the author found on the "Wattpad" digital platform. Apart from that, the author also communicated with several readers on the Wattpad digital platform.

In this interpersonal communication, the novel writer, when finished uploading an episode or several episodes of the novel he has written. And to anyone who shared the link, it happened by chance and was not planned beforehand, but the context of the communication that occurred was two-way, and the level of feedback that occurred was high, especially to friends who directly shared the novel link, it would immediately give the effect of an answer willing to read. Or not, this can be seen in the following interview excerpt.

Researcher: Apart from the strategies above, are there any other things, or is there any other communication apart from relying on the content of novel writing on the platform? (LT-23/TRP)

Respondent: What is clear is that there was communication with myself at the beginning, what platform did I put it on? Then after successfully writing several chapters I tried to share with my friends the link to the episode I had written, and in the application there is also a group or community support, namely a group of fellow author friends and in this group we usually promote each other. Our novel. (LT-24/TRP)

It's just that when distributing links shared with friends on the network, the coverage speed is relatively slow, but can be monitored via the Wattpad application, which shows the level of Views on the novel digital platform, the number of people who follow (follow) can also be seen in the Wattpad application. The novel Baby Cold has reached millions of followers on the Wattpad application and has reached 9 million readers, this can be seen in the following image.



Picture 3. Homepage or display of the number of Wattpad Followers

Source: www.wattpad.com (accessed November 20, 2022)

The effectiveness of interpersonal communication that occurs with the author can be seen in the openness of friends, namely when they respond happily to the information received, a sense of empathy, and receive support (supportiveness).

The author also feels a positive feeling towards himself, the author even encourages other people to participate more actively in his novel, such as giving likes or coins. And even equality, namely the tacit recognition of writers and readers, respecting the written work created by the writer.

3. Public Communication

The public communication carried out by the author to introduce his novel was by holding a small road show in the writing community which the author participated in. Such as the

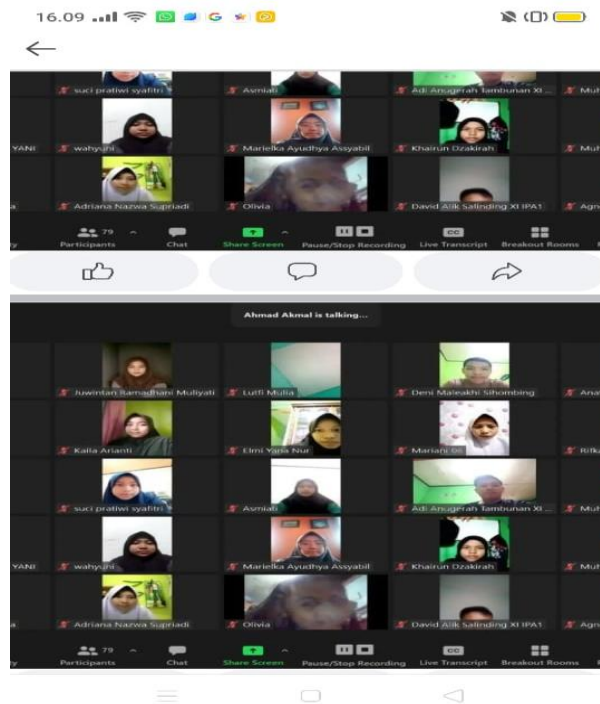
Bontang reading community, Ayo Kaltim Tulis and several writing communities that the writer participates in. One of the Cold Baby Road Shows held at the AKM Bontang forum was attended by all young writers from high school teenagers and Bontang students. This can be seen in the following interview excerpt.

Researcher: Are there other forms of communication such as introducing it to the public? Off-platform?

(LT-25/TRP)

Respondent: When my novel had a contract target and was going to be published by one of the publishers, during the contract target period it was my opportunity to promote it, coincidentally I joined several literacy communities and I was also the chairman of the literacy forum in the city of Bontang, namely AKM Bontang (Ayo Kaltim Writing), I also did a road show at that time, to introduce the novel Bati Cold, and thankfully the enthusiasm of the readers was overwhelming, they even parodied the story of the Cold Baby on Tik Tok, from there the views rose, up to 9 million. (LT-26/TRP)

The author also traces evidence of public communication that has been carried out, namely in the form of roadshow activities via Zoom media, and can be seen in the following image:



Picture 4. Homepage of AKM Road show activities on Zoom media
Source: www.facebook.com (accessed March 20, 2023)

In this public communication, the author prioritizes the transfer of messages that are well structured, in oral form, because the mission is to introduce the novel to potential readers, so it must be able to persuade potential readers. Or in other words, this form of communication is the process of communicating in front of a large audience in a special room.

4. Mass Communication

In this mass communication, novel writers cannot be separated from the role of mass media. Mass media plays a very active role in providing information to other people. The author collaborates with several print newspapers and online newspapers and even local radio and television in introducing his novel. Mass media has a very important role in carrying out promotions. Based on the author's statement in an interview, the mass media that the author uses to introduce his work when promoting is uploading it on the digital novel platform and

the author also sends news and links to his novel to online newspapers, working to get broadcast slots on local television PKTV Bontang, Radio Praja Bontang. This can be seen in the following quote.

Researcher: Was the achievement of writing the novel *Bayi Cold* ever published in the newspaper? (LT-29/TRP)

Respondent: Yes, it was published at that time on Radar Bontang, and after it appeared in the newspaper, I was invited to local television, namely PKTV, the radio station of the City Government "Praja Bontang", I was asked to share so that many other young writers would be inspired, and at the same time I made it an opportunity to showing my novel which had been printed at that time. And I also uploaded to my personal Instagram the link, photo of the novel and the award I received.

(LT-30/TRP)

The author of the novel *Bayi Cold* uploaded his novel on social media, this can be seen in the following image.



Picture 5. Homepage of the *Cold Baby* Novel publication on Instagram Media
Source: www.instagram.com (accessed March 20, 2023)

We can see on the novel author's personal Instagram page, the identity of the novel author and the novel excerpt or synopsis of *Cold Baby* published by the author on Instagram social media.

CONCLUSION

The results of this research reveal that the author of the novel "*Bayi Perempuan*" by Witzlu on the digital novel platform Wattpad uses a number of writing strategies which include understanding the potential audience, choosing a story genre, unique story ideas, appropriate plot, character development, interesting conflict, narrative, use of dialogue, and variations in language style. Apart from that, the author also adopts various forms of communication in the process of writing and promoting his work, including intrapersonal communication when choosing a publication platform, interpersonal communication with online friends and readers on Wattpad, public communication in introducing the novel to potential readers, and the use of mass media such as online newspapers, television, radio and various social media platforms.

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Reference adopts APA citation and reference style 6th edition. Link guideline for reference could be found in the following:

<https://apastyle.apa.org/style-grammar-guidelines/references/examples>

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