



# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



## Exploring Best-selling Novel Factors: The Technique, Structure and Narrative Writing from the Perspectives of Buku Fixi Sdn Bhd

Mohd Fatrim Syah bin Abd Karim, Mohd Syuhaidi Abu Bakar, Amir Muhammad, Nadia Khan, Mohamad Syafiq Bin Mat Shuki

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v10-i6/7339>

DOI:10.6007/IJARBSS/v10-i6/7339

**Received:** 14 April 2020, **Revised:** 17 May 2020, **Accepted:** 12 June 2020

**Published Online:** 28 June 2020

**In-Text Citation:** (Karim et al., 2020)

**To Cite this Article:** Karim, M. F. S. bin A., Bakar, M. S. A., Muhammad, A., Khan, N., & Shuki, M. S. B. M. (2020). Exploring Best-selling Novel Factors: The Technique, Structure and Narrative Writing from the Perspectives of Buku Fixi Sdn Bhd. *International Journal of Academic Research in Business and Social Sciences*, 10(6), 643–654.

**Copyright:** © 2020 The Author(s)

Published by Human Resource Management Academic Research Society ([www.hrmars.com](http://www.hrmars.com))

This article is published under the Creative Commons Attribution (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: <http://creativecommons.org/licenses/by/4.0/legalcode>

**Vol. 10, No. 6, 2020, Pg. 643 - 654**

<http://hrmars.com/index.php/pages/detail/IJARBSS>

**JOURNAL HOMEPAGE**

Full Terms & Conditions of access and use can be found at  
<http://hrmars.com/index.php/pages/detail/publication-ethics>



# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



## Exploring Best-selling Novel Factors: The Technique, Structure and Narrative Writing from The Perspectives of Buku Fixi Sdn Bhd

**Mohd Fatrim Syah bin Abd Karim**

Faculty of Film, Theatre and Animation, Universiti Teknologi MARA, Malaysia  
Email: fatrimsyah@gmail.com

**Mohd Syuhaidi Abu Bakar**

Faculty of Film, Theatre and Animation, Universiti Teknologi MARA, Malaysia  
Email: syuhaidi@uitm.edu.my

**Amir Muhammad**

Managing Director of Buku Fixi Sdn Bhd  
Email: bukufixi@gmail.com

**Nadia Khan**

Author, Buku Fixi Sdn Bhd  
Email: neddokhan@gmail.com

**Mohamad Syafiq Bin Mat Shuki**

Faculty of Film, Theatre and Animation, Universiti Teknologi MARA, Malaysia  
Email: syafiqshuki@gmail.com

### **Abstract**

Best-selling novels in Malaysia can be defined as novels that are nominated for award-winning categories. The book industry in Malaysia is still in decline today, not only in the number of books published, but also in the volume of book sales in the current market. However, Buku Fixi Sdn Bhd's branding and sales are consistently high in Malaysia. This study discusses the best-selling novel factors through the perspectives of a publishing house (Buku Fixi Sdn Bhd) by interviewing Amir Muhammad (the Managing Director of Buku Fixi Sdn Bhd) and Nadia Khan (one of the author from Buku Fixi Sdn Bhd). Qualitatively, three main factors have been explored that contribute to the sales of books from Buku Fixi Sdn Bhd, namely writing techniques, story structure, and narrative writing. The findings found that Buku Fixi focuses on the use of effective written narratives as a way to sell

their best-selling books. This is an important formula for the company to stay relevant and strong in the book industry in Malaysia today.

**Keywords:** Best-selling Novels, Buku Fixi, Techniques, Structures, Narrative Writing.

### Introduction and Reviews of Literature

The book industry has changed rapidly, as evidenced by the decline in book sales at the Kuala Lumpur International Book Fair (KLIBF) since 2015. The shelf life of books in Malaysia is very short because the market is saturated with various books, and readers prefer to buy best-selling novels because of its author and content (Iszahanid, 2019). According to Ariffin (2016), the drop in book sales year after year has led to many book auctions as a last resort to save a publication for printing new books and pay royalties. Publishers need to think about how to sell books in their store and take drastic steps to limit the publication of new books because of the current challenges of the book industry.

Our country's book industry is in a state of shock because the public has no longer seen books as an option, either as a hobby or as a tool to help them gain knowledge or fill their free time. The Kuala Lumpur International Book Fair (KLIBF) was held every year to celebrate the country's book industry and now becomes a platform for the sale of existing books by many publishers rather than introducing new books. The National Library of Malaysia only spent RM 2 million in 2015 to purchase books (Ahmad, 2019).

In Malaysia, the best-selling novels can be defined as those that get the most nominations and have won book prizes with a 'Anugerah Pilihan Pembaca Popular-Berita Harian', an award organized by the well-known bookstore, Popular Bookstore in collaboration with the Berita Harian newspaper. The nomination is based on best-selling book sales at all Popular Bookstores in Malaysia. In addition to winning an award, a best-selling novel is also dubbed so based on the number of its reprint numbers (Anwar & Ariffin, 2019).

Buku Fixi Sdn Bhd (Buku Fixi) is one of the most well-known companies and is almost unaffected by the book industry's current state. According to Amir Muhammad (Personal Communication, 2020), Buku Fixi's primary strategy for staying consistent with the book industry is not to rely heavily on bookstore sales. According to him, Buku Fixi sales increased in most book festivals as well as in public events such as the Kuala Lumpur International Book Fair (KLIBF) and also the Big Bad Wolf. In 2019, participating in the Big Bad Wolf book event contributes to more profits for the company than sales in bookstores, which is one of the reasons Buku Fixi continues to work with the Big Bad Wolf book event in 2020. The company earned 30% more profits in the 2017 KLIBF and double the profits in 2018. These sales figures jump a lot, even though the book industry is no longer able to benefit from the book vouchers that the government used to provide. At the upcoming 2020's KLIBF, the company is optimistic about hitting a sales target of RM 500,000.

Looking at the annual sales data of Buku Fixi, according to Amir Muhammad (personal communication, 2020), annual sales of the company's books are consistent with the availability of top-selling books such as *Asrama 2* in 2017 with more than 20,000 copies per year, followed by *Gantung 2* in 2018 with 28,000 copies per year. The company's sales charts were static in 2019, but

they're still well-sold because book events like Big Bad Wolf make it possible to sell more books. The number of books that the company sells annually is between 50,000 and 100,000, which is its annual target. Companies like Buku Fixi do not print many copies for selected titles because of the unfavourable state of the book industry in Malaysia. In general, for the best-selling authors, the company will allocate 2000 copies of printed books, while for the new authors, Buku Fixi will allocate up to 500 to 1000 copies of books. Additional copies of books will be printed when the book is sold out, depending on the market demand. The volatility of the company's sales data volatility is not due to the lack of response in regards of the books, but rather, the company is taking steps to stop printing any of the bestselling books that cannot sell over 1,500 copies a year. In 2019 alone, the company stopped printing and selling 18 titles with a warm sale. It was also one of the company's critical strategies since its inception to stay relevant in the market and avoid the dumping of books in the warehouse.

The definition of best-selling books abroad differs from that of Malaysia. Shisia (2018) says the Harry Potter series written by J.K. Rowling is the world's best-selling books with sales of 510 million books worldwide, followed by the Goosebumps series written by R.L. Stine. It stands with cumulative sales of 350 million books worldwide. Most of the top 10 best-seller novels abroad are usually well-known for their adaptation to the movie format and normally these best-selling novels abroad are known as such by looking at the book's sales figures.

*When books are described as best-selling, it is usually referring to the number of copies of that book that were sold and not the number that was printed or the number that is owned. The list is compiled based on the highest number sold as identified by dependable sources.*

(Shisia, 2018)

Not only in Malaysia, but the decline of the book industry has also been experienced in the book industry worldwide. According to Spring and Levett (2017), worldwide book sales have fluctuated, especially in European countries. In 2013, the book industry became more widely accepted but this began to change in 2015 and the following year due to economic and political factors. The sale of e-books initially received a great response and is expected to overturn the legacy of physical books through several e-book applications. But it doesn't affect physical book sales as the average reader still wants the physical book in their hands.

The National Library of Malaysia's findings show that Malaysians generally read only 15 book titles a year, which is very disappointing compared to the time they take to navigate social sites. In addition, this article also states that the book industry has only two lifelines. Firstly, purchases made by libraries and government allocations while secondly, purchases made through book festivals and bookstores. In addition to government assistance, the author's work also needs to change and this writing reform will eventually bring readers back to reading books (Hamzah, 2018). According to Davis (2006), best-selling book data is seen as an important symbol in the publishing industry in Australia. This data reflects the numbers of books sold and interprets the actual state of the industry itself. It enables research to be done primarily to identify readers' interests and demand, it also serves to study the

current market. In contrast to this, in Malaysia there is no references to sales data have been kept or recorded. Malaysia has been described as an attractive market in South-East Asia, but due to the lack of proper shelving or keeping of any record of bestselling books trending yearly, no one knows which book is best-selling and most sought after each year. The data obtained are crucial for the growth of the Malaysian book industry grow (Iszahanid, 2017).

The Malaysian book industry only states the number of books published each year when in fact it is not the most important factor in exploring the way the world of books survives to this day. In 2019, 19,713 books were published and by 2020, Malaysia is aiming to publish 31,700 books alongside 31.7 million Malaysians. The Tourism and Culture Minister, Dato' Seri Mohamed Nazri Abdul Aziz explained that the United Nations Educational, Scientific and Cultural Organization's (UNESCO) stated that according to the advanced country national publishing standards, a title should be allotted for every 1,000 residents of that said country (Dahili, 2018). The immediate revolution of the book industry needs to be instituted immediately. With the decline in book sales and response, the industry needs deep insights and research to find new solutions and a growing concern for the Malaysian book industry. This study examines the best-selling novel factors from the perspective of Buku Fixi Sdn Bhd.

The question in this study is:

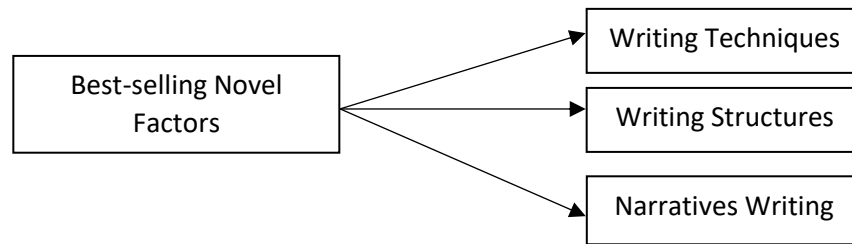
- What are the best-selling novel factors from the perspectives of Buku Fixi Sdn Bhd?

### **Conceptual Framework**

Safei, Baharudin, Tibek, Sham, Ariffin and Mohd (2008) stated that one of the main factors in a popular novel gaining popularity in the market is that a novel has a specific writing technique that may interest readers to read something in the novel. In general, the best-selling and popular novels use conventional plot writing techniques that are easy to understand with the beginning, middle, and end formulas. This general technique has always been a favorite of today's teenagers. Other writing techniques injected into a best-selling novel are flashback techniques, monologue techniques, coincidence techniques, and twist plot techniques that make a unique novel. Campbell (2017) states that the writing structure practiced by world-renowned author J.K. Rowling is to plot the structure of each Harry Potter story series on a paper with a pen. The plot structure written by J.K. Rowling is a box involving plot, title, date, character encounter, conflict, crisis, and detailed storytelling to make it easy for J.K Rowling to type the story using a three-act structure. J.K. Rowling did this so she could keep track of what was going on in the plot as it was a long-running story and she would structure the plot completely on paper before typing on a computer. It shows that the world's best-selling author also wrote her plot structure to make it easier to write. Basri (2007) explains that suspense-writing narratives can entice readers to read a book until the end of the story. The findings of this study found that two elements that make the audience or reader feel excited to continue reading are narrative techniques, as well as character building in the story.

A study requires a conceptual framework to ensure that the study has a preliminary guide to carry out the study. The conceptual framework for this study is shown in Figure 1.0 below.

**Figure 1.0:** Conceptual Framework of Best-selling Novel Factors (Safei, Baharudin, Tibek, Sham, Ariffin and Mohd, 2008; Campbell, 2017; Basri, 2007)



This conceptual framework shows three main factors that can influence the sale of bestsellers in the market and the book industry, namely: writing techniques, writing structure and narrative writing.

## Method

According to Yahaya, Hashim, Ramli, Boon and Hamdan (2007), qualitative is a method by which researchers prove all human speech and action as a study and this type of research is relevant because the Informant's opinions are related to their experience and field of work. This study uses a qualitative research design and data were collected using interviews and reviews of literature. Data were translated verbatim. This study has conducted face-to-face interviews with The Managing Director of Buku Fixi Sdn Bhd; Amir Muhammad (subsequently in this study will be known as Informant 1) and Nadia Khan (subsequently in this study will be known as Informant 2), one of the best-selling author of Buku Fixi Sdn Bhd. The selected research method was the guide for the researcher to obtain and analyze the textual material at the maximum level to find the bestselling novel factors to serve as a guide for writers and the local creative industry. The results of this study were then recorded as the Findings Framework.

## Results

### Writing Techniques as a Best-Selling Factor

Writers abroad have always dared to experiment and often try to highlight the uniqueness of their novels. According to Stine (2019), a best-selling novelist posits that the existing writing techniques are irrelevant and too cliché for modern writers to follow. Thus this author has created a writing technique that starts with the beginning, ending and plot twist. This author will put two or three plot twists in his book which will surprise the reader and will be very interested in reading more of the book. Using this plot twist technique, this author book series Goosebumps made to the second best-selling book after the Harry Potter series, reaching 350 million sales to date since it was sold in 1992.

### Mastering Writing Techniques

According to Basri (2007), suspense or surprise narratives can entice readers to continue reading a book until the end of the story. The result of this study revealed two elements that make the reader feel excited to continuing reading further, which are narrative techniques as well as the characters in the story. What this study seeks to do is look at the interdependent structures and narratives to form a framework that can manipulate the reader to continue reading a story using narrative techniques. Meanwhile, according to Informant 1, Malaysian novels should include 'fast pacing' techniques in writing so readers can read the book faster by turning to the next page one after the

other. This technique is a common technique for novels from abroad. He added that indie novels normally practiced this technique by using shorter words, which in turn will enable the reader to read faster. All types of novels can apply the same technique as well, so various elements need to be included to make the reader look forward to the next novel. The plot-twist technique often referred to as the 'trademark' of Buku Fixi is just the opinion of the earlier readers of the Buku Fixi as Buku Fixi emphasizes 'fast pacing' in its storytelling so the readers will feel excited to read the next book.

### **Malaysian Writers Have Less Writing Skill Techniques**

Foreign writers have a deeper understanding concerning the techniques they should master in writing. Anwar (2019) classifies writers in Malaysia are less exposed to proper writing techniques. If an author masters mastery of these techniques and structures, it will transform his or her writing techniques in various ways, particularly in terms of plot, characters, background, and point-of-view. Based on the article written by Anwar (2019) it clearly shows that authors in Malaysia are less exposed to the application and understanding of techniques and structures. Informant 2, one of Buku Fixi's best-selling authors says that writing cannot be taught, but can be learned. Also, a lot of reading will allow a person to master certain techniques in writing. For her, the writing techniques in the books that she wrote were the characters' strengths. The stories that she creates are usually character-driven and these characters must move strongly from the beginning to form a strong story and narrative.

### **Good Writing Structure as a Best-selling Factor**

With the technique, foreign writers also designed their writing structure before actually starting writing their novel. Campbell (2017) proposes that the writing structure practiced by world-renowned author J.K. Rowling is to write down each Harry Potter book's plot structure in the series on paper with a pen. The plot structure written by J.K. Rowling includes plot, title, date, character encounters, conflicts, crises, and detailed storytelling to make it easy for J.K. Rowling to type the story using a three-act structure. It was created by J.K. Rowling so that she could keep track with what was going on in the plot as it was a long-running story and she would structure the plot completely on paper before daring to write her story on a computer. It shows that the world's best-selling author also wrote her plot structure to make it easier for her to keep track of her story and ensure that all her narrative to be well-planned and keep it interesting. Structures in book writing should be general and therefore becomes the best medium for experimental authors. Informant 2 states that as a book writer and scriptwriter, she only uses a three-act structure in her film scripts or dramas since it deals with circumstances and binding situations.

This is different from books because authors cannot limit themselves to just one structure. For example, the novel *Gantung* (2013) plays with two timelines while *Kelabu* (2011) follows an adventure structure. The author of a book should be free and bold in experimenting and should not be subjected to a single structure in writing. She believes that interesting structural factors will also assist in the sale of a novel because the uniqueness of the book makes it different from the others. According to Informant 1, he claims that the novel structure of those under Buku Fixi is in the hands of the author, as publishers do not like to set strict rules and guidelines because he wants the authors of his company to create a storyline that is perceived as interesting to their readers. To him, the overall structure of a book had to be planned before one starts writing because it would eventually

end up to be interestingly connected dots after writing. If the story is interesting to the reader, the best-selling factor will come automatically.

### **Narrative Writing as a Best-selling Factor**

Narratives are certainly a strong factor for a book to become a best-seller. According to a study by Visser and Kaai (2015), J.K. Rowling, a best-selling author is known for her work in storytelling - a strong narrative that won over marketing and her readers' feedback. J.K. Rowling's novel narrative through the Harry Potter series and her two other novels using other aliases, which are *Cuckoo's Calling* (2013) and *The Casual Vacancy* (2012) are perceived as very unique and different from each other. This strange narrative often garners public attention and one of the factors that a novel receives a great response.

Informant 1 also agrees to this fact, in which he states that a best-selling book usually has a good narrative and is unique compared to the others with simply a beautiful book cover because the cover of a book it is simply a decoration of a novel to make it more interesting. According to Informant 2, narrative plays a very important role in a story. Story or narrative processing needs to be taken into account regardless of the genre in which it is written. She has written novels of various genres, mentioned that the best way to attract readers is through an interesting and unique novel narrative that contrasts and differs from those from other authors. In addition, according to Basri (2007), suspense-filled narratives can entice readers to read a book until the end of the story. The findings of this study found that two elements that make the audience or reader feel wanting to continue reading further are due to the narrative techniques as well as the character building in the story. Informant 2, added that the characters in the book are the pillars of the story and that the characters play an important role in the story and a vital aspect in enticing the reader to read a book.

### **Good Narrative Contributes to Buku Fixi Constant Marketability**

The duration of a novel's shelf life will eventually become its selling point. The narrative that is easy to understand, unique, and connected with the reader is a factor that makes a novel last in the market. According to Informant 1, the narrative of a novel equates to the novel's life span. Narratives that a reader can relate themselves to will almost always make the work a popular name. For him, the shelf-life of a book is a subjective topic, but only the author itself can understand the best, what kind of narrative they produce. A strong and effective narrative will provide good reader feedback and this will allow the book to be spread further and be recommended by readers to other readers. For years, he believes that narrative factors are the most important factor in ensuring that a book becomes a bestseller.

### **The Strength of the Horror and the Thriller Genre from Buku Fixi**

This genre's dominance is seen as one of the selling points of some of the best-selling works. Thriller crime novels dominate Britain's best-selling charts today with an increasing record amounting to 10 percent. Some of Britain's best-known authors are Dan Brown, Stephen King, and James Petterson. This genre's dominance has also been widespread in Malaysia where thriller crime-ridden local novels have also sold tens of thousands of Ringgits. Most of them are Indie novels like Buku Fixi which earn high sales and sell tens of thousands of books each year. Buku Fixi has a huge profit and is still well-received by readers as these novels target young people. Although eventually almost all the



books are shown to be in decline, this shows the thriller genre all over the world including Malaysia has tactics and formulas that generate incredible responses amongst readers (Iszahanid, 2019).

This was agreed by Informant 1 in saying that the horror and thriller genre when associated with readers, will garner more responsive and positive attention from potential readers. This is due to the age of the characters in the books is close to the readers themselves as well as the characters in the books of Buku Fixi are shown to still be in school and this particular age is the target readership of Buku Fixi which will allow some of Buku Fixi books to be sold for an even longer time. As for Informant 2, she mentioned that the genre factor plays a very important role in the market, and she has previously written that the genre is well-understood and well-received by market demand. However, a more dominant market will allow much more books to be published. The diversity of genres should be a focus by writers and the book industry as it can make a difference in the sale of works.

### **Effective Narration in Buku Fixi**

The emergence of indie books in 2010 changed the book publishing landscape, according to Abdullah and Ishak (2016). The rise of Indie publishers to the open book market has been seen as an exciting development as their books' content shows innovation and is more accessible to young people, especially students. Content, book covers, and interesting titles and strong social media marketing entice young people to become a reader and start reading, especially men, in buying their books from indie publications. In the meantime, Ashaari, Hamzah, Yaakub and Rasit (2018) noted that the value of indie book sales from 2013 to today shows their dominance in the local bookstore charts and even beat the sale of mainstream books. Readers' interest in this genre of writing is linked to the uniqueness of their writing approach. The results of this paper found that five factors make it important for readers to buy and read the book, such as title, book cover, content processing, messages and graphics, and the role of new media.

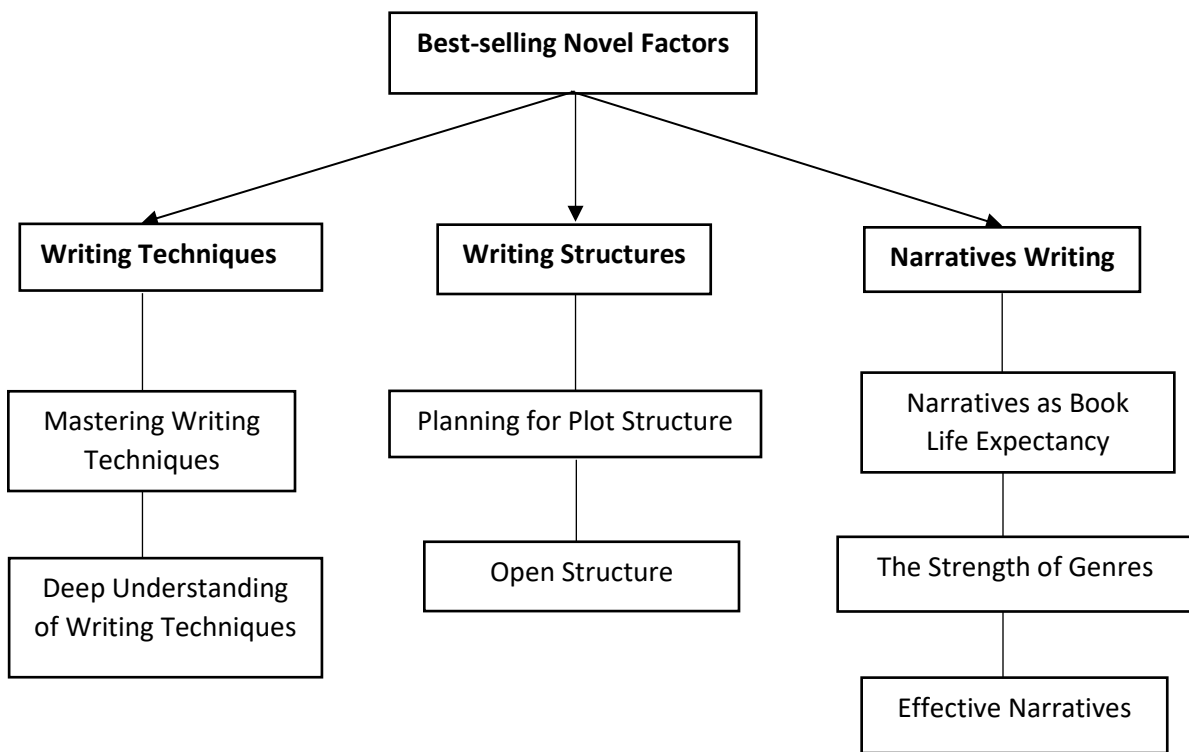
Buku Fixi is considered the most beloved indie book publisher and a favorite among young readers. A bookstore owner once told Informant 1 that most book market only accepts cookbooks, romance novels, and religion references books because the average Malaysian reader is female. It made him feel challenged because he believes both thriller and horror genres had their group of fans. According to the reader's earlier response during its first years, Buku Fixi has since then become known for its way of storytelling that captures young readers' interests and thus encourages new readers to start to pick up and read a book. The indie movement has made a major change in the narrative aspect that has always been dominated by the romance novels' market. Informant 2 believes that narratives in indie novels allow her to always try and challenge new things as her readers await her new published work and this motivates her to come forward with her best masterpiece (open structure). However, indie book publishers need to be consistent in introducing new ways to attract readers as in recent years more indie publishers are coming to the mainstream market and this will lead to huge competition in the publishing world and thus will eventually be the reason for the market to be saturated in the future.

### **Findings Framework**

Based on three key elements of the study, a findings framework was created to see if all of these elements are intertwined with each other to make this study comprehensive. In techniques, the main

thing that needs to be mastered is writing techniques and a deep understanding of writing techniques. For a writing structure, a general writing structure often appeals to the reader without the conventional structure bonding and a good writing structure should be planned. For narrative writing, the study found that an effective narrative will contribute to the life of the book. At the same time, the power of horror and thriller genres today is a powerful narrative. An effective narrative will keep books on the bookshelf and sell well. The findings framework of this study can be interpreted in Figure 2.0 below. To write a best-selling novel, a writer must emphasize mastering writing techniques, grasp deep understanding of these techniques, plot structure and open structure, and understand narrative, genre, and the importance of effective narrative.

**Figure 2.0** Findings framework of Bestselling Novel Factors: The Technique, Structure and Narrative Writing from The Perspectives of Buku Fixi Sdn Bhd



**Conclusion**

Overall, the competition between publishers that concentrate on publishing the same genre, as well as the declining state in book sales today, necessitated them to embrace a drastic change for a publisher to survive. Publishers in Malaysia’s book industry have to improve their marketing strategies and find important formulas to extend a book’s shelf life. The action of publishing more books that eventually become auction books must be avoided by all publishers. Instead of constantly selling books, Informant 1 said their company will recycle the books if they cannot sell them after a few years. He added that book auctions would not be able to solve the book industry’s problems. Therefore this study has explored the factors involves in creating bestselling novels and found that effective narrative are one of the major factor in ensuring the emergence of a best-selling novel. This factor can be seen as a recommendation for the book industry for them to turn potential manuscripts

into a better direction and as an alternative as we seek to revive our deteriorating book industry today.

### Acknowledgement

This paper is supported by the Faculty of Film, Theatre and Animation and Geran GIP (600-IRMI 5/3/GIP (011/2019)) granted by Universiti Teknologi MARA (UiTM), Malaysia.

### References

- Abdullah., F & Ishak, M, F. (2016). Kesan perkembangan teknologi terhadap industri penerbitan buku di Malaysia. *Jurnal Pengajian Media Malaysia*, 15(2): 71-86.
- Ahmad, Z, R. (2019). Industri buku ibarat wad ICU. Retrieved from <http://ptsldigital.ukm.edu.my:8080/vital/access/services/Download/ukmvital:107329/Source01?view=true>
- Anwar., S. (2019, July 10). Tanpa kritikan penulis berkarya ikut kepala sahaja. *Berita Harian Online*. Retrieved March 20, 2020, from <https://www.bharian.com.my/rencana/sastera/2019/07/583149/tanpa-kritikan-penulis-berkarya-ikut-kepala-saja>
- Anwar & Ariffin (2019, June 11). Hadi Fayyadh pecah dominasi novelis wanita. *Berita Harian Online*. Retrieved February 14, 2020, from <https://www.bharian.com.my/rencana/sastera/2019/06/572883/hadi-fayyadh-pecah-dominasi-novelis-wanita>
- Ariffin., L. (2016, January 13). Habiskan stok minimumkan judul baharu sepanjang 2016. *Berita Harian Online*. Retrieved March 19, 2020, from <https://www.bharian.com.my/bhplus-old/2016/01/113703/habiskan-stok-minimumkan-judul-baharu-sepanjang-2016>
- Ashaari., M., F., Hamzah, M., F., Yaakub., L., & Rasit., R., M. (2018). Tarikan terhadap buku indie dalam kalangan pembaca muda di Malaysia. *The International Journal of Islamic Studies*, 40(2): 169 – 178.
- Basri., E. (2007). *Naratif suspense : Satu kajian ke arah pembentukan struktur yang lebih berkesan* (Unpublished bachelor's thesis). Universiti Malaysia Sarawak. Retrieved March 1, 2020, from <https://ir.unimas.my/id/eprint/17782/>
- Campbell., O. (2017). How J.K. Rowling used a hand written spreadsheet to map out the plot of Harry Potter. Retrieved from <https://milanote.com/the-work/how-jk-rowling-mapped-out-the-plot-of-harry-potter>
- Dahili., R. (2018, January 18). Malaysia sasar penerbitan 31,700 judul buku setahun. *Berita Harian Online*. Retrieved February 28, 2020, from <https://www.bharian.com.my/rencana/sastera/2018/01/374487/malaysia-sasar-penerbitan-31700-judul-buku-setahun>
- Davis., M. (2006). The decline of the literary paradigm in Australian publishing. Retrieved from [https://minervaaccess.unimelb.edu.au/bitstream/handle/11343/34733/67389\\_00003634\\_01\\_Davis101.pdf?sequence=1](https://minervaaccess.unimelb.edu.au/bitstream/handle/11343/34733/67389_00003634_01_Davis101.pdf?sequence=1)
- Hamzah., I. (2018, May 23). Reformasi segera industri buku Malaysia. *Berita Harian Online*. Retrieved February 4, 2020, from

- <https://www.bharian.com.my/rencana/sastera/2018/05/429376/reformasi-segera-industri-buku-malaysia>
- Iszahanid., H. (2017, November 30). Senarai buku 'best seller' Malaysia tiada rujukan data. *Berita Harian Online*. Retrieved February 6, 2020, from <https://www.bharian.com.my/rencana/sastera/2017/11/357100/senarai-buku-best-seller-malaysia-tiada-rujukan-data>
- Iszahanid., H. (2019, January 30). Novel thriller, seram, cinta kuasai pasaran Malaysia. *Berita Harian Online*. Retrieved March 1, 2020, from <https://www.bharian.com.my/rencana/sastera/2019/01/525743/novel-thriller-seram-cinta-kuasai-pasaran-malaysia>
- Safei, M., Baharudin, R., Tibek, S. R., Sham, F. M., Ariffin, Z., & Mohd, N. S. (2008). Novel popular dan kecenderungan khalayak remaja. *e-BANGI Journal*, 5(1): 1-13.
- Shisia., M. (2018). The best-selling book series in the world. Retrieved from <https://www.worldatlas.com/articles/best-selling-book-series.html>
- Spring, M. & Levett, C. (2017, March 18). The fall and rise of physical book sales worldwide-in data. Retrieved February 5, 2020, from <https://www.theguardian.com/books/datablog/2017/mar/18/the-fall-and-rise-of-physical-book-sales-worldwide-in-data>
- Stine., R.L. (2019). Outlining plot twists and tricks. Retrieved from <https://www.masterclass.com/classes/rl-stine-teaches-writing-for-young-audiences/chapters/outlining-plot-twists-and-tricks>
- Visser, I., & Kaai, L. (2015). The books that lived: J.K. Rowling and the magic of storytelling. *Brno Studies in English*, 41(1), 195-212. doi:10.5817/bse2015-1-12
- Yahaya., A, Hashim., Ramli., J, Boon., Y. & Hamdan., A., R (2007). *Menguasai penyelidikan dalam pendidikan: Teori, analisis dan interpretasi data*. Kuala Lumpur: PTS Professional Publishing Sdn. Bhd.