



Analyzing the Influence of Motivational Sentences on Tiktok in Building Students' Reading Enthusiasm

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ABSTRACT

This research aims to explore the influence of motivational sentences on TikTok in increasing students' reading enthusiasm. In today's digital age, TikTok has become one of the most widely used social media platforms among teenagers. Its short and visually engaging content, particularly motivational messages, has the potential to influence students' perceptions and habits related to reading. This study employed a qualitative descriptive method with 20 participants from the eleventh grade of SMA Muhammadiyah 2 Pulau Morotai. Data were collected through interviews and analyzed using coding techniques. The findings revealed that motivational sentences on TikTok had a significant positive impact on students' reading interest. The emotional power of short motivational videos, combined with relatable music and visuals, effectively encouraged students to read more frequently and perceive reading as a meaningful activity. Most respondents reported a shift in perspective from viewing reading as a task to embracing it as a form of personal growth and self-development. The results of this study highlight the potential of social media, especially TikTok, as an educational tool to promote reading motivation among students.

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ABSTRACT

Penelitian ini bertujuan untuk mengeksplorasi pengaruh kalimat motivasi di TikTok dalam meningkatkan antusiasme membaca siswa. Di era digital saat ini, TikTok telah menjadi salah satu platform media sosial yang paling banyak digunakan di kalangan remaja. Konten singkat dan menarik secara visual, terutama pesan-pesan motivasi, memiliki potensi untuk mempengaruhi persepsi dan kebiasaan siswa terkait membaca. Penelitian ini menggunakan metode deskriptif kualitatif dengan 20 peserta dari kelas XI SMA Muhammadiyah 2 Pulau Morotai. Data dikumpulkan melalui wawancara dan dianalisis menggunakan teknik pengkodean. Temuan menunjukkan bahwa kalimat motivasi di TikTok memiliki dampak positif yang signifikan terhadap minat membaca siswa. Kekuatan emosional video motivasi singkat, dikombinasikan dengan musik dan visual yang relevan, secara efektif mendorong siswa untuk membaca lebih sering dan memandang membaca sebagai aktivitas yang bermakna. Sebagian besar responden melaporkan pergeseran perspektif dari memandang membaca sebagai tugas menjadi menganggapnya sebagai bentuk pertumbuhan pribadi dan pengembangan diri. Hasil penelitian ini menyoroti potensi media sosial, khususnya TikTok, sebagai alat pendidikan untuk meningkatkan motivasi membaca di kalangan siswa.



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INTRODUCTION

In today's digital era, social media has become an integral part of students' lives, shaping their communication, behavior, and learning motivation. TikTok, as one of the most popular platforms among teenagers, provides short and engaging content that can influence students' perspectives. Among its various features, motivational sentences stand out because they have the potential to inspire positive actions, including developing students' interest in reading.

TikTok, originally launched as Musical.ly in 2016 by Zhang Yiming, is now one of the most widely used applications globally. In Indonesia, it has grown remarkably, with more than 157 million active users as of October 2024, making the country the largest TikTok user base worldwide (Fatika, 2024). This rapid growth, supported by the accessibility of smartphones and internet services, highlights TikTok's role not only as an entertainment platform but also as a medium for educational content and literacy promotion. Reading is a fundamental skill in education, yet many students still face challenges in maintaining enthusiasm due to distractions and a lack of intrinsic motivation. Previous studies (Mardia Musa & Hanita hanima Ismail, 2023; Dindamayang Sari, 2024) emphasized the role of social media in supporting literacy, but limited research has specifically explored how motivational sentences on TikTok affect students' reading enthusiasm. This gap provides a strong rationale for the present study.

Therefore, this research aims to analyze the influence of motivational sentences on TikTok in enhancing students' enthusiasm for reading. By exploring students' perceptions and experiences, this study seeks to provide insights into how digital platforms can be utilized to support literacy development, particularly for English as a Foreign Language (EFL) learners in the Indonesian context.

LITERATURE REVIEW

Reading is an activity that involves understanding, interpreting, and processing information contained in text or symbols. In general, reading is not only about pronouncing words verbally, but also about understanding, analyzing, and drawing meaning from the text. This process requires active involvement from the reader in absorbing information and connecting it to previous knowledge. (Miller & Moss, 2023) In their research on digital literacy stated that reading is an interactive process that involves readers not only to identify words, but also to evaluate the credibility of sources, filter information, and interact with texts in various



formats, especially in digital contexts. They emphasize the importance of digital literacy in managing information available in cyberspace.

According to Kamus Besar Bahasa Indonesia (KBBI), the meaning of reading is to see and understand the content of what is written (verbally or just in the heart). (Dalman, 2017:7) said that reading is the process of changing the form of symbols/signs/writing into meaningful sounds. Therefore, this reading activity is very much determined by physical and mental activities that require someone to interpret written symbols actively and critically as a communication pattern with themselves, so that readers can find the meaning of the writing and obtain the information they need. Rahim in (Khotimah et al., 2019:17) argues that reading is a complex process, this process involves physical and mental activities. The reading process consists of nine aspects, namely, sensory, perceptual, sequence, experience, thoughts, learning, associations, attitudes, and ideas. According to (Alvermann, 2023:5) in *The Handbook of Literacy Studies* states that reading is a continuously developing skill, which not only focuses on conventional text comprehension, but also includes critical and reflective thinking skills. Competent readers in today's era must be able to filter information, assess context, and adapt to different.

Social media has become a significant tool in education due to its accessibility and engaging format. Wang and Guo (2021) argue that platforms such as TikTok and Instagram can increase student engagement by delivering educational content in attractive ways. TikTok, in particular, is highly popular among teenagers for its short, interactive videos (Zhang et al., 2023).

Motivational sentences are short, inspirational messages designed to encourage positive attitudes and behaviors. Lee and Kim (2020) state that such content provides emotional support, while Han and Zhang (2019) found that students exposed to motivational sentences through social media demonstrated greater reading enthusiasm. Similarly, Ryan and Deci's (2020) Self-Determination Theory suggests that external motivation, such as motivational sentences, can evolve into intrinsic motivation if students find personal meaning in the activity. In this context, TikTok's motivational content may trigger positive emotions and transform students' perception of reading from a burden into a self-driven habit.

Mardiaya Musa and Hanita Hanima Ismail (2023) investigated the TikTok Sight Words Challenge to improve Malaysian students' reading fluency. Their study confirmed TikTok's effectiveness as a tool to increase motivation in reading activities. Meanwhile, Dinda Mayang Sari (2024) analyzed TikTok as a source of academic reference among university students, highlighting both its potential and the challenges related to credibility. Both studies underline TikTok's growing educational role. However, this research differs in its focus on motivational sentences and their influence on high school students' reading enthusiasm.

METHOD

This research was conducted on eleventh-grade students of SMA Muhammadiyah 2 Pulau Morotai. The subjects of this study involved 20 students. In this research, the researcher uses a descriptive qualitative research. According to Moleong J.Lexy (2020) Qualitative research methods are research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior. Qualitative research, according to



Hendryadi et al. (2019:218), is a naturalist research process that seeks a deep understanding of social phenomena. Qualitative descriptive research method is an approach use to understand social phenomena or events in depth, focusing on meaning and understanding based on the perspective of research participants.

Data Collection Techniques

This research analyzes the influence of TikTok on students' reading enthusiasm. A qualitative research design is employed in this study. To collect the data, the writer uses interviews as the research instrument.

RESULT AND DISCUSSION

Result

After conducting the coding of the interview data, it was revealed that motivational videos on TikTok significantly contribute to enhancing students' reading enthusiasm. The respondents explained that such content not only fostered curiosity and stimulated intrinsic motivation, but also reshaped their perception that reading is not a monotonous activity. Furthermore, several students admitted that they were encouraged to allocate more time to reading after being exposed to motivational videos. Moreover, these findings suggest that TikTok, through the delivery of motivational sentences, has the potential to serve as an effective medium for fostering students' interest, engagement, and positive attitudes toward reading.

On the result from the interview, the First questionis: How often do you use TikTok in your daily life?

Based on the questions above, all of them often use TikTok, even almost every day in their daily lives, as a form of entertainment and to fill their free time when they are not busy with other activities."

1. *The respondent R1 said, " Umm, if you ask how often, I'd say very often, because I use TikTok to fill my free time when I'm not busy, like after class during lunch break and at night."*
2. *R2 "Often, because I use TikTok in the morning, afternoon, and night until 11 PM. In the morning after class, during lunch break, and after praying and eating"*
3. *R16 "Yes, often and I usually use TikTok almost every day if my internet data hasn't run out yet, astaghfirullah, haha, but it's for entertainment in my free time, and I also get motivated to study from TikTok, with its interesting and motivating content."*
4. *R10 "I open TikTok almost every day if I still have data left, yeah, haha. Usually, after school lessons, I open TikTok again, and after getting home from school and at night"*
5. *R11 "Yes, often. I use TikTok almost every day to fill my free time as entertainment."*
6. *R15 "Yes, often. I use TikTok during my free time after class, after meals, and before going to bed at night. If I run out of data, I use Wi-Fi, hahahahaha, yeah, because it's a form of entertainment for me."*

The majority of respondents admitted to using TikTok almost every day, especially during their free time such as after class, during breaks, and before going to bed. TikTok is primarily used as a source of entertainment, and some respondents even mentioned using Wi-



Fi when they run out of mobile data. Although the main purpose is entertainment, several respondents also felt motivated to study by the inspiring and touching content they found on TikTok.

The second question, what type of content do you watch most often on TikTok?

1. Responden R1 *"The content I often watch includes motivational or inspiring videos because I just enjoy them. And of course, educational videos too, since I don't just watch them, I also learn something. Sometimes I also watch funny content and other types of entertainment. I guess I watch all kinds of content, haha. Since TikTok keeps showing all sorts of videos as we scroll, everything ends up on our For You Page. So yeah, basically, I watch everything, hahahaha."*
2. R2 *"I usually watch educational content, hmm... motivational quotes, and other entertaining content. I think on TikTok, if we keep scrolling, all kinds of content will definitely show up on our For You Page. And of course, we end up watching all types of entertainment shared on TikTok, hahaha."*
3. R5 *"My favorite content includes motivation, educational videos, study tips, and food reviews, I guess. If you Ask what type of content I watch most often, I think I watch pretty much everything, haha. On TikTok, when we scroll, all kinds of videos from different creators end up on our For You Page, right? Hahaha"*
4. R8: *"I like watching motivational videos, news, travel content, and other types of entertainment because any video shared on TikTok can be accessed by all TikTok users since it usually shows up on our For You Page."*
5. R13 *"My favorite content includes self-motivation, creative entertainment, and life education. All kinds of videos on TikTok are entertaining, so I enjoy opening TikTok."*

"So, the types of content they often watch are motivational or inspirational videos. Not only that, they also watch other types of entertainment because TikTok offers a wide variety of content that they can access-since any video shared on TikTok will likely appear on everyone's For You Page."

The three questions are: Have you ever seen TikTok content that contains motivational sentences? Can you tell us what the content is like

1. Responden R2 *"I have seen a motivational video, for example, one with a narration like this: 'The importance of reading, if you ignore it, it will become a problem for you in the future.' And I suddenly thought, 'Yeah, that's true. Not knowing anything because of a lack of knowledge from not reading, I'll regret it later.' Right after that, I started studying for a bit. I don't even know why, hahaha."*
2. R3 *"Yes, I often come across motivational videos about the importance of having knowledge to change our mindset through reading. They make me feel more motivated and make me rethink my life goals, especially if I'm not studying diligently. I also follow those motivational accounts and like to share their motivational quotes on my stories. The content usually feels like an inspiring narration, basically a collection of motivational sentences."*
3. R5 *"My favorite content includes motivation, educational videos, daily Volga, inspirational stories, and content like food reviews, humorous videos, and other entertaining content. Honestly, if you ask me what kind of content I often watch, I think I*



watch everything... Because on TikTok, when we scroll, all kinds of videos will definitely show up on our feed. Haha, right?"

4. R6 *"The content I often watch includes funny videos, daily Volga, motivational videos, educational videos, and light entertainment. But honestly, we probably end up watching all kinds of content, because when we keep scrolling, we'll eventually come across everything, kind of like it just shows up on our FYP. That's how it is, haha."*

"The majority of respondents stated that they often come across TikTok content containing motivational quotes, and these types of content have a positive impact on them as it increases their motivation to study and improves their outlook on life.

The fort question, What do you feel when you see or hear these motivational sentences

1. Responden, R2 *"I feel more motivated and want to make small changes in my life, like studying more diligently by reading to gain more knowledge. I feel like I'm not that smart, hahaha, so I try harder. Those motivational quotes feel like encouragement that boosts my spirit, you know, hahaha."*
2. R4 *"I feel inspired and more motivated to improve my bad habit of being lazy and become more diligent, especially in reading books to get smarter, even if I'm not that smart, haha. At least I get to know a little more through reading, hahaha."*
3. R7 *"I feel motivated, and my mind feels calmer after hearing those motivational words, whether they are written or spoken. Both have a big impact, as if they give me a boost of energy, I don't know why, haha."*
4. R9 *"I feel more motivated and think more optimistically after seeing it. It feels like a form of support for me, so it makes me happy."*
5. R11 *"After seeing the motivational quotes, I feel more driven to improve my abilities by reading more books, so that I can also motivate others with words from what I've read, haha."*

"The majority of respondents reported feeling more motivated and driven to improve themselves after seeing or hearing motivational sentences, especially in relation to studying and reading. They felt that these motivational quotes provided a boost of encouragement, increased self-awareness, and inspired them to change bad habits into better ones, such as overcoming laziness and becoming more diligent in their studies. Some respondents also mentioned that the quotes had a positive emotional impact, helping them feel calmer, happier, and more optimistic. The motivation gained from this content was perceived as a form of support or reminder to stay enthusiastic in pursuing personal goals.

The fifth question, What the motivational sentence ever influenced your perspective or behavior, especially when it comes to reading

1. Respondent, R2 *"Yes, those motivational quotes made me value my time more by spending it studying through reading books."*
2. R3 *"Yes, I read more often now because I realize that if I don't read much, I'll become ignorant, haha. Everything we know surely comes from reading to get information, so I have to be diligent in reading."*
3. R4 *"Those motivational quotes made me more aware of the importance of using my free time to read."*
4. R8 *"I feel motivated to become more enthusiastic after watching content that contains motivational messages."*



5. R11 *"The motivation made me realize that to achieve what we want, especially in terms of education, we need to study and read diligently to gain knowledge, because it is an investment for the future."*
6. R12 *"Motivational quotes make me understand more deeply the importance of knowledge, because those who speak wisely or give motivation usually do so because they read a lot, so it makes me want to be more diligent in reading as well."*

"Based on the interview results, it can be concluded that motivational sentences found in social media content, especially on TikTok, have a positive influence on students' enthusiasm for reading. Several respondents stated that they became more aware of the importance of using their time wisely by reading and realized that knowledge is something valuable that must be pursued consistently. In addition, some respondents expressed that they felt more motivated and enthusiastic about reading after watching content containing motivational messages. This perspective is reinforced by the awareness that wise or inspirational individuals usually have strong reading habits, which serves as encouragement for students to adopt the same habits. Overall, motivational quotes consumed through social media not only provide emotional encouragement but also help shape a more positive mindset and behavior toward reading as an investment for the future.

The sixth question, Can you tell us about an experience when you felt more enthusiastic about reading after seeing motivational content on TikTok

1. Responden, R2 *"After watching the motivational video at that time, which happened to be right before my exam, I suddenly felt like it pushed me to be more enthusiastic in preparing. I started studying and reading all the lessons. Before that, even if I had an exam the next day, I was usually too lazy to study or read the materials given by the school. But somehow, after seeing that motivational content on TikTok, I immediately became more diligent. Astaghfirullah, haha."*
2. R3 *"Basically, I feel excited, umm... whenever there's a push from a motivational sentence, I immediately become diligent in studying or reading. I'm impressed by the words that are said, and I don't know why, but they give me a boost of spirit."*
3. R4 *"After watching, I started reading books that I used to ignore. Those motivational contents gave me the spirit to study again, because I believe that someone who can say such motivational words must be someone who reads a lot. That made me think, and I immediately changed my habit from being lazy to read, to becoming more diligent in reading in order to gain more knowledge."*
4. R6 *"once felt more excited to read a novel about a little child who lost his shoulder after watching a video filled with motivational words. That was quite an experience for me, because I hadn't been reading for a while. But after watching that motivational video, I immediately started reading again. It may sound a bit dramatic, but it's true, haha."*

"Based on the respondents' answers, it can be concluded that motivational content on TikTok has a positive influence on boosting reading enthusiasm. Such content provides a strong emotional push, motivating students to start or return to reading, especially during important moments like exams. The inspiring words in motivational videos touch the viewers, encourage them, and drive them to become more diligent in reading to gain knowledge. This indicates that social media platforms like TikTok can be effective tools in fostering reading interest when used positively.



The seventh question, What do you think makes motivational quotes on TikTok interesting or influential to you

1. Respondent, R1 *"In my opinion, motivational quotes are interesting because the language is simple yet deeply meaningful. I don't know why, but they make me feel more enthusiastic, whether it's going to school or when I feel lazy to study, especially reading. I look for words that can push me to get motivated to read. It might sound exaggerated, but I really do experience this, haha."*
2. R2 *"I think the quotes on TikTok are interesting because they're delivered with videos and music that boost my spirit. I feel like the words are really touching, and when paired with that kind of music, it just feels in sync, you know? Umm, it's hard to describe, I'm not sure how to put it, haha... but the words feel like they're giving me some kind of insight."*
3. R3 *"The words feel like they represent what we want and what we feel. To me, the words are really beautiful, they make anyone who reads them feel happy. I don't really know how to explain it, but they can influence the way we think in a positive direction. Basically, they give us motivation."*
4. R19 *"In my opinion, even though the motivational quotes are short and paired with music, they somehow really represent what we feel. Even though they're brief, they carry deep meaning, at least that's how I see it."*
5. R20 *"For me, umm, what makes motivational quotes interesting,eee..I don't really know why, but the words are so beautiful and really touching. They're not boring at all, in fact, they make us interested in what the quotes are saying. That's how I feel, at least."*

"Overall, motivational quotes on TikTok are considered appealing because they combine the beauty of language, emotional elements, and supportive visual media, while also providing encouragement and personal meaning to the audience.

The eighth question, What kind of reading do you usually choose when you are motivated to read

1. The Respondent, R1 *"Hmmm... I like reading books such as novels, like one titled 'Dad, Which Way Are We Going?' the story in this novel really touched me and motivated me. I also read other educational books, like history, and I enjoy that too. I also like learning English vocabulary."*
2. R16 *"I read motivational articles and various kinds of reading materials, ranging from inspirational stories to books on economics, geography, and religion. I also enjoy learning English vocabulary after feeling motivated. But yeah, I don't read all these books at once, it's a gradual process, haha."*
3. R18 *"I choose to read inspirational storybooks and religious books. I also enjoy learning vocabulary from dictionaries, and I like geography books too. But I don't read all of them in one day I read one book at a time gradually, day by day."*
4. R20 *"I choose to read history and other school subjects. I also read other types of books like history, geography, culture, and economics because all of these books increase our knowledge. But I don't finish them all in one day, it's definitely a gradual process, haha."*

"Respondents tend to choose a variety of readings when they feel motivated, such as inspirational novels, textbooks (history, geography, economics), and religious books. They are also interested in learning English vocabulary. These readings are chosen because they are



considered motivating, enriching in knowledge, and personally relevant. The reading process is done gradually, not all at once.”

The nine question, What do you think about the role of motivational sentences on TikTok in building a spirit of reading among students

1. Responden, R3 *“The impact is quite significant because motivation pushes us to be more enthusiastic, including setting reading goals to gain more knowledge, since books are the window to the world. So, the role of motivational quotes we find on TikTok serves as a driving force that encourages us to study harder, especially as students.”*
2. R4 *“Hmmm, in my opinion, motivational quotes on TikTok play a big role because students nowadays really enjoy scrolling through videos on TikTok. There is are many of educational content, and a lot of motivation can be found there. One example is content that shares videos with motivational words. This can catch someone's attention, and I've experienced it myself.”*
3. R6 *“In my opinion, motivational quotes on TikTok can be an effective way to foster students' interest in reading. I believe a motivational quote is a form of support expressed through beautiful words, and anyone who hears it will surely be touched I don't know why, but it can really influence us, because I've experienced it myself, hahaha.”*
4. R7 *“Umm, in my opinion, motivational quotes on TikTok have a positive impact because they serve as a form of learning for us. The words are like beautiful advice that really touches the heart—I don't know why, but they are very impactful. I believe they can encourage students to be more diligent in gaining knowledge through reading, because I've felt the impact myself, hahaha. “*
5. R8 *“In my opinion, motivational quotes on TikTok can raise awareness about the importance of reading in a way that isn't boring. When we feel sad or doubt ourselves, and then we come across inspiring words while scrolling through TikTok, it can boost our confidence. That's how I see it, because I've experienced it myself, hahaha. “*

“So it can be concluded that motivational quotes on TikTok have a positive role in fostering reading enthusiasm among students. Most respondents stated that these motivational quotes are able to touch their feelings, provide emotional encouragement, and increase their self-confidence and interest in learning, including reading, because they have experienced it themselves. Motivational content presented with beautiful words and touching music is seen as an effective.”

The ten qquestions: How big an influence do you think motivational sentences on TikTok have on your reading habits? Can you explain

1. Responden, R1 *“The impact is quite significant because I've become more consistent in reading after frequently watching motivational videos.”*
2. R3 *‘What I've felt is that the influence of the motivational quotes I came across gave me a strong push to be more diligent in expanding my knowledge by taking the time to read.”*
3. R7 *“The impact is quite noticeable because I've been reading more often, even if only a little at a time.”*
4. R8 *“Ummm, the impact is quite significant, especially for someone like me who didn't really enjoy reading before,astaghfirullah, haha but now I've become more diligent and actually enjoy reading.”*



5. R9 *“Ummm, the impact is very real in my life because it has made me appreciate reading time more. Ummm, through reading we can gain knowledge and information, and through reading we can create meaningful words like the motivational quotes we often hear now. People who share such wise words are surely avid readers, and that’s what motivates me, especially from the motivational quotes shared on TikTok.”*
6. R11 *“The influence of motivational quotes on TikTok is quite significant for me in staying consistent with reading, because the encouragement I get when I open TikTok feels truly inspiring to me, hahaha “*
7. R19 *“At times, I thought the impact was just so-so, but the more I came across motivational quotes, the more I started reading regularly after prayer, and then after that, I would scroll through TikTok again, hahaha “*

“Most respondents stated that motivational sentences on TikTok have a significant influence on their reading habits. These motivational quotes encourage them to become more consistent in reading, even among those who previously did not enjoy it. Many reported that after frequently encountering such quotes, they began to allocate specific times for reading, such as after prayer or during their free time. TikTok has proven to be an effective medium, as the motivational content feels relatable, emotionally engaging, and inspiring, encouraging students to appreciate the value and benefits of reading. Therefore, motivational quotes on TikTok play an important role in fostering a more regular and meaningful reading routine among students.”

Discussion

Based on the findings of this study, it is evident that motivational sentences delivered through TikTok videos have a positive impact on students’ reading enthusiasm, both in terms of emotional influence, changes in perception, and actual reading behavior. These results are consistent with several previous studies.

This study is in line with the research conducted by Mardiah Musa and Hanita Hanima Ismail (2023), who developed the TikTok SiWo Challenge to improve reading fluency through sight word practice among Malaysian primary school students. Although their research targeted younger learners and focused on reading fluency, while the present study investigates reading enthusiasm among high school students, both demonstrate that TikTok can serve as an effective educational tool to increase students’ motivation to engage in reading activities. TikTok’s creative and interactive features make it attractive and effective in capturing students’ attention. The main difference lies in the type of content used: Mardiah and Hanita employed sight words for practice, whereas this study emphasizes motivational sentences that evoke emotional responses and encourage students to build a personal connection with reading.

Furthermore, this study is also supported by the findings of Dinda Mayang Sari (2024), who examined the use of TikTok as a reference source for Library Science students at UIN North Sumatra. Dinda’s research revealed that TikTok has the potential to support academic development, particularly when students critically engage with educational content. Although many students still prefer conventional sources due to credibility concerns, TikTok was recognized as an engaging and easily accessible platform for obtaining information and learning. Similarly, this study highlights that motivational content on TikTok can influence



students both emotionally and cognitively, helping them to perceive reading not as a burden, but as a meaningful and necessary habit.

These previous studies affirm TikTok's potential not only as an entertainment platform but also as a medium for motivation and educational engagement. However, the distinctive contribution of this study lies in its emphasis on how short, emotionally resonant motivational sentences in TikTok videos can foster students' intrinsic motivation to read, promote positive attitudes toward reading, and influence their daily reading habits.

Therefore, this study not only supports the findings of previous research but also provides new insights by emphasizing the affective power of social media content in shaping students' enthusiasm and motivation to read.

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