

THE BOOK TRAILER PROJECT IN ASSISTING YOUNG LEARNERS'  
READING SKILL: THE COPE AND KALANTZIS FRAMEWORK OF  
MULTILITERACIES

A RESEARCH PAPER

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar  
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**PAGE OF APPROVAL**

**The Book Trailer Project in Assisting Young Learners' Reading Skill: The Cope  
and Kalantzis Framework of Multiliteracies  
A Research Paper**

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**ABSTRACT**

The shift of literacy into multiliteracies in this 21st century is crucial in education. Learners cannot tie to a mono-modal, print focused paradigm. To overcome this, one of teaching models that can be applied is to implement multiliteracies framework. The study highlights how Cope and Kalantzis (2009) framework of multiliteracies in the form of book trailer can assist young learners' reading skill and can help literacy transformation. This study investigated the use of Cope and Kalantzis framework of multiliteracies in assisting the reading skill of 23 students in a primary school. It was conducted using practitioner research. The data were collected through observation, young learners' multiliteracies project in the form of book trailer, and interview. The findings showed that the book trailer as an implementation of Cope and Kalantzis framework of multiliteracies can assist young learners' reading skill, particularly their vocabulary skill. In addition, their motivation and engagement was also improved significantly.

Keywords: *21<sup>st</sup> century learning, multiliteracies, reading skill, technology, young learners*

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