

American Journal of Humanities and Social Sciences Research (AJHSSR)

e-ISSN :2378-703X

Volume-5, Issue-7-pp-20-24

www.ajhssr.com

Research Paper

Open Access

The Book-Making Process and Ideology of Buku Mojok Publisher

Febrita Rohmah, I Nyoman Darma Putra, I Ketut Sudewa

Indonesian Literature Study Program, Faculty of Cultural Sciences, Udayana University

ABSTRACT : This research is motivated by the lack of concern to publishers who play a role in producing literary works. This study aims to describe the production process of literary books carried out by the publisher of Buku Mojok and the ideology it contains. This research is a qualitative research by using field study methods. In analyzing the production process, sociology of literature is used, especially the sociology of literature, which discusses publishing. In formulating ideology, the ideological theory developed by Matrín Seliger is used. Based on the data analysis carried out, the process of producing literary books at the Buku Mojok publisher including work of selecting and making books then distributing them. Second, the ideology of the Buku Mojok publisher is derived from six elements which conclude that the Buku Mojok publisher has an ideology as a literacy-oriented publisher.

KEYWORDS: *sociology of literature, publisher, literary book*

I. INTRODUCTION

The process of creating, distributing and duplicating literary works involves various parties, including: the creators of literary works, namely authors and publishers. Authors based on creativity, imagination, and work, write or create a work (Escarpit, 2017: 34). Publisher is a person, institution, or company that appears later in the history of literary institutions. However, from time immemorial there have been ways to reproduce written utterances and to disseminate works. Often the author takes care of it himself (Escarpit, 2017: 69). Over time, now many small and large publishers are able to publish the works of an author. Literary works with book media before reaching the reader first go through the process of reproduction. This causes the formation of relationships between authors, publishers, and readers that support the life of a literary work.

The world of book publishing in Indonesia began to emerge during the Balai Pustaka era. Balai Pustaka publishers were closely related to the growth of the Indonesian literary tradition in 1908 which was the result of the Dutch colonial government's political policy in the field of teaching. Prior to that, literary publishing businesses had sprung up among private publishers that developed after the entry of the printing press into Indonesia (Yudiono, 2007: 67). The purpose of publishing a book, magazine, and journal is to disseminate knowledge in addition to being the publisher's business venture. The publisher has a very vital function for the existence of a literary work, because it is he who regulates an individual work into a collective life (Escarpit, 2017: 74). Based on this function, research on the production process of literary books by a publisher is important to do.

Literary books are all books that contain feelings of humanity, true truth and moral purity with a touch, wide perspective and charming form (Sumardjo & Saini, 1997: 4). Literature is an expression of the human person in the form of experiences, thoughts, feelings, ideas, enthusiasm, beliefs in a form of concrete images that evoke charm with language tools (Sumardjo & Saini, 1997: 3). Literary books have elements in the form of thoughts, experiences, ideas, feelings, enthusiasm, beliefs (beliefs), expressions or expressions, forms and language. Nowadays, there are many book publishing businesses that publish literary books, one of which is the Buku Mojok publisher.

Buku Mojok Publisher is one of the publishers in Yogyakarta which was established in mid 2016. Buku Mojok Publisher plays an active role in publishing reading books as an effort to spread literacy culture. Starting from the 2016 - 2020 period, the Buku Mojok publisher has published 47 literary titles consisting of 2 poems, 25 novels, 20 short stories collections. The Buku Mojok Publisher was chosen as the object of this research because it is quite productive in publishing literary books. In addition, there are three reasons for choosing the Buku Mojok as the object of research. First, the publisher of Buku Mojok was founded with the intention of being involved in providing healthy, critical, and entertaining reading. Second, the publisher of Buku Mojok is here to provide space for young Indonesians to work. Buku Mojok Publisher opens wide opportunities for new writers to publish their thoughts and imaginations in various works of fiction and non-fiction. Third, the publisher of Buku Mojok guarantees the quality of the books it publishes to foster confidence in the readers.

This study uses a sociology of literature approach developed by Robert Escarpit as a basis for analyzing the production process of literary books carried out by the publisher of Buku Mojok. Mahayana (2005: 17), explains that in the sociology of literature there are authors, texts, publishers, readers, and critics. Meanwhile, according to Escarpit (2017: 5), literature is a "production" branch of the book industry, just as book readers are "consumers" of the industry. According to Escarpit (2017:74), publishers have three jobs, namely: selecting/selection, making (fabriquer), and distributing books. Third, these activities are interrelated, each dependent on each other, and influence each other, and form a cycle that constitutes the entire publishing activity. The three activities cover the most important service areas for a publisher: the literary committee, the publishing office, and the commercial department.

Publishers as institutions that produce literary works will consider various things, one of which is the tastes of readers and the marketing process. If the literary work is in accordance with the wishes and predictions of whether it will sell or not, it will be decided to print it. From this fact, the role of publishers in the production of literary books greatly determines the presence of literary works. Publishers also have their own way of publishing books. These differences at the same time give rise to ideological differences. Theoretically, Seliger (in Thompson, 2007:132) explains that ideology is an action-oriented orientation that contains beliefs organized in a coherent system. The system is made of a number of elements, namely, description, implementation, technical prescription, rejection, moral prescription, and analysis. From these six elements, conclusions can be drawn to formulate the ideology of the Buku Mojok publisher.

The establishment of a publishing agency is based on the vision and mission that differs from one publisher to another. Some of these visions and missions are based on the desire to disseminate information and earn profits, but some are based on the intention to develop culture or literature. The purposes and policies in publishing literary texts between several publishers are also different. So, not only the author determines the purpose of the book he writes, the publisher also determines the purpose of the book he publishes. Thus, literary works can be appreciated as part of the efforts of authors and publishers to spread their ideology.

II. RESEARCH METHODS

This study aims to determine the production process of a publisher's literary works and can also give appreciation to the publisher for saving and disseminating literary works so that they are not lost and can be read by the next generation. Specifically, the purpose of this study is to describe the production process of literary books by Buku Mojok publishers and to formulate the ideology of Buku Mojok publishers. This research is a qualitative research using field study methods. Data collection techniques used in the form of document studies, observations, and interviews. The field study method was chosen based on the research objective which is to get an overview of the literary book production process carried out by the Buku Mojok publisher. Where to obtain data regarding the production process carried out by the publisher of Buku Mojok, the author obtained it through field studies.

The data sources used in this study are divided into two, namely primary and secondary data sources. Primary data was obtained through interviews with the publisher of Buku Mojok. Secondary data is data obtained from data collection techniques that support primary data. In this study, secondary data were obtained from document studies conducted by researchers. Secondary data sources are obtained from documents, books, articles, journals, notes, and others.

This research is relevant to the research conducted by Cici Erawati, the similarities are in the theory used. The difference lies in the object of study used and the results of the study. The results of Cici Erawati's research conclude that there are several stages carried out by Kabarita Padang publishers in publishing books. Starting from the stage of obtaining the manuscript, the stage of selecting the manuscript, the stage of making an agreement on the distribution of royalties with the author, the stage of editing the manuscript, the stage of granting the International Standard Book Number, and the stage of printing the manuscript into book form. Kabarita Padang Publisher has an ideology as a publisher of Minangkabau culture books while still being guided by the wishes of the readers (Erawati, 2017).

III. RESULTS AND DISCUSSION

The production process carried out by the Buku Mojok publisher consists of three jobs, namely; first, pre-production; second, production; third, post-production. The information was said by the editor of the Buku Mojok, Margareth Ratih Fernandez or who is usually called Ratih where there are three stages, namely pre-production, production, and post-production. Pre production includes selection, editing, layout, cover. Post production continued with distribution and promotion

The production process is in accordance with what was conveyed by Escarpit (2017: 74), that publishers have three jobs, namely: selecting or selection, making (fabriquer), and distributing books, thus forming a cycle of the entire publisher's activities. The three jobs that have been formulated by Escarpit (2017: 74) can be concluded that the publishing process carried out by the Buku Mojok publisher can be grouped into three jobs, namely: selecting or selecting, creating, and distributing books. The explanation above shows that a

series of literary book production processes carried out by Buku Mojok are related to the relationship between individuals and society. Starting from selecting work which includes the process of obtaining manuscripts, selecting manuscripts, editing manuscripts, giving covers, layouts and agreements with authors to the process of creating and sharing.

The first job in the literary book production process carried out by the Buku Mojok publisher is selecting. The work of selecting includes the process of obtaining manuscripts, selecting manuscripts, editing manuscripts, giving covers, layouts and agreements with authors. The first process in the selection work is the acquisition of the manuscript. Manuscripts are the main production material for a publisher. According to the Big Indonesian Dictionary (Depdiknas, 2014: 776), manuscript means someone's writing that has not been published; drafts or news materials that are ready to be set. Literary books published by the Buku Mojok publisher come from manuscripts obtained spontaneously and the publishers themselves seek them. Manuscripts that are obtained spontaneously are manuscripts that are sent by the author to the publisher and then the publisher considers it from various aspects whether the manuscript will be published or not (Eneste, 2009: 6). In addition to spontaneous manuscripts, publishers also look for manuscripts independently by looking for writers who often write articles or essays.

The second process in selecting work is the selection of manuscripts. The selection of manuscripts is carried out by the editor with the aim that the manuscripts to be published are in accordance with the criteria set by each publisher. The Buku Mojok has its own criteria in selecting its manuscript, namely by looking at the writing style and the theme raised. Manuscripts that enter spontaneously will be selected by Ratih and determined at the editorial meeting. According to Escarpit (2017; 75) in the selection activity, publishers have imagined their public candidates and from a number of entries, they choose which one is most suitable for public consumption.

The third process is script editing. Manuscripts that have passed the selection stage will then enter the editing or editing stage. The process of editing a manuscript to be published can be said to be a fairly important process because at this stage a series of long processes will be carried out to see the entire content and writing structure. According to Wibowo (2016: 19), editing is the activity of preparing manuscripts and so on to be circulated or published in printed form by paying attention to the presentation procedure. The editing process carried out by Buku Mojok focuses on content and grammar. In the content section, the publisher of Buku Mojok made edits by looking at the overall relevance of the theme to the writing. Editing in this section will affect the content of a text, this is done so that a text becomes cohesive. In the grammar section, the editor looks at the author's mistakes in terms of sentence logic, punctuation, typos

The fourth process in the work of selecting is giving a cover or cover. According to Rustan (2009: 126) the cover of a book is very important to represent the contents of the book because it needs special handling, apart from the biggest emphasis portion, a well-designed cover can attract people to buy the book or magazine. The cover is at the very front of a book, so the selection of visuals, the arrangement of the text can greatly affect the behavior or not of a book when it is marketed. Books also not only need an attractive cover design, but also become the hallmark of a book and its publisher. The cover design used by Buku Mojok uses a lot of characters that stand out and seem abstract. Also combined with the typical colors of Buku Mojoks, namely the bright colors on each book cover. The design section is in charge of preparing the layout cover, inputting the required data (photos, illustrations, logos) and then designing it according to the agreement of the editor and editor, of course with the author's approval. A book cover is the initial face of a book. Books will look more attractive if the outer appearance is well designed. The parties involved in making the cover are the publisher and the author.

The next activity in selecting work is making layouts. According to Rustan (2009: 138), layout is an attempt to find a location that fits the aesthetics of a field that is compiled. In making the layout, one must pay attention to several elements including text, visual, invisible, negative and white space elements, visual hierarchy, and gestalt (Rustan, 2009: 27). The layout process itself is a process to fix the layout. The layout of all the literary books published by Buku Mojok has the same format. From the font, paper, character and minimum thickness of the book, it has been adjusted to the Buku Mojok standard. The difference lies in the size of the books of each category of books published.

The work of selecting the latter is an agreement with the author. This agreement is in the form of a royalty sharing agreement. The author of a book has two rights to the work he creates, namely moral rights and economic rights (Setyaningrum, 2014: 1). Royalty is a form of economic rights and is one of the sources of income or income for the author as a form of appreciation for the work he has created. The royalty given by the publisher of Buku Mojok to the author is 10% of the selling price of the book and will be paid to the author every six months. This is in accordance with the statement from the editor of Buku Mojok who said that a royalty is given at 10% of the selling price of the book and is paid every 6 months.

The second job in the production process carried out by the Buku Mojok publisher is making. This work includes the process of assigning an International Standard Book Number and printing the manuscript. Manuscripts that have been decided to go to print first will be searched for an International Standard Book Number (ISBN). The steps taken by the publishers of Buku Mojoks in providing ISBN for books to be

published are in accordance with the guidelines issued by the National Library of the Republic of Indonesia. The ISBN acquisition process takes approximately six working days. The ISBN consists of a thirteen digit number that includes a prefix, country code, publisher code, book code, and identification number. It aims to show one title or edition from one publisher, making it easier to coordinate and number books internationally. The next step after obtaining the ISBN is to print the manuscript.

Buku Mojok Publishers do not yet have their own printing press, for now they are still working with two printers to print manuscripts into books. The process of printing the book takes approximately one week. After the manuscript has been printed, the publisher will re-check it. The job of printing a manuscript is not an easy job. There are many machines that can be used depending on the circulation and the type of paper that will be used. To print the cover using hard paper, an off set machine is needed, while for the contents it uses bookpaper.

The third job is distributing which includes distribution and promotion activities. Buku Mojok Publishers distribute their books through online bookstore resellers. Initially, the publisher of Buku Mojok distributed to offline bookstores such as Gramedia, Togamas, and Gunung Agung, then switched to online bookstores. With the reason that it is difficult to promote in offline bookstores and cannot control the stock, then Buku Mojok switched to online distribution. Buku Mojok Publisher currently has more than 150 resellers spread across all islands in Indonesia except Nusa Tenggara and Papua. This is in accordance with the information

Buku Mojok Publishers are actively promoting on various social media to disseminate the latest information on published books and discount programs offered to their loyal readers. The social media owned by Buku Mojok include; facebook, email, twitter, instagram, youtube, line, and websites that are used to promote books that have been published. Currently effective media for promotion are Facebook, Instagram, and Twitter. The sale of books that have been published by Buku Mojok uses the Purchase Order system. As previously explained, Buku Mojok does not sell its books directly to potential readers, but uses resellers as intermediaries. The promotion carried out by Buku Mojok also contains information on how to order books and the period of ordering books. Book purchases are made online through resellers or online bookstores located in the area of each prospective buyer. After that, the reseller will send a list of orders to Buku Mojok. The packaging process is carried out about 1-2 days after confirming the payment.

Buku Mojok Publishing Ideology

Publishers have their own way of producing books. These differences at the same time give rise to ideological differences. Theoretically, Seliger (in Thompson, 2007:132), explains that ideology is an action-oriented orientation that contains beliefs organized in a coherent system. The system is made up of a number of elements of description, implementation, technical prescription, rejection, moral prescription, and analysis. From these six elements, it can be used to formulate the ideology of the Buku Mojok publisher.

Rejection

According to Seliger (in Thompson, 2007: 173) ideology is described as rejection. Rejection in question is the thing that makes it different from the others. In general, publishers prioritize business or profit alone, but for Buku Mojok publishers this is a bonus. Buku Mojok Publishers take part in efforts to spread literacy culture through the books they have published. The Buku Mojok has hope for the books that have been published so that they can be read to all corners of the country. The presence of Buku Mojok so far is not merely profit-oriented. There is a love and joy in the world of literacy that drives Buku Mojok to continue to publish reading books to this day. This is a form of rejection that distinguishes the Buku Mojok publisher from other publishers.

Moral Prescription

According to Seliger (in Thompson 2007: 173), moral prescriptions are about what is right and good as well as technical considerations about prudence and efficiency in this regard, seeing the purpose of the Buku Mojok publisher. The purpose of establishing the Buku Mojok publisher is to be involved in providing healthy, critical, and entertaining reading. Book Mojok as an alternative publisher publishes books with various themes with its distinctive character, which is critical but entertaining. Literary books published by Buku Mojok provide new nuances and open minds for readers. This goal has brought one of the books published by Buku Mojoks to receive an award. The book is a collection of short stories by Dea Anugrah's Barking Talent, which was published in 2016. Dea Anugrah's Barking Talent was successfully included in the Kusala Sastra Khatulistiwa short list in 2017 and was included in the best Indonesian book by Rolling Stone magazine. This book has also been printed 3 times.

Analysis

Analysis is an understanding of the overall meaning of the elements that have been described. Of all the elements that have been described, Buku Mojok publisher is a publisher that prioritizes the advancement of literacy culture and strives to provide space for new writers who want to enter the world of writing. Every text is

never separated from ideology and has the ability to manipulate readers towards an ideology (Sobur, 2009: 208). In other words, every text contains an ideology that can influence the reader's consciousness. Buku Mojok was founded with the intention of being involved in providing healthy, critical, and entertaining reading. Therefore, the literary books he publishes always have a place in the hearts of readers. In addition, the establishment of the Buku Mojok publisher cannot be separated from concerns about the low reading culture in Indonesia. One of the influencing factors is the unequal access or reach of reading books. This makes Buku Mojok continue to add resellers in various regions so that the books it publishes can be reached to remote areas. Of all the elements that have been described, the publisher of Buku Mojok has an ideology as a publisher that is oriented towards the world of literacy. Buku Mojok Publishers publish literary books not for commercial gain but for cultural gain.

IV. CONCLUSION

Based on the research that has been done, it can be concluded as follows. The production process of literary books by Buku Mojok publishers goes through three jobs, namely selecting, creating, and distributing. A series of literary book production processes carried out by Buku Mojok relate to the relationship between individuals and society. The first job is choosing which includes the process of obtaining manuscripts, selecting manuscripts, editing manuscripts, giving covers, layouts and agreements with authors. The second job is to distribute which includes the ISBN search and printing of manuscripts. The last job is distributing which includes distribution and promotion activities. The production process of literary books carried out by Buku Mojok at the same time gave rise to its ideology. The ideology of the publisher of Buku Mojok is obtained from six elements, namely description, implementation, technical prescription, rejection, analysis, and moral prescription. From all the elements, it can be concluded that the publisher of Buku Mojok has an ideology as a publisher that is oriented towards the world of literacy. This is supported by the purpose of the establishment of Buku Mojok which was founded with the intention to be involved in providing healthy, critical, and entertaining reading. Buku Mojok exists as a publishing house that contributes to increasing the repertoire of literary books and the world of literacy

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