

Production and Distribution System of Literary Books in Parist Penerbit: A Sociology of Literature Analysis

Dewi Lestari¹ and Fajrul Falah¹

¹Indonesian Literature, Faculty of Humanities, Diponegoro University, Semarang 50275, Indonesia

fajrulfalah.fib@live.undip.ac.id

Abstract. The book publishing industry continues to evolve in response market trends and demands. This evolution has gradually turned literature into economic commodities and affects the variety of books in the market. Parist Penerbit, as one of the local publishers in Kudus, also faces these dynamics. Parist Penerbit is under the auspices of the Paradigma Institute. This research aims to identify Parist Penerbit's production and distribution system. The research was conducted using a sociology of literature approach to examine the production and distribution system of Parist Penerbit. The research method involved field studies through in-depth interviews and literature studies. The results show that Parist Penerbit's book production system is influenced by various factors, such as the editor-in-chief's decision, market demand, and agreement among Paradigma Institute members. The selection of themes, genres, and quality of books is influenced by the publisher's strategy, especially the role of the editor-in-chief. Market demand influences the editor-in-chief's decision to accept manuscripts. Paradigma Institute also has its own standards and criteria for its books. Parist Penerbit tries to maintain its existence with various strategies, such as organizing book discussions and selling book online. This research provides an in-depth understanding of Parist Penerbit's production and distribution system.

Keywords: Book Publishing, Literature, Robert Escarpit, Book Production, Sociology of Literature

1 Introduction

The literary industry encompasses various aspects that influence the production, distribution, and reception of literary works. Junus (via Wiyatmi, 2013:72) revealed that publishers have replaced the function of patrons in the literary industry with the aim of making a profit. Book publishing as a "factory" which has the power to produce and distribute books plays an important role in the running of the literary industry. Escarpit (2017:74) reveals that publishing has three interrelated functions in the publication of literary works, namely selecting, producing and distributing.

Publishers have certain indicators in producing books. Each publisher has tendencies that depart from their respective ideologies. For example, Book Mojok, which in practice accepts all manuscripts with various themes, but tends to choose manuscripts with themes that are relevant to the current situation in Indonesia (Wahidah, 2021: 109). This is one strategy to maintain the existence of publishing. This strategy is also carried out by publishers in Kudus, namely Parist Publishers.

Parist Publishers is a publishing unit owned by the Paradigma Institute. Paradigma Institute is a research and student press institution at IAIN Kudus. Parist Publishers publishes many works containing the local wisdom of Kudus City. This was driven by the background of the founders who were journalists who had an interest in this issue. Initially Parist Publishers was founded to produce books in the form of non-fiction prose about Kudus. As time went by Parist Publishers accepted various genres of manuscripts.

Escarpit (2017:74) explains that publisher activities can be summarized into three, namely selecting, creating and sharing. The publisher selects incoming manuscripts before they go through the fabrication and distribution stages. In publishing literary books, Parist Publishers are not too strict in selecting manuscripts. Parist Publishers sets indicators that make it easier for authors to pass editorial curation. Manuscripts that pass will go through the creation stages in the form of editing, layout and printing. After that, distribution was carried out through various methods, such as online marketing and holding book discussions.

2 Methods

This research is qualitative research presented in descriptive form. The material object studied in this research is Parist Penebrit. Meanwhile, the formal object is the production and distribution process of literary works at Parist Publishing. Data sources were obtained from primary data sources and secondary data sources. Primary data sources were obtained from interviews with the editor-in-chief of Parist Publishers and

secondary data sources were obtained from publications of Parist Publishers' literary works, publications related to Parist Publishers, and other scientific articles discussing the production and distribution of literary works in book publishing.

Data collection in this research was carried out through field study and literature study methods. Field studies were carried out through interviews with the editor-in-chief of Parist Publishers, while literature studies were carried out by exploring publications related to Parist Publishers and scientific articles related to the production and distribution of literary works through online sources. This literature study provides additional data as well as a comparison of researchers' findings in the field. These findings are studied through Robert Escarpit's literary sociology approach which specifically discusses publishing.

3 Result and Discussion

Parist Publishers is a book publisher under the auspices of the Paradigma Institute research institute. Paradigma Institute is an independent research institution that was born from the Paradigma Student Press Institute at IAIN Kudus (formerly STAIN Kudus). This research institute is a development of the LPM Paradigma. The Paradigma Institute research institute has two fields for carrying out organizational activities, namely the publishing field and the literacy development field. The publishing sector is realized through Parist Publishers.

Parist Publishers was founded to meet the needs of the founders of the Paradigm Institute who needed to publish works of journalism prose. However, as time went by Parist Publishers received various manuscripts submitted to the editorial team. However, non-fiction books, such as modules or teaching materials, dominate the books produced by Parist Publishers. On the other hand, not many literary books are produced by Parist Publishers. Of the total 120 books published by Parist Publishers until March 2024, there are only 15 literary books or around 0.13 percent. However, submitted manuscripts still go through a curation and

adjustment process. In curating incoming manuscripts, Parist Publishers does not have very strict standards, but has several criteria that authors must comply with before sending a manuscript to Parist Publishers.

3.1 Manuscript Recruitment

Parist Publishers absorbs manuscripts from all walks of life. So far, Parist Publishers have never recruited their own authors. Writers who publish their work on Parist Publishers find out information related to Parist Publishers from the Google search engine. The absorption of the manuscript was then dominated by teachers or prospective civil servants who needed publications. Manuscripts received by Parist Publishers often do not match the editor's expectations. Many manuscripts still require a lot of improvement in terms of content and writing. Barker and Escarpit (1973:36) argue that publishers are responsible for directing intellectual production and ensuring the quality and quantity of material for publication. However, manuscripts that do not meet the standards that are submitted to the editorial team are still accepted by Parist Publishers in order to ensure the running of the publication.

In the process of selecting manuscripts in the form of literary works, Parist Publishers has several additional criteria which are indicators of whether the manuscript passes. Poetry works submitted to Parist Publisher's editorial board must meet the requirements of exceeding 150 pages. If the poetry manuscript submitted falls short of the specified criteria, Parist Publishers will offer the author to add pages to the manuscript draft. If the author cannot fulfill these requirements, the poetry manuscript will not pass curation. Meanwhile, prose manuscripts, such as short stories and novels, do not have too strict criteria. Parist Publishers will accept manuscripts in prose as long as the manuscript is packaged in a mature language style.

Escarpit (2017:75) states that ideally publishers find an author "who can continue". This is related to the selling power of the author himself so that in the end it becomes the publisher's "collection". This is often found in major publishers. However, in minor publications, especially vanity publications, this tends not to be done. Parist Publishers as part of the

vanity publisher does not have an "author collection" and does not recruit authors to publish works at Parist Publishers.

3.2 Manuscript Editing

In the manuscript editing stage, the editor-in-chief plays a crucial role. The role of editor-in-chief within Parist Publishing includes several key functions. First, he is responsible for managing the manuscript selection and editorial process, ensuring that the selected works comply with the publisher's editorial vision, and ensuring that the works meet established quality standards. Furthermore, the editor-in-chief plays a role in guiding and directing the author in the revision and editing process as well as delegating editorial tasks to members of the Paradigm Institute. Escarpit (2017:74) states that the editor-in-chief is tasked with coordinating activities, giving meaning and taking responsibility. The editor-in-chief holds moral and commercial responsibility for the entire process, from selection, creation to distribution.

Paradigm Institute has two fields, namely the field of literacy development and the field of publishing. Parist Publishers operating in the publishing sector do not necessarily operate alone. The editing job at Parist Publishers is not held by one person, but can be held by anyone. In this work, Parist Publishers implemented a freelance system for its members. The members who usually hold this role are the chairman of the Paradigm Institute, Ulil Albab, and the literacy development coordinator M. Farid. Before the editing process, the editor-in-chief, namely Ade Ahmad Ismail, made an agreement with the author. When the author agrees to have his manuscript edited, the editing is the publisher's sole right. In this case, the author can provide restrictions regarding the parts that must be retained and those that can be edited.

3.3 Book Publishing

Parist Publishers does not have a permanent partner for book printing. They can periodically change printers. Parist Publishers tend to look for vendors with suitable prices. Parist Publishers does not have a special system for book printing. If you find a printer at a cheaper price with good quality, you will choose it. The system of moving from one printing house to another was carried out because the number of copies produced by Parist Publishers was not large. The average number of books printed ranges from 20 to 30 copies. The quantity printed is based on the package the author purchased. As a vanity publisher, Parist Publishers offers several packages for authors to choose from.

3.4 Distribution of Works

Parist Publishers distributes its books through various channels. Parist Publishers' main distribution channels are online sales through the official website and e-commerce platforms. Apart from that, Parist Publishers has also sold books directly through collaboration with coffee shops and selling books at book bazaars. Parist Publishing often holds book discussions and book launches to introduce newly published works to a wide audience. These book discussions are usually held in public spaces such as coffee shops. In book discussions, Parist Publishers invite authors and readers to share their views and experiences regarding the books they publish. An example of a book discussion event held by Parist Publishers is the "Flying Fish Book Launching and Review" which was held on May 5 2018 in the Pati Regional Archives and Library Service Hall.

The practices carried out by Parist Publishers are in accordance with what Barker and Escarpit said that whatever distribution method is used, they have the same ultimate goal, namely bringing books and readers together (Barker and Escarpit, 1973:77). Bookstores and libraries are the two largest and longest-standing media in terms of book distribution. However, Barker and Escarpit said that the large number of books published each year meant that publishers had to think about new, more effective distribution methods (1973: 74-75).

4 Conclusion

Parist Publishing, as part of the Paradigm Institute, allows authors from various backgrounds to publish books. This flexibility confronts Parist Publishers with several obstacles, especially in terms of manuscript quality. In manuscript curation, Parist Publishers applies less stringent criteria, but maintains certain quality standards, especially for literary works. The production process includes editing, layout and printing stages. Distribution of Parist Publishers books is carried out through online platforms on the official website, social media and e-commerce. Meanwhile, offline book distribution is carried out through collaboration with coffee shops, book fairs and book discussion events which are effective in building interaction between authors, publishers and readers.

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