

QUOTE UNQUOTE: CHAPTER DEFINING QUOTES IN WATTPAD

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Abstracts: *This study examines the role of quotes at the beginning of chapters in stories shared on Wattpad, focusing on their alignment with chapter content and overall narrative unity. Utilizing DeFrank's (2019) categorization of strong and weak quotes, along with Coley's (2015) theory of narrative alignment and Christman's (2004) concept of narrative unity, the research evaluates how quotes influence storytelling. Strong quotes, characterized by direct and emotionally impactful language, enhance reader engagement and thematic cohesion. In contrast, weak quotes, which are general or indirect, contribute less to narrative alignment but can still support thematic exploration. By analyzing examples from various Wattpad stories, the study highlights the use of quotes as tools for foreshadowing and emotional resonance. The findings underscore the importance of quote selection in shaping the reader's experience, providing insights into their role in digital storytelling. This research offers implications for enhancing narrative strategies on interactive platforms and suggests further exploration into the integration of text and visuals in digital media.*

Keywords: *Foreshadowing, Quotes, Reader Engagement, Wattpad*

Introduction

Reader's engagement is a focal point in the narratives of a story. To ensure a fluid engagement of the readers, conveying interesting formation is not only the key point but also how the information is displayed and presented. Thus, a compelling narrative, a set of vivid characters, or a tone of strong arguments would make the readers feel involved and eager to

keep reading further. To be immersively engaging, all those well-written parts must come together to give the reader a sense of coherence (Merkle, 2020). One way to capture the reader's attention is by setting the right mood from the start. To establish a mood stance, writers frequently add quotes before a chapter begins. These quotes not only serve as decorative elements but also provide a brief glimpse into the theme or emotions that are explored in the chapter. They are carefully selected to reflect the mood, conflict, or character development, effectively building an emotional connection between the reader and the ongoing narrative. Through these quotes, the authors are able to create a deep emotional bond between the reader and the unfolding story, enhancing the reader's engagement and curiosity towards the narrative. These chapter and narrative defining quotes, to some extent, define the focus of this study: Wattpad.

Wattpad is a popular online platform where writers can share their original stories, novels, fanfiction, and more. It allows writers to publish their work chapter by chapter, interact with readers, receive feedback, and build a following (Pianzola et al., 2020). Wattpad also hosts a community of readers who can discover new stories across various genres such as romance, fantasy, mystery, and science fiction. It's known for its accessibility and community-driven approach to storytelling, making it a significant platform for aspiring writers and avid readers alike. As of 2023, Wattpad has over 94 million monthly users globally. These users are both readers and writers, engaging with millions of stories in more than 13 languages. The platform has built a large and diverse community, and its popularity continues to grow as it serves as a creative outlet for writers and a vast source of entertainment for readers (Ayub et al., 2020)

The relationship between chapters and quotes can be explained through the concepts of narrative unity and narrative alignment. Based on Coley (2015) narrative alignment involves structural elements such as the storyline, character development, and writing style, ensuring that quotes are relevant to the chapter's content and convey a deep message. This alignment creates a cohesive and impactful narrative. Strong quotes, which often use direct personal pronouns like 'you' and 'I,' contribute to this alignment by engaging readers directly, providing clarity, and reinforcing key themes with assertiveness. In contrast, weak quotes, characterized by vague or non-committal language, may disrupt narrative alignment by failing to provide clear, impactful messages (DeFrank et al., 2019). Meanwhile, in terms of Christman (2004) narrative unity refers to the overall balance in the story, where selected

quotes, whether strong or weak, reinforce the main theme and help readers understand the story as a whole. Strong quotes play a crucial role in maintaining narrative unity by enhancing thematic consistency and emotional resonance, while weak quotes might undermine it by lacking depth or relevance. On platforms like Wattpad, the effective use of quotes is essential in building and enriching the narrative.

45. Our Home is Broken, Love

32,3 Rb 3,45 Rb 3,88 Rb

[Episode 45-- Our Home is Broken, Love]

*"What has already been started, no matter the way,
must be finished;
never keep what is lost"-- 7 Wishes*

Figure 1. Example of quote from Wattpad

Quotes that offer essential development often provide deep insights and fresh perspectives, not only enhancing the reader's understanding but also motivating them to apply the ideas in their daily lives. For example, the quote "Yang terlanjur dimulai, bagaimanapun caranya harus diselesaikan, yang sudah menghilang sudah semestinya di ikhlaskan" (what has already been started, no matter the way, must be finished; never keep what is lost) from the book 7 Wishes, in the chapter Rumah Kita Hancur, Bang (Our Home is Broken, Love), is considered a weak quote. This is because it shares similarities with DeFrank's theory, which we discussed in the previous paragraph. The quote tends to use soft language, which is more suggestive in nature, compared to a strong quote, which directly instructs the reader. This is why we categorized the quote above as a weak quote.

In that chapter, the quote emphasizes that everything once started must be completed without stopping halfway. It defines the chapter well, as it tells the story of a couple's revenge, using the children they care for as tools to achieve their goal. One of the key scenes is an emotional conversation between a father and his child, where the child expresses disapproval of the revenge plan, believing it has gone too far. Despite this, the father remains adamant that what has begun must be finished, showing his determination to carry out their plan, regardless of the consequences.

Several studies have examined Wattpad as a subject of research. These include Wattpad as a literary study resource (Pianzola et al., 2020), Wattpad as a case study in education (Coelho et al., 2019), technology, and the creative industry, and Wattpad as a story-sharing platform (Kardiansyah, 2019). In this article, however, we discussed how quotes at the beginning of a chapter on Wattpad can describe the entire content of that chapter.

The structure, context, and distribution of quotes on Wattpad and books differ significantly. The stories from which Wattpad quotes are derived are usually created by inexperienced or emerging writers, resulting in a range of quality, style, and depth. They might not be edited by a professional because they are frequently informal. Book quotations are more formal and add to a larger literary heritage, whereas Wattpad quotes are more conventional, intended for an interactive readership, and frequently represent specialized online communities (Pianzola et al., 2020). When it comes to distribution, book quotes are typically found in citations and reviews, whereas Wattpad quotes are shared extensively online and have the potential to become viral, particularly in fan networks. While book quotations are carefully chosen and polished to showcase the best of an author's work, Wattpad quotes are usually impromptu and unedited, representing a real-time writing process.

In the world of writing, quotes have a significant impact on readers, serving as markers that capture the essence of the story, such as depicting emotional conflicts, highlighting key moments, or revealing the protagonist's journey. On Wattpad, quotes tend to be more freeform and casual, used to enhance emotional appeal and reflect the platform's open and experimental nature. This freedom allows writers to explore various genres and gain popularity, but it often lacks formal editing and thematic depth (Kardiansyah, 2019). In contrast, quotes in printed books are crafted with care, are more formal, and are closely tied to the book's themes, adhering to copyright rules and source credibility. This creates a gap between the immediate and informal impact of quotes on Wattpad and the more structured and impactful nature of quotes in traditional publishing. Wattpad authors typically use quotes in their stories to build themes and plotlines. We need to understand how these quotes contribute to the development of themes and story arcs. Additionally, we investigated whether there is a relationship between quotes and the content of each chapter in a Wattpad story with Christman's and Coley's theory. This means we examined how frequently quotes are used, in what contexts they appear, and how they influence the plot and themes in each chapter. The goal of this research is to gain a deeper understanding of the role of quotes in Wattpad stories

and how these quotes affect the overall narrative. To address the issues, we formulate the question as follows:

1. What quote categories are found on Wattpad?
2. What is the correlation between the use of quotes in chapters and the content of chapters on Wattpad?

To address the first question about the categories of quotes on Wattpad, we used DeFrank's (2019) theory of weak and strong quotes as a reference. This theory focuses on determining whether a subject expresses strong or weak quotes, providing a list of potential quote categories. We applied this list to classify the quotes as strong or weak. The theory was chosen for its direct applicability and its use of phrase and clause-based categorization tools. To answer the second question about the correlation between quotes in chapters and the content on Wattpad, we employed Coley's (2015) theory of narrative and frame alignment and Christman's (2004) theory of narrative unity as references. Coley's theory emphasizes the importance of the connection between quotes and the content of chapters in creating a deep and memorable reading experience, allowing readers to feel a greater engagement with the presented narrative. This theory aligns their views with the values of the audience to attract participation. This theory highlights that framing literature often overlooks the importance of form or discursive genre, such as long-form narratives in novels when conveying messages. In Christman's theory, the categories of quotes on Wattpad reinforce the idea that narrativity is not a requirement for understanding identity or personality, as individual events or thoughts can stand alone and still be meaningful. Narrativity as a requirement for understanding the unity of identity or personality is considered unreasonable. This theory shows the connections between events, such as cause and effect or themes.

A quote is a sentence that contains a message or implied meaning for the reader. Generally, quotes serve to provide explanations or ideas to readers to support their understanding (Verhijen, 2015). Quotes can offer clarity by simplifying complex concepts or by providing a concise summary of a broader idea. When someone quotes, they are not only presenting the original speaker's words but also interpreting them by placing them in a new context, which can change their meaning or highlight specific aspects. This act of selection and framing means that quotes are never entirely neutral; they reflect the quoter's perspective and influence how the audience understands the original message. (O'Hara, 2010). They often carry the wisdom or perspective of the original speaker or writer, making them a valuable tool

for reinforcing arguments, supporting evidence, or offering inspiration. Whether drawn from literature, speeches, or other forms of communication, quotes can enhance the reader's engagement, allowing them to reflect on the message and apply it to their thoughts or experiences. Meanwhile, based on (Turabian, 2018), a quote is a sentence that is considered interesting, meaningful, and useful so that it is often used as reference material or source to strengthen, add, and clarify a written work. Quotes serve as support for arguments, theoretical foundations for thoughts, and reinforcement of opinions.

Quotes not only convey a message or meaning, but they can also inspire readers, convey ideas, and feelings of the author. By carefully selecting words and phrases, quotes have the power to evoke emotions, spark curiosity, and provoke thought. They serve as a bridge between the author's intent and the reader's interpretation, allowing for a deeper connection with the text. Instead of being passive consumers of information, readers become interpreters, and co-authors in a sense. They are encouraged to bring their own perspectives and emotions into the reading experience, fostering a deeper connection to the material. Through the use of quotes, an author can highlight key themes, emphasize certain ideas, or provide a new perspective, enriching the reader's understanding and experience of the material. Each type of quote has different features and purposes. The first type is a pure quote, identical to the original source, such as well-known sayings, literary lines, or memorable phrases. The second type, a direct quote, uses the exact wording from the source, placed within quotation marks and usually with attribution. The third type is an indirect quote, where the writer rephrases the original idea in their own words, conveying the main message. The last type combines direct and indirect quotes, where the writer quotes a specific phrase directly and then explains the remaining idea in their own words (Cappelen & Lepore, 1997).

Wattpad was an online platform that allowed users to read and write stories in various genres for free. Founded in 2006, Wattpad provided a space for both amateur and professional writers to share their works with a vast global community (Nurkhodijah et al., 2020). Users could publish stories in genres such as young adult fiction, romance, horror, fantasy, and even fanfiction. Wattpad had features like readership numbers, votes, and comments that enabled interaction between writers and readers. Readers could offer feedback and suggestions, while writers benefited from this input as well as the motivation from readership and votes. Stories with a large readership had the potential to attract the attention of publishers, leading to possible publication and increased recognition for the writer (Nurkhodijah et al., 2020).

Readers could also save their favorite stories in the "Library." Wattpad offered a search feature that made it easier for readers to find stories based on their interests, as well as recommendations based on their preferences. The platform created a supportive community of writers and readers, helping improve writing skills and critical thinking. By exchanging experiences with others, they learned new information and skills related to writing (Gustiani et al., 2024).

Quotes on Wattpad and in novels are strongly related despite differences in writing style and usage. Quotes on Wattpad tend to use more casual, natural, and memorable language to create an emotional connection with readers. Often, these quotes serve as foreshadowing tools, where writers pique readers' curiosity about future events in the plot. Foreshadowing is a strategy that projects into the present a shadow from the future (Kadhim, 2022). Meanwhile, quotes in novels are more diverse, depending on the genre and theme, and are often used to convey philosophy or character development, making them more complex. On Wattpad, quotes frequently open or close chapters, while in novels, they are more integrated into the narrative to enhance emotional impact. Despite differences in style and context, both aim to leave a lasting impression on readers. Quotes from novels and Wattpad stories interact and create a dialogue between texts, allowing readers to uncover deeper meanings and connect their reading experiences. These quotes serve not only as aesthetic elements but also as bridges linking various interpretations of the text (Kuswarini, 2016).

This study uses a descriptive qualitative research design. The data were in the form of textual material, consisting of the chapter content and the quotes that precede each chapter. The data were collected from Wattpad, focusing on the relationship between these introductory quotes and the chapter content, which exhibit distinct conceptual features. The reason we chose Wattpad as the data source is because it allows for direct hypertextual connections to internet-based content. Wattpad's platform facilitates the seamless integration of quotes, external references, and intertextual elements from the web, creating a dynamic narrative experience. This hypertextual capability enhances the richness of textual analysis by providing immediate links to broader cultural references and influences, making it an ideal source for examining the interplay between chapter content and introductory quotes. A data analysis technique by Spradley (2016) was employed in this study. In domain analysis, the theory of strong and weak quotes by DeFrank, Bivona, Chiaraluce, and Kahlbaugh's (2019) was applied. In taxonomy analysis, the findings of the domain were further investigated by

narrative alignment theory by Coley's (2015) to reveal how the introductory quotes align with the themes and structure of the chapters. In componential analysis, Christman's (2004) narrative unity theory was employed to assess the influence of the quotes on the coherence of the overall narrative.

Table 1. Narrative Unity and Alignment of Wattpad Chapter Quotes

	Strong				Weak			
	Narrative Unity	Un- Narrative Unity	Narrative Alignment	Un- Narrative Alignment	Narrative Unity	Un- Narrative Unity	Narrative Alignment	Un- Narrative Alignment
Patah Hati Terindah Transenden- tal: Forbidden Things Sleep Flowers Pain Bumi Untuk Kumara Transenden- tal: Forbidden Things Difficult Aksara Cinta A dan S The Day After April Come	✓		✓					
					✓		✓	

The findings as structured through a componential table would reveal the cultural theme of the study: how hypertextuality allows these quotes to seamlessly integrate into the narrative, maintaining narrative unity while enhancing thematic alignment within each chapter.

Findings and Discussion

1. Quote Categories in Wattpad

A quote can be a short, meaningful sentence that captures the essence of an idea, emotion, or worldview in a compact but powerful form. A good quote can evoke emotions and create a connection between the writer and the reader. By using meaningful words, the writer can convey deep feelings, allowing the reader to feel the same experience.

Following this idea, the findings of this study show that using quotes at the beginning of a chapter can influence the contents of the chapter. The use of both strong and weak quotes provides a glimpse into the storyline of each chapter. Quotes also play a role in creating narrative alignment by giving readers a deeper impression or emotion. This study emphasizes the importance of the relationship between the quote and chapter content on Wattpad to create a more immersive reading experience, allowing readers to become more involved in the story.

a. Strong Quotes

Strong quotes are those that directly reinforce the themes, which can have a more emotional impact on the reader (DeFrank et al., 2019). These quotes usually use personal pronouns such as I, you, he, and they, which aims to make the quote feel more personal and direct. With these pronouns, the quote feels like it's speaking directly to the reader or recounting someone's real-life experience.

The quote "Dia hanya bercanda. Seharusnya aku hanya tertawa bukan malah jatuh cinta" (He was just joking. I should have just laughed instead of falling in love) in the novel *Patah Hati Terindah* (The Most Beautiful Heartbreak) is an example of a strong quote that reflects the emotional misunderstanding of the female lead. In this quote, the female lead expresses frustration for misinterpreting the actions of the male lead. By using the first-person pronoun 'I', the quote emotionally engages readers, presenting the female lead's inner conflict between wanting to laugh off the joke and the reality that she feels love. This quote reflects the female lead's emotions, misinterpreting the male lead's behavior and thinking that his attentiveness signified romantic interest, while the male lead saw her as a younger sister he needed to protect.

This quote strengthens narrative unity by highlighting the theme of misunderstanding and imbalance in feelings. The female lead hopes to find romantic meaning in the male lead's attentiveness, while he simply regards her as a sister who needs protection. Therefore, this conflict, implied in the quote, supports story cohesion

by showing the gap between the female lead's expectations and her reality. In terms of alignment, the quote allows readers to better understand the female lead's perspective, reinforcing their emotional investment in the story. Readers can feel the female lead's vulnerability and pain due to her misperception, which deepens empathy for her character. As this quote reflects a relatable emotional dilemma, readers can sense the character's struggle, ultimately strengthening the emotional connection between the reader and the story.

Similarly, in the Wattpad story *Bumi untuk Kumara* (Bumi for Kumara), there is a quote, *Jangan gampang baper biar hati lu gak gampang hancur kayak wafer* (Don't be easily swooned so your heart won't easily break like a biscuit). This quote qualifies as a strong quote because it is directed at readers. The use of the term "your" enhances the interactive and direct impression. Bumi is described as someone who likes Kumara, while Kumara initially seems indifferent to Bumi. However, at one point, Kumara shows interest in Bumi, which makes Bumi baper or emotionally attached, as suggested by the quote.

The story contains narrative unity through the quote, which serves to illustrate the theme of relationships and emotions within the story while linking Bumi's emotional conflict with the shift in Kumara's attitude. This quote not only reinforces the story's theme but also reflects the character dynamics, where Bumi has to face his vulnerability to Kumara's attention. Besides narrative unity, this quote also falls under narrative alignment, allowing readers to feel connected, understand, or support the character, theme, or plot within a narrative. In this case, Bumi is portrayed as someone who easily becomes emotionally involved with Kumara. His tendency to get baper reflects his vulnerability in relationships, making readers sympathize or connect with his struggle.

Likewise, the quote *"Kita akan pulang—jika tidak berhasil, setidaknya kalian yang akan pulang"* in the novel *Transedental* (We're going home—if it doesn't work out, at least you're going home) reflects the storyline of that chapter. The use of "we" shows this as a strong quote. In this chapter, the quote depicts the male lead's desire to save his younger siblings even if it means risking his own life, as the home they once considered a refuge is no longer a safe place for them in the future.

Regarding narrative unity, the quote serves as a vital element that ties the

entire theme and conflict in the story. The phrase "Kita akan pulang" (We're going home) represents a desire to return, but also reflects the male lead's desire to provide a sense of safety and a better place for his family. As for narrative alignment, this quote guides readers to gain a deeper understanding of the male lead's motivation and character, as he is willing to sacrifice for the sake of others. This quote illustrates his sense of responsibility for his siblings' safety and reflects his position as the family protector.

On a different note, the quote "Kamu yang memberikan senyum bahagia, tapi kamu juga yang memberikan senyum penuh luka" (You're the one that gives me happiness, you're also the one that gives me despair) in the novel *Difficult* is a strong quote because it uses the personal pronoun 'you', directly addressing the person who is both a source of happiness and pain. Interestingly, this quote shows un-narrative unity because, although emotionally strong, its content does not directly relate to the progression or conflict of the chapter. This mismatch can disrupt the chapter's flow or theme, making the quote feel less supportive of narrative unity in that part. However, the presence of this quote still adds emotional depth to the character, although it seems disconnected from the main storyline in that chapter.

Despite this, in terms of narrative alignment, this quote plays a role in creating an emotional bond between readers and the main character. It's simple yet meaningful language allows readers to understand and feel the duality of the character's feelings: happiness and pain brought by the same person. This quote draws readers closer to the character's emotional perspective, deepening their empathy and engagement with the story.

Lastly, in the story *Aksara*, there is a quote, "Kehadiranmu membuatku semakin yakin bahwa kehidupan memang benar membenciku" (Your presence only makes me more certain that life truly does hate me). This is a strong quote due to the use of "me". The quote reflects the storyline in a chapter where the male lead feels that his presence always brings misfortune to those around him, even causing his friend, whom he considers family, to disappear because of him. In terms of narrative unity, this quote effectively reflects the chapter's overall content and strengthens the story's main theme, which is the male lead's struggle against deep feelings of alienation and despair. This quote marks a point of conflict for the main character, who believes his

presence brings misfortune to those close to him.

Additionally, in terms of narrative alignment, this quote clarifies the connection between the main character and the story's central theme, while also building readers' empathy toward his suffering. The use of "me" in the sentence conveys the male lead's view of blaming himself for all the unfortunate events happening around him. This quote helps readers better understand the male lead's motivations and thoughts, encouraging them to connect emotionally with the conflict he faces

b. Weak Quotes

Quotes will be rated in terms of their representativeness of wisdom, with those being most representative deemed Strong and those least representative as Weak. In addition, weak quotes were found to use more nouns and adjectives Defrank (2019). Weak quotes often refer to sentences that lack sufficient emotional, logical, or expressive strength to leave a deep impression on readers. These quotes present arguments that lack support, making the conveyed meaning too generic and failing to provide specific information, resulting in an ambiguous impression.

In the novel *Pain*, the quote "Tiga hal dalam hidup yang tidak akan kembali, waktu, kenangan, dan kesempatan" (Three things in life that will never come back time, memories, and opportunities) illustrates a weak quote, characterized by its generality and lack of direct engagement with the reader. Without directly addressing the audience, the statement takes on a reflective, almost universal quality. Consequently, this ambiguity encourages readers to ponder the nature of loss without pushing a specific point of view, creating an emotional distance that allows individual interpretation. The lack of direct address makes the quote feel more like a personal reflection than a call to action, giving it a contemplative tone.

In the same way, this quote enhances the chapter's narrative unity, seamlessly connecting with the main character's emotional journey as they wrestle with regret over lost opportunities and irreplaceable memories. The protagonist's struggle with missed chances and unrepeatable moments underscores the chapter's themes, making the quote resonate deeply within the storyline. Thus, by encapsulating the essence of what the character faces, the quote reinforces the narrative's coherence, linking the character's inner turmoil with the story's overarching message.

In addition, the quote strengthens narrative alignment by creating a mood that complements the chapter's tone of regret and nostalgia. It subtly prompts readers to feel the weight of the character's losses, aligning their emotions with the protagonist's sense of longing for what can never be reclaimed. Through this alignment, readers connect more deeply with the story, feeling a shared sense of loss and introspection that draws them closer to the character's experience. Through this emotional resonance, Pain effectively immerses readers in the protagonist's internal journey, making the exploration of regret and lost time all the more impactful.

Similarly, the quote "Jangan menilai seseorang dengan hanya sekedar melihat tampilan luar, tapi lihatlah dalamnya karena tampilan luar bisa menipu. Buah saja terkadang terlihat busuk tapi ketika diikuti ternyata dalamnya bagus dan rasanya manis" (Don't judge someone by just looking at the outside, but look inside because the outside can be deceiving. Even fruit sometimes looks rotten but when followed it turns out to be good inside and tastes sweet) in the novel *Cinta A dan S* (Love of A and S) serves as a weak quote due to its ambiguous and generalized nature. It does not directly address the reader, which lessens its immediacy and personal impact. Instead, it conveys a broad piece of wisdom that applies to various situations, allowing the reader to interpret it without feeling personally addressed. As a result, this detachment gives the quote a reflective quality, leaving room for readers to contemplate the truth behind appearances in their own way.

Furthermore, the quote strengthens the narrative unity by aligning closely with the chapter's content, where the character grapples with others' superficial judgments and misunderstandings. By emphasizing that appearances can be deceptive, the quote resonates with the protagonist's experience, reinforcing the story's theme that what is visible on the outside often fails to capture the true essence of a person. This thematic alignment deepens the cohesion of the chapter, highlighting the character's struggle to prove that there is more to them than what others see on the surface.

In addition, the quote enhances narrative alignment by setting a mood that aligns with the chapter's tone. It invites readers to reflect on the complexities of perception and judgment, fostering empathy for the protagonist's journey. As a consequence, readers are prompted to look beyond appearances, they become more attuned to the character's challenges, fostering a stronger emotional connection to the

story. Through this alignment, the story draws readers into the protagonist's struggle against surface-level assumptions, making the story's message about the value of inner character resonate more deeply.

Another example can be found in the novel *Sleep Flower*, the quote "Kita memiliki dua pilihan untuk takdir. Mengubah atau menerima" (We have two options for destiny. Change or accept) exemplifies a weak quote. It lacks direct engagement with the reader, as it is not phrased to personally address them, making it more of a contemplative statement than an assertive one. Because of this, the ambiguity adds a layer of generality, allowing the statement to resonate in various contexts without dictating a specific response.

Even so, the quote successfully contributes to narrative unity. It aligns well with the themes of the chapter, creating a harmonious flow within the story. This unity suggests that the characters or events within the chapter reflect on the dual nature of destiny, whether to accept it or attempt to change it. Readers can see the reflection of this idea in the character's journey or dilemmas, which reinforces the thematic consistency and cohesion of the narrative.

Moreover, the quote supports narrative alignment by setting a mood that resonates with the chapter's tone. The introspective quality of the statement fosters a mood that invites readers to ponder the choices and uncertainties faced by the characters, thus enhancing their connection to the story. By aligning the mood of the quote with the chapter, *Sleep Flower* creates a subtle bridge that engages readers on an emotional level, allowing them to feel more attuned to the unfolding narrative.

In the novel *Transcendental*, the quote "Mati satu, mati juga yang lainnya. Yang satu mati jiwa raganya, yang lainnya mati separuh jiwanya" (One dies, and the other dies as well. One dies in body and soul, the other dies in half of their soul) exemplifies a weak quote due to its ambiguous nature and lack of direct address to the reader. Rather than explicitly engaging the audience, the statement remains introspective and metaphorical, inviting reflection but not requiring a direct response. This detachment allows the reader to interpret the meaning in a broader sense, which, while impactful, does not provide immediate clarity or assertiveness. By not directly involving the reader through personal pronouns, the quote leaves its emotional weight open to interpretation, adding to its contemplative tone.

This quote also contributes to the chapter's narrative unity, tying seamlessly into the chapter's content, which explores the impact of Blaze's death on Ice's life journey. The idea of one soul dying physically and the other feeling a profound emotional loss resonates deeply within the storyline, reflecting the chapter's themes of loss and interconnectedness. Ice's sense of losing "half of his soul" when Blaze dies reinforces the thematic unity, ensuring that the quote supports and enhances the chapter's content.

In terms of narrative alignment, the quote aligns with the chapter's somber mood, heightening the reader's emotional engagement. By expressing the intertwined fates of Blaze and Ice, the quote evokes a sense of shared loss and vulnerability that resonates with the reader, allowing them to connect emotionally with Ice's grief. This alignment between the quote and the chapter's tone deepens the impact of Blaze's death, bridging the reader's feelings with the narrative and creating a more immersive reading experience.

In the novel *The Day After April Come*, the quote "Sebenarnya di dalam skenario superhero sang pahlawan tetap akan berpikir setidaknya sekali apakah sang korban atau justru dirinya yang diselamatkan dari dunia ini" (In a superhero scenario, the hero will inevitably wonder, even if just once, whether they saved the victim—or if, in truth, it was they who were saved from the world) reflects a weak quote through its ambiguous and introspective tone. The statement, rather than directly addressing readers, presents a hypothetical reflection on heroism that doesn't assert a clear conclusion. This detachment allows readers to interpret the statement from their own perspective without a direct prompt, maintaining a sense of introspective ambiguity rather than immediate engagement.

The quote contributes to narrative unity by connecting deeply with the chapter's core theme, where Pandu comes to realize that his acts of kindness have also impacted him, with those he aids subtly "saving" him in return. This revelation resonates with the idea expressed in the quote, as Pandu's story mirrors the idea of reciprocal rescue. His understanding that he, too, benefits emotionally from helping others unites the quote with the chapter's central narrative, creating a cohesive storyline.

In terms of narrative alignment, the quote's mood aligns seamlessly with the

chapter's reflective tone, encouraging readers to ponder the nature of heroism and mutual support. This alignment between the quote and the chapter's theme allows readers to connect emotionally with Pandu's journey of self-discovery and personal growth, deepening their immersion in the story and fostering a stronger emotional attachment to Pandu's character.

2. Correlation Between Chapter's Quote and Its Content

The correlation between the use of quotes in chapters and the content of chapters on Wattpad is strongly influenced by how well the quotes align with the themes, emotions, and structure of the narrative. When writers choose quotes that reflect the emotional tone or thematic direction of a chapter, the quote functions as more than a decorative element. It becomes an interpretive guide that frames how the reader engages with the story. Strong quotes that use direct pronouns and emotionally assertive language often create immediate emotional resonance with the reader. For example, in *Patah Hati Terindah*, the quote “Dia hanya bercanda. Seharusnya aku hanya tertawa bukan malah jatuh cinta” mirrors the emotional conflict in the chapter. It captures the female lead's misinterpretation of the male lead's actions and sets the tone for the narrative that follows.

Quotes also contribute to narrative unity by reinforcing the thematic cohesion of a chapter. Some quotes, even if considered weak due to their abstract or reflective nature, still support the chapter's overall message. In *Pain*, the quote about time, memories, and opportunities reflects the protagonist's regret and emotional struggle, aligning well with the chapter's reflective mood. Similarly, in *The Day After April Come*, the quote about superheroes questioning who is truly saved supports the chapter's theme of mutual emotional rescue. These examples show that quotes can enhance the reader's understanding of a character's journey by providing an entry point into the story's deeper meaning.

Not all quotes, however, effectively support alignment. In some cases, quotes appear emotionally strong but fail to correspond with the chapter's actual events. This misalignment can lead to a disconnection between the reader's expectations and the narrative outcome. In *Difficult*, the quote describes emotional duality and heartbreak, but the chapter does not directly explore these emotions in depth. This creates a sense of thematic dissonance and may reduce the quote's effectiveness in enhancing the reader's engagement with the text. Such instances indicate that a quote's strength does not guarantee alignment unless it is contextually relevant to the chapter's core content.

Conclusions

From the discussion above, it can be concluded that quotes are categorized into two types: strong quotes and weak quotes. Strong quotes are conveyed directly and directed at the reader. Meanwhile, weak quotes convey their message indirectly within the context of the story, making them less clear but still understandable. To comprehend the connection between quotes within a chapter and the story's content, the applied theory emphasizes the importance of aligning quotes with the chapter's content so that readers can feel a deeper involvement with the story being presented. Additionally, quotes in stories do not always require lengthy narration to convey a profound meaning. Overall, quotes in stories function to link events and themes, even if they do not always follow all elements of the story.

For future research focusing on quotes, authors can further explore how inspirational quotes paired with visuals affect the audience's interpretation of messages in digital communication. This could demonstrate how visuals, such as images, photos, or illustrations, can enhance or alter the meaning of text, especially on popular social media platforms like Twitter. These platforms support the integration of text and visuals to convey messages more effectively. The combination of text and images helps clarify messages, adds emotional and aesthetic dimensions, and creates a deeper narrative that impacts audience understanding. This research also highlights the importance of quotes at the beginning of chapters in building narratives on Wattpad, which not only attract readers' attention but also strengthen connections between different parts of the story.

The direct benefits of this research include using foreshadowing designed as quotes in stories, particularly on platforms like Wattpad, to provide readers with an initial glimpse into the direction or main conflict of the chapter, while also building curiosity that motivates readers to keep reading. The use of foreshadowing in this way helps create narrative cohesion and unity, where each element, even the words in a quote, plays a vital role in guiding the story toward its climax or resolution. Thus, foreshadowing through quotes not only serves as a tool to attract readers' attention but also acts as a strategy to enhance the quality and coherence of the story as a whole.

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