ABSTRACT

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This research is intended to discover English Education Department students' preference in reading materials. It is written to find out: (1) the students' preferences towards reading materials, and (2) the factors that influence the students' preference.

This research adopted qualitative research design with case study method. Fifty students of the of the fifth semester at the English Education Department in UIN Sunan Gunung Djati Bandung were participated in this research and was selected with purposeful sampling technique. The data was gathered from the questionnaire and interview.

The findings indicated: (1) the students more prefer to read light and pleasant reading material such as novel as their preferred type of reading materials. Besides, they mostly enjoy to read the topic of reading materials related to relationship, science and life experiences. The students claimed that reading the materials which in accordance to their preference could promote their reading skill. (2) There were various factors which affected students' reading preference, those are: the students themselves, friends, teachers, environment, context of reading materials, the numbers of page, the demands of assignments, characters of the story, author. Then, the factor from the students themselves such as mood, their own desire to read, personal interest and urge for self-improvement are appeared as the most affected factor for the students.

In conclusion, the findings revealed that students have their own preferences in reading materials to promote their reading skill. Moreover, their preferences are affected by various factors that have enough impact to their choice in reading materials. This study is recommended for those who want to know students' reading preferences and attempt to search the reading materials that suit students' preference.