

**DISAPPOINTMENT TO JAMES R. DOTY'S *INTO THE
MAGIC SHOP* (2016): READER RESPONSE ANALYSIS**



**Submitted as a Partial Fulfillment of the Requirements for Getting Bachelor Degree
of Department of English Education School of Teacher Training and Education**

By:

FITTINA NAUFA AULIA

(A320150224)

**DEPARTMENT OF ENGLISH EDUCATION
FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITAS MUHAMMADIYAH SURAKARTA**

2020

APPROVAL

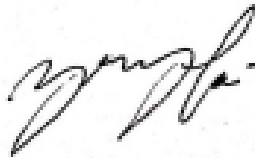
**DISAPPOINTMENT TO JAMES R. DOTY'S
INTO THE MAGIC SHOP (2016):
READER RESPONSE ANALYSIS**

PUBLICATION ARTICLE

Written by:
FITTINA NAUFA AULIA
(A320150224)

Approved by the Consultant
Faculty of Teacher Training and Education
Universitas Muhammadiyah Surakarta

The Consultant



Yeny Prastiwi, S.Pd., M.Hum., Ph.D.

NIK. 1047

ACCEPTANCE

DISAPPOINTMENT TO JAMES R. DOTY'S *INTO THE MAGIC SHOP* (2016): READER RESPONSE ANALYSIS

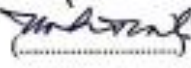
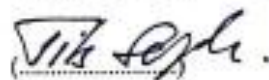
Written by:

FITTINA NAUFA AULIA
A320150224

Accepted and approved by the Board of Examiners
Faculty of Teacher Training and Education
Universitas Muhammadiyah Surakarta
On November, 2019

The Board of Examiners:

1. YenyPrastiwi, Ph.D.
(Chair Person)
2. Dr. M. Thoyibi, MS.
(Member I)
3. Titis Setyabudi, M.A.
(Member II)



Prof. Dr. H. Joko Prayitno, M.Hum

NIP. 1965 04 28 1993 03 1001

TESTIMONY

Herewith, I declare that there are no plagiarism of the previous studies or other literary work which has been raised in order to gain bachelor degree, nor there are other masterpiece which has been written or published by other, except those that are referred in this manuscript and mentioned in the bibliography.

Therefore, if it is proved that there are some untruestation in this declaration. I will fully responsible for that.

Surakarta, 28 November 2019

The Researcher

A yellow rectangular postage stamp from Indonesia. It features a large star in the center. The word 'KETERANGAN' is at the top, and '5000' is at the bottom. There is a small emblem on the right side. A signature is written over the stamp.

Fittina Naufa Aulia

A32010224

DISAPPOINTMENT TO JAMES R. DOTY'S *INTO THE MAGIC SHOP* (2016): READER RESPONSE ANALYSIS

Abstrak

Penelitian ini membahas tentang isu kekecewaan terhadap *Into the Magic Shop* yang dikemukakan oleh pembaca di *Goodreads*. Penelitian ini memiliki tiga tujuan, yaitu: (1) Untuk menggambarkan profil para pengulas *Into the Magic Shop* (2016) (2) Untuk menggambarkan masalah kekecewaan *Into the Magic Shop* (2016) (3) Untuk mengetahui alasan kekecewaan. Makalah penelitian ini menerapkan respons pembaca untuk menganalisis data. Penelitian kualitatif deskriptif digunakan karena peneliti ingin berkonsentrasi pada menguraikan ulasan pembaca tentang *Into the Magic Shop* menggunakan analisis respons pembaca. Ada dua sumber data dalam penelitian ini. Ada data primer dan sekunder. Sumber utama diambil dari ulasan di situs web *Goodreads* dan sumber sekunder diambil dari artikel, atau jurnal yang terkait dengan penelitian. Dari 2 Februari 2016 hingga 2 Oktober 2019 ada 893 pengulas dan menerima 4,25 bintang. Hasilnya menunjukkan bahwa sebagian besar pembaca berasal dari Amerika dan didominasi oleh pembaca wanita daripada pria. Masalah kekecewaan dibagi menjadi lima, yaitu; penulis, genre, cerita, gaya penulisan, dan plot. Para pembaca menyatakan kekecewaan mereka karena buku itu gagal memenuhi harapan mereka.

Kata kunci: goodreads, into the magic shop, kekecewaan, respons pembaca

Abstract

This research discussed about the disappointment issues about *Into the Magic Shop* that was stated by the reader on *Goodreads*. This research has three objectives, there are; (1) to portray the profile of the reviewers of *Into the Magic Shop* (2016); (2) to describe the issues of the disappointment of *Into the Magic Shop* (2016); (3) to find out the reason of disappointment. This research paper applied reader response theory in order to analyze the data. Descriptive qualitative research is engaged because the researcher wanted to concentrate on analyzing the readers' review of *Into the Magic Shop* using reader response analysis. There are two data sources in this research. There are primary and secondary data. The primary source was taken from reviews on *Goodreads* website and the secondary sources were taken from the article, or journals that related to the research. From February 2nd, 2016 up to October 2nd, 2019 there were 893 reviewers and received 4.25 stars rating. The result shows that the readers mostly come from America and dominated by the female rather than the male readers. The issues of disappointment divided into five, namely; author, genre, story, writing style, and plot. The readers show their disappointment because the book failed their expectations miserably.

Keywords: disappointment, goodreads, into the magic shop, reader response

1. INTRODUCTION

Literary works are divided into several genres. One of the genres is nonfiction. Nonfiction defined as genre that serves factual issues that happened recently for example is memoir, text book, biography, and many more. Nonfiction is a book that non-imaginative and not made up by the creator (Duke, 2000), by this, it means that the book had to contain actual evidence that can be proved scientifically. Duke (2002) stated that nonfiction often called as informational text. Moreover, *Into the Magic Shop* by James R. Doty is nonfiction. It is categorized as a memoir or biography. This book was released in 2016. It contains a story about a boy namely Jim. Jim has really poor background family condition. Nevertheless, Jim has an ambition to master some magic tricks. One day, he found a magic shop and he gets curious of it. Then, Jim met Ruth, the owner of the magic shop. Jim tells Ruth about his dreams and then Ruth answered that she might know how to achieve it. Ruth will teach Jim how to achieve his dream through magic but with one condition. Jim had to come to the magic shop every day in summer. Jim then accepted that condition and he come to the magic shop the next day. Ruth teaches Jim three tricks that will change his life and achieve his dreams. First trick that Ruth teaches to Jim was relaxation. Second trick is taming our mind. Third trick is to open our heart and the last trick is having an intention. By practicing those tricks, Jim was able to changes his life. However, he forgets the tricks when he was an adult and blinded by wealth. Nevertheless, he manages to remember the tricks and apply it again in his life. He started to gained achievement of his life. One of them is become a physician. He starts living his life at the fullest since he practicing Ruth's tricks.

The researcher has found several previous studies that related to this research. It was Martin (2017), Widayah (2018) and Wahid (2019). Martin (2017) explained about the content of *Into the Magic Shop* in her journal. Martin focused on the main idea of the story and its life lesson in the story. Widayah (2018) was elaborated about the disappointment that happened in *Kingdom of Heaven* film, while Wahid (2018) analyzed about the public disappointment towards *Gone Girl* novel. Both Widayah and Wahid were using reader response as the approach in their research. There are some gaps that can be compared with this current

research. Martin (2017) uses the same book to be analyzed yet she was focusing on the main idea of the story. Widayah and Wahid were using the same approach as this research use, yet they use different object to be analyzed. Widayah uses film while Wahid use novel. It was clear that topic of current research about disappointment to *Into the Magic Shop* make all the differences with the previous research.

Into the Magic Shop is nonfiction book by James R. Doty that has interesting story in it. Nevertheless, some of the readers get disappointed towards the book in many aspects. This research discussed about the disappointment review stated by the reviewers on *Goodreads* website. There are several example regarding to the disappointment reviews by the reader. Tammy, one of the readers, stated that she was interested with the story. However, overall that was a disappointment. Moreover, Varun has the same argument with Tammy and stated that this book was a junk. Thus, it makes the difference with the previous study. The present research focused on the disappointment issues on *Into the Magic Shop*.

In line with the topic of this study, reader response was chosen to analyze the reviews from *Into the Magic Shop* reader. Reader response is a theory in literature that mainly focused on how the readers interaction with the literary works. There are a strong connection between text and reader when defining the meaning of the text. As stated by Johnston (2011) that meaning was an event that happened between the reader and the text. Readers were taking the major and active role when constructing meaning (Mart, 2019).

According to Beach (1993), there are five types of reader response. The first one is textual reader response that focuses on the reader's interpretation to the literary works with their own background of knowledge. Experiential type is focusing on the engagement between the readers and the literary works. Meanwhile, psychological reader response focuses on the cognitive process of the reader. Social reader response focuses on the influence of the social to the reader. Lastly, cultural perspective that mainly focused on the influence of culture, values, and attitudes of the reader.

2. METHOD

The research type is a qualitative research. The result formed as words. Creswell (2014) stated that qualitative research tend to rely on the text. The goal of qualitative approach is to describing the issues that rise in the literary works. The primary data of this research is reviews on *Goodreads* website of a book written by James R. Doty entitled *Into the Magic Shop* while the secondary data was taken from article or journal that supports the study. Purposive sampling was chosen in order to collect the data. It is a sampling based on a certain terms under certain population. The researcher chooses some of the reviews that relate with the issues in the study. Afterwards, the data was categorized into its gender, year, continent, and issues that have been written by the reviewers. After that, the researcher analyzed the data using reader response approach to answer the following research question; How is the profile of the reviewers? What are the issues of disappointment? Why the reviewers get disappointed? Technique of analyzing data in this research are divided into three steps, there are reducing data, displaying data, and then make a conclusion (Miles & Huberman, 1994; Sutopo, 2006)

3. FINDING AND DISCUSSION

3.1 Profile of Reviewer

3.1.1 Continent

Continent is the first factor to discover the profile of the reviewers on *Goodreads*. It shows where the reviewers location. The researcher has found out five continents such as America, Europe, Africa, Asia and Unidentified. There are some of the reviewers' profile that cannot be identified due to the account limitation. The result can be seen on the "continent of the reviewers" table below.

Table 1. Continent of Reviewers

No.	Continent	Total	%
1.	America	22	52.4
2.	Europe	12	28.6
3.	Africa	1	2.4
4.	Asia	1	2.4
5.	Unidentified	12	28.6
Total		42	100

From the table above, the reviewers are mainly from America. It has 22 reviewers or in percentage it is 52.4%. Europe is in the second place with 12 reviewers. Meanwhile, there are only one reviewer in both Asia and Africa. Moreover, the uncategorized continent has 12 reviewers. The researcher cannot find the reviewers continent due to the limitation in *Goodreads*.

3.1.2 Gender

The second factor is gender. Gender shows whether the reviewers are female or male. Some of the reviewers cannot be identified since their profile was set into private *Goodreads* account. The “reviewers’ gender and continent” table shows the gender and the continent of the *Into the Magic Shop* reviewers’.

Table 2. Reviewers’ Gender and Continent

No.	Continent	Gender			Total	%
		Female	Male	Unidentified		
1.	America	9	8	5	22	52.4
2.	Europe	2	3	1	6	14.3
3.	Africa	-	1	-	1	2.4
4.	Asia	-	1	-	1	2.4
5.	Unidentified	9	2	1	12	28.6
Total		20	15	7	42	100

In this study, the researcher takes only 42 reviewers to be analyzed. Therefore, it has a various gender who gives their review. The table above divided into three genders there are female, male, and the unidentified gender. The table was dominated by women with 20 reviewers. Then, the male reviewers are only 15 reviewers while the unidentified category is only 7 reviewers.

3.1.3 Year

The third factor is year of the review. It shows when was the review has been created. *Into the Magic Shop* was released in 2016 yet this book still has many readers from year to year. The readers have read the book and then reviewed it through *Goodreads* website. The “number of reviewer by year” table shows the amount of the reviewers year by year.

Table 3. Number of reviewer by year

No.	Year	Total	%
1.	2016	12	28.6
2.	2017	5	11.9
3.	2018	15	35.7
4	2019	10	23.8
Total		42	100

The book *Into the Magic Shop* was released in 2016. From the table, the number of reviewers was dominated in 2018. It has 15 reviewers or in percentage is 35.7%. Then, the next year is 2016, year when the book released, it has 12 reviewers. Moreover, there are still lots of people in 2019 who gives their review in *Goodreads*. There are 10 reviewers while back at 2017 it only has 5 reviewers.

3.2 Disappointment Issues

After analyzing those 42 reviews on *Goodreads*, the researcher concludes some issues that happened in the book. Moreover, it is explained in the “disappointment issues” table below.

Table 4. Disappointment issues

No.	Disappointment issues	Total	%
1.	Author	9	21.4
2.	Story	9	21.4
3.	Genre	6	14.3
4.	Plot	6	14.3
5.	Story and Genre	4	9.5
6.	Author and Story	3	7.1
7.	Author and Genre	2	4.8
8.	Writing Style	2	4.8
9.	Author and Plot	1	2.4
Total		42	100

The issues, in a simple way, it has five main issues such as author, plot, genre, story, and the writing style. However, some of the reviewers mentioned not

only one topic of disappointment but there are reviewers that mentioned two topics in it. Therefore, in the table, there are two topic joined as one category. Afterwards, the most judgment towards the book is to the author, Doty, and to the storyline. There are 9 reviewers which has the same opinion. Then, the least argument is about the author and plot with one reviewer.

3.3 Reason of Disappointment

The reader expressed their disappointment in many ways. They also have different reason of disappointment towards the book *Into the Magic Shop*. The first issue of disappointment is about the author. The “personality of the author” table below is the reason of the readers’ disappointment towards the author.

Table 5. Personality of the author

Women	Unidentified
– Narcist	– Silly
– Arrogant	– Fanciful
– Annoyed	
– Self-important	
– Superior	

The author becomes the main judgement because the author depicting himself in the story with an arrogant tone. One of the reviewers named Juliemac said that she was found that the author seems so arrogant and it makes her tired of it. Some of them also judges on the author’s background, which was a neurosurgeon. They said that the author was silly and they cannot believe this book was written by a neurosurgeon.

The second most issues that judged by the reviewer is the genre. At the introduction it was explained that *Into a Magic Shop* was nonfiction. However, the readers disagree with that since they cannot find it through the book. It was Hank who said that the book is just a blend of self-help and a memoir. The reviewers find that the actual genre which is nonfiction is not suitable with the content in the book. The “type of genre” table below shows various genre found by the reviewers.

Table 6. Type of genre

Women	Men	Unidentified
– Medical memoir	– Self-help – Unscientific – Tiny bit of science	– Autobiography

The next is the overall story of *Into the Magic Shop*. It divided into three parts there are first part, second part, then the last part. It was Charlene who gives an argument towards the beginning of the story. Charlene said that the story is too much fluff and exaggerate. While Kay stated that she do not like the topic in the half of the story because the author mixing both his career and childhood. In the last part of the story, Clarence said that there was nothing interesting about the end of the book. The “disappointment of the story” table below shows the main point of the disappointment towards the story.

Table 7. Disappointment of the story

Part	Women	Men
First	– Bored – Not interesting – Exaggerate – Too sensational – Non sense	
Second	– Mixed topics	– Pointless
Last	– Plain – Psychologically old – Not fascinating	

The reviewers also unsatisfied with the plot. The author used back and forth plot. It takes the story boring and not interested. Some of the readers stop reading the story when they know the plot is boring. Moreover, the author tells a lot about himself rather than the other character in the story. He also used first-person as the point of view.

The last aspect is the writing style. The author did not have a job as a writer. He is a neurosurgeon. Hence, there is something that is not perfect in his book. One of the reviewers, Julie, said that the book is written poorly and makes her lost her interest to finish the book.

3.4 Discussion

3.4.1 Profile of the reviewers

According to Wahid (2019), when providing response, there are certain factors that affect the readers. The factors are involving the continent, gender, and year. In order to discover the reviewer's profile, the researcher uses the reader's *Goodreads* account to be analyzed. However, due to the limitation that was provided in *Goodreads* site, there are some of the reader's profiles that cannot be identified since their profile was set into private mode. On the basis of the results above, the researcher categorizes three variables, such as continent, age, and year of the review in order to understand the profile of the reviewers.

To begin with, continent is the first aspect that shows where the readers located. This factor was important when identifying the profile. The relation between the review and the continent is to differentiate the various reviews from each continent. In every continent, it always has its own uniqueness or characteristics that bring the different review even from the same literary works. As stated by Sipe (2008) that the readers naturally brought different meaning of the same text. Mokaya (n.d.) said that the place where the readers' come has become the vital element when creating meaning. Thus, the reader's location has great impact on the argument that they have write.

In this study, most of the commentators are come from America. James R. Doty, the creator of *Into the Magic Shop*, was born in America and he chosen to dispatch his book there. American readers have an easy way to access the book since the first press was released in America. In addition, American is easily recognizing how to review a book that they have read in *Goodreads* site. The American readers seem familiar and they were used to give review on *Goodreads*.

The next aspect is gender. Gender is the easier aspect that can be identified easily in this research. The researcher identified the reviewer's gender through their *Goodreads* profile. It can be identified through their username or their photo

profile. The purpose of creating profile in *Goodreads* is to make it easy for identifying the identity of the reviewers. Nevertheless, some of them did not create it properly so it makes the researcher cannot identify the profile of the reviewer. The reviewer's did not put their actual photo as their profile picture, and some of them also did not use their name as the username of the account. Hence, in this research the researcher has divided this category into three; there are female reviewers, male reviewers, and unidentified reviewers.

Based on past investigation, the reviewer of *Into the Magic Shop* is generally a female instead of male. It appears that the female are pulled into the book. It appears when they give numerous of critical opinion towards the book. Women are more attracted to anything about literature and language art (Evan et al, 2002). The relation between gender and the review is the various opinions that come out from each gender. The female reviewers seem to be dominant and critical when giving opinion. They give their judgments towards every aspect that exists within the book. However, that does not mean that the other reviewers were less critical. The male reviewers were giving their opinion to little aspect in the book. However, the author may aim the female reviewers as the target reader rather than the male reviewers. It clearly explained why it was dominated by the female reviewers in this category.

The last factor is year of the review. As indicated by Ghandehari (2013), the vital aspect that defines the value of the literary works is time. It was vital because time was a valid data and can be proved and trusted in every aspect. Doty discharged *Into the Magic Shop* in 2016. Subsequently, this book has gotten a great deal of readers. Every reader makes some various memories when they initially find this book and they have distinctive explanation of it. In each time, the reviewers construct different opinion from time to time towards *Into the Magic Shop*.

Based on the previous data, the analyst has found that 2018 is the top year of the developing number of commentators on *Goodreads* site. Each literary text is not standing by itself and it also appear to the reader of the text. The number of the reader will always grow up in each time. The book *Into the Magic Shop* was released two years ago yet it still shows that the book is still worth reading. The

readers happened to know the book through their family or friend's recommendation, or they discover it by themselves through numerous book club or social media.

The researcher in this section has concluded several points about the profile of the reviewers. The first point is that the reviewers are mostly American. The second point is female reviewers become dominate when giving review, and lastly the top year of growing number of reviewers is in 2018.

3.4.2 Issues of disappointment

Concurring to the past examination, reader response theory that connected with the *Into the Magic Shop* readers is a textual. As Beach (1993) inclined that textual is focus on the reader's capacity to translate the content or literary works based on their own information. It clearly appears when the readers are giving their argument towards the substance of the book. Concurring to Sipe (2008) each reader will actually develop distinctive meaning of the same context. The reviewers found numerous issues that exist within the book after they examined it. The reviewers translating the content in different ways based on their information. The more information that they have, the more critical they react to the book.

The issues that have been created by the reader in this book are such as; the author's profile and behavior, genre, storyline, plot, and writing. The readers deliver their feedback towards both of the extrinsic and intrinsic perspective of books. Extrinsic component, according to Nurgiyantoro (2009) are components that are exterior of the work of fiction that influences the birth of the work but does not become part of the work of fiction itself. The extrinsic components found by the readers are the author and the genre of the book. It is unquestionably has major effect on the literary works. In the meantime, an intrinsic or basic component is a component of building literary work that comes from inside the work itself. Within the novel, the intrinsic component is within the theme of story, plot, setting, & language style (Nurgiyantoro, 2009). Thus, in this research, there are three factors to be analyzed. The intrinsic factors are such as the story, plot, and writing style.

The first issue of extrinsic aspect is the author. Author has important position in literary works. Iser (2013) stated that author brought the story to the

reader. The story might be based on the author's imagination or real experiences. According to Bulkeley (2017), the authors of the literary text are sometimes curious and expecting about how the reader would react and received their writing. Nonetheless, the researcher found out that some of the reviewers are expressing their disappointment towards the author in two aspects. The aspects are the author's behavior and the author's background profile. The reviewers said that the author, James R. Doty, is an arrogant person. The other reviewer also added that Doty was narcissist and shows his self-righteous in the story. It makes them annoyed when reading the story.

The second issue of extrinsic aspect is the genre. Genre is the identity of every literary works. It has purpose to make the reader easy to predict what the content of the book was. *Into the Magic Shop* was describes as the nonfiction book. However, some of the readers were disagree with the genre. The reviewers found another genre that exists in the book; there are autobiography, medical memoir, and self-help book. The reviewers added that the author seems misleading the genre and the story is to fictive.

Furthermore, the next aspect is intrinsic. The first intrinsic issue is about the story. Story is the main part of the book. A worth reading book is a book that has a good story in it. The readers will attracted to read the book and gives a good review about it. Therefore, in this case, the researcher divides the story into three parts such as first half, second half, and ending. Based on the review, the reviewer said that the story makes them bored. They added that the story is silly and it seems that it was made up by the author. Moreover, the reviewers did not enjoy the ending of the story because it was not interesting and plain.

The second issue of intrinsic aspect is plot. Plot is a sequence of events that describes the story. The readers will interest with the story if it has good sequences on each chapter that has been written by the author. The researcher found the issues that related to the plot of the *Into the Magic Shop* on the review on *Goodreads* site. In this case, the reviewers were dissatisfied with the plot in *Into the Magic Shop*. The reviewers said that the plot is boring and added that the plot is slow. It makes the reader did not interested to finished the book.

The last intrinsic issue is about the writing style. Writing style has significant role to gain attention to the reader. According to the reviewers, *Into the Magic Shop* is a badly written book. It was because the author uses monotone tone to describe the story. It was monotone because the author mostly uses first person in the story.

In conclusion, the researcher expects that there are some flaws in the book *Into the Magic Shop*. The reviewers criticize about the extrinsic factor and intrinsic factor of the book. The extrinsic issues are the author and the genre of the book while the intrinsic issues are the plot, story, and writing style. The reviewers give their statement on things that they think is far from the reader's expectation.

3.4.3 Reason of the disappointment

The reviewers are basically gives reaction to the component of the book. They criticize the extrinsic and the intrinsic viewpoints that exist within the book. The intrinsic perspective that the readers criticize are such as plot, story, and the composing words while the extrinsic aspect is the author and the genre. The reviewers appearing their dissatisfaction to that entire angle since the book has failed their desires towards the book.

The first factor is intrinsic. Based on Erlina (2017), intrinsic element is defined as the understanding of literary work inside the text of the literary work. Intrinsic element builds the whole literary work. Intrinsic factors that have been criticized are the story, plot, and the writing style. According to the reviewers, the story was boring and not interesting. The story was not worth to read since the story has miserable plot and writing style. The readers were expecting to see more science in the book since the subtitle of *Into the Magic Shop* is about the way to discover the mystery of our brain. However, it was not found within the book.

The second factor is extrinsic. The extrinsic is an element that exists outside the text but still has relation with the literary works. It still becomes one part with the literary work too (Erlina, 2017). In this research, the extrinsic elements are author and genre of the book. Both has important role in the story, yet those element were not frequently mention within the story as much as the intrinsic elements. Based on the reviewers, they are disappointed to the author because the author seems so arrogant when telling the story. It was upsetting the

readers and makes them not finishing the story. The other reviewers were unsatisfied with the genre. The genre that the author mentioned was nonfiction. The readers were expecting scientific evidence about discovering human brain in the book. However, the readers did not find it. The story seems unreal and there is no scientific proof within the book. The readers said the book was misleading the genre and it was not what they were expecting to see.

In conclusion, everyone was always expecting something. They may expect something good or something bad. The readers mostly will sense what is going wrong while they read the text (Wilson et al, 2003). It also happened to the readers of *Into the Magic Shop*. They expect that they will see about something scientific and gets more knowledge about our brain but it was nowhere to be found. The reader's expectation was broken by the reality that the book was actually the biography of the author. Overall, this book was failed to satisfy the readers' expectation.

4. CONCLUSION

This part presents the conclusion of the investigation. Based on the past examination, the analyst has concluded three conclusions. To begin with is the profile of the commentator on *Goodreads* site. The analyst partitioned into three categories such as the continent, the sexual orientation, and the year of the review. Most of the commentators are come from America. Moreover, it was ruled by the female commentators. The most number of reviewers is in 2018.

Then, there are a few dissatisfaction issues that have been expressed by the reviewers. There are five issues expressed by the commentators such as the creator, genre, storyline, the plot of the story, and in conclusion the composing words. Within the creator category, the reviewers criticize two things there are the creator's profile and personality. Meanwhile, the storyline was separated into three parts such as first part, second part, and the finishing of the story.

Last factor is the reason of the reader's disappointment. The female reviewers basically criticize approximately to the creator. Moreover, they also criticizes that the book is far from a nonfiction book. The reviewers afterwards found out that the book is the life story of the creator and the readers cannot discover the logical truth within the book. The reviewers said that the story is whimsical and

overstated. The plot of the story is exceptionally moderate and boring. In the meantime, the composing word is poor and less interesting to be read. In general, the dissatisfaction was rise since there are a few viewpoints that cannot fulfill the readers' desire. Subsequently, the reviewers communicated their disappointment towards *Into the Magic Shop*.

BIBLIOGRAPHY

- Abdullah, M.& Al-Haba, M. (2013). *Reader response Theory in the Phenomenology of Reading with the text and the reader as its facial point*. Retrieved from www.Iosrjournals.Org
- Beach, R. (1993). *A Teacher's Introduction to Reader-Response Theories*. Urbana,IL: National Council of Teachers of English
- Bleich, D. (1978). *Subjective Criticism*. Baltimore: Johns Hopkins University Press.
- Brooks, W. and Browne, S. (2012) *Towards a Culturally Situated Reader Response Theory*. USA. Retrieved from Library Genesis
- Bulkeley, K. (2017). *A Response to the Readers of Big Dreams*. New York: Springer Science + Business Media. DOI: 10.1007/s11089-017-0763-3
- Creswell, J.W. (1998). *Qualitative Inquiry and Research Design: Choosing among five designs*. Thousand Oaks, London: Sage
- Creswell, J.W. (2009). *Research Design Qualitative, Quantitative and Mix Method Approach*. London: Sage
- Creswell, J.W. (2014). *Research Design Qualitative, Quantitative and Mix Method Approach*. London: Sage
- Davis, T. W. (2002). *Formalist Criticism and Reader Response Theory*. Canada: Palgrave
- Doty, J. R. (2016). *Into the Magic Shop: A Neurosurgeon's True Story of The Life-changing Magic of Compassion and Mindfulness*. New York: Avery
- Duke, N.K. (2002). 3.6 Minutes per day: The scarcity of Informational Texts in First Grade. *Reading Research Quarterly*. 202-224
- Erlina, (2017). *Analisis Unsur Ekstrinsik Novel Sang Pemimpi Karya Andrea Hirata*. Universitas Mahaputra Muhammad Yamin.

- Evans, E. M., Scweingruber, H., & Steven, H. W. (2002). *Gender Differences in Interest and Knowledge Acquisition: The United States, Taiwan, and Japan*. *Sex Roles*, 47, 153-167. DOI: 10.1023/A:1021047122532
- Garzón, E. & Peña, H. C. (2015). *Applying the Reader Response Theory to Literary Texts in EFL Pre Service Teacher's Initial Education*. Colombia: Canadian Center of Science and Education. DOI:10.5539/elt.v8n8p187
- Ghandehari, S. (2018). *Definition of Reader, as a relative concept, in Reader Response Theories*. [online] www.sciencedirect.com DOI: 10.1016/j.sbspro.2013.01.200
- Govindarajoo, M., & Mukundan, J. (2013). *Young Adult Literature in the Malaysian Secondary School. English Language Teaching*. DOI:105539/elt.v6n11p77
- Hirvela, A. (2001). *Connecting reading and writing through literature*. In D. Belcher, & A. Hirvela (Eds.), *Linking literacies: Perspectives on L2 reading-writing connections* (pp. 109-134). Ann Arbor, MI: TheUniversity of Michigan Press.
- Johnston, R. (2011). *The Paths of Reading*. USA: Harvard University
- Kim, M. (2004). *Literature Discussion in Adult Learning. Language and Education*. DOI: 10.1080/09500780408666872
- Leitch, V. B. (2001). *The Norton Anthology of Theory and Criticism*. New York & Company Inc.
- Luey, B. (1998). *Who Reads Nonfiction?*. Arizona State University
- Mart, C.T. (2019). *Reader Response Theory and Literature Discussions: a Springboard for Exploring Literary Texts*. Retrieved from Research Gate. DOI:10.15804/tner.2019.56.2.06
- Martin, L. (2017). *Brief Mentions of Into the Magic Shop*. Boston. Retrieved from Library Genesis
- Meltzer, M. (1979). *The Possibilities of Nonfiction: A Writer's View*. Philadelphia: Drexel Univerity
- Miles, M.B., and Huberman, M.A. (1994). *Qualitative Data Analysis (Second Edition)*. California: Sage Publication
- Mokaya, N. (n.d) *Reader Response Theory*. [online] Availabe at: https://www.academia.edu/17344171/READER-RESPONSE_THEORY

- Notoadmodjo. (2010). *Penjelasan Teknik Purposive Sampling Lengkap Detail*. [online] Available at: <https://www.statistikian.com/2017/06/penjelasan-teknik-purposive-sampling.html?>
- Nurgiyantoro, B. (2009). *Teori Pengkajian Fiksi*. Yogyakarta: Gajah Mada University Press.
- Sutopo, H.B. (2006). *Metodologi Penelitian Kualitatif : Dasar Teori dan Terapannya dalam Penelitian*. Surakarta: Universitas Sebelas Maret
- Wahid, R.N.N. (2019). *Public Disappointment to Gillian Flynn's Gone Girl Novel (2012): Reader Response Analysis*. Accessed from Universitas Muhammadiyah Surakarta, Electronic Theses and Dissertation <https://eprint.ums.ac.id/70805>
- Widayah, W. (2018). *Disappointment to Ridley Scott's Kingdom Of Heaven Film (2005): Reader Response Analysis*. Accessed from Universitas Muhammadiyah Surakarta, Electronic Theses and Dissertation <https://eprint.ums.ac.id/69278>
- Wilson, T. D., Gilbert, D. T., & Centerbar, D. B. (2003). Making sense: the causes of emotionalevanescence. In I. Brocas & J. Carrillo (Eds.), *The psychology of economic decisions*. Vol. 1: Rationality and well being (pp. 209–233). New York: Oxford University Press.