



RESEARCH ARTICLE

Digital Publisher University Innovation for Higher Education Publishers in the Era of Media Disruption in Indonesia

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ARTICLE INFO	ABSTRACT
Received: Nov 13, 2024	<p>The purpose of this study is to describe the implementation and role of the university press in the application of e-commerce and e-books to publish intellectual assets of universities in Indonesia. The specific goal achieved is to discover the existence of an implemented management model of college publishers in the application of e-commerce and e-books to publish quality intellectual assets of universities in Indonesia and have benefits for the advancement of universities in Indonesia. The method to be used is descriptive qualitative by conducting empirical studies, focus group discussions, seminars, and workshops at several universities in Indonesia. The analysis reveals that university press have an important role and great contribution in the dissemination of college intellectual assets of universities today through e-books. Accordingly, the e-commerce program needs to be conducted to organize and present intellectual products via online market so that their intellectual achievement through research and manuscript can be recognized and pursued by many universities in and around Indonesia as well as spread out to wider global academic community.</p>
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INTRODUCTION

The problems faced by many Indonesian university publishers in general include leadership shifting position of executive and managerial structure, management weaknesses, lack of funds and equipment and infrastructure, manuscripts subscription issues, and other internal issues stemming from lack of caring and commitment from many researchers and lecturers to the importance of the existence of a university publishing institution. Another problem that makes university publishers unable to compete with many private publishers is the issue of sensitivity to market desires[1]. Actually, other problems faced by universities in Indonesia are more global and complex, especially in terms of the writing tradition hold by lecturers. This is clearly illustrated in the First Congress of the Association of Indonesian Higher Education Publishers (known as APPTI) at the Universitas Sebelas Maret Surakarta [2]. The same problems were represented in the following congress of Publisher and Publication held in 2017 at The Polytechnic Creative Media, Jakarta, which coincided that lecture perception to promote the writing tradition have not been taken seriously experienced a less significant increase

This condition certainly affects to the development of intellectual asset documentary and dissemination in the Indonesian Higher Education in general. The quality of the human resources

available at university publishers is also one of the important issues that has resulted in the development of college publishers particularly in Java and Bali Island. This can be seen from their workings, quality, and appearance of the products produced. In terms of design and layout of book covers, for example, books published by universities generally look rigid and unattractive. As a result, even though the book actually has good content, one wants reluctantly to buy it because the appearance is not attractive. In fact, the ethical and aesthetic aspects are part of very influential in the accomplishment of intellectual aspects as well as selling points in the era of advanced technology today. This must be done in an effort to implement e-commerce and e-books issued by the university press in universities in Java and Bali.

The extraordinary development of internet and telecommunications technology has had an impact in various fields [3]. Business that is usually done by meeting in markets, department stores, malls, supermarkets or other places can now be done using technology. This new model business offers various advantages such as faster, more efficient, more practical and various other advantages. From anywhere and at any time the process of buying and selling goods and services can be done, benefiting various parties involved. This is also evident from the situation in the last few years, along with the hustle and bustle of publishing books through mass printing, precisely the electronic book or simply e-book through digital publishing has developed that cannot be considered slack especially by publishers of printed books. Digital development is changing the publishing world and, in the years, to come, we will continue to see how digital publishing works.

Buyers and sellers do not have to be face to face, open 24 hours, can reach a very wide area even across national borders. Business processes can be done from home with various media such as cellphones, computers or others [4]. This book invites you to open insight into future business models with e-commerce. Existing internet facilities can be maximized to improve existing businesses or can be used as a new chapter to find money for beginners. Students and college students who have entered the productive age are very suitable with e-commerce business, while continuing to study or lecture can start pioneering businesses both alone and in groups.

Revolution in the field of e-books related to university press management in the field of e-commerce is based on the pioneer of e-books in the world of publishing, namely Lightning Source. Lightning Source is considered a major pioneer in POD (print on demand) technology, which is a revolutionary step in the world of publishing. Lightning Source is growing rapidly by utilizing online services to disseminate quality books at affordable prices compared to printed books. The existence of e-books is also more concise and has high commercial power in the current era [5]. Therefore, the role of the university press in issuing intellectual assets in the form of e-books and the application of comprehensive e-commerce.

RESEARCH METHODOLOGY

The approach used in the research is qualitative descriptive. Qualitative research was carried out to describe the implementation of the management and development model of university publishers in Java and Bali. The subjects of this study include: (1) institutions related to university publishers namely Pusgrafin as coach of university publishers in Indonesia and the Association of Indonesian Higher Education Publishers (APPTI), (2) university publishers in Java and Bali Island found in the Directory Graphic and Media 2007-2008 (Pusgrafin, 2007: 325-329), namely UNS Press (Central Java), IPB Press (West Java), Untirta Press (Banten), UI Press (Jakarta), AUP (East Java), Gama Press (Yogyakarta), and Udayana Press (Bali), as well as (3) personalities involved in college publishers in an effort to implement e-books a e-commerce at the university press [6]. As the above data sources, data collection techniques used in this study include: (1) Questionnaire; The questionnaire used to gather data about perceptions builder university press, university leaders, professors, leaders and staff university press, and students. (2) Interview; In-depth interviews made to the builder university press, university leaders, faculty, management and staff of the university press, and students. (3) Observation; of observation was conducted to collect data related to the activities and management of university press in Central Java and we jump to the object of research. (4) Document analysis;

Document analysis conducted on all written information, either express or implied. The documents were analyzed as has been stated in the source data.

RESULTS AND DISCUSSION

Textbook as the application of e-books in Indonesia has been started for a long time and through various stages. The application of the e-book was reaffirmed at a seminar in the context of the "Indonesia Book Fair" in November 2012. IKAPI (Indonesian Publishers Association) initiated seminar entitled "eBook-Based Publishing Policies and Opportunities". Of course this event will have a positive impact on publishers in Indonesia to think about e-book publishing or digital publishing as well as the socialization and marketing [7].

1. E-Book Application at University Press

The realm of publication in the university environment is the main key in building an image of a work so that it can be appreciated by the community well and ultimately increase the economic value of the work produced. The publication process is closely related to quality control where before being published, a work must go through processes such as assessment or review, content editing, language editing, design creation, and appropriate format conversion. The aim is for the content of works that have been published to be suitable for public consumption and economic value. Thus, the knowledge and intellectual values of the university can be disseminated to the wider community and its benefits can be taken [8].

The publication of scientific studies and intellectual values in disseminating knowledge must be carried out by the university press. This will be related to the task of the university as an institution of higher education which provides extraordinary scientific benefits to the community. It is also in line with the progress of the times and technology in Indonesia. Along with the development of communication and information technology such as the internet as a communication medium, so that the scope of publishing becomes more widespread. Publication is not only limited to printed publishing but has developed into an electronic form called e-book.

E-book is a good breakthrough for the university press in the program of the spread of higher education intellectual assets [9]. In terms of producers (university press), there are several advantages of publications in the form of e-books. The advantage is that the cost of producing e-books is far lower than the cost of producing printed books. E-books also do not need a storage warehouse such as a warehouse for printed books. For the matter of updating content, the e-book can be easily updated. While for printed books, you must wait for the next print if you want to update it. Likewise, for the spread after uploading to an e-book store, people everywhere and anytime can immediately access it. When compared with printed books, after being published, it is first put into a warehouse and then distributed to affordable places using shipping services or the publishers' own expedition fleet. It takes more time and money to reach the readers. Some of that is what can be said of the absolute superiority of an e-book compared to printed books.

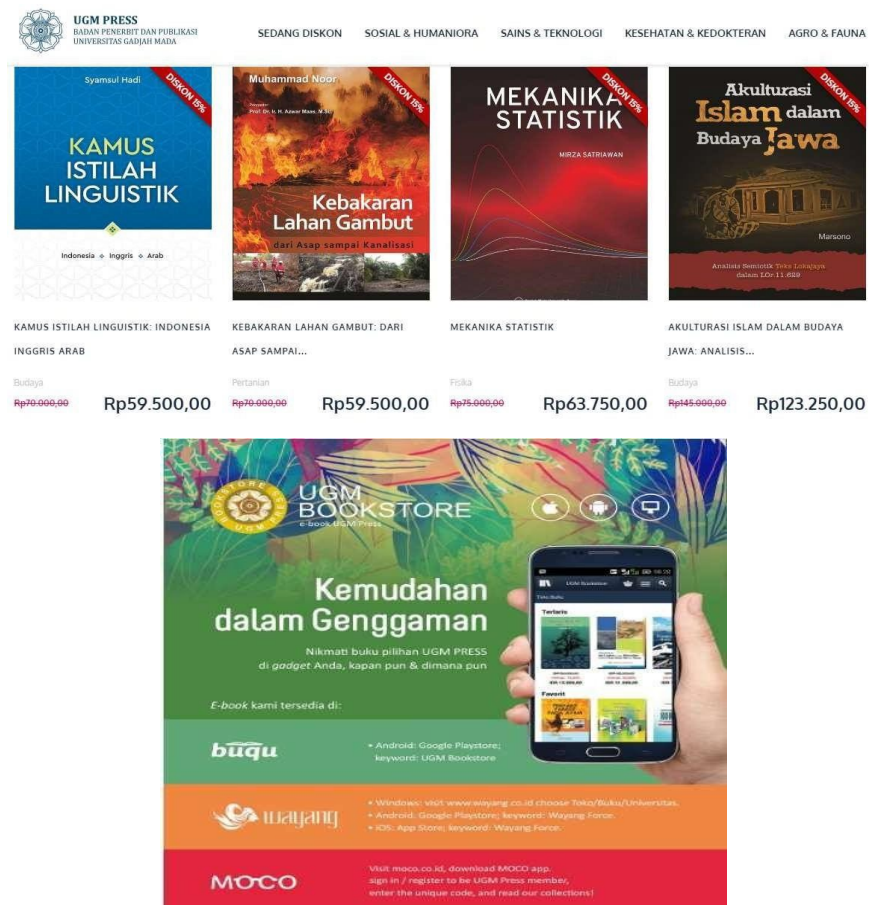
E-books can also be stored easily on our electronic devices. Even with limited a gadget by 1 GB of memory capacity can load hundreds of e-books. For sure, if we have hundreds of printed books, we need a bookcase that is large enough to store all of them. You could say the e-book is one of the alternative formats of printed books. What needs to be emphasized here is that the existence of e-books does not replace printed books, but it is another alternative that we can use to store and read. Through e-books we can find the information sought. This function is like an ordinary book. The difference is only the form and contents. The printed book can be held by hand and the contents are plain text and images. While e-books can contain multimedia content such as text, images, videos and audio packaged in one file.

The benefits of other e-books are being able to make it easier to find information in the book. If we usually need to search one page at a time in a printed book, the e-book offers a search feature that makes the kit easier. The other benefits of e-books are being able to make it easier to find information in the book. If we usually need to search one page at a time in a printed book, the e-book offers a

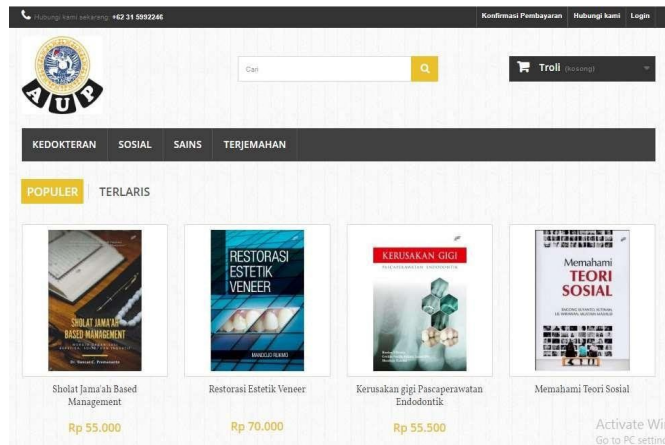
search feature that makes it easier for us to find the desired information through PDF and HTML formats. So, the application is able to provide easy access in finding the desired information quickly. The e-book also provides a good experience for students, lecturers, and the community in general in exploring and accessing knowledge because e-books are very easy nowadays than ordinary books, besides that e-books also provide fun and complete effects to learn comprehensive.

Practical aspects are also a factor that is able to attract students, lecturers, practitioners, experts, and society in the modern era. E-books are digital books so they do not require physical storage containers. People can bring e-books in a practical and easy way because they can be accessed through their respective gadgets. We only need to turn on the electronic device then open the desired file. As long as we hold the electronic device, we can easily carry hundreds or thousands of electronic books.

E-books provide effective advantages because they can survive in several eras because they are well-systemized [10]. E-books are not easily damaged by age. The shape that can be stored in the gadget will make it easier for you to save. No need to worry about books being damaged or eaten by termites. As is known, the durability of the paper for each book varies. If you do not take good care of the book will be easily damaged, torn, lost, the writing is faded and moldy when the age of the book is years. So that this doesn't happen the key is computer security from virus attacks. As long as our data is not attacked by viruses, file security is still guaranteed. However, to avoid being exposed to viruses, we must be careful when using computers. In addition, with digital forms, publishers do not need printing. That way the cost of the book can be reduced as much as possible. There are even some e-books that provide services for free so that e-books can be cheaper than printed books.



Picture 1. Visualization of e-book and Catalog in UGM Press Yogyakarta



Picture 2. Visualization of Catalog in AUP Surabaya

2. E-commerce Implementation in University Press

The implementation of the e-commerce strategy began to be applied by several university press in Indonesia. For example, at the Gadjah Mada University Press Yogyakarta (known as UGM Press) has made a model of ordering and selling books online. This is in line with the UGM Press's vision which aims to develop academic, educational and cultural interests, and serve the nation's interests and prosperity, especially in the field of education and develop the three pillars commitment of serving community (called as Tri Dharma of Higher Education) which includes education, research, and community services. Therefore, since June 2013 the UGM Press which was originally in the form of a business unit turned into a University Support Unit under the supports of the Vice Chancellor for Research and Community Service. The rapid development of UGM Press has encouraged UGM Press to realize its vision of becoming a world-class business entity that is independent, enthusiastic, and dedicated to the interests and prosperity of the nation, especially in education. In addition, this workplace is better known through a mission to provide quality educational facilities and infrastructure to become a trusted partner to educate the Indonesian nation.

The extraordinary development of computer and telecommunications technology has had an impact in various fields [11]. Business that is usually done by meeting in markets, department stores, malls, supermarkets or other places can now be done using this excellent online information technology. This new business model offers various advantages such as faster, more efficient, more practical and various other advantages. From anywhere and at any time the process of buying and selling goods and services can be done, benefiting various parties involved. This is also reflected in the implementation of e-commerce policy for the university press in developing its publishing and disseminating higher education intellectual assets.

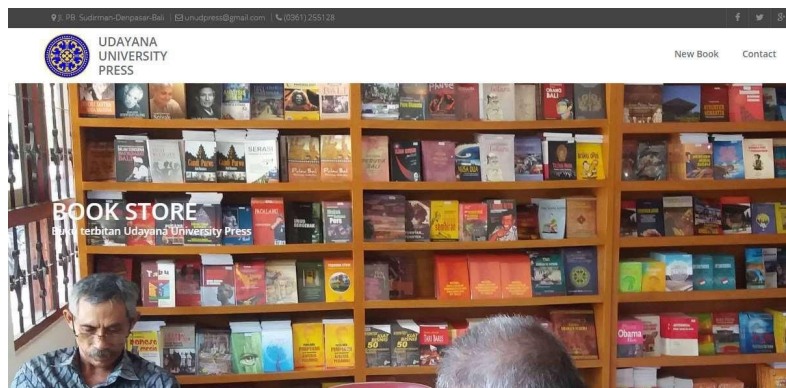
The role of e-commerce in the university press is closely related to the vision and mission of each university in the publication of intellectual assets in national and international environments [12]. This was done by the University of Udayana (Bali) and the Universitas Sebelas Maret (Surakarta, Central Java). The Udayana University and Universitas Sebelas Maret are now heading to World Class University through the publication of quality, innovative and international standard books (international aspects). One of the things that is done is to grow the e-commerce system that is implemented in each university press. By utilizing e-commerce that is packaged through online shops and electronic services, it will affect the quality of each university press and make it easier way to go to world class university. The following is an example of some of the views of each university press in utilizing technology and the internet to conduct business in the fields of publishing and printing in an effort to spread intellectual assets in several universities.



Picture 3. Visualization of Catalog in UNS Press Surakarta



Picture 4. Visualization of Catalog in IPB Press Bogor



Picture 5. Visualization of Book Store in Udayana University, Bali

CONCLUSION

The advance of digital and technology development in Indonesia made resolution in the field of e-book publication through the university press. The resolution progresses are partly carried out by developing aspect of e-book publication to directly share new quality books and expertise to a wider community. In fact, e-book also can be relied to conduct online services to display and disseminate a hundred of excellence books publicly with affordable prices compare to the printed books. The presence of e-book which is more concise and has high commercial power than the printed one also have another excellent commercial turn over via the e-commerce marketplace strategy. The implementation of a good and appropriate e-commerce strategy will have a positive effect in developing a university press as a solid department for marketing and publishing online books. The right and good implementation of e-commerce can have a positive effect to increase a university press as a unit to publish and delivering online distribution. This online publication existence is in line with the universities' press program in higher education in Java and Bali. They already made

progressive impact by employing recent technology and e-commerce to deliver and disseminate their academic intellectual assets to wider academic community publicly.

Ethical approval

This research has received ethical approval from the ethics commission of the LPPM Universitas Sebelas Maret with contract number 260/UN27.22/HK.07.00/2021.

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