

ABSTRACT

Ayun, Agnia Qurota (2026) Exploring Students' Perceptions towards Personalized Learning to Promote Students' Interest in Reading: A Case Study at English Club of SMPN 1 Cileunyi.

This study explores students' perceptions of personalized learning in promoting their interest in reading. Some students assume that reading is a difficult and boring activity. However, there are strategies that can make reading more engaging and enjoyable, one of which is personalized learning. When implemented effectively, personalized learning can enhance students' interest in reading.

This research employed a qualitative method with a case study design. Data were collected through questionnaires and interviews. Nine eighth-grade students from SMPN 1 Cileunyi participated in the treatment sessions. The participants were randomly selected for the treatment, while three students were purposively chosen for interviews as representatives of different learning styles: visual, auditory, and kinesthetic. The data were collected after three consecutive days of implementing personalized learning in reading instruction.

The findings indicate that students' perceptions of reading interest toward English texts using personalized learning styles are generally positive. Similarly, students' perceptions of the implementation of personalized learning in promoting reading interest are also positive, as reflected in both questionnaire and interview data.

It is recommended that English teachers use personalized learning strategies in extracurricular programs such as English Club. Then, students should actively engage in personalized learning approaches, as these have demonstrated significant potential for enhancing literacy development in Indonesia. Furthermore, future researchers are encouraged to investigate the large-scale implementation of personalized learning to further validate its effectiveness to promote students' interest.

Keywords: *students' perceptions, personalized learning styles, personalized learning, reading interest, qualitative method, case study design.*