

**12-14 MARCH 2019**  
OLYMPIA, LONDON  
TAKING WORDS FURTHER  
CONTENT ACROSS MEDIA



THE **PUBLISHERS**  
ASSOCIATION



# National Organising Committee

## Laura Prinsloo



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#LBFindonesia



# Indonesia

17,000 Islands of Imagination

## Market Focus

The London Book Fair 2019



# An Overview

**Indonesian Publishing Industry**  
**By: Laura Bangun Prinsloo**



# Outline

1. **History of Indonesian Publishing**
2. **Industry Status Data and recent market trends**
3. **International Trade**
4. **Reading Habit**
5. **Government Initiatives**

# Indonesia

|                    |   |
|--------------------|---|
| <b>Population</b>  | 263 million, 4th largest population in the world                              |
| <b>Area</b>        | 1,905 million km <sup>2</sup> , 7th largest area                              |
| <b>Islands</b>     | 17,508 during low tide (930 inhabited by 1,128 ethnic groups)                 |
| <b>Language</b>    | Indonesian and 726 local languages  |
| <b>GDP</b>         | US\$915 billion   |
| <b>Growth 2014</b> | 5.2%, Indonesia's economy is 16th biggest in the world, 1st in Southeast Asia |



17,000 Islands of Imagination

The background features two sets of concentric circles. One set is in the top-left corner, and a larger, more prominent set is in the bottom-right corner. Both are rendered in a light blue, watercolor-like style with soft, blended edges.

# Publishing History

# Publishing History

## How it all started...

### Colonialism 1615 -

- Publishing efforts in Indonesia initially began during the Dutch colonial period with a focus upon press activities, marked by the publication of the first newspaper in 1615, the *Memoria der Nouvelles*, for which the text handwritten.
- More than a century later, that handwriting was published again in the newspaper *Bataviaasche Nouvelles* on the 17 August 1744 as the first newspaper in the Dutch East Indies.
- To balance the publishing activities undertaken by native Indonesians, in 1908 the Dutch government established a publishing company owned by the Dutch called *Commissie voor de Volkslectuur* which later was known as *Balai Pustaka*.

### The Old Order 1950 -

- In 1955, the government of the Republic of Indonesia took over and nationalized all Dutch companies in Indonesia, including *Balai Pustaka*.
- The government then established *Yayasan Lektur* which was tasked with managing government funding to publishers and control of book prices.
- *Ikatan Penerbit Indonesia (IKAPI, Association of Indonesian Publishers)* was established with 13 Indonesian publishers as members
- That period was also marked by the emergence of a group known as *Sastrawan angkatan 1945* (the writers of 1945), who had a revolutionary and nationalistic character, creating works freely in the spirit of independence and following their consciences.

### The New Order 1965 -

- The New Order was known as a dark period for the publishing industry as well as the press. During this period, publishing activities were marked by bans and imprisonments, and a significant number of journalists and writers were even kidnapped and tortured.
- In late 1965, subsidies for publishers were discontinued. As a result only 25% of publishers were able to survive and the situation of the book industry declined.
- The period of 1966-1970s was marked by the publication of *Horison* magazine headed by Mochtar Lubis, as a new generation of writers emerged
- 17 May 1980 the government established the National Library of the Republic of Indonesia located in Jakarta. Since then, May 17th is commemorated as national book day.

### Reformation 1998 -

- In 1999, Law No. 39/1999 on Human Rights and Law No. 40/1999 on the Press were issued. These laws concern freedom of the press, so there was no longer censorship, banning, and broadcasting prohibitions of the national press.
- In this era, many Indonesian publishers have begun to use the e-book format for their readers. This era has also been marked by the emergence self-publishing which provides an easy option for writers to publish their books in any way that they wish.

The background features two sets of concentric circles in a light blue, watercolor-like style. One set is on the left side, and another is on the bottom right. The text 'Industry Stats' is centered over the left set of circles.

# Industry Stats

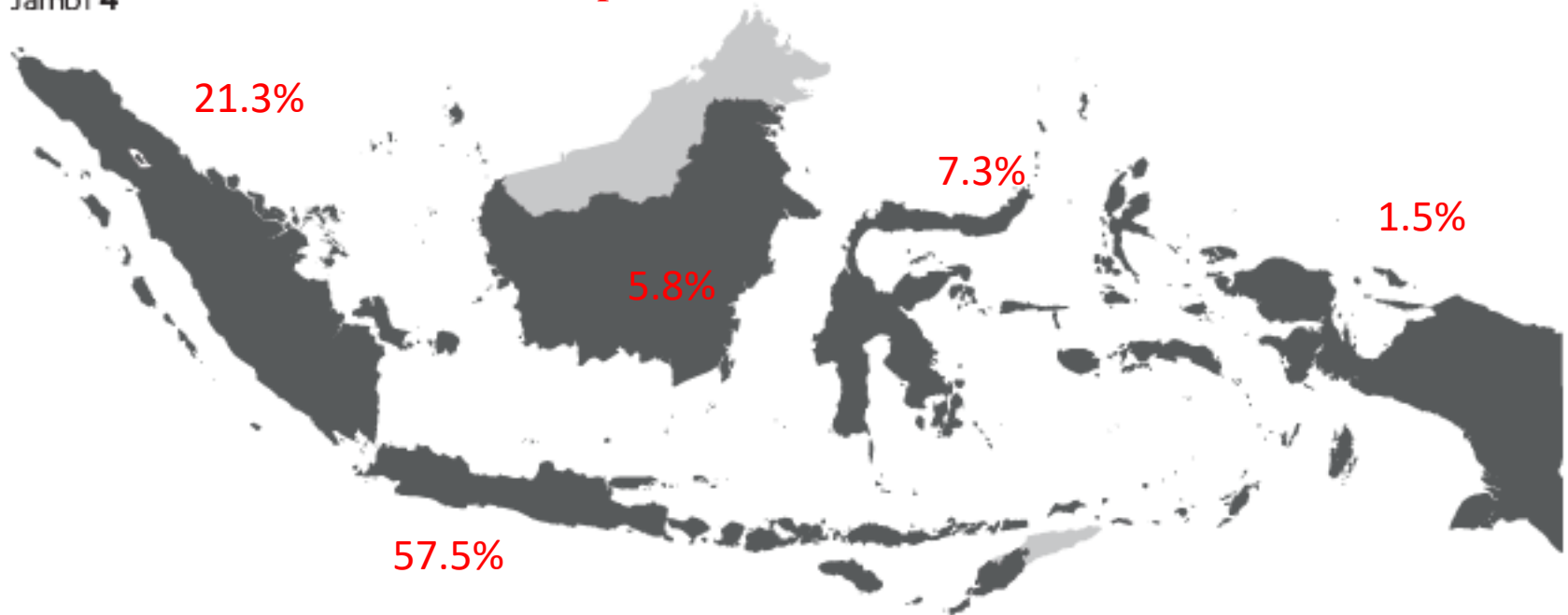


Aceh 3  
Sumatera Utara 1  
Sumatera Barat 12  
Sumatera Selatan 1  
Lampung 5  
Riau 16  
Kepulauan Riau 1  
Jambi 4

Kalimantan Selatan 2  
Kalimantan Barat 13  
Kalimantan Timur 14  
Kalimantan Tengah 1

Sulawesi Selatan 1  
Sulawesi Tengah 12

Java Islands accommodates 57.5% of Indonesian population.  
90% of publishers are based in Java, 38% are based in Jakarta.



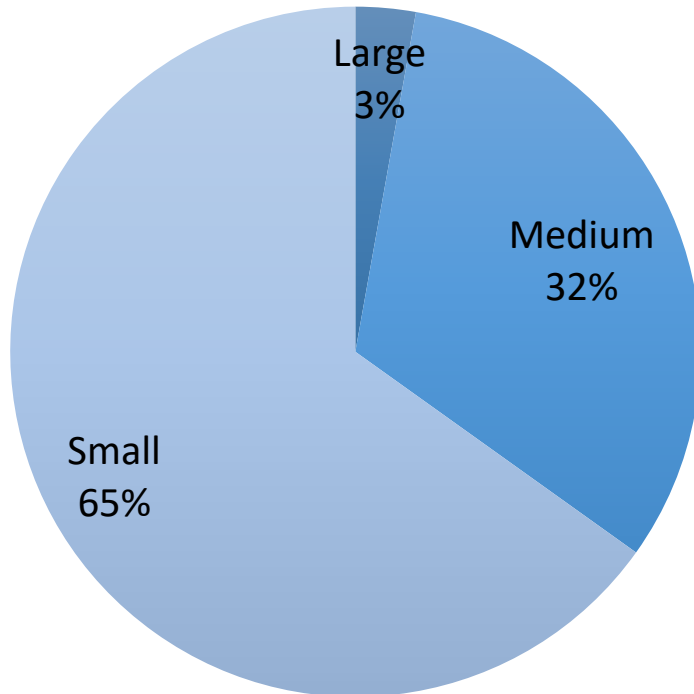
Jakarta 504  
Jawa Barat 278  
Jawa Tengah 145  
Jogjakarta 91  
Jawa Timur 159

Bali 3  
NTB 18  
NTT 10

Papua 8

# Publishers – Size

- Small-scale publishers on average publish **15** new titles per year.
- Medium-scale publishers on average publish **100** new titles per year.
- Large-scale publishers on average publish **200** new titles per year.



## Indonesian Publishers Association (IKAPI):

- 1,368 Publishers as their members
  - 60% Schoolbook
  - 40% General & Specific Content Publishers
- 65% are “small” sized publishers!
- 711 Active Publishers. Out of this, only 148 publishers (21%) have their own sales channels by opening regional distribution offices or representatives. Mostly text-book publishers

## Indonesian University Presses Association (APPTI):

- 200 University Presses

# Net Revenue

Source: Bekraf, 2016

Contribution of GDP from Various Creative Economy Subsectors

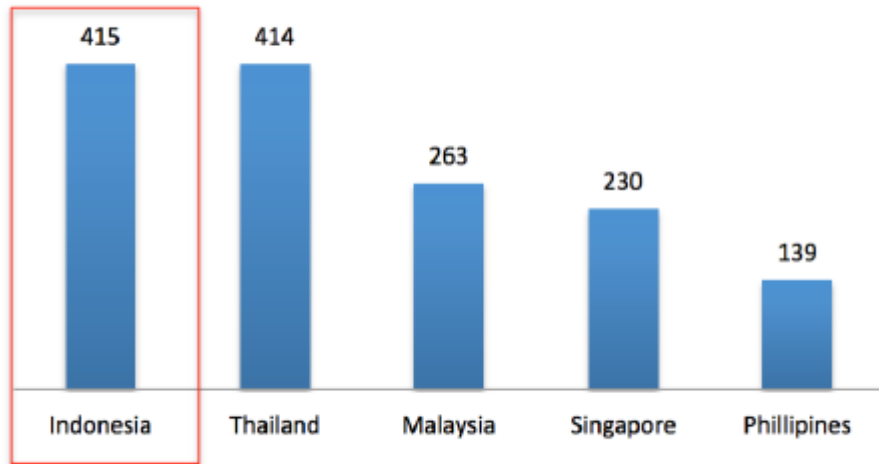
|                          |                               |   |   |
|--------------------------|-------------------------------|---|---|
| 41,69%<br>—<br>Culinary  | 18,15%<br>—<br>Fashion        | 15,70%<br>—<br>Craft                            | 7,78%<br>—<br>Television<br>& Radio<br>Broadcasting |
| 6,29%<br>—<br>Publishing | 2,30%<br>—<br>Architecture    | 1,77%<br>—<br>Application and<br>Game Developer | 0,80%<br>—<br>Advertising                           |
| 0,47%<br>—<br>Music      | 0,45%<br>—<br>Photography     | 0,26%<br>—<br>Performance Art                   | 0,24%<br>—<br>Product Design                        |
| 0,22%<br>—<br>Art        | 0,15%<br>—<br>Interior Design | 0,16%<br>—<br>Film                              | 0,06%<br>—<br>Graphic Design                        |

According to data from the Creative Economy Agency in 2016, the publishing industry has contributed **6.29%** of Indonesian GDP, which made **Publishing the 5th largest creative industry subsector in Indonesia.**

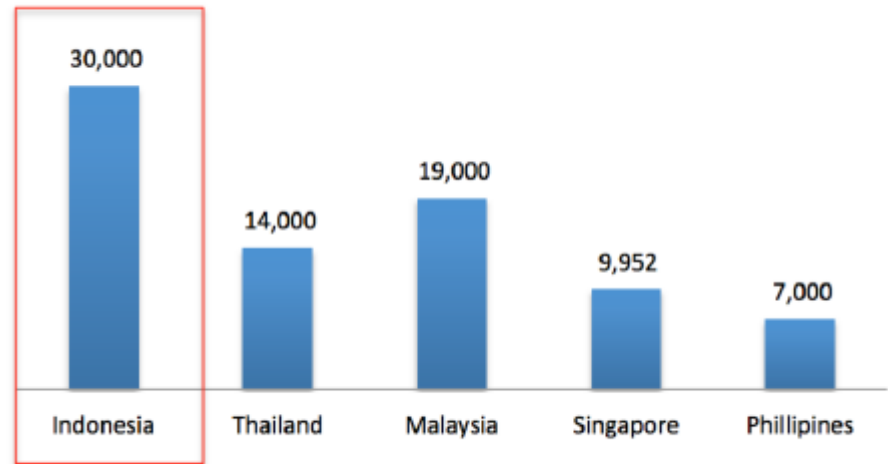
# Net Revenue

Source: IPA, 2014

**ASEAN5: Publishers' net revenues (in million €)**



**ASEAN5: New Titles + Re-editions**



As the world's 4th most populous country combined with poor infrastructure, remote places do not have access to books. The new titles per million inhabitants in Indonesia is very low compared to other ASEAN countries.

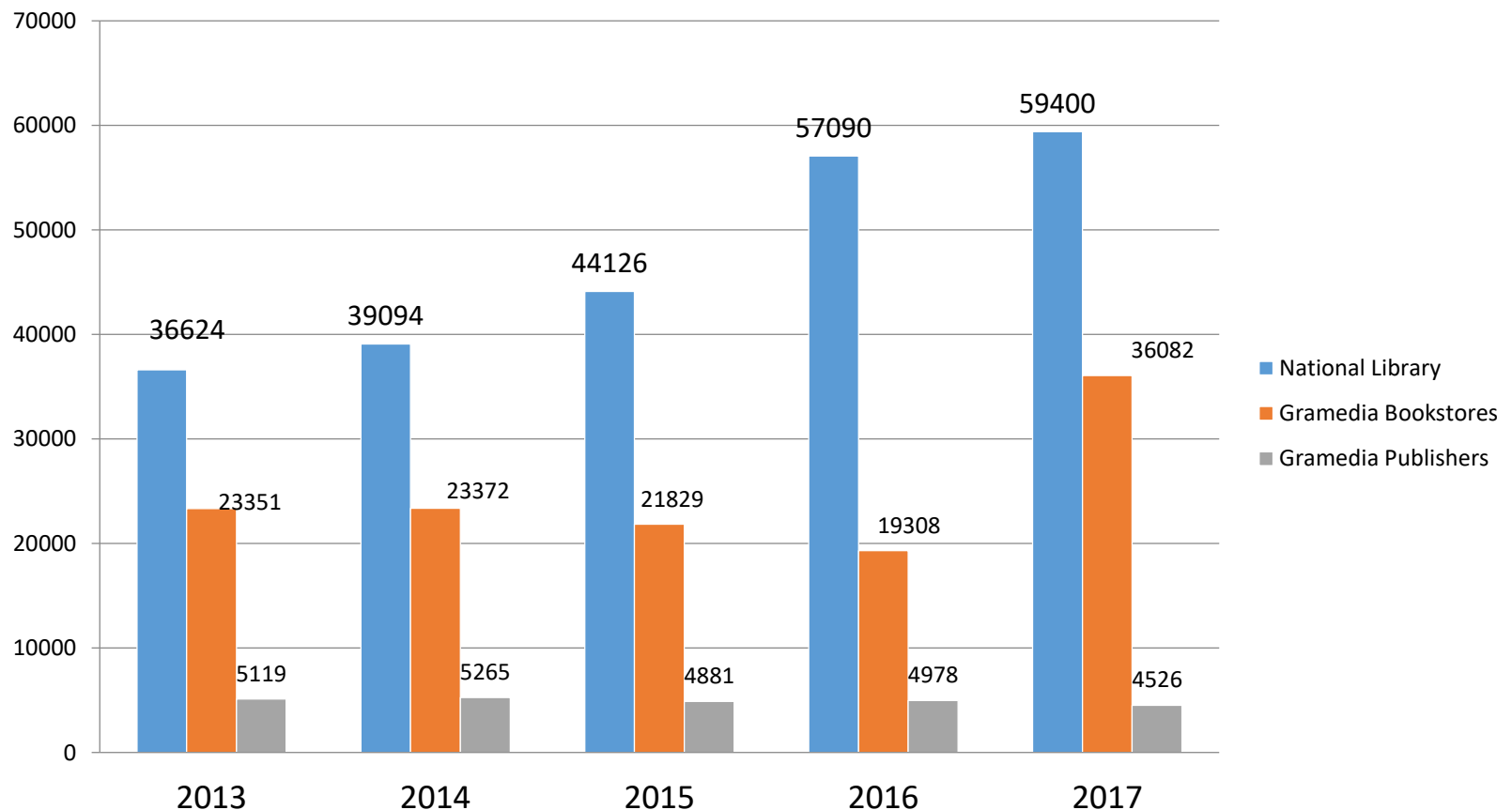
Indonesia: 119 new titles/ million inhabitants

in comparison to: Thailand: 215, Malaysia: 639, Vietnam: 273



# New Titles

- Bookstore discount is ranging from 35% to 65%.
- In total there are 640 suppliers to Gramedia consists of publishers and distributors. Others selling via online.
- Approx. 23% of new titles to the Gramedia Bookstores are from its own group.
- Average first print run is 3000 copies.



# Sales By Genre

| SALES BY GENRE          | 2012  | 2013  | 2014  | 2015  | 2016  |
|-------------------------|-------|-------|-------|-------|-------|
| CHILDREN & COMICS       | 25.00 | 24.05 | 22.11 | 23.07 | 21.39 |
| FICTION & LITERATURE    | 12.33 | 13.88 | 12.68 | 14.1  | 16.66 |
| RELIGION & SPIRITUALITY | 10.07 | 12.00 | 12.64 | 11.6  | 13.06 |
| SCHOOL BOOKS            | 9.04  | 9.21  | 11.77 | 13.32 | 11.74 |
| REFERENCE & DICTIONARY  | 6.74  | 6.12  | 5.99  | 5.97  | 6.23  |
| BUSINESS & ECONOMY      | 4.79  | 4.62  | 4.73  | 5.08  | 4.02  |
| SELF-IMPROVEMENT        | 5.36  | 4.25  | 3.58  | 4.49  | 3.36  |
| SOCIAL SCIENCES         | 3.07  | 3.86  | 3.83  | 2.7   | 3.31  |
| COOKING                 | 3.22  | 2.92  | 2.68  | 2.77  | 1.83  |
| COMPUTING & INTERNET    | 3.44  | 2.91  | 2.48  | 2.35  | 1.84  |
| DIET & HEALTH           | 2.37  | 2.8   | 2.05  | 1.63  | 1.11  |
| PSYCHOLOGY              | 2.12  | 2.11  | 2.68  | 2.04  | 2.38  |
| ENTERTAINMENT           | 1.98  | 2.04  | 1.7   | 1.28  | 1.43  |
| LAW                     | 1.64  | 1.61  | 1.99  | 2.06  | 1.84  |

Children and comic have the biggest market share, followed by fiction and literature.

# Sales By Genre

| March - December 2017 |                         |             |        |
|-----------------------|-------------------------|-------------|--------|
| Sales Rank            | Genre                   | Sales Units | %      |
| 1                     | NOVELS                  | 2,720,757   | 17.63% |
| 2                     | RELIGION & SPIRITUALITY | 2,044,672   | 13.14% |
| 3                     | SCHOOLBOOKS             | 2,041,168   | 13.14% |
| 4                     | CHILDRENS BOOKS         | 2,805,505   | 12.70% |
| 5                     | COMICS                  | 3,054,783   | 10.10% |
| 6                     | REFERENCE               | 795,169     | 6.07%  |
| 7                     | BUSINESS & ECONOMICS    | 589,440     | 4.44%  |
| 8                     | SOCIAL SCIENCES         | 528,645     | 3.30%  |
| 9                     | SELF IMPROVEMENT        | 496,361     | 3.24%  |
| 10                    | DICTIONARY              | 264,426     | 2.15%  |

| January - October 2018 |                         |             |        |
|------------------------|-------------------------|-------------|--------|
| Sales Rank             | Genre                   | Sales Units | %      |
| 1                      | NOVELS                  | 3,223,842   | 19.14% |
| 2                      | SCHOOLBOOKS             | 2,125,783   | 13.13% |
| 3                      | RELIGION & SPIRITUALITY | 2,081,176   | 12.96% |
| 4                      | CHILDRENS BOOKS         | 2,889,125   | 12.82% |
| 5                      | COMICS                  | 2,844,764   | 9.44%  |
| 6                      | REFERENCE               | 885,990     | 7.51%  |
| 7                      | BUSINESS & ECONOMICS    | 623,724     | 4.49%  |
| 8                      | SELF IMPROVEMENT        | 624,469     | 3.79%  |
| 9                      | FOOD & BEVERAGES        | 244,025     | 2.55%  |
| 10                     | DICTIONARY              | 271,309     | 2.14%  |

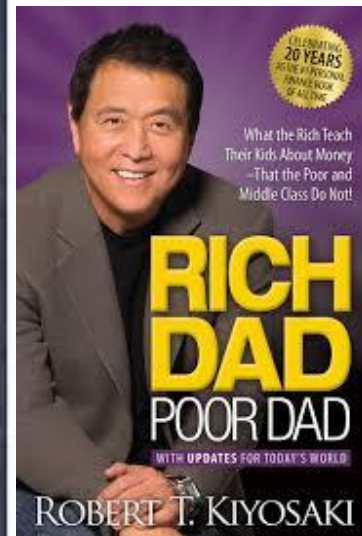
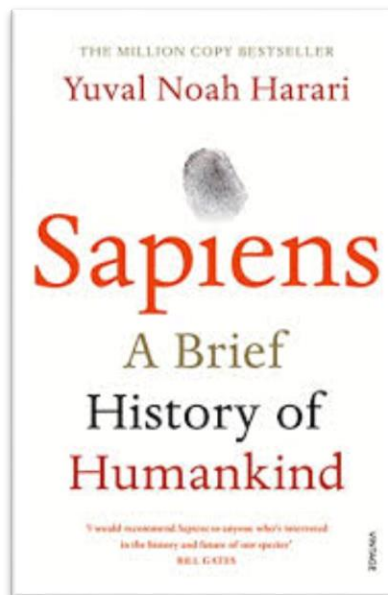
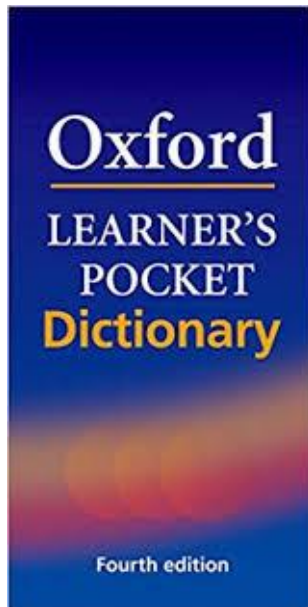
- In the recent years, there has been a significant increased in the market share of fiction and literature.
- Average sold copies per month: 2,500,000 copies
- Total books in circulation (Oct' 2018): 22,927,631 copies

# Best-selling titles

## Translated – ALL TITLES

| Foreign Titles  | Author Name                   | Qty    |
|---|-------------------------------|--------|
| THE SUBTLE ART TO NOT GIVING A F*CK                       | Mark Manson                   | 42,034 |
| OXFORD LEARNERS POCKET DICTIONARY, 4/ED NEW EDT           | OXFORD UNIVERSITY PRESS       | 15,145 |
| SAPIENS   | YUVAL NOAH HARARI             | 7,767  |
| BICARA ITU ADA SENINYA                                    | OH SU HYANG                   | 7,106  |
| RICH DAD POOR DAD (EDISI REVISI)                          | ROBERT T. KIYOSAKI            | 6,862  |
| BLUE OCEAN SHIFT BEYOND COMPETING                         | W. CHAN KIM & RENEE MAUBORGNE | 6,797  |
| THE SECRET HISTORY OF THE WORLD                           | JONATHAN BLACK                | 6,191  |
| CHICKEN SOUP FOR THE SOUL: THE POWER OF POSITIVE THINKING | JACK CANFIELD, DKK            | 6,124  |
| TEACH LIKE FINLAND  | TIMOTHY D. WALKER             | 6,019  |
| ALIBABA: THE HOUSE THAT JACK MA BUILT                     | DUNCAN CLARK                  | 5,799  |

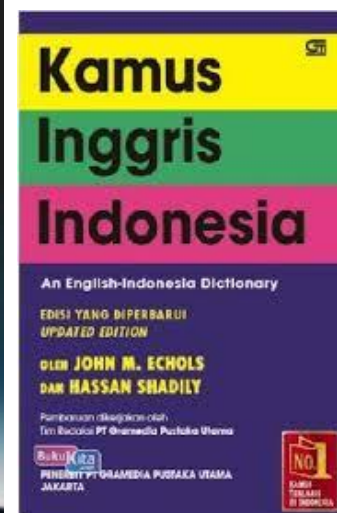
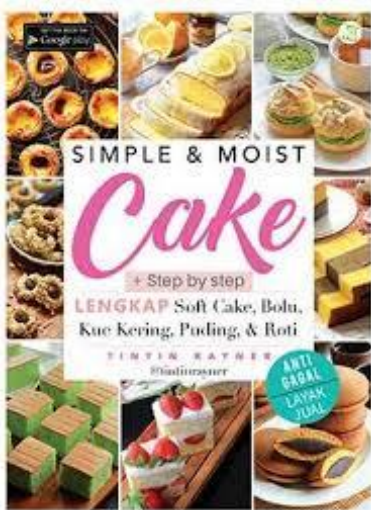
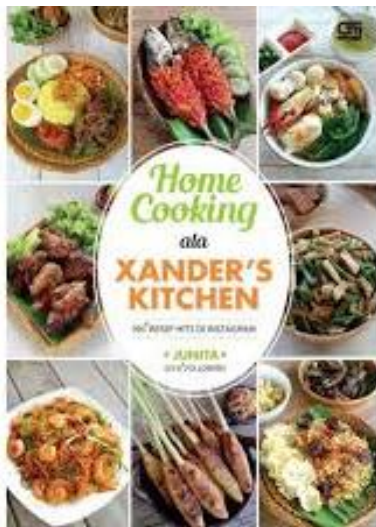
MAJORITY ARE NON-FICTION (Reference and How To) FOR BOTH LOCAL AND TRANSLATED TITLES





# Best-selling titles

Local – ALL TITLES



MAJORITY ARE NON-FICTION FOR BOTH LOCAL AND TRANSLATED TITLES

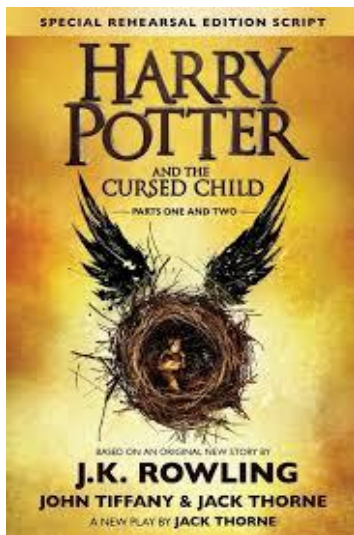
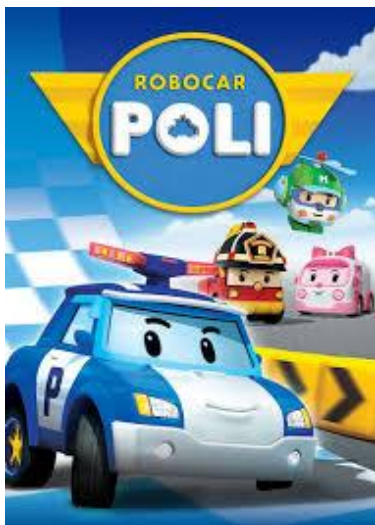
| Local Titles   | Author Name                     | Qty    |
|--|---------------------------------|--------|
| HOME COOKING ALA XANDER'S KITCHEN: 100 RESEP HITS DI INSTAGR | JUNITA                          | 58,872 |
| SIMPLE & MOIST CAKE (SIMPEL DAN LEMBUT MEMBUAT KUE)          | TITIN RAYNER                    | 35,907 |
| ALL NEW TES CPNS 2018/2019                                   | TIM GARUDA EDUKA                | 31,172 |
| BTS, TO ALL THE YOUNGSTERS WITHOUT DREAMS                    | SHIFRA LUSHKA                   | 23,624 |
| PANDUAN RESMI TES CPNS CAT 2018/2019                         | RADITYA PANJI UMBARA            | 23,464 |
| ##BUKU IQRO BESAR:(BUNDEL) KERTAS HVS                        | ASAD HUMAM                      | 20,707 |
| AL QUR`AN CORDOBA PERKATA A4 AL-IHSAN                        | CORDOBA INTERNATIONAL INDONESIA | 20,274 |
| PANDUAN TES RESMI CPNS & BUMN 2018-2019                      | ARYO DEWANTARA                  | 20,033 |
| KAMUS INGGRIS - INDONESIA (SC)                               | JOHN M. ECHOLS & HASSAN SADILY  | 16,764 |
| BUKU IQRO & JUZ AMMA & TERJEMAH BESAR / HVS                  | NULL                            | 16,266 |

# Best-selling titles

## Translated & Local – Children's Books

| Foreign Titles                           | Author Name   | Qty    |
|--|---------------|--------|
| ROBOCAR POLI : LET'S COLOR WITH POLI     | ROI VISUAL    | 11,945 |
| HARRY POTTER AND THE CURSED CHILD        | J.K. ROWLING  | 5,239  |
| MY LITTLE PONY: FRIENDS FOREVER 1        | HASBRO        | 5,135  |
| MY LITTLE PONY FRIENDS FOREVER#7         | HASBRO        | 4,550  |
| THE GREAT KIDS ENCYCLOPEDIA: EARTH       | SON SEUNG-HWI | 4,146  |
| BARBIE DREAMTOPIA: COLORING & STORY BOOK | MATTEL        | 3,786  |
| FAMOUS FIVE: ON A TREASURE ISLAND        | ENID BLYTON   | 3,776  |
| MY FIRST ENCYCLOPEDIA: MANNERS           | FLEURUS       | 3,568  |
| TSUM TSUM: SUPER CUTE ACTIVITIES         | DISNEY        | 3,481  |
| MY LITTLE PONY: FRIENDS FOREVER 3        | HASBRO        | 3,456  |

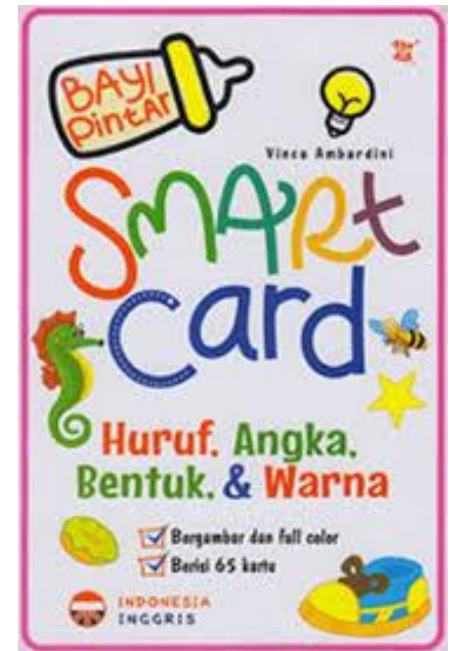
Translated children's books are mainly fiction, activity and encyclopedia books however, for local titles, all top 10 best-selling titles are non-fiction.





# Best-selling titles

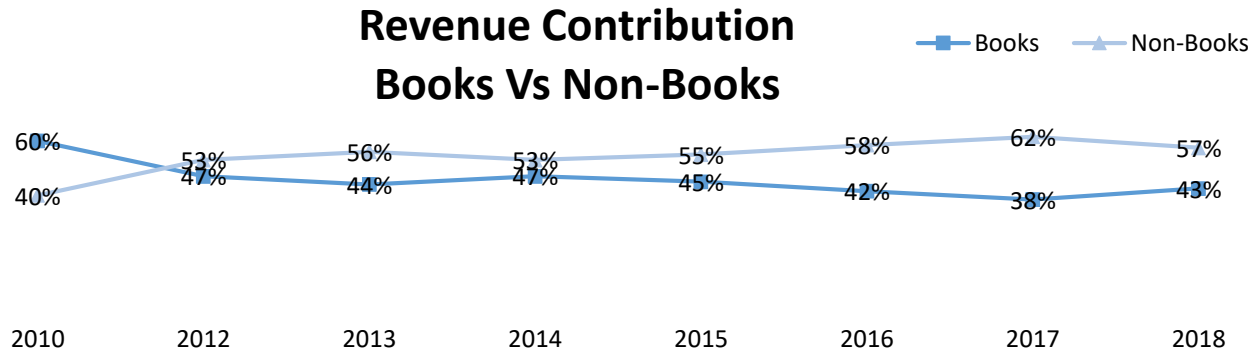
Translated & Local – Children's Books



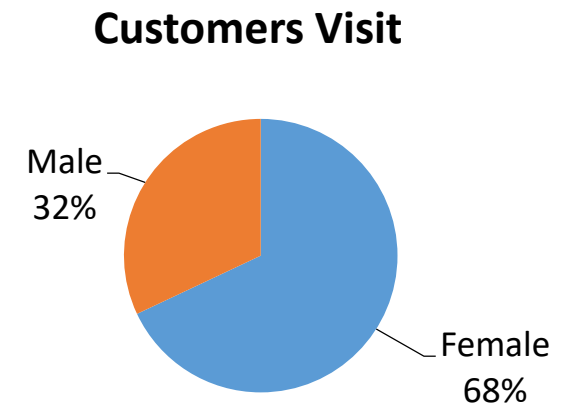
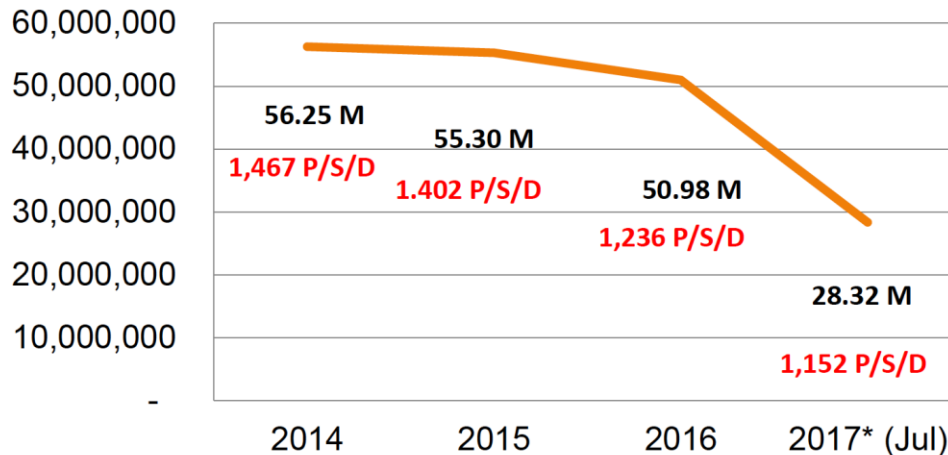
Local titles, top 10 best-selling titles are for learning how to read, smart babies (how to) and religious books.

| Local Titles                                       | Author Name                   | Qty    |
|--|-------------------------------|--------|
| ABACAGA: CARA PRAKTIS BELAJAR MEMBACA U/ ANAK      | JAZULI,BUDIMAN,TRI WAHYU R.N. | 15,591 |
| PANDAI MEMBACA AIUEO                               | ESTI NUGRAHENI                | 15,510 |
| 50 DOA HARIAN ANAK MUSLIM                          |                               | 6,312  |
| BUKU PLAY GROUP (BOX)                              | ALF. YUGIARTA                 | 4,620  |
| BAYI PINTAR: SMART CARD HURUF. ANGKA. BENTUK&WARNA | VINCE AMBARDINI               | 4,359  |
| SERI BAYI PINTAR : BINATANG                        | BALLON MEDIA                  | 4,001  |
| BELAJAR MEMBACA, MENULIS & MEWARNAI                | ROSI L. SIMAMORA              | 3,967  |
| MEWARNAI UNTUK ANAK 2-4 TAHUN                      | KAK BAMBANG                   | 3,915  |
| BAYI PINTAR SMART CARD KOSAKATA                    |                               | 3,873  |
| MY STICKERS AND COLORING BOOK 5                    | ALFNOMIC                      | 3,865  |

# Bookstores



- Bookstores have become more than just a book-store. For example, Gramedia have rebranded and sell more non-book products.
- There's a steep decline of number of customers visits to bookstores.
- Book Store demographic profile: 51% aged 14-24, 68% are female.

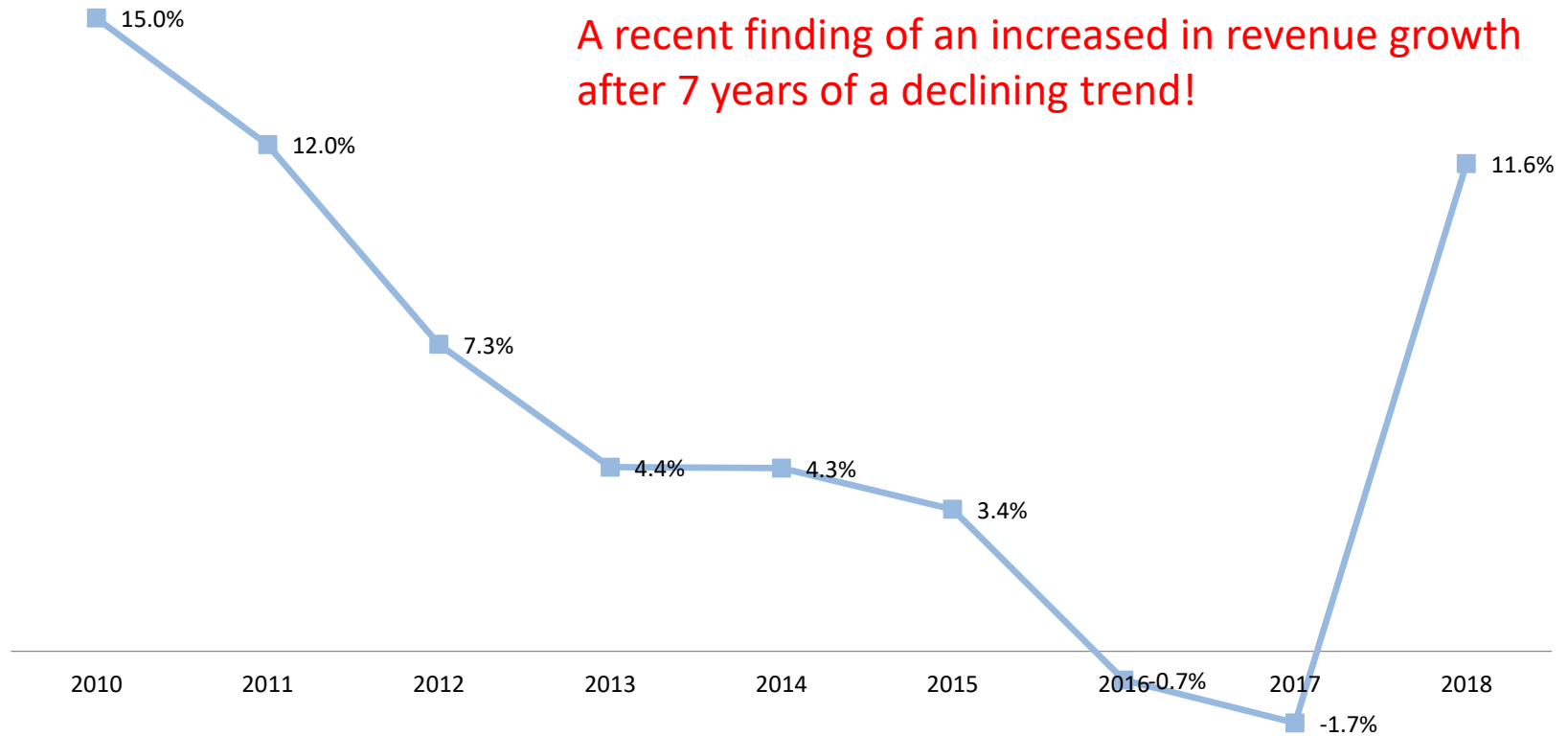




# Publishing Stats

A hopeful future...

## % of Growth in Revenue



# Distribution Channels

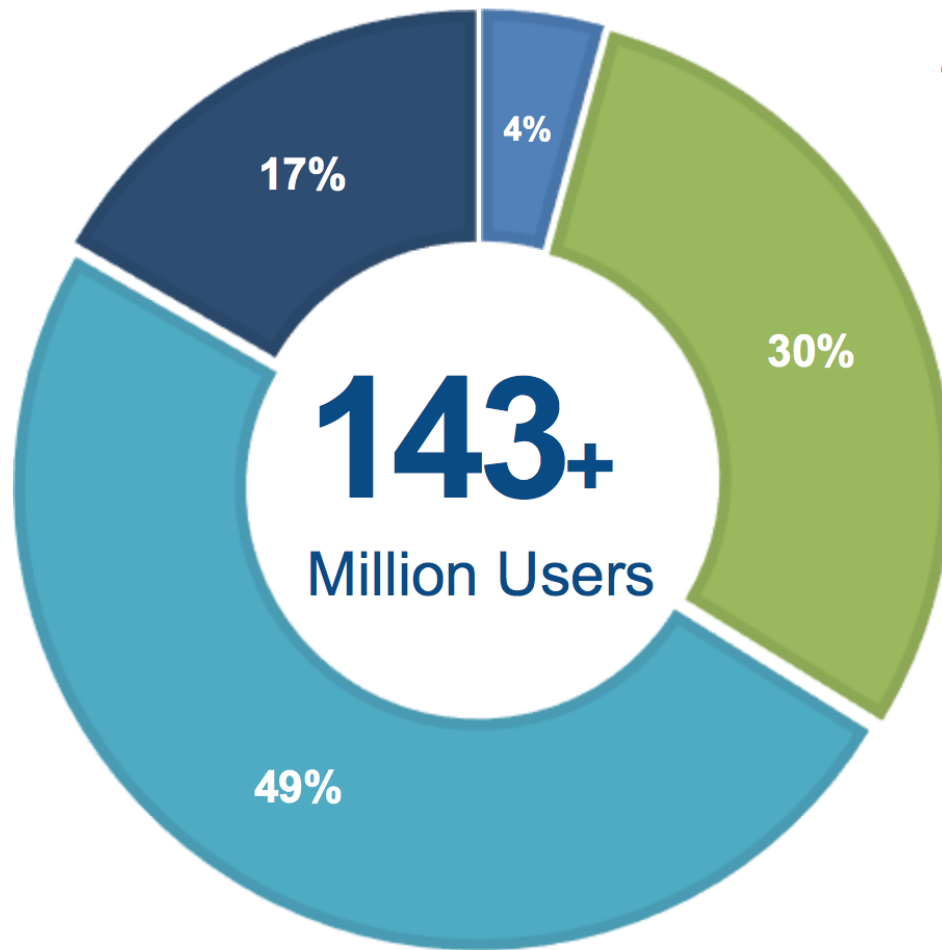
| Book Stores               | Online Retailers | E-books                    |
|---------------------------|------------------|----------------------------|
| Gramedia - <b>113</b>     | Gramedia.com     | Gramediana - 12,000 titles |
| Kharisma - <b>52</b>      | Bukabuku.com     | Lumos - 1,060 titles       |
| Periplus - <b>45</b>      | Kutukutubuku.com | e-Rosda - 200 titles       |
| Book & Beyond - <b>38</b> | Bukukita.com     | Qbaca                      |
| Gunung Agung - <b>21</b>  | Bukuhemat.com    | Rumahbukudigital           |
| Togamas - <b>20</b>       | Inibuku.com      | Scoop                      |
| Tisera - <b>15</b>        | Qstore.tv        | Buqu                       |
| paperclip - <b>9</b>      | Mizanstore.com   | ...more                    |
| Supermarket               | Blibli.com       |                            |
|                           | Tokopedia.com    |                            |
|                           | Kaskus.co.id     |                            |
|                           | Lazada.co.id     |                            |
|                           | Bukalapak.com    |                            |
|                           | ...more          |                            |

In 2017 Indonesia's e-commerce market was valued at USD \$8 billion. The value of the e-commerce market in Indonesia is estimated to have grown to the range of USD \$55 - \$65 billion by 2022.

(source: McKinsey)

- 1,200 Bookstores; 9 Big Players = 336 Stores
- Imported Book Distributors: Unibooks Indonesia and Sinar Star Books
- English Book Stores: Periplus (45), Kinokuniya(4), Books & Beyond (36), Aksara, Gramedia (33)

# Internet Users



■ >54 ■ 35-54 ■ 19-34 ■ 13-18

**130+M Facebook subscribers in Dec 2017**  
**48.7% penetration rate.**

|   | Group Age    | Penetration | Penetration % to total group age |
|---|--------------|-------------|----------------------------------|
| ■ | >54 y.o.     | 4%          | 15,72%                           |
| ■ | 34 – 54 y.o. | 30%         | 44,06%                           |
| ■ | 19 – 33 y.o. | 49%         | 74,23%                           |
| ■ | 13 – 18 y.o. | 17%         | 75,5%                            |

**Highest (79%) penetration**  
**Leading (75%) adoption**

# Online Stores

## SMARTPHONE

**65.2 Million SmartPhones** in 2016, expected to be **74.9 M** in 2017  
90% of Indonesian Internet Users are on Smartphones

## Online shopping

- Revenue in the eCommerce market amounts to US\$9,536m in 2018.
- Revenue is expected to show an annual growth rate (CAGR 2018-2022) of 13.0%, resulting in a market volume of US\$15,533m by 2022.
- User penetration is 40.0% in 2018 and is expected to hit 48.3% by 2022.
- The average revenue per user (ARPU) currently amounts to US\$89.15.

## Smartphone Activities of Smartphone Users in Indonesia, by Age, July 2016

% of respondents

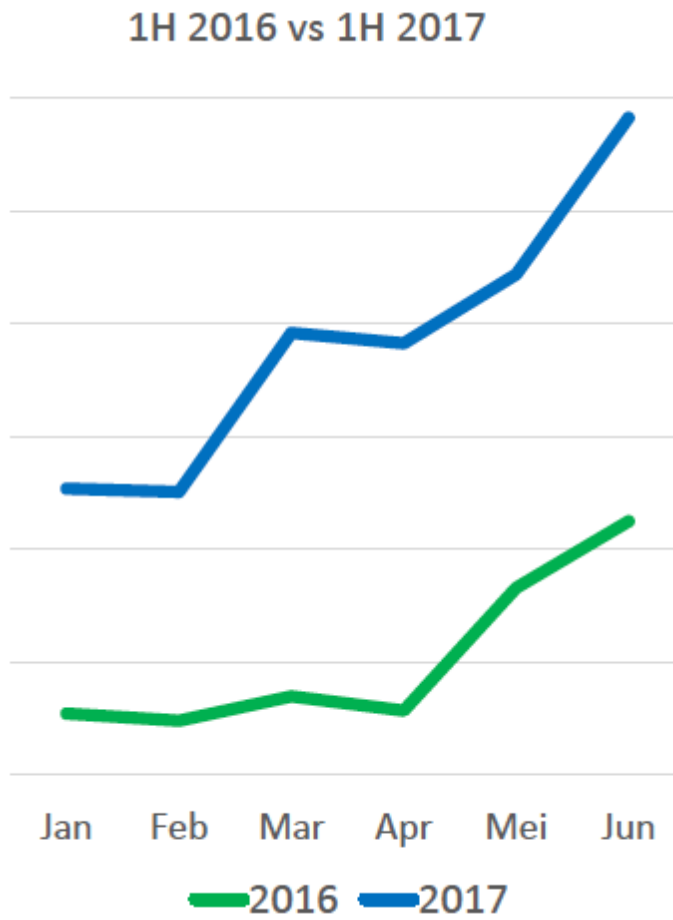
|                               | <18 | 18-25 | 26-30 | 31+ | Total |
|-------------------------------|-----|-------|-------|-----|-------|
| Social media                  | 82% | 88%   | 90%   | 86% | 87%   |
| Chat                          | 76% | 88%   | 83%   | 83% | 84%   |
| Listen to music, watch videos | 62% | 71%   | 53%   | 48% | 61%   |
| Phone call                    | 43% | 59%   | 61%   | 64% | 58%   |
| Check mail                    | 34% | 61%   | 62%   | 67% | 57%   |
| Play games                    | 64% | 59%   | 51%   | 46% | 56%   |
| Take photos/selfie            | 44% | 56%   | 65%   | 58% | 56%   |
| Read news                     | 38% | 50%   | 46%   | 52% | 48%   |
| Look for product information  | 38% | 45%   | 42%   | 37% | 42%   |
| Look up maps and directions   | 25% | 45%   | 36%   | 41% | 39%   |
| Shopping                      | 17% | 37%   | 49%   | 41% | 37%   |
| Photo editing                 | 27% | 38%   | 36%   | 39% | 36%   |
| Internet banking              | 5%  | 24%   | 36%   | 37% | 26%   |
| Other                         | 5%  | 3%    | 2%    | 1%  | 3%    |

Note: n=1,400

Source: DI Marketing, "Study About Smartphone Usage in Indonesia," July 7, 2016



# E-Books



## Growth Locomotives:

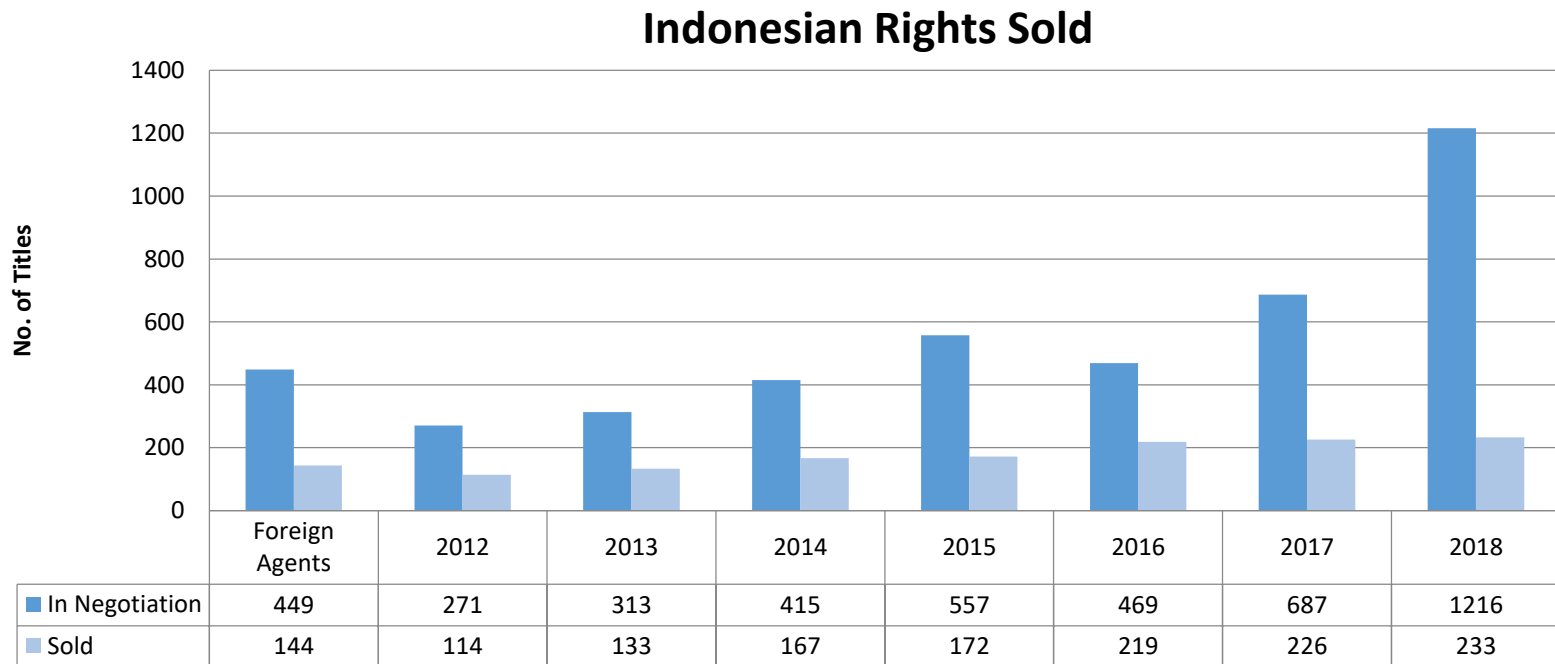
- Governmental Libraries
- School Libraries
- Private Companies
- Subscription Program
- “All You Can Read Scheme” Generates Better Growth
- Retail Sale for Single Titles is Stagnant

Source: Gramedia e-book platform



# International Trade

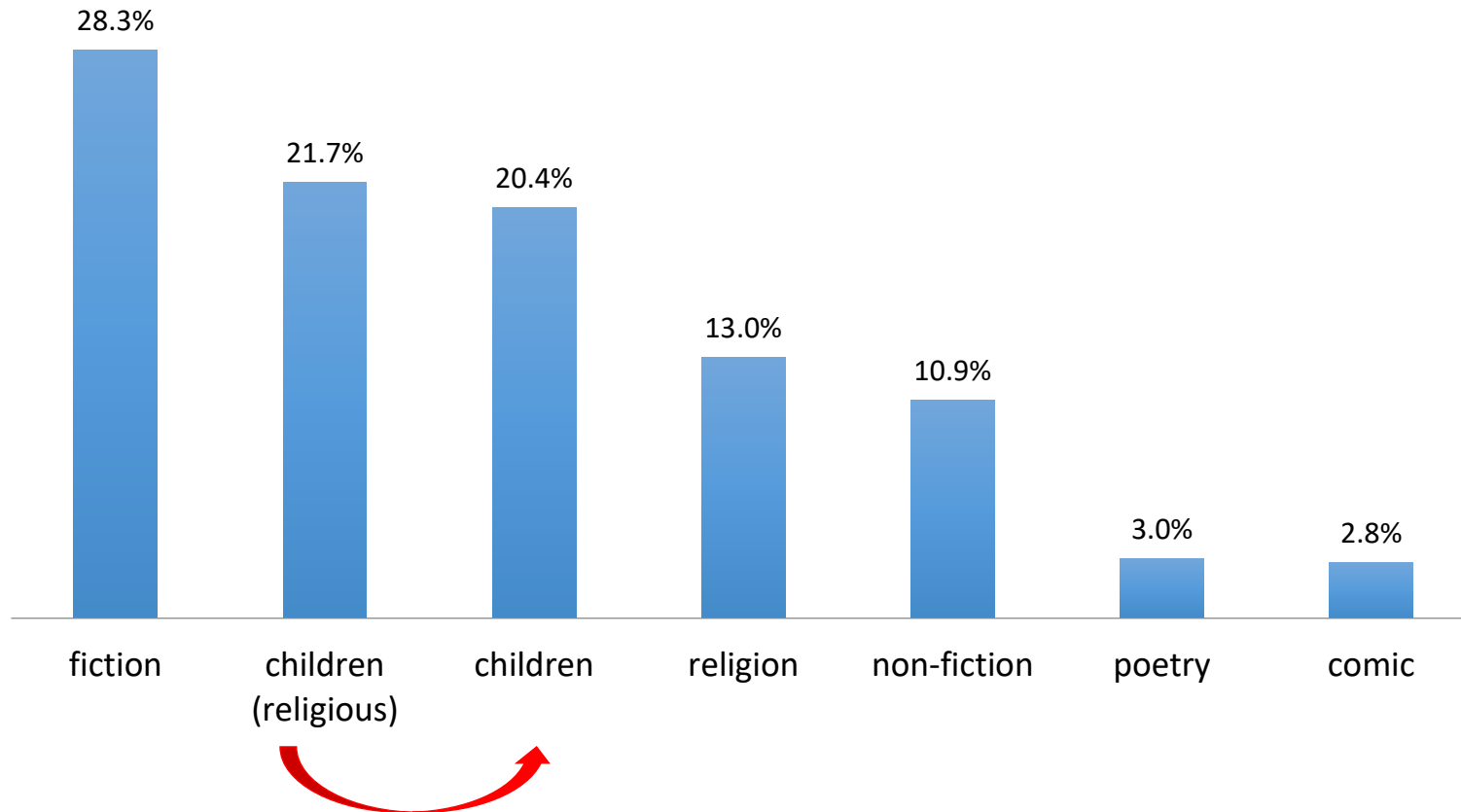
# Rights Sales



Most Indonesian publishers directly deal with overseas publishers or literary agents, only recently some of them start using the service of 4 literary agencies available:

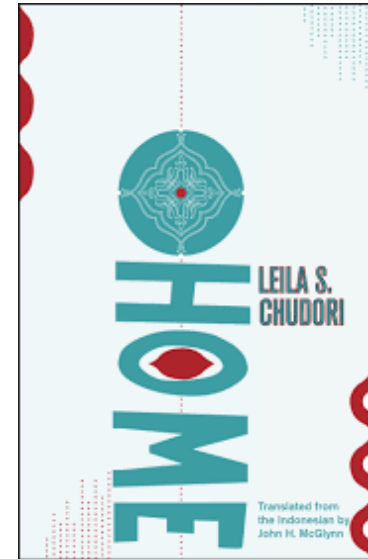
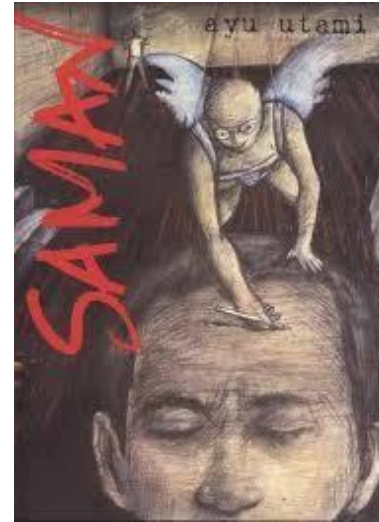
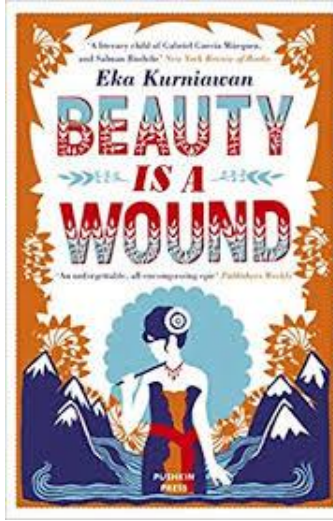
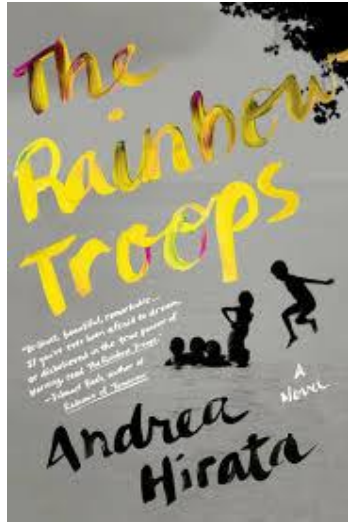
- MAXIMA CREATIVE AGENCY, since 2004, representing quite a number of publishers from North America, UK and Europe
- TUTTLE-MORI AGENCY CO., LTD. – INDONESIA, since 2010, a branch of Tuttle-Mori Thailand, representing around 20 foreign publishers
- BOROBUDUR AGENCY – IKAPI, since 2013, representing Indonesian publishers and authors to market their copyrights overseas

# Rights Sales by Genre



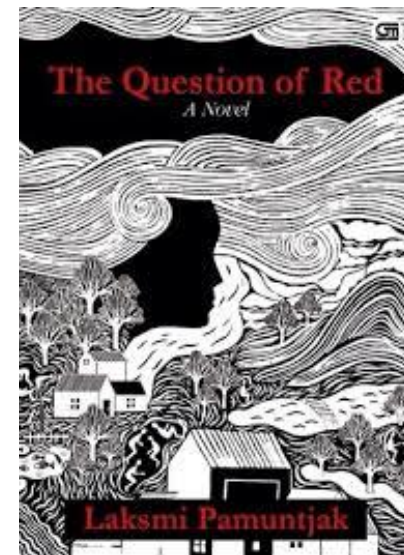
If combined, almost half of rights sold are from children's books (42.1%)!

# Translated titles - Fiction



## Fiction

- The Rainbow Troops by Andrea Hirata more than 30 foreign languages in 50 countries
- Beauty Is a Wound by Eka Kurniawan 32 foreign languages in 32 countries
- Man Tiger by Eka Kurniawan 9 foreign languages in 9 countries
- Saman by Ayu Utami 9 foreign languages in 9 countries
- Home by Leila S. Chudori 4 foreign languages in 4 countries
- The Question of Red by Laksmi Pamuntjak 3 foreign languages
- Cigarette Girl by Ratih Kumala 2 foreign languages





# Translated titles – Children's



Pewarna Langit



Lautkah Ini?



Misteri di Pasar Terapung



Seri Cerita rakyat 34 Provinsi



Srinici



Cerita Asli Nusantara



# Awards

- The late **Pramoedya Ananta Toer**
  - Freedom to Write Award (PEN International, USA)
  - Ramon Magsaysay Award (Philippines)
  - UNESCO Madanjeed Singh Prize (France)
  - Fukuoka Cultural Grand Prize (Japan)
  - Nominee of Nobel Prize in Literature
- **Eka Kurniawan**
  - World Readers' Award 2016 for Beauty Is a Wound
  - The Man Booker International Prize (long list) for Man Tiger
  - Financial Times/Oppenheimer Funds Emerging Voices for Man Tiger
  - Prince Claus Award (Netherlands)
- **Leila S. Chudori**
  - Oppenheimer Award 2016 Longlist
- **Andrea Hirata**
  - Winner for General Fiction at New York Book Festival 2013 (USA)
  - Winner of Buchawards 2013 (Germany) for The Rainbow Troops



- **Ayu Utami**
  - Prince Claus Award (Netherlands) for Saman
- **Laksmi Pamuntjak**
  - LiBeraturpreis Literary Award 2016 (Germany) for Amba (The Question of Red)
- **Putu Oka Sukanta**
  - Herbert Faith Award for Human Rights
- **Sofie Dewayani**
  - The White Ravens International Youth Library 2016 (Srinti)





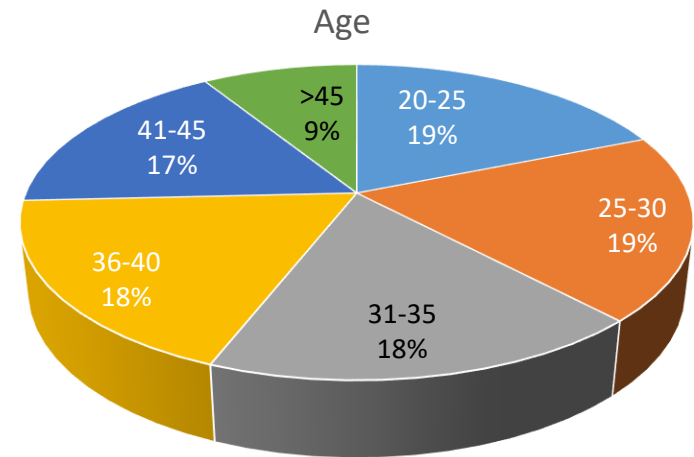
# Reading Habit

# Reading Habit

Unesco (2010) and Central Connecticut State University (2016) findings on reading habit.  
Is it low reading habit or poor access to good books?

A survey on reading habit:

- 7 cities; Jakarta, Bandung, Jogja, Semarang, Surabaya, Medan, Makassar
- 70 surveyors, 4 statisticians
- 1855 respondents, 2 demographic groups: Students and Professionals



|                              | Students                          | Professionals                     |
|------------------------------|-----------------------------------|-----------------------------------|
| Book ownership               | <5 books, buy and borrow          | 5-10 books, 63% buy books         |
| Visit to Library in the year | Once every fortnight              | 84% never                         |
| Visit to Bookstore           | Once a month                      | Once a month                      |
| Reasons to not buy books     | Too costly                        | Don't have time                   |
| Reason for reading           | For study                         | For work                          |
| Favorite Genre               | Reference "How to" books, fiction | Reference "How to" books, fiction |
| Digital Book                 | Mostly to read Fiction            | Mostly Reference "How to" books   |

# Literacy

## LITERACY

- 93% (47.43% Male, 45.57% Female)
- Enrollment rate: 94% for Primary, 75% for Secondary, 27% for Tertiary Education

## LIBRARIES

- 1 National Library
- 2,585 Public Libraries 47,500 School/Univ. Libraries
- 7,082 Community Libraries (year 2013)

## PRIMARY & SECONDARY EDUCATION

- 54,936,119 students for 252,237 schools
- 61.45% schools have libraries
- Out of these libraries, only 31% is under good condition.
- The Indonesian Ministry of Education and Culture provide primary and secondary education, and have been downl

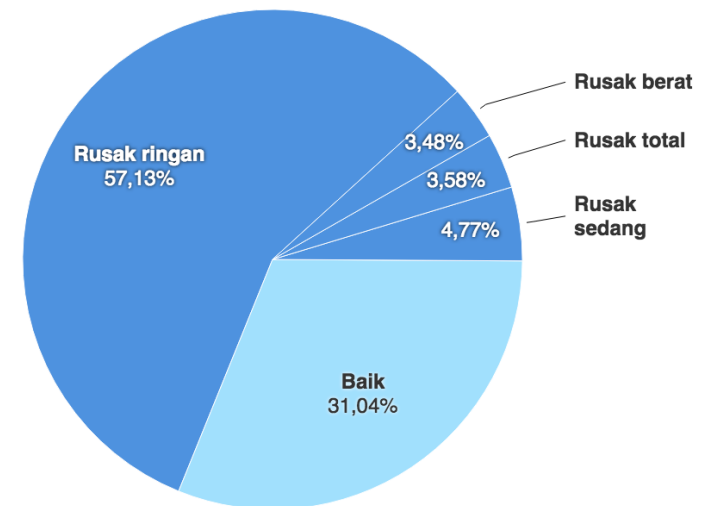
## VILLAGE

- From 77.095, only 23.281 (30%) have libraries.

## BOOKSTORES

- From 514 town/ cities, Gramedia only has 113 stores.

## Kondisi perpustakaan SD negeri & swasta



Total 90.642 perpustakaan (2016/2017)

Source: [Kementerian Pendidikan dan Kebudayaan](#)

# Reading Habit

Is it low reading habit or poor access to good books?

## Public Initiatives

### Literary Communities:

- Pustaka Bergerak: 312 'Librarians on-the-move'
- Forum TBM: 6000 public libraries
- Pustakaloka Rumah Dunia
- Indonesia Boekoe
- Kampung Literasi

### Book Fairs and Literary Festivals:

- Islamic Book Fair
- Indonesia International Book Fair
- Provincial Book Fairs
- Gramedia Book Fair
- MoEC National Literary Festival
- Ubud Writers and Readers Festival
- Makassar Writers Festival
- Borobudur Writers Festival
- ASEAN Literary Festival
- Regional Literary Festival





# Government initiatives

## NATIONAL LITERACY PROGRAM:

- 2015: Empowerment of Public & Community Libraries, digital e-libraries
- 2016: 15 Minutes Reading Before Formal School Learning Activities, GLN was founded, NBC was established
- 2017: Book Law & Regulation, Free shipment on Book Donations 'Hari Raya Pustaka', "Dana Desa", "20% from 5% Dana Bos for libraries"
- 2018: Minister's Book Award, 'Book Council' under MoEC





# The National Book Committee

In early 2016, the National Book Committee was formed, an institution for books created by the government as a link between the government and the private sector to maintain Indonesia's presence at various international book fairs and undertake systematic efforts to introduce creative works by Indonesian writers and intellectuals on the world stage. Our Programs:

1. Translation Grant Program (LitRI)
2. Literary Funding Program
3. Research and Data Center
4. Guidance and Training
5. International Book Fairs
6. Literary Festivals
7. Promotion and Publication Program

# LitRI

LitRI is a program intended to foster the translation of Indonesian books into foreign languages. Run by the National Book Committee of Indonesia's Ministry of Education and Culture, LitRI provides financial assistance to publishers who have acquired translation rights of Indonesian books, including fiction, non-fiction, children's books, and comics.

THE MAXIMUM AMOUNT OF THE GRANT FOR EACH TITLE IS **US\$ 7,000.00.**

Publishers who apply for assistance from this program must submit the following documents:



Completed application form;



Contract with the proprietor  
Contract with the translator;  
(publishers/ agents/authors)  
proving that the copyright  
owner has granted permission  
to publish the work  
in question;



Contract with  
the translator;



Translator's CV;



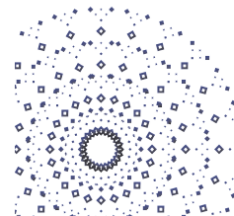
Translation sample and  
the original text.

The deadline for final submissions: **July 13, 2019**  
The deadline for submitted final  
translations: **September 30, 2019**

The application form can be downloaded at:  
<http://islandsOfImagination.id/web/litri>

For all inquiries about this program,  
feel free to contact us at:  
[contact@islandsOfImagination.id](mailto:contact@islandsOfImagination.id)

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**indonesia**  
MARKET FOCUS  
THE LONDON BOOK FAIR 2019



[www.islandsOfImagination.id](http://www.islandsOfImagination.id)

# Thank You!

**The National Organizing Committee  
for Indonesia as Market Focus Country  
at London Book Fair 2019**

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